



BIGCOMMERCE BlueSnap Direct Software User Guide

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BIGCOMMERCE BlueSnap Direct Software



Specifications

- **Product Name:** BlueSnap Direct
- **Functionality:** Process payments globally with local payment methods, fraud protection, and stored credit

cards

- **New Features:** Support for new payment options, manual order processing, stored direct debit profiles, and more
- **Compatibility:** Works with multiple storefronts under a single BigCommerce control panel

Product Usage Instructions

- **Enabling Local Payment Methods**
 - To enable local payment methods like SEPA and iDEAL, navigate to the BlueSnap Console and activate the desired payment options.
- **Stored Direct Debit Profiles**
 - To streamline checkout experiences with stored direct debit profiles, go to the BlueSnap Payments Settings tab and enable the feature. This allows for secure and efficient transactions.
- **Manual Order Processing**
 - For white-glove orders or custom purchases, use the manual order processing feature by entering customer credit card details on their behalf. This enhances customer experience and can lead to repeat business.
- **Multi-Storefront Integration**
 - Consolidate multiple storefronts under a single BigCommerce control panel by connecting them through BlueSnap Direct. This feature simplifies management and offers a unified payment solution.
- **Accessing New Features**
 - If you were using BlueSnap Payments, upgrade to BlueSnap Direct to access the latest features. For first-time connections, your store will automatically utilize the Direct integration.

FAQs

- **Q: How can I start using BlueSnap Direct?**
 - **A:** To begin using BlueSnap Direct, sign up for a 15-day free trial, schedule a demo, or contact customer support at 1-[866-581-4549](tel:866-581-4549).
- **Q: Can I customize my subscription model with BlueSnap Direct?**
 - **A:** Yes, you can create custom subscription models using the Payments API or explore apps in the App Marketplace for recurring billing services.

Accessing New Features

New Features Available in BlueSnap Direct



- BlueSnap Direct enables you to process payments globally with local payment methods, fraud protection, and stored credit cards.
- We've expanded the payment gateway's functionality to help you meet your customers' needs while reducing costs, including support for new payment options, manual order processing, stored direct debit profiles, and much more.

What's new with BlueSnap Direct?

- BlueSnap Direct's updated functionality serves you and your customers by unlocking more ways to pay online and supporting a variety of business models.
- We've included descriptions for each new feature below.

Meet your customers where they are with local payment methods.

- Expanding BlueSnap's [supported alternative payment methods \(APMs\)](#), you can now enable your customers throughout the European Union to make direct debit transactions with [Single Euro Payments Area \(SEPA\)](#).
- This payment method was available in previous versions of BlueSnap, and is now supported by BlueSnap Direct.
- Additionally, you can now offer secure bank transfer payments to customers in the Netherlands with [iDEAL](#).
- Supported by all major Dutch consumer banks, iDEAL is a familiar, trusted payment method that can increase shopper confidence and drive conversions.

Streamline your checkout experience with stored direct debit profiles.

- Previously, BlueSnap Direct supported [stored credit cards](#) but did not allow customers to save other payment method credentials for future purchases.
- If you have enabled [ACH](#) or [SEPA](#) direct debit payments in your store, customers with an account can now store their bank credentials from your storefront.
- By offering stored direct debit profiles with payment methods that support large transaction values, it's easier than ever for your customers to make repeat purchases of big-ticket items — all while benefiting from lower processing fees than many credit card payments.

Our white-glove orders by processing payments manually.

- Taking [manual orders](#) over the phone and in person can be useful when your customers want to purchase complex or custom items.
- BlueSnap Direct now helps you support customers through the entire process by allowing you to enter their credit card details and make transactions on their behalf.
- Creating a manual order from start to finish provides an improved customer experience, and can encourage repeat purchases.

Use a single BlueSnap account across multiple storefronts.

- [Multi-Storefront](#) organizes all of your native and headless storefronts under a single BigCommerce control panel. With BlueSnap Direct, you can now connect a single BlueSnap.
- Once connected, it will appear on the checkout page of all storefronts by default — no additional setup is required.

Manage risk and lower your transaction fees with Level 2 and 3 data.

- Many business-to-business and business-to-government merchants rely on secure and cost-efficient payment processing to optimize their business.
- BlueSnap Direct now helps you meet these business requirements by supporting Level 2 and 3 data collection.
- By providing rich transaction information to card issuers, you can lower your interchange rates and catch fraudulent charges before they escalate.

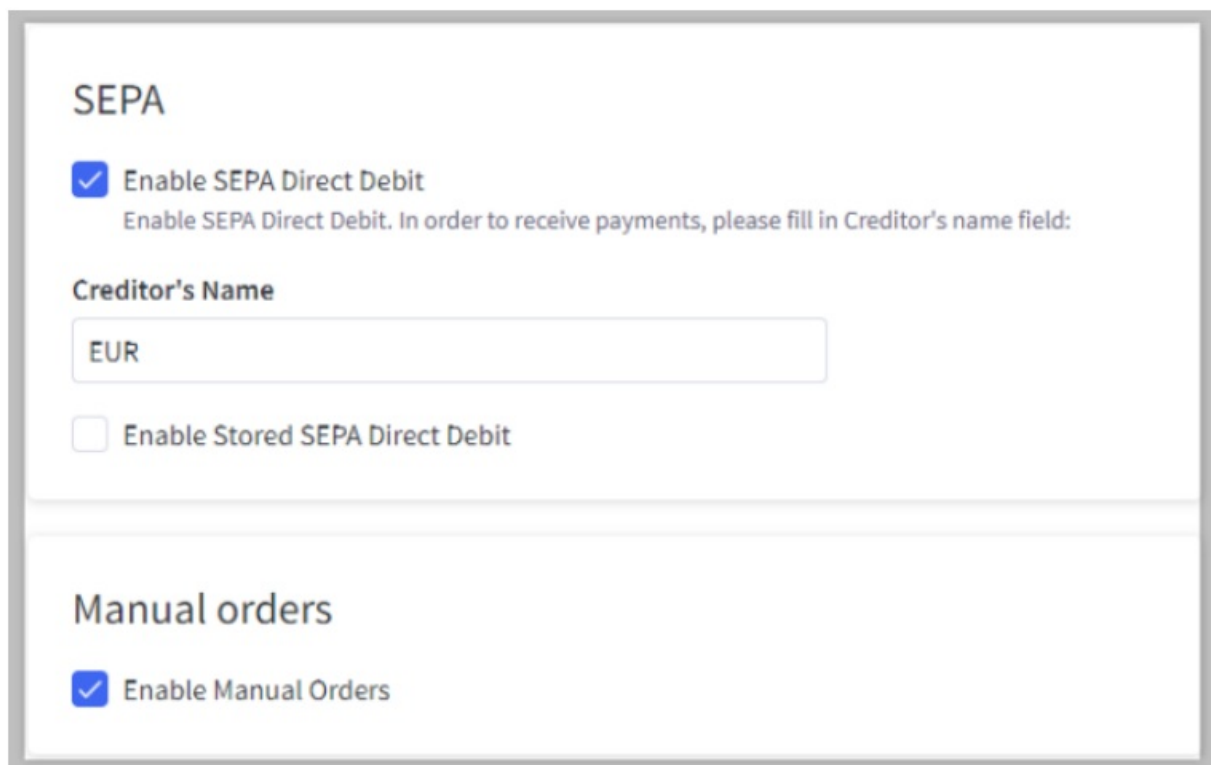
Use the Payments API to customize your payment options.

- BlueSnap Direct is now compatible with the BigCommerce [Payments API](#).
- This unlocks the ability to reference stored credit cards via the API and manually process orders.
- Additionally, you can use [subscription/recurring billing apps](#) or a custom-developed solution to create subscription models with stored cards.

Expanded Functionality

Taking advantage of BlueSnap's expanded functionality

- If you are using the previous version of BlueSnap, BlueSnap Payments, [upgrade to BlueSnap Direct](#) to access the new features.
- If you are connecting to BlueSnap for the first time, your store will use the Direct integration by default.
- In the BlueSnap Payments Settings tab of [Settings › Payments](#), you can enable manual order processing.
- If you have integrated ACH or SEPA, you will also find settings to allow stored direct debit profiles.
- BlueSnap automatically appears as an available payment method on all storefronts when connected, while other features, such as local payments and Level 2 and 3 data, must be activated from your [BlueSnap Console](#).



The screenshot shows a configuration panel with two main sections. The top section is titled 'SEPA' and contains a checked checkbox for 'Enable SEPA Direct Debit'. Below this is a text instruction: 'Enable SEPA Direct Debit. In order to receive payments, please fill in Creditor's name field:'. Underneath is a label 'Creditor's Name' followed by a text input field containing 'EUR'. Below the input field is an unchecked checkbox for 'Enable Stored SEPA Direct Debit'. The bottom section is titled 'Manual orders' and contains a checked checkbox for 'Enable Manual Orders'.

- To order recurring billing or subscription services, install one of the apps in our [App Marketplace](#).
- You can also use the [Payments API](#) to build a custom subscription model or request help from a [BigCommerce Partner](#).

The Final Word

- When selecting a payment gateway, it's important that it can offer the payment options your customers expect, while also including the tools you need to run your business.
- BlueSnap Direct provides a suite of features to accommodate your payment cycle from checkout to fund settlement.
- To learn more about enabling and using BlueSnap's new functionality, see [Connecting with BlueSnap Direct](#) in the Knowledge Base.
- Optimize your store's payment experience by integrating BlueSnap Direct, and try out these features today!

Growing your high-volume or established business?

- Start your [15-day free trial](#), schedule a [demo](#), or give us a call at 1-[866-581-4549](#). account to your store to collect transactions from all of your stores.

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References

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