

“Be prepared for the onslaught of work. After listing in the PayPal Certified Developer directory, the calls just kept coming – and 80% of them turned into jobs.”

— Andrew Mazzarella
iMedia Solutions



2211 North First Street
San Jose, CA 95131
tel: 408.967.1000
fax: 408.967.9912
<https://www.paypal.com>

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Wired for the web

Andrew Mazzarella's calling came early. At age 11, he authored his first program on a Tandy computer. "It was a cool game," remembers Mazzarella. "You could shoot ghosts out of a country-western town." So it's no surprise that Mazzarella masterminded iMedia Solutions – a successful web-development business increasingly fueled by PayPal technology.

It started when a client wanted to automatically match online ticket sales with dinner selections for a New Year's Eve party. Mazzarella downloaded the PayPal software development kit for Instant Payment Notification (IPN), spent a few days learning the IPN system, and then successfully built his first PayPal integration. "After that, I was hooked," says Mazzarella.

Digging deeper into PayPal

Client demands for online payment systems skyrocketed – as did Mazzarella's interest in PayPal. "I needed a really quick, cost-effective way to help my clients," says Mazzarella. "When I heard about PayPal's Certified Developer Program, I jumped at the chance to dig deeper into PayPal solutions."

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Mazzarella spent three days at the 2007 eBay Developers Conference in Boston, boning up on PayPal. Then he took the Certified Developer test to complete the certification process. As a PayPal Certified Developer, Mazzarella's business focus has shifted. "Before, I did mostly shopping carts and web design," says Mazzarella. "Now, 60% of my work starts with PayPal integrations. It's higher margin – and I love it."

More knowledge, greater credibility

Mazzarella expected that becoming a Certified Developer would increase his knowledge of PayPal. But there was an extra – and pleasant – surprise: the instant credibility with clients. "Small businesses often need more work than they realize, so you have to set realistic expectations within the context of a trusting partnership," he explains. "My PayPal certification has made a huge difference – I have credibility up front."

Now, when Mazzarella speaks, clients listen. "When I tell them, 'This is not going to be as easy as you think,' my clients trust that I know what I'm talking about. They're also asking me for advice on their businesses, which they didn't before. I'm thrilled with my new advisory role!"

Opening the floodgates of business

Another benefit of Mazzarella's PayPal certification? A big boost in business. In just the last quarter, iMedia Solutions' revenue is up at least 50%. Mazzarella even hired a new employee to help handle the growth.

Mazzarella's advice for developers considering the PayPal Certified Developer Program? "Be prepared for the onslaught of work," he laughs. "After listing in the PayPal Certified Developer directory, the calls just kept coming – and 80% of them turned into jobs. Handling the rapid increase in requests for proposals and contracts was my biggest challenge in 2007."