Product White Paper

tulo PayWay

The business platform
for digital media

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Abstract

Tulo PayWay is created to make it easy for you to sell – and people to buy – your digital or printed products. It's a business platform focused on subscriptions, paywalls and one-time purchases – and the handling of payments and transactions.

Tulo PayWay lets you add and modify your editorial products, bundle them, create product campaigns and add discount codes – while keeping track of customer purchase history for upsales. To do this, PayWay integrates with your current subscription system, customer databases and editorial systems. It is also open to any external payment solution.

Some of our customers call Tulo PayWay a modern digital media "online shop" for editorial content, which is not far from the truth. Today, the products might be all kinds of subscriptions and paywalled sections of news sites, but as the digital world evolve, our customers and Tulo PayWay evolve with it. Therefore, we see our platform as the foundation for whatever business model to come.

The Challenge

For many years, the newspaper industry has been struggling to adapt its way of working and business models to the new "digital era"; People consume news stories in new ways and on new platforms, leaving subscriptions numbers dropping and the revenue from advertising in more or less free fall.

The classical five or seven day subscription of the printed paper, or even a new digital e-paper subscription, are not enough over time to keep the numbers up. We believe that newspapers need to be able to quickly adapt their range of products and making them easier to buy. One of the challenges is outdated business and subscription systems, where adding new products, creating subscriptions and campaigns is a complicated and daunting task.

There is a need for a more modern business platform for digital media. And this is where Tulo PayWay comes in. It sits on top of these legacy systems, extracting its data and simplifies the process of adapring the products, bundling them into new things to sell and creating time-limited campaigns.

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The top features of Tulo PayWay

Subscriptions, pay-for-content or paywalls

With Tulo PayWay, you have three possible ways to charge for your digital content:

- **Subscriptions:** Lets the user buy editorial products, printed or digital, with recurring automatic invoice, card payments or via SMS.

- **Pay-for-content:** One-time purchases for specific pieces of editorial content, such as news stories, a PDFs or e-books.

- **Paywalls:** One-time or recurring automatic payments for access to specific sections of a site.

System integrations

Tulo PayWay can be deeply integrated into your current system structure, letting it be the central hub of information for products, subscriptions, purchases and user management. The platform comes with integration modules for major subscription systems like Kayak, Webabo, Infosoft, Tid2000 and Cprofit – and editorial systems such as Polopoly, Escenic and Wordpress.

Tulo PayWay can also be implemented as a stand-alone platform, with no integrations at all.

Create campaigns and discount codes

We believe that a flexible and changeable product range is one key to keeping sales up. Therefore, the campaign and discount module in Tulo PayWay is central to operations. It makes it easy to bundling products together to create attractive offers to the customers.

## The single sign-on and OAuth2

When a customer signs up to buy a product or campaign, a user account is created in the Tulo PayWay database. This account and login can then be used by the customer across all other products and services within the Tulo product family.

Furthermore, the user account is created using the open authentication standard OAuth2, which makes it easy to connect any external login to the same PayWay single sign-on account.

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Out-of-the-box purchase pages

Tulo PayWay has a built-in "purchase flow", with a number of pre-designed webpages for displaying products, signing up, logging in and paying for products.

There standard pages can be modified to fit your graphical profile, by changing colors, fonts and other elements.
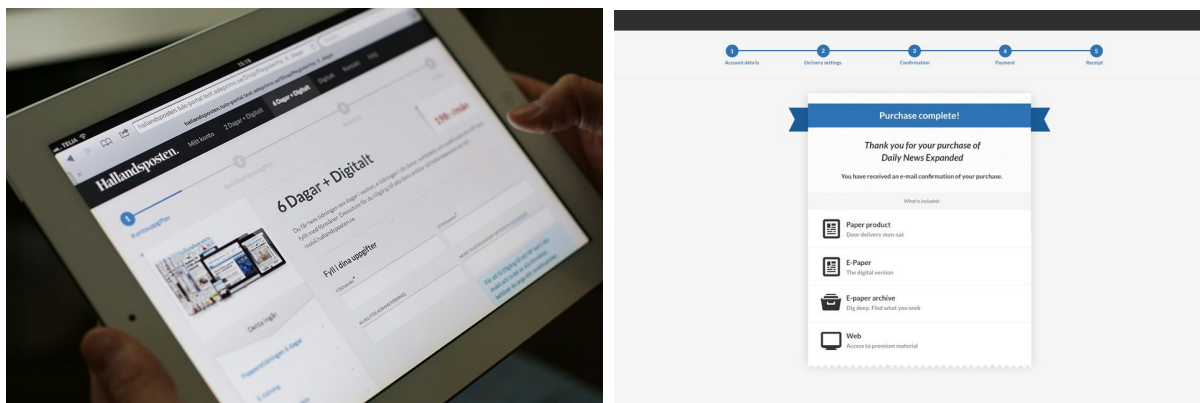
Left: A typical product purchase page. Right: A purchase receipt.

The API

Tulo PayWay has several kinds of API:s for different purposes.

- **User data** with an Oauth2.0 API both server-server and JS-API, main purpose is to exhange data between platforms and making sure that the user has the right access.
- **Soft API:s** for a custom user handling, with API:s for creating an account and login forms. The API:s could be integratated into a news-site keeping the user at the same domain.
- **API for external events** that can be used to send customer data in real-time to third party email systems, CRM:s or buisness systems.
- **Internal API:s** for transactions to third party payment provides, like PayEx.

Payments and transactions

Tulo PayWay has build-in support for three types of payments: Invoices, cards and SMS. The platform is currently integrated with Scandinavian payment solution provider PayEx and the major mobile phone operators.

But the payment module is not dependent on any one provider. It is built around an open API that allows PayWay to connect to any third party payment providers or mobile phone operators.

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Customer overview

When Tulo PayWay is integrated with your subscription system, member database and/or any other user management system, it can be used as the central hub for displaying user information. This lets the customer service get a good overview of each customers activities, subscritpions, payments and transactions.
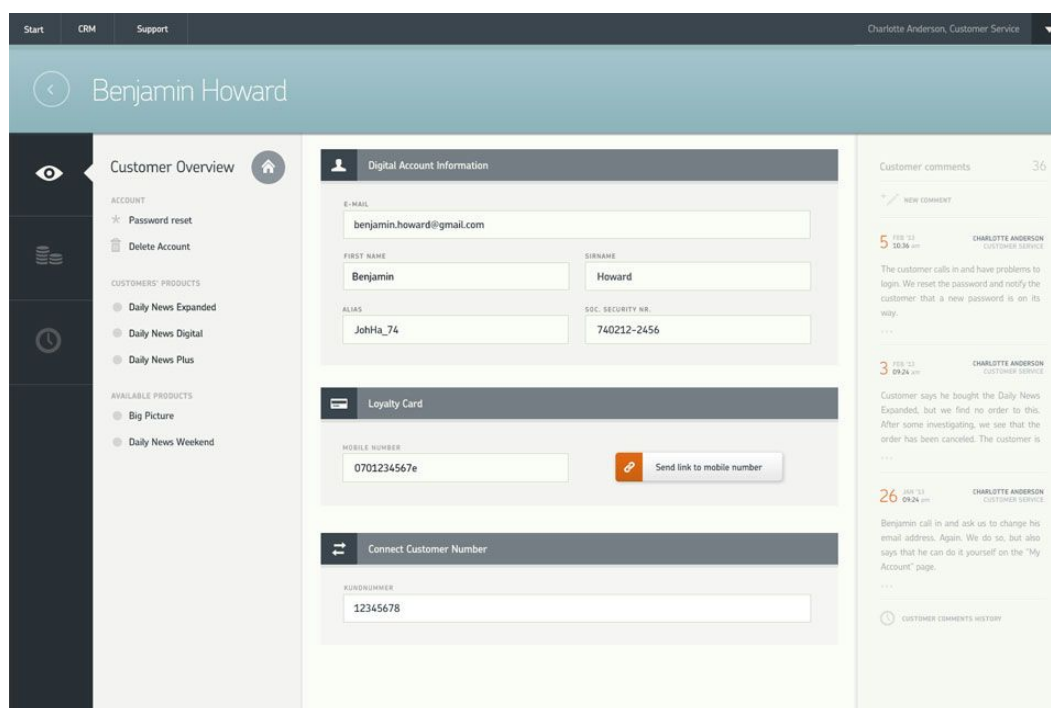
How Tulo PayWay meets the Challenge

Adeprimo has been a partner for local and regional newspapers in Scandinavia for almost 20 years. We have developed and streamlined our product range to the ever shifting needs and built a unique understanding of the challenges involved in combining printed and non-printed media.

Tulo PayWay is our flagship product. With its close to 100 newspaper installations, it has become the market leading media business platform in Sweden and Finland.

Since replacing entire legacy system infrastructures is not an option in most cases, the key to PayWays success has been its ability to integrate with those systems. By putting a modern business platform in place, with an all digital focus, you create possibilities to new ways of making money.

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But the integrations and the current purpose of Tulo PayWay – selling subscriptions and access to content – is just the start. As new digital business models evolve, PayWay evolves with them. The long-term strategy is to be the base business platform for future challenges.

Conclusion

Tulo PayWay is created to be a new modern business platform for digital media. Today, it is focused on keeping the subscription numbers up and selling access to digital content. But the ambitions are higher than that. We look at PayWay as a long-term business platform, that will evolve and adapt as the future of publishing evolves.

Right now, it's doing a good job of making it easier for publishers to adapt their print and digital products, creating bundles and campaigns to attract new readers and subscribers. And to handle online payments and transactions, of course.

We believe Tulo PayWay to be a step in the right direction for publishers, who need to expand their business model for digital content. The media industry needs a modern, reliable and flexible business platform to stand on, when taking on future challenges.

Remember:

- Tulo PayWay supports print and digital product subscriptions, one-time payments for content and paywalled sections of sites

- It has built-in support for invoice, card and SMS payments, and integrates with any third-party payment providers and mobile phone operators

- Tulo PayWay integrates with your current business systems, to help you make better digital products and campaigns

- Gives you a good customer overview, with data from your surrounding systems

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