THE INVENTION CLAIMED IS

1. A method of maintaining transaction integrity for transactions performed over a public network, comprising:

receiving, from a client device, a transaction message corresponding to an original transaction, the transaction message comprising a unique, client-assigned, first identifier;

in response to receiving the transaction message, assigning a unique, second identifier to the original transaction;

generating a request to process the original transaction comprising at least a portion of the transaction message and the second identifier;

transmitting the request to an issuer server to process the original transaction;

receiving a first response from the issuer server in connection with the original transaction;

in response to the first response, generating a second response corresponding to the original transaction, the second response comprising the first identifier and the second identifier;

transmitting the second response to the client device;

receiving a follow-on message from the client device, the follow-on message comprising the first identifier, wherein the follow-on message comprises a request and/or action associated with the original transaction;

analyzing the follow-on message to identify the first identifier and the request and/or action associated with the original transaction;

based on the identified first identifier, associating the follow-on message with the original transaction; and

executing the identified request and/or action associated with the original transaction.

2. The method of claim 1, wherein after receiving the first response, a unique, third identifier is assigned and included in the second response.

3. The method of claim 1, further comprising:

storing data associated with the client device or a merchant or acquirer associated with the client device; and

augmenting the transaction message with the stored data associated with the client device or the merchant associated with the client device.

4. The method of claim 1, wherein the transaction message is received via a public internet connection.

5. The method of claim 1, wherein the first identifier is generated by the client device.

6. The method of claim 1, wherein a plurality of transaction messages are received from the client device, wherein each of the plurality of transaction messages comprises a first identifier, and wherein the first identifier of each transaction message is different from the first identifier of the other transaction messages.

7. The method of claim 1, wherein the request and/or action associated with the original transaction comprises at least one of a reversal message and a completion message.

8. The method of claim 1, wherein each response generated and transmitted to the client device corresponding to the original transaction comprises the first identifier contained in the transaction message corresponding to the original transaction.

9. The method of claim 1, wherein the follow-on message is received and associated with the original transaction before the second response is transmitted to the client device.

10. A system for maintaining transaction integrity for transactions performed over a public network, comprising at least one server computer including

at least one processor, the at least one server computer programmed and/or configured to:

receive, from a client device, a transaction message corresponding to an original transaction, the transaction message comprising a unique, client-assigned, first identifier;

in response to receiving the transaction message, assign a unique, second identifier to the original transaction;

generate a request to process the original transaction comprising at least a portion of the transaction message and the second identifier;

transmit the request to an issuer server to process the original transaction;

receive a first response from the issuer server in connection with the original transaction;

in response to the first response, generate a second response corresponding to the original transaction comprising the first identifier and the second identifier;

transmit the second response to the client device;

receive a follow-on message from the client device, the follow-on message comprising the first identifier, wherein the follow-on message comprises a request and/or action associated with the original transaction;

analyze the follow-on message to identify the first identifier and the request and/or action associated with the original transaction;

based on the identified first identifier, associate the follow-on message with the original transaction; and

execute the identified request and/or action associated with the original transaction.

11. The system of claim 10, wherein the at least one server computer is further programmed and/or configured to: after receiving the first response, assign a unique, third identifier and include the third identifier in the second response.

12. The system of claim 10, wherein the at least one server computer is further programmed and/or configured to:

store data associated with the client device or a merchant or acquirer associated with the client device; and

augment the transaction message with the stored data associated with the client device or the merchant associated with the client device.

13. The system of claim 10, wherein the transaction message is received via a public internet connection.

14. The system of claim 10, wherein the first identifier is generated by a client associated with the client device.

15. The system of claim 10, wherein the at least one server computer is further programmed and/or configured to: receive a plurality of transaction messages from the client device, wherein each of the plurality of transaction messages comprises a first identifier, wherein the first identifier of each transaction message is different from the first identifier of the other transaction messages.

16. The system of claim 10, wherein each response generated and transmitted to the client device corresponding to the original transaction comprises the first identifier contained in the transaction message corresponding to the original transaction.

17. The system of claim 10, wherein the at least one server computer is further programmed and/or configured to receive and associate the follow-on message with the original transaction before the second response is transmitted to the client device.

18. A method of maintaining transaction integrity for transactions performed over a public network, comprising:

providing an application programming interface (API) to enable communication with a client device over a public internet connection to process transactions;

receiving, from the client device via the API, a transaction message corresponding to an original transaction via the public internet connection, the transaction message comprising a unique, client-assigned, first identifier;

in response to receiving the transaction message, generating a request to process the original transaction comprising at least a portion of the transaction message;

transmitting the request to an issuer server to process the original transaction;

receiving a first response from the issuer server corresponding to the original transaction;

in response to receiving the first response, generating a second response corresponding to the original transaction comprising the first identifier;

transmitting, to the client device via the API, the second response via the public internet connection;

receiving a follow-on message from the client device via the API, the follow-on message comprising the first identifier, wherein the follow-on message comprises a request and/or action associated with the original transaction;

analyzing the follow-on message to identify the first identifier and the request and/or action associated with the original transaction;

based on the identified first identifier, associating the follow-on message with the original transaction; and

executing the identified request and/or action associated with the original transaction.

19. The system of claim 10, wherein the request and/or action associated with the original transaction comprises at least one of a reversal message and a completion message.