

## The Business:

OneStepCheckout is a shopping cart optimization for Magento stores that can increase sales by simplifying the checkout process. With over ten years of experience in e-commerce and shopping cart optimization, OneStepCheckout has delivered dozens of stores on a wide range of platforms.

Checkout is often the most complicated part of placing an order online, and many users end up abandoning their order. Some customers will be motivated enough to purchase regardless of how difficult it is - but others will be lost due to checkout complexity. By reducing the checkout steps from six to one, OneStepCheckout greatly simplifies this process, leading to an immediate increase in sales.



OneStepCheckout also offers consultancy on improving the shopping cart experience, considering everything from visual design and copywriting to making the experience as simple as possible for their customers. Small improvements in a Magento store can make a huge difference in sales, without spending a dime on additional advertising; Clients have doubled their sales after making simple low-cost changes to the online store.

Over 5000 merchants have already selected OneStepCheckout.

**EXPRESS CHECKOUT LANE**  
Please enter your details below to complete your purchase.

[Already registered? Click here to login.](#)

<p><b>1 BILLING ADDRESS</b></p> <p>First Name* <input type="text" value="John"/> Last Name* <input type="text" value="Doe"/></p> <p>Email Address* <input type="text" value="john.doe@generi"/> Telephone* <input type="text" value="(315) 555 5770"/></p> <p>Address* <input type="text" value="555 Generic road"/> <input type="text" value="Generic road"/></p> <p>Country* <input type="text" value="United States"/></p> <p>City* <input type="text" value="New York"/></p> <p>Zip Code* <input type="text" value="555-555"/> State* <input type="text" value="New York"/></p> <p>Company <input type="text"/> Fax <input type="text"/></p> <p><input checked="" type="checkbox"/> Create an account for later use</p> <p>Password <input type="password" value="*****"/> Confirm password <input type="password" value="*****"/></p> <p><input checked="" type="checkbox"/> Ship to the same address</p>	<p><b>2 SHIPPING METHOD</b></p> <p><b>Free Shipping</b> <input type="radio"/> Free \$0.00</p> <p><b>Flat Rate</b> <input checked="" type="radio"/> Flat rate \$10.00</p> <p><b>3 PAYMENT METHOD</b></p> <p><input type="radio"/> Paypal <input type="radio"/> Invoice with the package <input checked="" type="radio"/> Credit card</p> <p>Name on Card* <input type="text" value="John Doe"/></p> <p>Credit Card Type* <input type="text" value="Visa"/></p> <p>Credit Card Number* <input type="text" value="1234567891234567"/></p> <p>Expiration Date* <input type="text" value="02 - February"/> <input type="text" value="2013"/></p> <p>Card Verification Number* <input type="text" value="555"/> <a href="#">What is this?</a></p>	<p><b>REVIEW YOUR ORDER</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Product</th> <th>Qty</th> <th>Subtotal</th> </tr> </thead> <tbody> <tr> <td>19" Widescreen Flat-Panel LCD Monitor</td> <td>1</td> <td>\$399.00</td> </tr> <tr> <td>Gift wrap</td> <td>1</td> <td>\$5.00</td> </tr> <tr> <td colspan="2" style="text-align: right;">Subtotal</td> <td>\$404.00</td> </tr> <tr> <td colspan="2" style="text-align: right;">Shipping</td> <td>\$10.00</td> </tr> <tr> <td colspan="2" style="text-align: right;"><b>Grand total</b></td> <td><b>\$414.00</b></td> </tr> </tbody> </table> <p>Coupon code: <input type="text" value="555"/> <input type="button" value="Apply Coupon"/></p> <p>Comments <input type="text" value="Call on doorbell, apartment 555"/></p> <p><input type="checkbox"/> Add a gift message to my order <input checked="" type="checkbox"/> I accept the <a href="#">Terms and Conditions</a></p> <p><input checked="" type="checkbox"/> Gift wrap \$5.00</p> <p>How did you hear about us? <input type="text" value="Google"/></p> <p style="text-align: right;"><input type="button" value="Place order now"/></p>	Product	Qty	Subtotal	19" Widescreen Flat-Panel LCD Monitor	1	\$399.00	Gift wrap	1	\$5.00	Subtotal		\$404.00	Shipping		\$10.00	<b>Grand total</b>		<b>\$414.00</b>
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Gate2Shop ([www.g2s.com](http://www.g2s.com)) is a premium provider of e-commerce technology for software and digital service vendors who want to market and sell their software or products online. Backed by more than a decade in the industry, Gate2Shop provides a platform that is comprehensive and secure. With Gate2Shop, the vendor has a choice of payment solutions and the freedom to customize a specific e-commerce package to their individual needs. If you have any questions or problems regarding your online experience, please contact us: +44 (0)20 3051 0330 or [sales@g2s.com](mailto:sales@g2s.com). We will happily assist you in any way possible.

### The Challenge:



Having been in operation for a long time already, Gate2Shop had the responsibility to serve a much more streamlined and efficient solution than OneStepCheckout's existing provider. It needed to be done quickly and avoid costly interruptions to their service. A range of payment options were requested, along with fraud prevention to suit the b2b model of OneStepCheckout.

### The Solution:

Once again, the team at Gate2Shop relished the opportunity to roll their proverbial sleeves up and get stuck in. A highly customized solution was created to perfectly fit the Magento module, creating a base for a highly efficient and expandable platform. Next, all the payment options were integrated; credit and debit cards, ClickandBuy and PayPal. The payment page was customized to match the theme, look and feel of the OneStepCheckout website. Finally, Gate2Shop drew on its vast knowledge of Fraud Prevention to create a special package that would perfectly suit their customers, who are predominantly online businesses, more specifically companies based in the United States. The b2b processing flow was embedded into the premium fraud prevention that Gate2Shop is well known for.



Asbjorn Johnsen, CEO of OneStepCheckout comments:  
*"OneStepCheckout decided on G2S as our payment solution partner, primarily due to their very user friendly payment process. They are also price competitive, and provide great support"*

Gate2Shop ([www.g2s.com](http://www.g2s.com)) is a premium provider of e-commerce technology for software and digital service vendors who want to market and sell their software or products online. Backed by more than a decade in the industry, Gate2Shop provides a platform that is comprehensive and secure. With Gate2Shop, the vendor has a choice of payment solutions and the freedom to customize a specific e-commerce package to their individual needs. If you have any questions or problems regarding your online experience, please contact us: +44 (0)20 3051 0330 or [sales@g2s.com](mailto:sales@g2s.com). We will happily assist you in any way possible.