

Building a Recurring Solution with Drupal and Recurly

Building subscription-based websites
without self-hosted e-commerce.

NATE HAUG * TWIN CITIES DRUPALCAMP * JULY 19, 2013



Consulting | Development | Training

Nate Haug



Consulting | Development | Training

Nate Haug

"quicksketch" on drupal.org

Media handling, Webform, 3rd Party Integrations



Consulting | Development | Training

Nate Haug

"quicksketch" on drupal.org

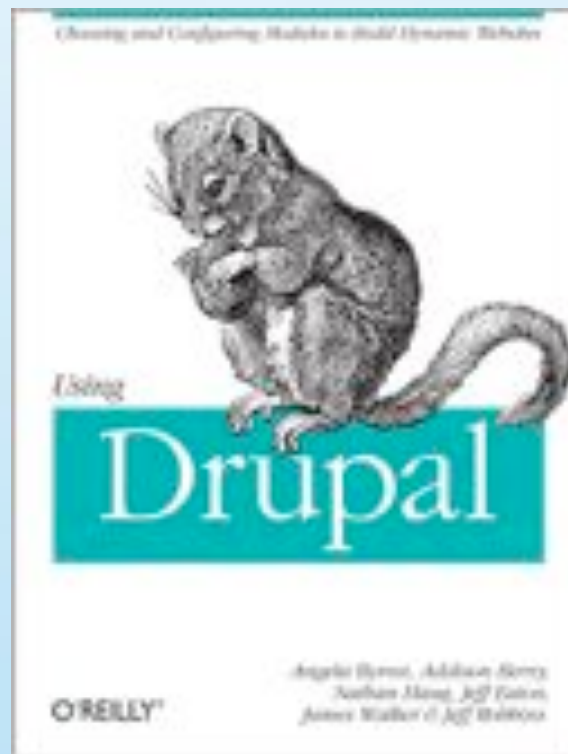
Media handling, Webform, 3rd Party Integrations





Consulting | Development | Training

Nate Haug





Consulting | Development | Training

Nate Haug

webform
webform.com

drupalize.me



Get instant access to the Lullabot library of Drupal training from top-tier experts streaming to your computer, tablet, smart phone, & tv.

Drupal and e-commerce



Übercart



DRUPAL COMMERCE

Drupal and e-commerce

Drupal and e-commerce

- Solutions require handling credit card data at some level (hopefully not storing cards), requiring investment in PCI-compliance

Drupal and e-commerce

- Solutions require handling credit card data at some level (hopefully not storing cards), requiring investment in PCI-compliance
- Massive code base can impact reliability and performance of your site

Drupal and e-commerce

- Solutions require handling credit card data at some level (hopefully not storing cards), requiring investment in PCI-compliance
- Massive code base can impact reliability and performance of your site
- Built for every possible e-commerce need; subscription/recurring billing can feel bolted-on

RECURRING BILLING

is hard, is hard, is hard.

@eojthebrave • joe@lullabot.com

<http://lb.cm/oXx>

RECURRING BILLING

is hard, is hard, is hard.

@eojthebrave •

<http://lb.cm/oXx>



RECURRING BILLING

is hard, is hard, is hard.

@eojthebrave •

<http://lb.cm/oXx>



RECURRING BILLING

is hard, is hard, is hard.

@eojthebrave • joe@lullabot.com

RECURRING BILLING

is hard, is hard, is hard.

“ If you can,
use a service. ”

@eojthebrave • joe@lullabot.com

Recurly

Recurly

Recurly

- Connects to payment gateway



- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information
- Handles discounts and coupons

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information
- Handles discounts and coupons
- Interface for account management

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information
- Handles discounts and coupons
- Interface for account management
 - Refunds, account viewing

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information
- Handles discounts and coupons
- Interface for account management
 - Refunds, account viewing
- Handles the dunning process (getting new billing information after billing information expires)

Recurly

- Connects to payment gateway
 - (Recurly Gateway, Authorize.net, Paymentech, PayFlow Pro, etc.)
- Stores credit card numbers and billing information
- Handles discounts and coupons
- Interface for account management
 - Refunds, account viewing
- Handles the dunning process (getting new billing information after billing information expires)
- Sends out invoice e-mails





- Passes through credit card information directly to Recurly.



- Passes through credit card information directly to Recurly.
- Receives ping-backs from Recurly when an account expires, upgrades, downgrades, or is cancelled.



- Passes through credit card information directly to Recurly.
- Receives ping-backs from Recurly when an account expires, upgrades, downgrades, or is cancelled.
- Leverages the Recurly API to provide client-side invoices, billing information updating, and plan-switching.



Drupal stores no billing data

- No credit card
- No billing address
- No billing history
- No subscription level*



Drupal stores no billing data



Drupal stores no billing data





Drupal stores no billing data

- › Recurly Servers: PCI Compliance Level 1





Drupal stores no billing data

- › Recurly Servers: PCI Compliance Level 1
- › Your Site: PCI DSS Self-Assessment Questionnaire A





Drupal stores no billing data



- › Recurly Servers: PCI Compliance Level 1
- › Your Site: PCI DSS Self-Assessment Questionnaire A

<http://docs.recurly.com/pci-dss-compliance>



Drupal may easily store

- E-mail address
- User account name
- First and Last name
- Other data (address, phone, CC last digits)
using hooks if needed
- No possible ability to access CC data



Recurly



Recurly

1. User visits Drupal site
signup page



Recurly

1. User visits Drupal site
signup page





Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form





Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



3. Drupal receives push
notification of account
upgrade, calls hook to
allow behaviors



Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



3. Drupal receives push
notification of account
upgrade, calls hook to
allow behaviors





Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



3. Drupal receives push
notification of account
upgrade, calls hook to
allow behaviors



- Add user role (recurly_roles module: dgo.to/recurly_roles)



Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



3. Drupal receives push
notification of account
upgrade, calls hook to
allow behaviors



- Add user role (recurly_roles module: dgo.to/recurly_roles)
- Arbitrary action (recurly_rules module: dgo.to/1856606)

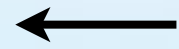


Recurly

1. User visits Drupal site
signup page



2. Recurly directly receives
POST data from the
payment form



3. Drupal receives push
notification of account
upgrade, calls hook to
allow behaviors



- Add user role (recurly_roles module: dgo.to/recurly_roles)
- Arbitrary action (recurly_rules module: dgo.to/1856606)
- Custom code (hook_recurly_process_push_notification)



Recurly

Demo

Costs

Costs

Warning: it's about to get CRAZY

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

+

Gateway Costs

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

+

Gateway Costs

+

Merchant Account

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

+

Gateway Costs

+

Merchant Account

+

Processor Fees

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

+

Gateway Costs →

**Free with
Recurly Gateway**

+

Merchant Account

+

Processor Fees

Costs

Recurly

\$99/mo

+ 1.25% and \$0.10 per transaction

+

Gateway Costs →

**Free with
Recurly Gateway**

+

Merchant Account }

+

Processor Fees }

**Low-cost when
using Recurly
Partner TSYS
Merchant Solutions**

Costs

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
------------------	---------	-----------------------------------	---

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction
Stripe 2.9% + 0.30/transaction			

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction
Stripe 2.9% + 0.30/transaction			
Authorize.net \$10/mo	Authorize.net \$20/mo* 1.1% + \$0.20/transaction*		

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction
Stripe 2.9% + 0.30/transaction			
Authorize.net \$10/mo	Authorize.net \$20/mo* 1.1% + \$0.20/transaction*		
		Wells Fargo \$125/yr \$21/mo (non-PCI + \$25/mo)	1.7% + \$0.25/transaction 1.9% + \$0.15/transaction 2.05% + \$0.15/transaction

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction
Stripe 2.9% + 0.30/transaction			
Authorize.net \$10/mo	Authorize.net \$20/mo* 1.1% + \$0.20/transaction*		
		Wells Fargo \$125/yr \$21/mo (non-PCI + \$25/mo)	1.7% + \$0.25/transaction 1.9% + \$0.15/transaction 2.05% + \$0.15/transaction
	Orbital Gateway Included	Chase Pamentech no monthly fee if other accounts with Chase	2.18% per transaction 3.12% per transaction

Costs

Recurring System	Gateway	CC Processor and Merchant Account	Credit Card Fee (Visa, Mastercard, etc.)
Recurly \$99/mo 1.25% + \$0.10/transaction	Recurly Gateway free	TSYS Merchant Solutions \$0.07/transaction	Pass-through costs 0.2% - 3.9% + \$0.10 to \$1.50/transaction
Stripe 2.9% + 0.30/transaction			
Authorize.net \$10/mo	Authorize.net \$20/mo* 1.1% + \$0.20/transaction*		
		Wells Fargo \$125/yr \$21/mo (non-PCI + \$25/mo)	1.7% + \$0.25/transaction 1.9% + \$0.15/transaction 2.05% + \$0.15/transaction
	Orbital Gateway Included	Chase Pamentech no monthly fee if other accounts with Chase	2.18% per transaction 3.12% per transaction
	Merchant eSolutions	Merchant eSolutions \$69.95/yr PCI fees \$29.95/yr Gov't reporting fee \$25/mo	2.25% + \$0.30/transaction

Costs

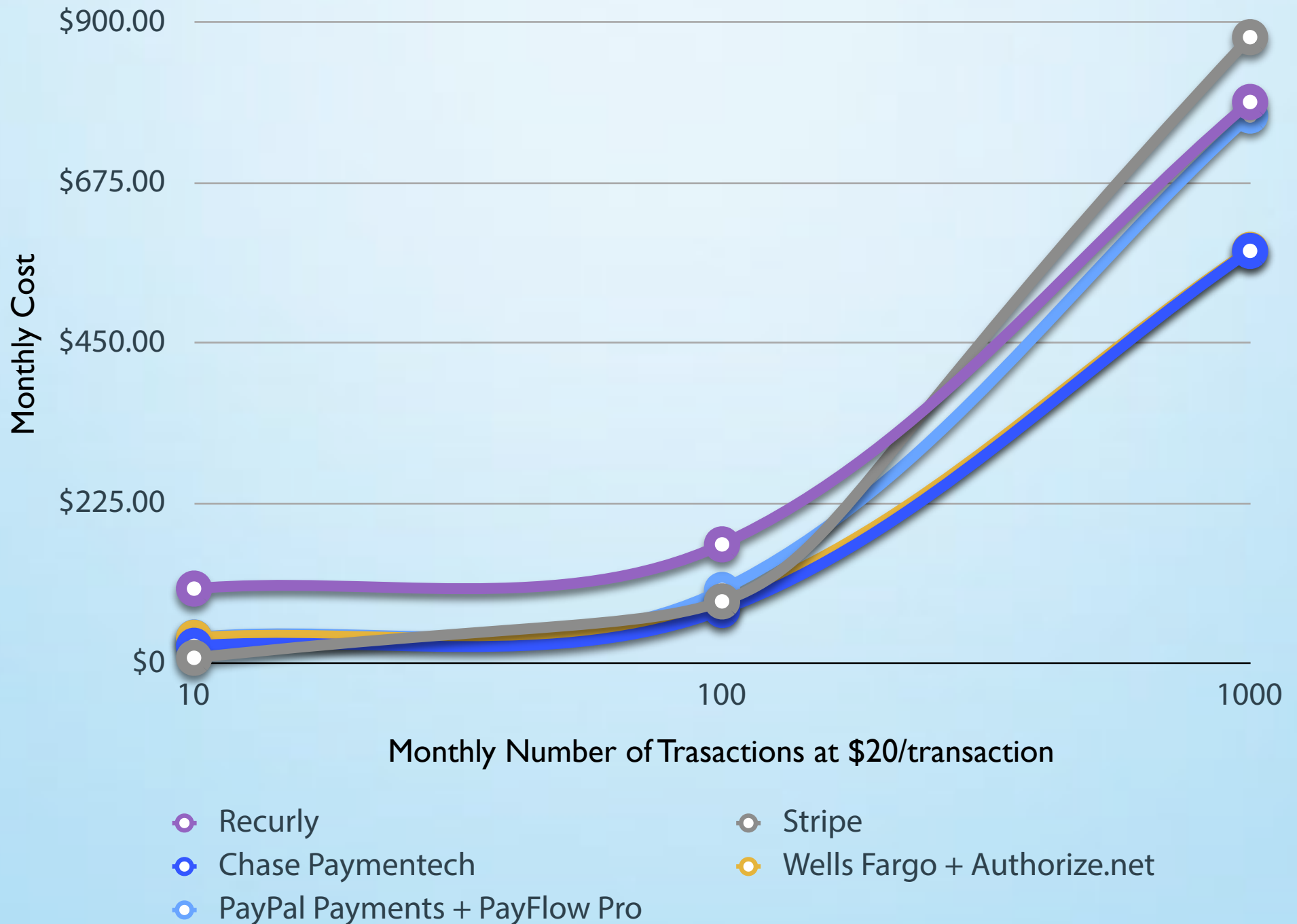
System Combo	Hypothetical Average* Cost
Recurly + Recurly Gateway + TSYS Merchant Solutions	\$99/mo 1.70% + \$0.35/transaction
Stripe	2.9% + \$0.30/transaction
Orbital Gateway + Chase Paymentech	2.8% per transaction
Authorize.net + Wells Fargo	\$21/mo + \$125/year 2% + \$0.15/transaction
PayFlowPro + PayPal Payments	\$30/mo 2.2% + \$0.30/transaction

*As best could be averaged by my estimates. May not reflect your situation. Assuming low to average volume (~400 transactions a month at \$100/transaction).

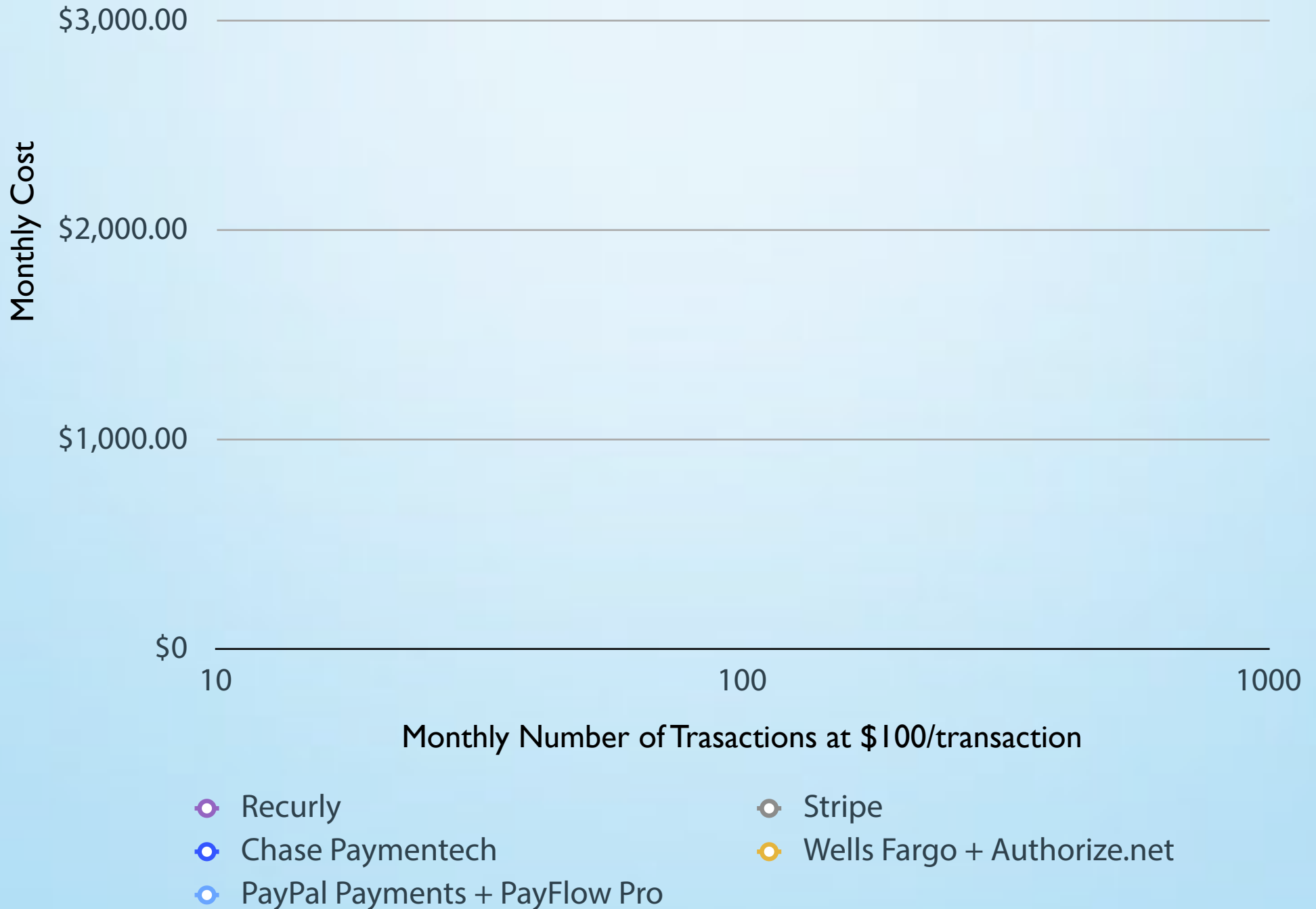
Costs



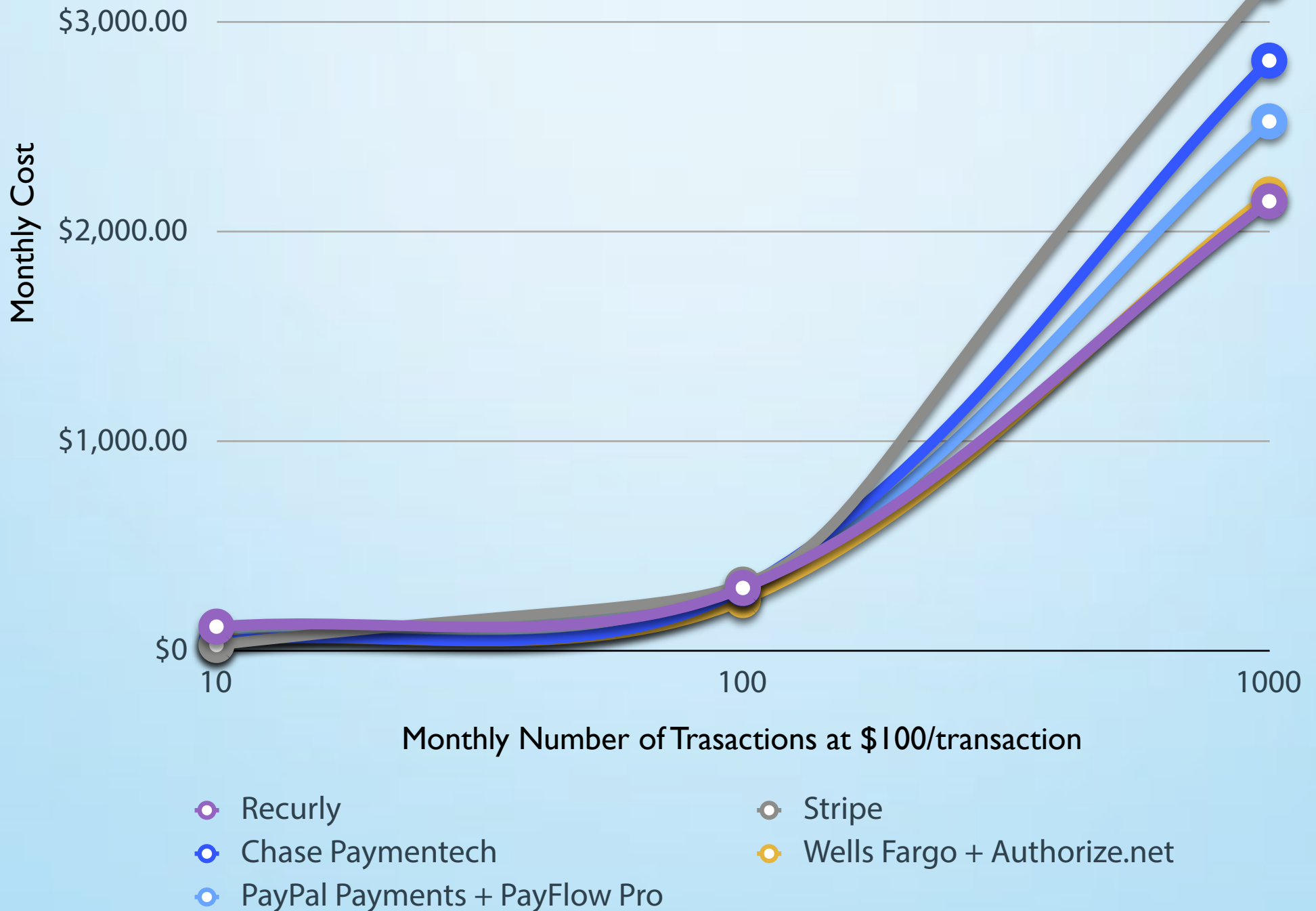
Costs



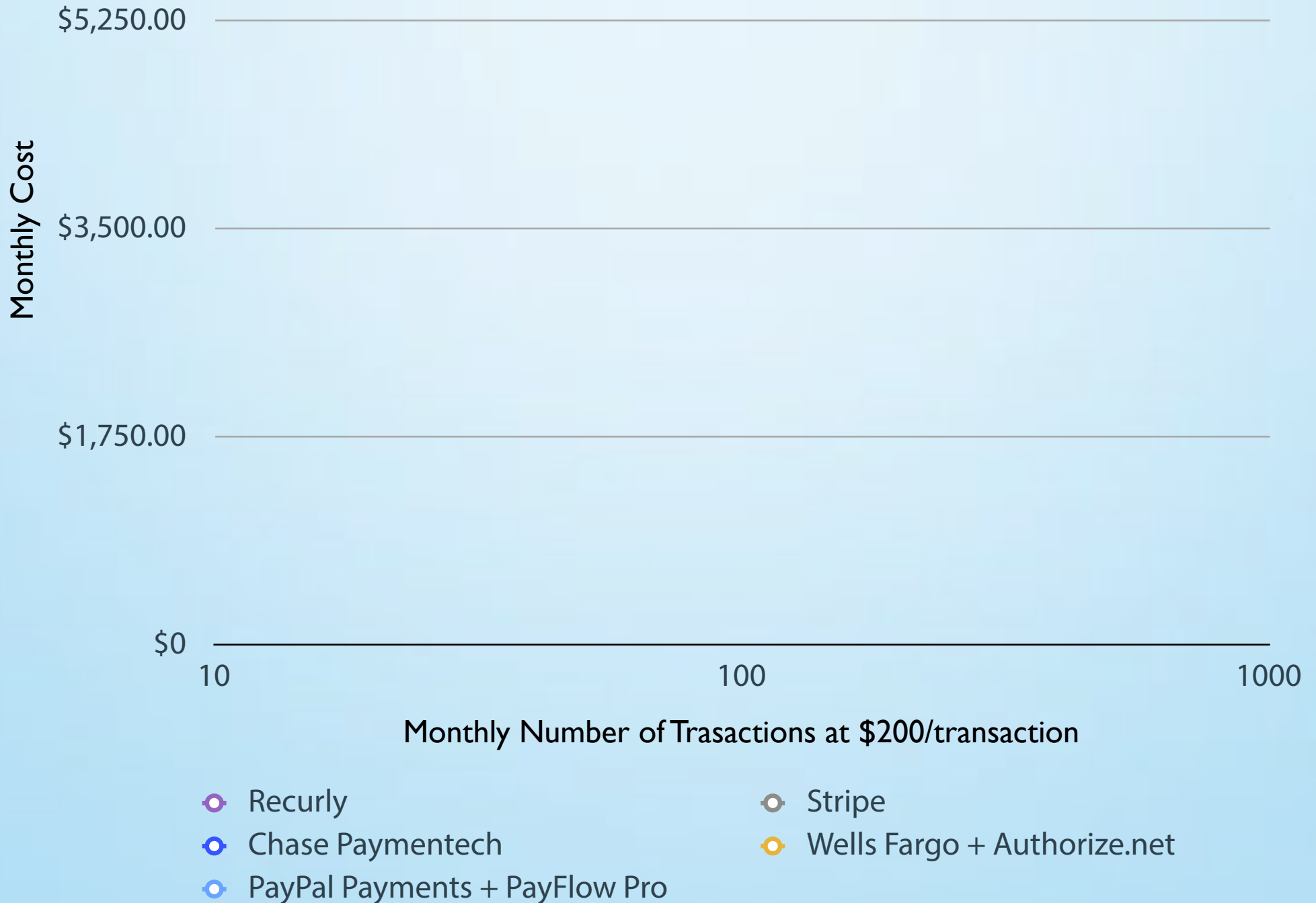
Costs



Costs



Costs



Costs

Monthly Cost

\$5,250.00

\$3,500.00

\$1,750.00

\$0

10

100

1000

Monthly Number of Transactions at \$200/transaction

Recurly

Chase Paymentech

PayPal Payments + PayFlow Pro

Stripe

Wells Fargo + Authorize.net



In Summary

In Summary

- Recurly is a "good deal" if you use the Recurly Gateway and affiliated merchant account (TSYS)

In Summary

- Recurly is a "good deal" if you use the Recurly Gateway and affiliated merchant account (TSYS)
- Recurly is a bargain if you have high monthly subscription cost (>\$100/mo)

In Summary

- Recurly is a "good deal" if you use the Recurly Gateway and affiliated merchant account (TSYS)
- Recurly is a bargain if you have high monthly subscription cost ($> \$100/\text{mo}$)
- Ask yourself if \$99/mo is worth the services that Recurly provides

In Summary

In Summary

- Invisible to your end-users.

In Summary

- Invisible to your end-users.
- Drupal integration is solid, outsourcing the difficult parts of e-commerce and recurring billing.

In Summary

- Invisible to your end-users.
- Drupal integration is solid, outsourcing the difficult parts of e-commerce and recurring billing.
- Recurly API is truly excellent, making highly customized workflows possible.

In Summary

- Invisible to your end-users.
- Drupal integration is solid, outsourcing the difficult parts of e-commerce and recurring billing.
- Recurly API is truly excellent, making highly customized workflows possible.
- Well-priced and can be significant savings even compared directly with less featured competitors.