

## What is X-Commerce and what does it have to do with PayPal?

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I recently did a hasty implementation of PayPal ExpressCheckout for a client and while talking to a PayPal sales rep prior to the integration he directed me to x.com for documentation, but then couldn't explain exactly how it related to PayPal and the traditional PayPal developer site. I was left wondering whether to use the docs on x.com or the docs on the paypal developer site. Then today I was reading the JanRain technical blog looking for some info about their social sign-in API and stumbled across this line in a blurb about the Innovate Developer Conference. Now in its third year, Innovate has evolved quickly from a developer conference put on by eBay's PayPal unit to a broader event featuring X.commerce, which unifies the commerce tools and technology platforms of eBay, PayPal, Magento, Milo and other eBay companies for developers and merchants. So now I know.