



epoq Recommendation Service

Installation Guide

Version 0.1.0



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About epoq Recommendation Service

epoq offers an intelligent, self-learning Recommendation Service (RS) for web shops that increase sales by up to 15% through efficient management of cross selling, increase of conversion rates and increased customer satisfaction.

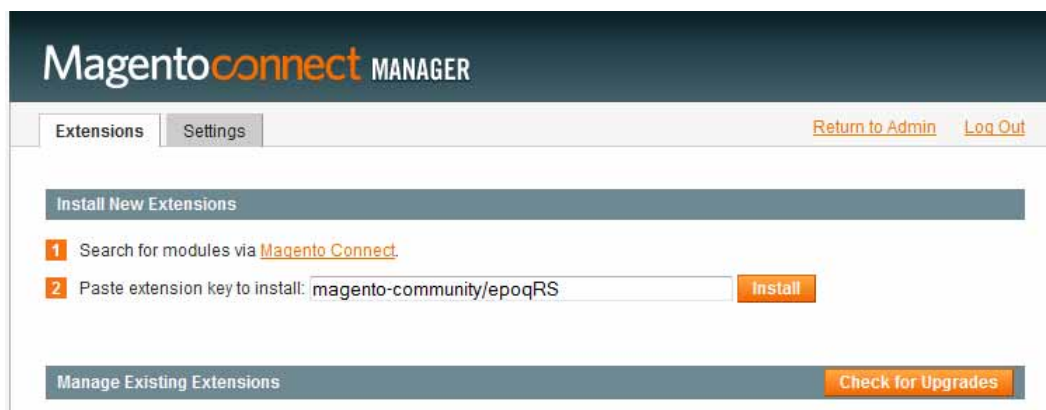
The quick and easy integration of epoq RS makes your Magento Online-Shop sell more within a short time. It is not necessary to upload and update your product data and there is no need to connect epoq RS to any internal systems: all available information - click stream, product data and cart information - are automatically processed for maximum quality recommendations.

1 Installing epoq Recommendation Service

This installation guide shows how easily and quickly epoq RS can be set up within your Magento environment. The screen shots emphasize the single steps of the installation process. However a certain amount of Magento configuration knowledge may facilitate the installation.

1.1 Download the module from Magento Connect

The download process is done easily via the Magento Connect Manager that can be found in the System tab of the backend menu.¹ Within the upper form you can install new modules by pasting the extension key. Please enter the epoqRS extension key 'magento-community/epoqRS' and push the Install button.



The Magento Connect Manager jumps to the bottom of the page and prints a prompt showing the download and installation process. The following screen shot shows the resulting picture. The version number might differ due to further developments.

¹ It might be necessary to verify your user's login information before you actually enter the Magento Connect Manager.

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☒ Auto-scroll console contents

```

downloading epoqRS-0.9.9.tgz ...
Starting to download epoqRS-0.9.9.tgz (17,798 bytes)
...done: 17,798 bytes
install ok: channel://connect.magentoocommerce.com/community/epoqRS-0.9.9

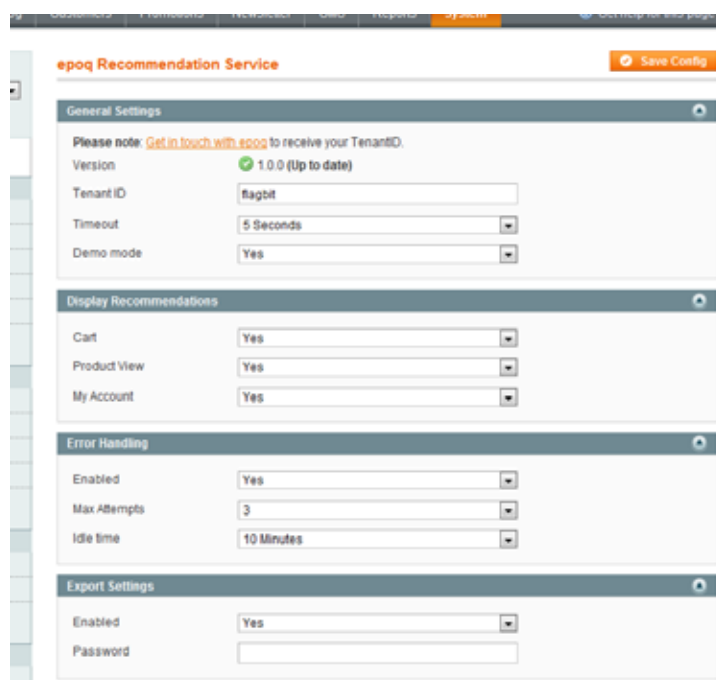
```

If the installation is labeled “ok”, the Magento Connect installation process worked out fine and you can return to the Admin interface.

1.2 Configuration of epoq RS

After returning to the Admin interface you will need to configure the module. Simply use the Magento configuration interface which you can find following the menu links to System -> Configuration.²

The epoq RS module just added a new tab to the Services submenu on the left hand side of the screen. After switching to the epoq Recommendation Service Tab, you will see the following picture.³



The particular options are explained in the following section. After completing the configuration, simply push the “Save Config” button on the upper right corner of the form.

² The system just added new access rules to the system. If the Configuration tool or the epoq RS configuration content does not show up, you’ll need to logout and login again to access the configuration. The system reloads all configuration data upon login.

³ The different option groups might be shut depending on your configuration. Simply open a group by clicking on the green headline.

1.3 Enjoy new possibilities

Basically, this is it. Your epoq Recommendation Service integration module is ready to rock. Depending on your choices within the configuration the system added code to your cart, product detail and “My Account” views.

2 Configuration options

This is a short explanation of the configuration of the epoq Recommendation Service.

2.1 General Settings

Version	Currently installed version of the epoq Recommendation Service module. Signals available updates automatically.
Tenant ID	The unique identification number of the web shop given by epoq.
Timeout	Defines how long your online shop waits for a response of the epoq servers upon a recommendation request.
Demo Mode	For development or testing purposes random recommendations can be generated. CAUTION: Do not use in a production installation!

2.2 Display Recommendations

Cart	Activates the recommendation display on the cart page.
Product View	Activates the recommendation display on the product detail view page.
My Account	Activates the recommendation display on the customer’s account page.

2.3 Error Handling

Enabled	Activates the module-internal error handling.
Max Attempts	Number of attempts the module tries to connect to the epoq Recommendation Service servers to gather recommendation information. After the maximum number of attempts the request is aborted.

Idle Time	Idle time after an aborted connection attempt.
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2.4 Export Settings

Enabled	Activates the frontend export process.
Password	The password epoq needs to use to gain access to your export information.

2.5 Include epoq Recommendation Service outputs to your template

The epoq Recommendation Service is able to provide you with three standard outputs of recommendations: on the products' details pages, within the shopping cart and on the users' login home pages. The module adds a new layout configuration file and the given three templates to the shop's output. Those can be found within the default layout and can be copied and customized within your template.

After installing, configuring and enabling the module, the product detail recommendations and the customer login page output appear immediately, if the containers of the standard layout are not removed within the active template. The cart output needs to be added by simply adding the following line at the right place:

```
<?php echo $this->getChildHtml('epoqinterface.recommendation.cart'); ?>
```

Further information about the Magento templating system can be found at Magento Designers Guide at http://www.magentocommerce.com/design_guide.

2.6 Important notice

Please note that your online shop visitors/customers will not see any recommendations in the beginning because the system needs to gather information about connections between products and sales first. Depending on your online shop traffic the amount of time needed may vary.