

EIS Setup and Showcase

E-commerce: Magento



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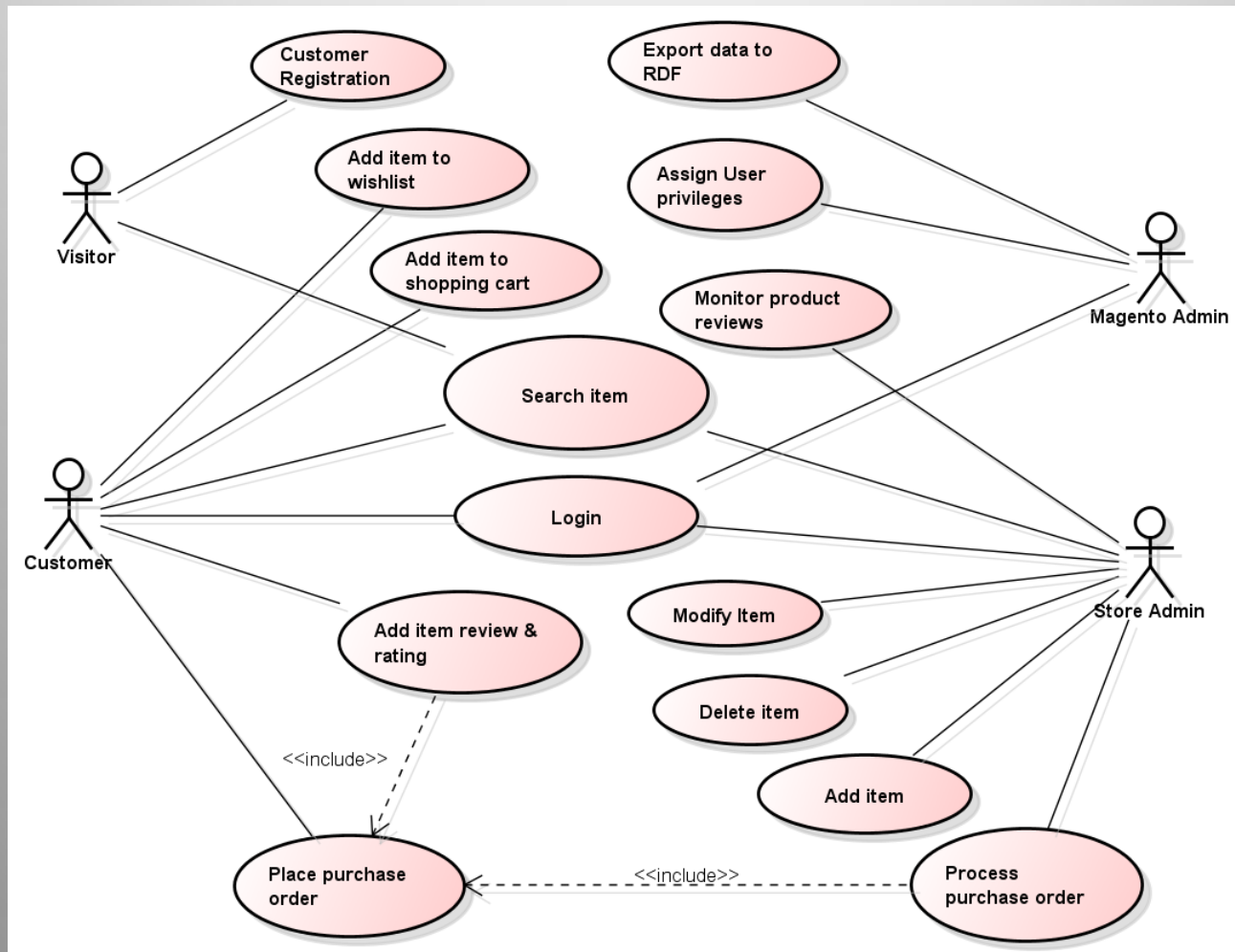
E-commerce: Magento

- **Magento Community Edition (Open Source)**
 - Flexible, powerful, feature-rich and module-based.
 - CMS based on PHP and MySQL.
 - Support for OO Programming and MVC architecture.
- **Online store project / showcase**
 - Computer hardware retailer company.
 - Social & Marketing Integration.
- **Semantic Web extensions**
 - RDFa Microformat Tagging of products and reviews.
 - Exporting data to RDF



Use Case Diagram

E-commerce: Magento



Scenario: Using E-commerce to improve sales and enhance productivity

A computer hardware retail store wants to

- boost the sale of its products
- expand the geographical reach of the store
- reduce marketing costs

Proposed plan

- Use an existing e-commerce platform to set up an online shop where people can easily have access to the products
- Incorporate technologies which will boost internet marketing and permit search engines to easily locate the products
- Convert the public information used by the system to machine readable, interpretable form and publish it for community use