



FINANCETECHNOLOGY AT IT'S FINEST

UNIVERSITY OF WALES TRINITY SAINT DAVID - LONDON

MODULE: DIGITAL SKILLS

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WHAT IS PAYPAL?

PAYPAL

- With the help of the online payment system PayPal, it is safe and secure to send and receive money online.
- You can use PayPal to make online purchases from participating retailers when you link your bank account, credit card, or debit card to your PayPal account.
- Your payment information is kept secure by PayPal, which acts as a go-between for your bank and retailers.
- PayPal allows you to send and receive money safely from others as well as to transfer money to friends and family.
- For instance, this feature can be used to split rent with housemates or receive birthday money.

PAYPAL FOUNDERS



Peter Thiel



Ken Howery



Luke Nosek



Elon Musk



Max Levchin



Yu pa

1998: Peter and max launch Fieldlink, later renamed Confinity

1999: PayPal first appears as an online demo that allows to email payments

2000: Reaches 1M users changing its payments systems to enable eBay payments

2001: X.com change its name to PayPal

2002: eBay buys PayPal for \$1.5bn just after the online payment provider's initial public offering.

2009: PayPal adds five new currencies

2008: eBay acquires PayPal's rival Bill me later for just under \$1bn

2007: Granted an EU banking licence

2006: Expands internationally, adding 10 currencies

2004: PayPal becomes a payment option on the UK site of eBay

2010: PayPal launches apps for the iPhone and android-powered devices

2011: PayPal mobile payments hit \$14bn

2012: Mobile payments more than treble year-on-year, to \$14bn

2013: Mobile payments almost double again year-on-year, to \$27bn

2014: eBay announces plans to spin off PayPal into separate business in 2015

The background of the slide is a blurred collage of financial-related items. At the top, there are three horizontal bars in dark blue, medium blue, and light blue. Below these, several US dollar bills are visible, including a \$100 bill and a \$50 bill. A line graph with multiple colored lines (red, blue, green) is overlaid on the bills. In the bottom right corner, a portion of a grey calculator is visible, showing its keypad with numbers and function keys.

THE CHALLENGES BEFORE FINTECHS

COMPLEXITY IN METHODOLOGY

- PayPal employees had to enter information into so many different systems after each new encounter with a client, it was hard for them to have a complete understanding of the customer's history or product usage with the firm.
- This problem used to make the whole process of using PayPal very complex to understand
- Merchants felt demotivated
- A lot of misconduct and errors used to took place

LENGTHILY NEGOTIATION PROCESS

- Before scoring as well as analysis across the entire sales cycle was so complex that it would usually take a relatively long time to negotiate with the customers. As a result, cracking a deal used to take a lot of time for the employees. This process made the employees feel dissatisfied with the work.
- One of the main problems was that the employee couldn't see the previous interaction with the consumer

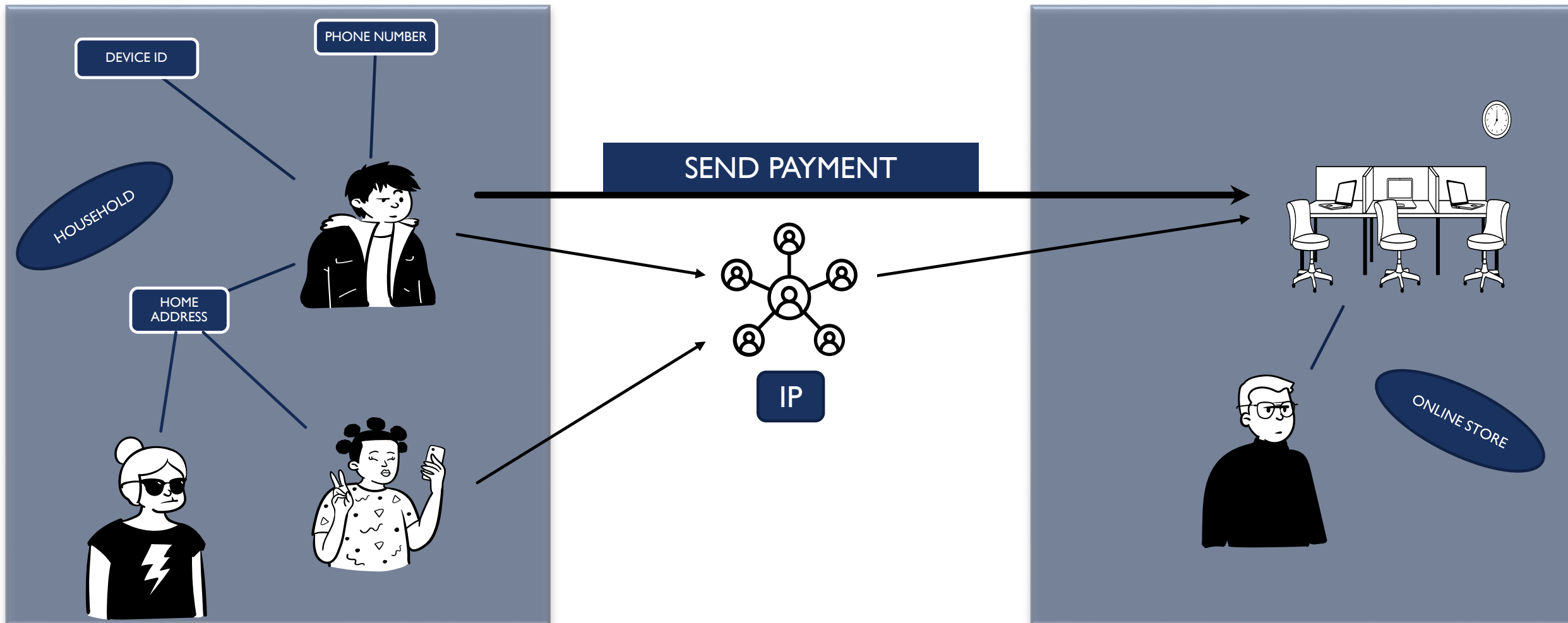
LACK OF UNIFYING DATA TO IMPROVE SALES OPERATIONS

- PayPal Holdings possesses a large number of sales teams, each of which use its own methodology and system because of the company's vast acquisitions. The organisation required a more effective technique to estimate sales across product categories, disseminate data to teams, and prepare accordingly.
- The employees could not easily understand consumers
- Could not make good decisions
- Could not recommend fruitful solutions to customers

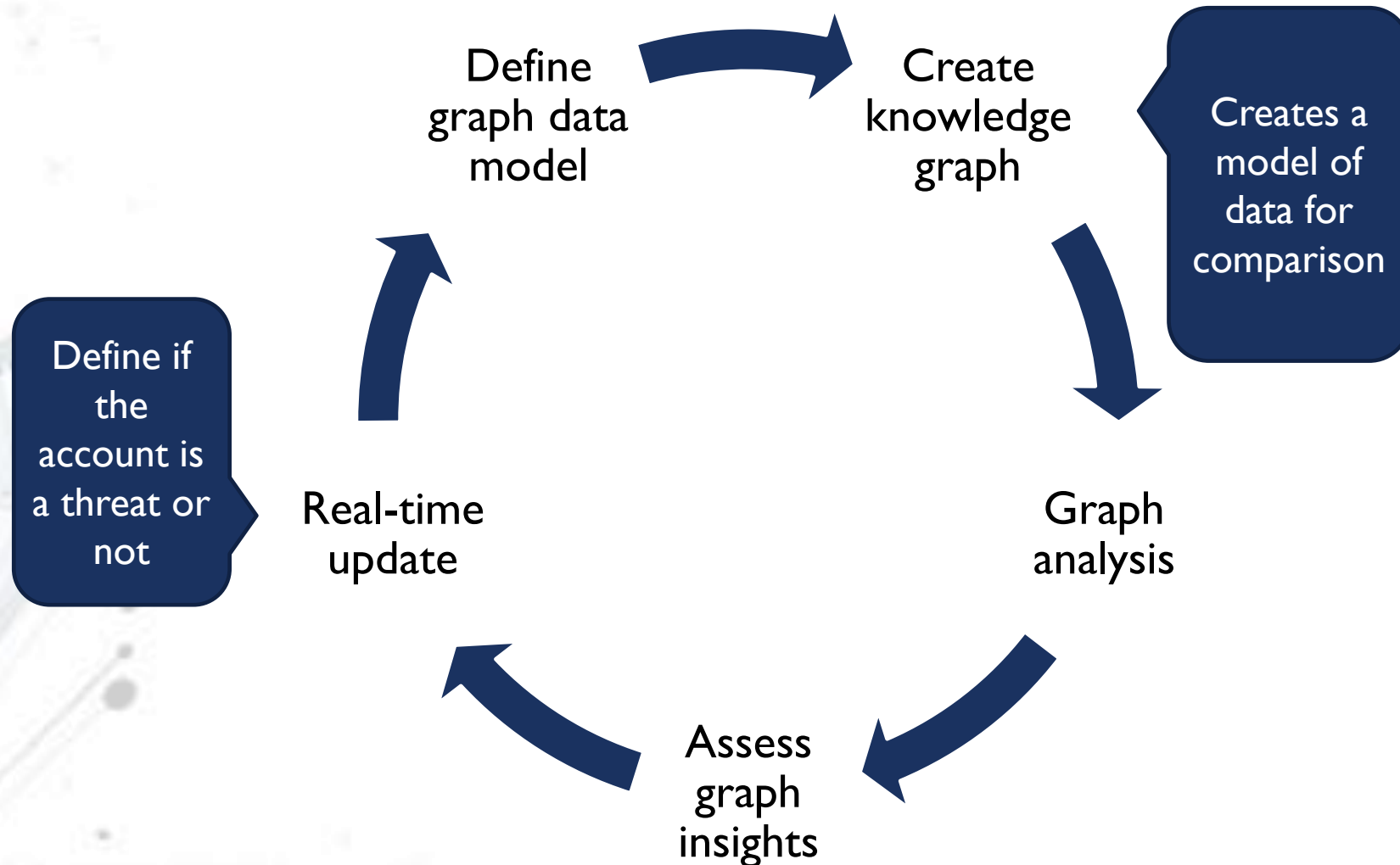
A large, glowing blue fingerprint scanner graphic is centered in the background. It features concentric circles and a central point, with a blue glow emanating from it. The background is a light beige color with a pattern of white circuit lines and small blue dots.

BEHIND THE CURTAINS OF SECURITY

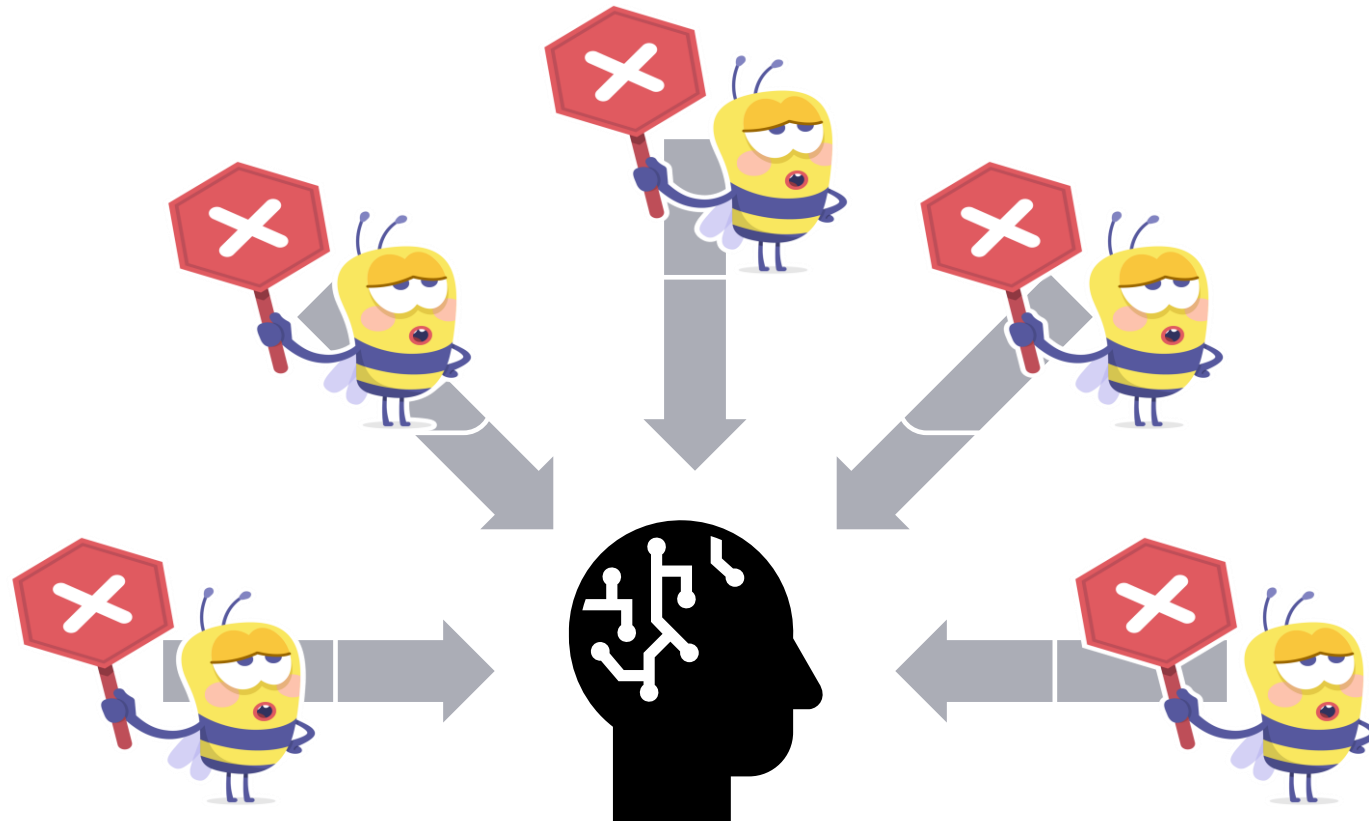
REAL-TIME GRAPHIC DATABASE AND ANALYSIS

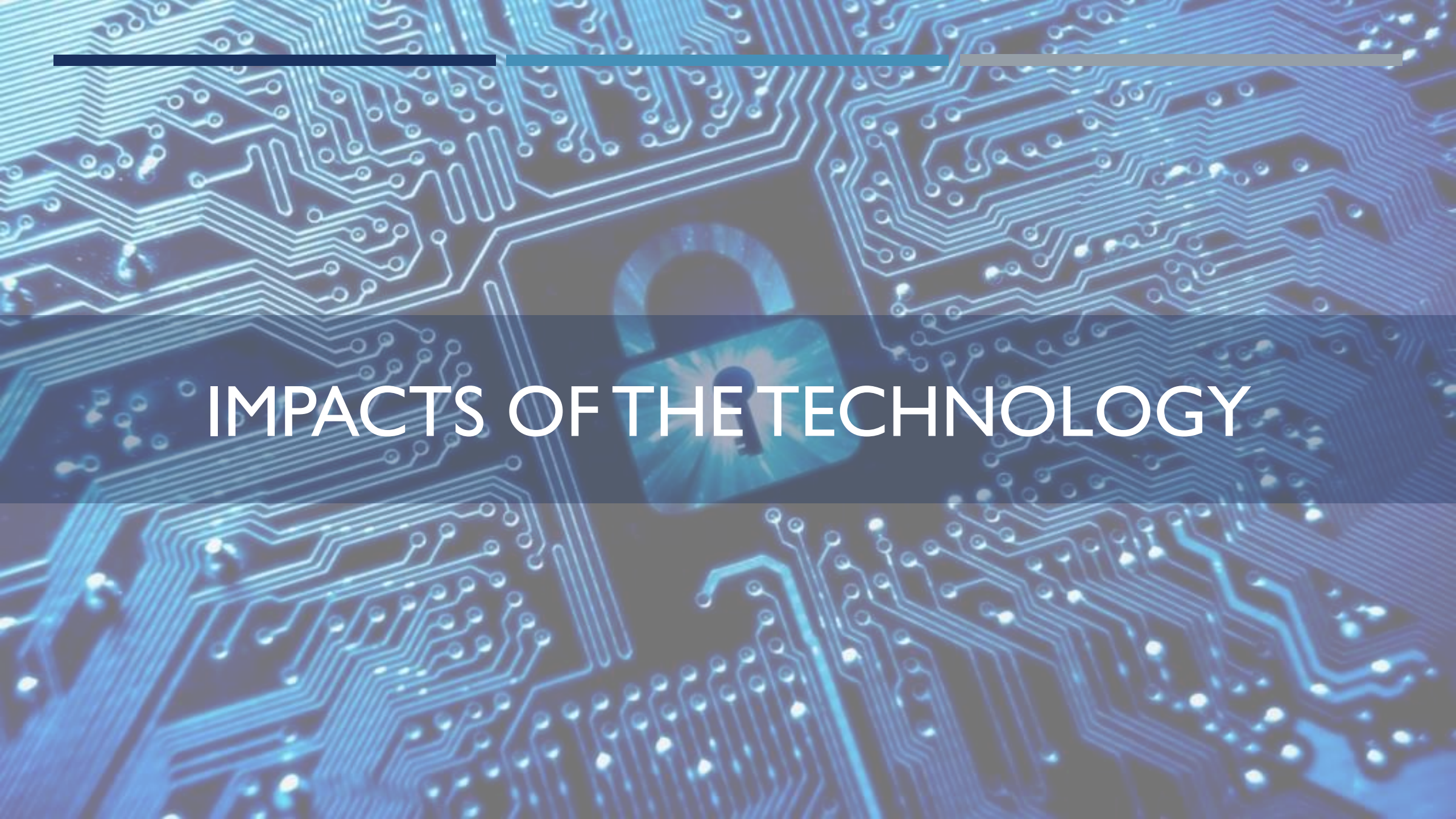


REAL-TIME GRAPHIC DATABASE AND ANALYSIS



REAL-TIME GRAPHIC DATABASE AND ANALYSIS





IMPACTS OF THE TECHNOLOGY

POSITIVE IMPACTS OF PAYPAL

- Strong invoicing features
- Instant deposits into your PayPal account
- Online transactions cheaper than alternatives providers
- Secure means of sending payments
- Diverse financing options



NEGATIVE IMPACTS OF PAYPAL

- Popular target for scams
- Poor costumer service
- Disputes can delay refunds
- Expensive chargeback fees
- Expensive for international payments
- Confusing transaction fees



LESSONS DRAWN FROM THE RESEARCH

- Security is and will always be a problem to be solved
- Technology like Databases evolved in a very fast pace over the years
- AI is the dawn of a new technology era



CONCLUSION

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Q & A

