



von Sebastian Kielhorn

Gliederung

- **Magento - eine kurze Vorstellung**
- **Magento - Produkte**
- **Magento - Features**
- **Magento - Ausblick**

Magento – Eine kurze Vorstellung

Was ist Magento?

- Erstellung und Verwaltung von Online-Shops
- Open-Source Technologie
 - *Innovation*
- Beliebig skalier- und erweiterbar
- Gigantischer Funktionsumfang

Magento Historie

- Entwicklungsbeginn 01/2007
- Erste verfügbare Beta-Version 09/2007
- über 200.000 Downloads
- Veröffentlichung am 04/2008

Magento Historie

- eBay sichert sich 49% Anteile 03/2010
- eBay übernimmt Magento 06/2011
- Fork von Magento 05/2012 (Mage+)

Magento Vision

- Shop „out-of-the-box“
- Einzigartigkeit eines Shops
- *"Magentos vision is to be at the core of eCommerce."*
(Roy Rubin, CEO Magento)

Technische Details

- Zend Framework
- PHP 5.2.X
- MySQL
- XML

Magento - Produkte

Magento Community Edition

- Freier Download
- Für Entwickler (und kleine Shops)
- Kein offizieller Support

Magento Enterprise Edition

- Für mittelgroße - bis große Shops
- Zusätzliche Funktionen
- Mit vollständigem Support (SLA)
- ab 14.420 US-\$ /Jahr

Magento Enterprise Premium Edition

- Für große Shops
- Mehrere Lizenzen
- Consulting und Training
- ab 49.990 US-\$ /Jahr

Magento Go

- Cloud-Lösung
- Für kleine- bis mittelgroße Shops
- Kein Coden erforderlich
- Auf amerikanischen Markt zugeschnitten
- 15-125 US-\$ / Monat

Magento - Features

Überblick über Features:

- Marketing-Features
- Produkt-Katalog
- Suchmaschinenoptimierung
- Reporting-Features
- Site Management
- ERP-Integrierung ins Backend
- Performance-Features
- Mobile Commerce
- ...

Überblick über Features:

- ...
- Produkt-Browsing
- International-Support
- Lieferungs-Features
- Bezahlung
- Auftrags-Management
- Sicherheits-Features
- ...

Marketing-Features

- Preise flexibel
- Flexible Gutscheine (Benutzergruppen, Stores, ...)
- Kampagnen auf der Startseite
- Kürzlich angesehene Produkte
- Werbung für neue Artikel
- Wunschliste
- Newsletter
- Kundenratings zu Produkten
- ...

Catalog Price Rules

Apply

Page 1 of 1 pages | View 20 per page | Total 7 records found

ID	Rule Name	Date Start	Date Expire	Status	Website
		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<input type="text"/>	
5	20 percent off selected Furniture	Aug 24, 2008	Sep 28, 2009	Active	Main Website
6	20 percent off T shirts	Aug 28, 2008	Oct 30, 2009	Active	Main Website
4	Anashria 20 percent Off	Aug 27, 2008	Aug 28, 2009	Active	Main Website
7	Christmas Rule	Dec 21, 2008	Jan 24, 2009	Inactive	Main Website
3	CODEDEMSTORE	Aug 6, 2008	Aug 23, 2009	Active	Main Website
8	deasdasd		--	Inactive	Main Website
1	Sony Sale	Aug 25, 2008	Jan 31, 2009	Active	Main Website

Catalog Price Rule

Rule Information

Conditions

Actions

Edit Rule 'Anashria 20 percent Off'

[Back](#)

[Reset](#)

[Delete](#)

[Save and Apply](#)

[Save](#)

Update Prices Using the Following Information

Apply	<input type="text" value="By Percentage of the Original Price"/>
Discount Amount *	<input type="text" value="20.0000"/>
Enable Discount to Subproducts	<input type="text" value="No"/>
Stop Further Rules Processing	<input type="text" value="Yes"/>

Produkt-Katalog

- Flexible Preise
- Personalisierter Inhalt nach Benutzergruppen
- Solr Search
- Zölle je nach Herkunft
- Schnelle Produkterstellung bei ähnlichen Produkten
- ...

Manage Products

- Manage Products
- Manage Categories
- Attributes
- Search Terms
- Reviews and Ratings
- Tags

Choose Store View: All Stores

Page 1 of 7 pages

Total 133 records found | [Notify Low Stock RSS](#)

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Actions

ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Visibility	Status
Any	From: <input type="text"/> To: <input type="text"/>				From: <input type="text"/> To: <input type="text"/> In: USD	From: <input type="text"/> To: <input type="text"/>		
<input type="checkbox"/>	187 Aldabella Scarpa	Configurable Product	Shoes	12498	\$29.99	0	Catalog, Search	Enabled
<input type="checkbox"/>	186 Acer 321	Simple Product	Default	548	\$3.00	0	Search	Enabled
<input type="checkbox"/>	185 00	Grouped Product	Default			0	Catalog, Search	Disabled
<input type="checkbox"/>	184 00	Grouped Product	Default	00		0	Catalog, Search	Enabled
<input type="checkbox"/>	183 2	Configurable Product	Default	2	\$0.00	0	Catalog, Search	Enabled
<input type="checkbox"/>	182 001	Bundle Product	Default	111		0	Catalog, Search	Enabled
<input type="checkbox"/>	181 Nokia Chinna Cell	Simple Product	Cell Phones	Chinna Cell	\$500.00	0	Not Visible Individually	Enabled
<input type="checkbox"/>	180 001	Configurable Product	RAM	001	\$1.00	0	Catalog, Search	Enabled
<input type="checkbox"/>	178 01	Grouped Product	Default	01		0	Catalog, Search	Enabled
<input type="checkbox"/>	176 Molly y	Simple Product	Default	my	\$0.00	0	Not Visible Individually	Enabled

Choose Store View:

Default Values

Acer 321 (Default)

Back Reset Delete Duplicate Save Save and Continue

Product Information

General

Prices

Meta Information

Images

Description

Design

Recurring Profile

Gift Options

Inventory

Websites

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

General

Create New Attribute

Name *	<input type="text" value="Acer 321"/>	[STORE VIEW]
SKU *	<input type="text" value="548"/>	[GLOBAL]
Weight *	<input type="text" value="5.0000"/>	[GLOBAL]
Status *	<input type="text" value="Enabled"/>	[WEBSITE]
Tax Class *	<input type="text" value="None"/>	[STORE VIEW]
URL Key	<input type="text" value="acer-321"/>	[GLOBAL]
	<input checked="" type="checkbox"/> Create Permanent Redirect for old URL	
Visibility *	<input type="text" value="Search"/>	[STORE VIEW]
Manufacturer	<input type="text" value="Acer"/>	[GLOBAL]
Color	<input type="text" value="Blue"/>	[GLOBAL]
Set Product as New from Date	<input type="text"/>	[GLOBAL]
Set Product as New to Date	<input type="text"/>	[GLOBAL]
Country of Manufacture	<input type="text"/>	[WEBSITE]
In feed	<input type="text" value="No"/>	[GLOBAL]

Choose Store View:

Default Values

Product Information

General

Prices

Meta Information

Images

Description

Design

Recurring Profile

Gift Options

Inventory

Websites

Categories

Related Products

Up-sells

Cross-sells

Product Reviews

Product Tags

Customers Tagged Product

Custom Options

Acer 321 (Default)

Back

Reset

Delete

Duplicate

Save

Save and Continue

Prices

Create New Attribute

Price * [GLOBAL]

[USD]

Group Price

Website	Customer Group	Price	Action
All Websites [USC]	Wholesale	<input type="text" value="2.50"/>	
All Websites [USC]	Retailer	<input type="text" value="2.00"/>	

Add Group Price

Cost

[GLOBAL]

[USD]

Tier Price

Website	Customer Group	Qty	Price	Action
Add Tier				

Special Price

[GLOBAL]

[USD]

Special Price From Date

[GLOBAL]

Special Price To Date

[GLOBAL]

Is Product Available for Purchase with Google Checkout

[GLOBAL]

Apply MAP

[WEBSITE]

Display Actual Price

[WEBSITE]

Manufacturer's Suggested Retail Price

[GLOBAL]

[USD]

Reporting-Features

- Reports über Verkäufe
- Statistik über Beste Produkte (Verkäufe, Klicks)
- Reports über Aktionen
- Reports über Such-terms
- Reports über Kunden
- ...

Dashboard

Choose Store View: All Store Views 

Lifetime Sales

\$17,245.61

Average Orders

\$5,748.54

Last 5 Orders

Customer	Items	Grand Total
John Doe	2	\$3,758.98
John Doe	1	\$6,173.95
John Doe	5	\$7,392.68

Last 5 Search Terms

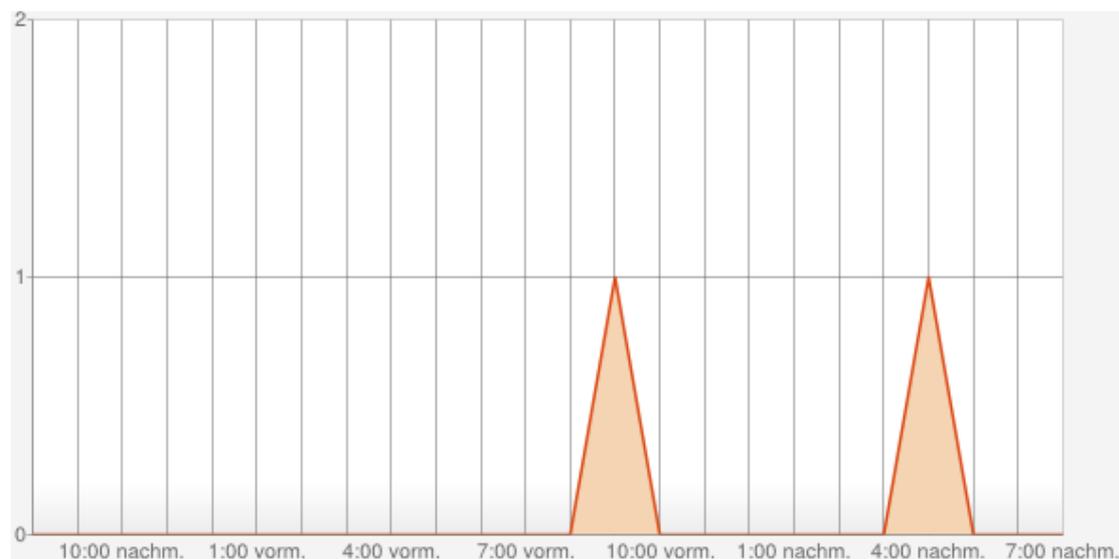
Search Term	Results	Number of Uses
Test	8	654
acer	1	394
couch	2	367
Shirts	3	410
APPLE	2	511

Top 5 Search Terms

Search Term	Results	Number of Uses
computer	10	2032
camera	13	1322
sony	3	1092

Orders

Amounts

Select Range: Last 24 Hours Revenue
\$9,897.93Tax
\$0.00Shipping
\$35.00Quantity
2

Bestsellers

Most Viewed Products

New Customers

Customers

Product Name	Price	Quantity Ordered
Zolof The Rock And Roll Destroyer: LOL Cat T-shirt	\$14.50	1

Magento Mobile

- App oder Browser
- Kostenlose Extension
- Ins Admin-Panel integriert
- Magento übernimmt Integration in App-Store
- Anmeldung: 799 US-\$ + Gebühr

Select Store and Device:

Default Store - iPhone

Manage Mobile App

GENERAL

Account Dashboard

Appearance

Content

Languages

Payment Options

Submission

EXTENSIONS

Digital Coupon

Special Payment Gateway

Extension name three

Extension name four

Appearance

Back Save Save and Continue Edit Submit App

Select Template: Template Name Add more templates

Logo

Header Logo Image Choose File no file selected Delete Image

Header Logo Position Above screen title

Body Logo Image Choose File no file selected Delete Image

Color Themes

- Default
- Sky Blue
- Hot Red
- Funk Leaf

Custom Colors Base on: Hot Red

- Header Background Color #0b3f52
- Header Text #0b3f52
- Primary #0b3f52
- Secondary #0b3f52
- Body Text #0b3f52



Update Preview

Screens: 1 2 3 4



Store Design

- Professional Themes
- Upgradeable Themes
- Industry-specific Themes
- Design Editor
- Drag and Drop Layout Customization
- Edit Themes with CSS
- Create or upload custom CSS
- Upload custom logo and images
- Edit Web Page Text
- Customize System Labels and navigation buttons
- Customizable layered navigation
- Category-specific design
- Design marketing and content pages
- Override active theme for specific products and categories
- Design grouped products view for customers
- Customize Search Results
- Design Static Category pages
- Popular Search Term Cloud
- List products in grid or list format

Payments

Payment Gateways:

- Authorize.net
- Authorize.net Direct Post
- Braintree
- Card Gate Plus
- CCavenue
- CyberSource
- DIBS Payment Services
- eWay
- Google Checkout
- Opone
- PAYBOX
- PAYONE
- PayPal Express Checkout
- PayPal Website Payments Pro
- PSIgate
- Sage Pay
- WorldPay

Payment Methods:

- Credit Card
- Check or Money Order
- Gift Cards
- Purchase Order
- Store Credits

Language and Currency

- Customizable Shopping Language (English, French, German, Dutch, Spanish)
- Customizable Admin Control Panel (English, French, German, Dutch, Spanish)
- Translate and edit any word/phrases in your store directly from the store front
- Sell language-specific store themes
- Sell in Multiple Currencies
- Sell language-specific currencies

Reporting and Analytics

- Dashboards
- Top Products
- Sales By Product
- Sales By Category
- Google Analytics Integration
- Orders Report
- Tax Reports
- RSS feeds for new order alerts
- Abandoned Shopping Cart Report
- Low Stock Report
- Product Reviews Report
- Tags Report
- Coupon Usage Report
- Refund Report
- Filter Reports by Date Range
- Invoiced vs. Paid Report
- Sales by Item Shipped Report
- PayPal Settlement Reports
- Products in Shopping Cart Report
- Most Viewed Products Report
- New Customers Report
- New Accounts Report
- Orders By Customer Report
- Integrates with QuickBooks (Add-on)
- Integrates with Salesforce (Add-on)
- aheadWorks Reporting (Extension)

Shipping

- Real time rate calculations with major shipping providers
- Flat rate shipping per order
- Flat rate shipping per item

Marketing and Promotions

- Newsletter Subscriptions Management
- Dynamic Landing Pages
- Rules-based pricing
- Custom coupons and discounts
- Fixed amount discount promotions
- Percent amount discount promotions
- Buy X and Get Y free (discount amount is Y)
- Free shipping options
- Buy X, Get Y free
- Buy x, get y with percent or fixed amount discount
- Buy x, get free shipping on order
- Buy x, get percent discount
- Buy x, get fixed amount discount
- Tiered pricing for quantity discounts by customer category
- Recently-viewed products
- Gift Cards
- Product Reviews and Ratings
- Recently-compared items
- Polls & Surveys
- Product Tags
- New Items Promotions Tool
- Up-Sell in Shopping Cart
- Cross-Sell on Product Pages
- Related items and accessory up sell on the Product info page
- Like on Facebook
- Send page to friend
- Create and email wish lists
- New Product Specials RSS Feeds
- Auto-Generated Site Map
- Promotional Widgets and Banners
- Scheduled Promotional pricing
- URL Rewrites
- Live Chat (Add-on)
- Integrates with MailChimp (Add-on)
- Product Recommendations (Add-on)
- Google AdWords Campaign Management (Extension)

Product Management

- Configurable Products Variants

- Gift Cards
- Purchase Order
- Store Credits
- Zero subtotal checkout

Checkout

- One Page Checkout
- Integrated, real-time shipping rates from FedEx, UPS, USPS and DHL
- Flexible Credit Card Charging - Authorize Only, Authorize and Charge
- Guest Checkout
- Regular Users
- Tax and Shipping Charge Estimations
- Optional Account Creation During Checkout
- Save Shopping Carts
- Store Credits

Catalog Browsing

- Layered / Faceted Browsing for filtering products within categories and search results
- Category landing pages
- Catalog search with auto-suggest
- Popular search term and tag clouds
- Product reviews
- Breadcrumbs
- Advanced Search
- Sort By Price
- Sort by Name
- Sort by Position

Order Management

- View, edit an full order from the control panel
- Call center - process phone orders through the control panel - including new customer account creation
- Create multiple invoices, shipments, credit memos and store credits per order
- Process refunds
- Print invoices and packing slips

- major shipping providers
- Flat rate shipping per order
- Flat rate shipping per item
- Free shipping
- Table rates for weight and destination
- Table rates for number of items and destination
- Integrates with Alandra T-HUB (Add-on)
- WebShopApps - Matrix Rates (Extension)
- WebShopApps - Premium Matrix Rates (Extension)
- ShipWorks (Extension)
- Shipvine (Extension)

Hosting and Security

- PCI Compliant
- Tier 4 data center
- Totaly data security
- Images delivered via Content Delivery Network (CDN)

SEO

- Search Engine Friendly & fully customizable URLs
- Google Site Maps
- Category, Product and Page-level control of meta data
- Automatically generated list of popular search terms
- Maintenance Mode with 503 support
- Support for 301 and 302 redirects

Product Browsing

- Multiple Images per product
- Zoom-In Capability
- Product reviews
- Related products
- Stock availability
- Multi-tier pricing up-sell
- Product options selection
- Grouped products view

Product Management

- Configurable Products Variants
- Bundled Products
- Grouped Products
- Custom Product Attributes
- Navigable and Searchable Attributes
- Customer personalization
- Inventory Management
- Google Base Integration
- Sell products in quantity increments
- Virtual Products

Social Shopping

- "Like" button for Facebook
- Product Tagging
- Product Ratings
- Product Reviews
- Tell a Friend
- Share your Wish list with friends
- Seamless Facebook Integration (Extension)

Customer Accounts

- Customers Can Create Accounts any time while browsing or during checkout
- Online order status and history
- Re-orders from account
- Recently ordered items
- Address Book with default billing and shipping addresses
- Wish lists
- Newsletter subscription management
- Product Reviews submitted
- Product Tags created
- Customer Account dashboard
- PayPal Access Integration

- Magento Connect Marketplace
- Magento Community
 - Industry-Partner
 - Solution-Partner
 - Developers

Magento - Ausblick

eBay

“In seiner aktuellen Verfassung ist Ebay einer der wackeligsten Partner [...]“

„[...] ausgerechnet mit einem bestehenden Player einzulassen, [...] dessen Stern am Sinken ist?“

"eBay doesn't understand the meaning of Open."
(Yoav Kutner, ex CTO Magento)

Magento 2 vs. Mage+

- Veröffentlichung Magento 2
 - Ende 2012 – Anfang 2013
- Mage+ Abspaltung 05/2012
- ???

x.Commerce

- Veröffentlichung 10/2011
- Fabrik
- Zusammenstellung von Funktionen
- Soll zentrale eCommerce Plattform sein
- aufwändige Schnittstellenanpassungen entfallen



Das war's...