

# GLOBAL REFERENCE ARCHITECTURE

APPLICATION & INFRASTRUCTURE



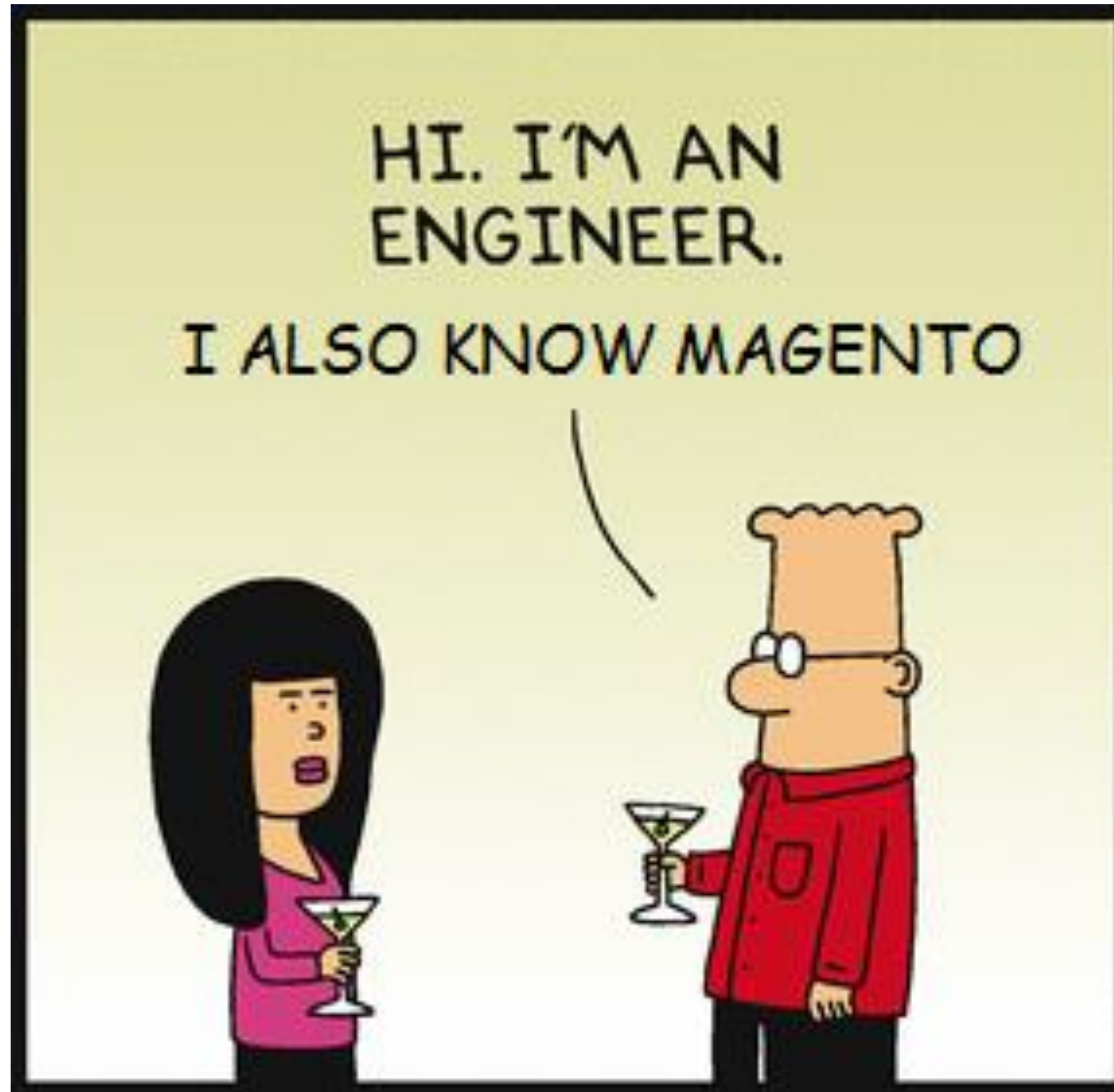
**PIOTR  
SIEJCZUK**

 *@PiotrSiejczuk*

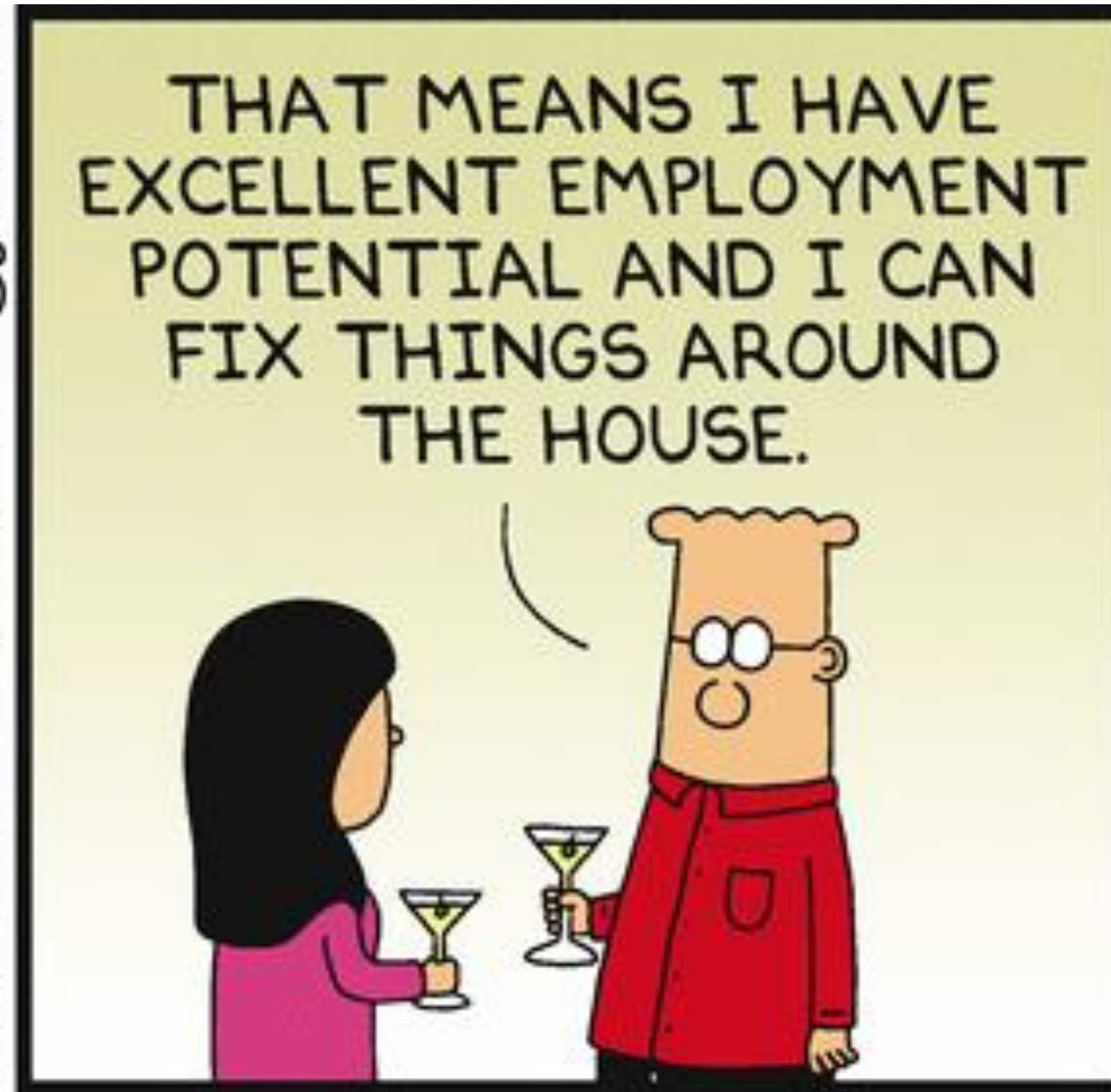
ECOMMERCE MANAGER / MAGENTO TECHNICAL ARCHITECT  
ACCENTURE

  
**accenture**

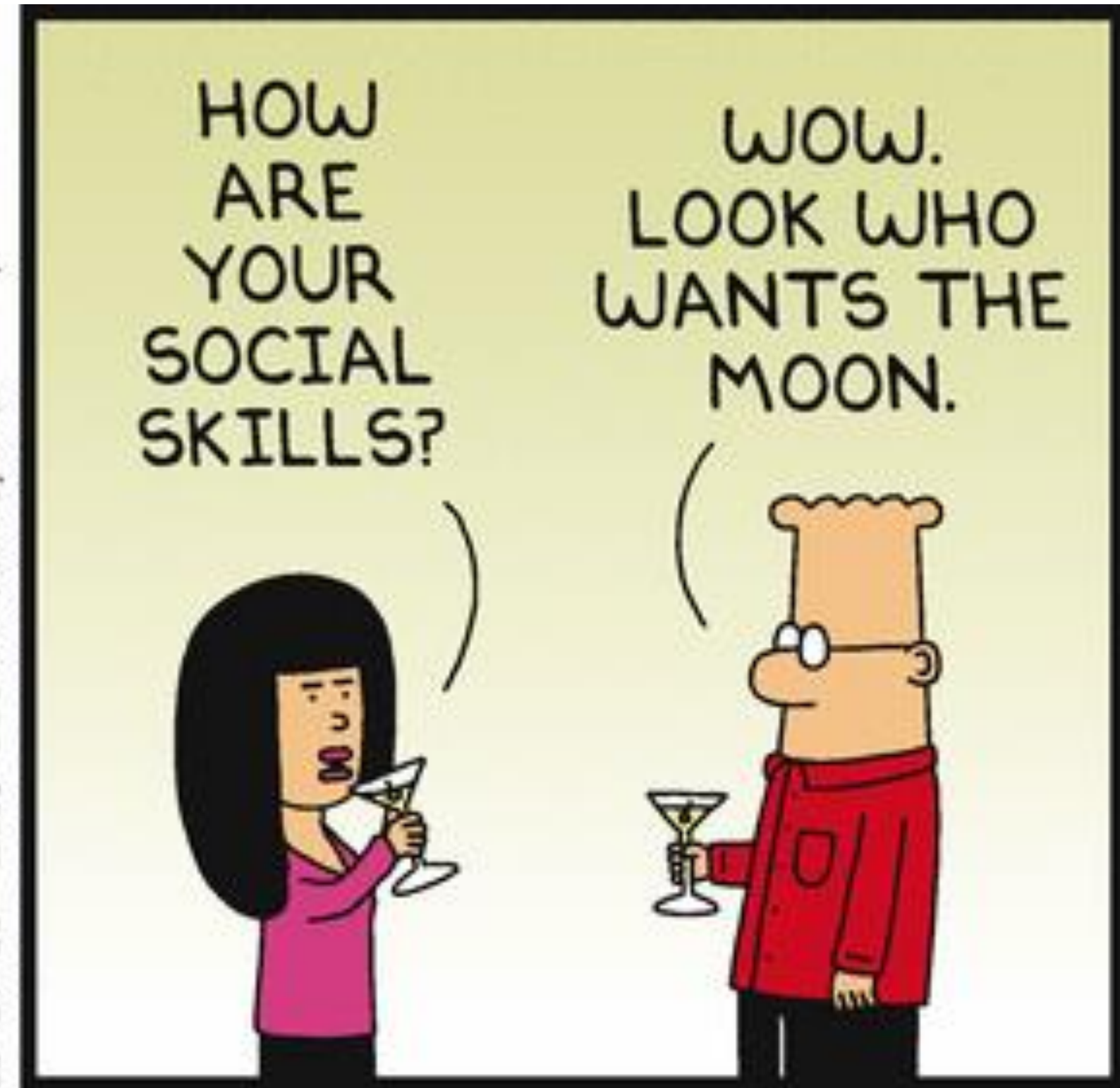




Dilbert.com DilbertCartoonist@gmail.com



11-19-13 ©2013 Scott Adams, Inc./Dist. by Universal Uclick

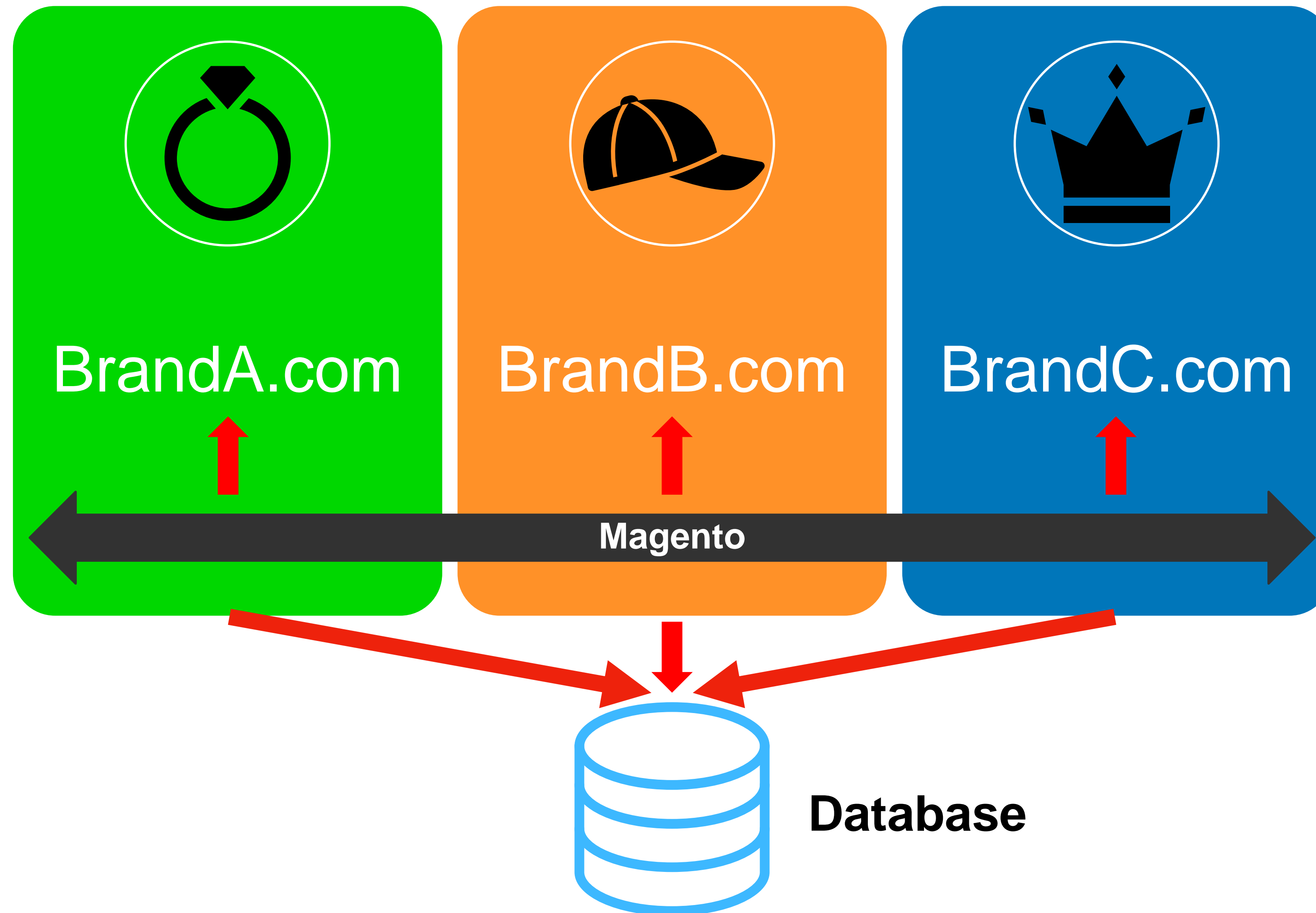


# Magento Websites vs Store vs Store Views Scopes

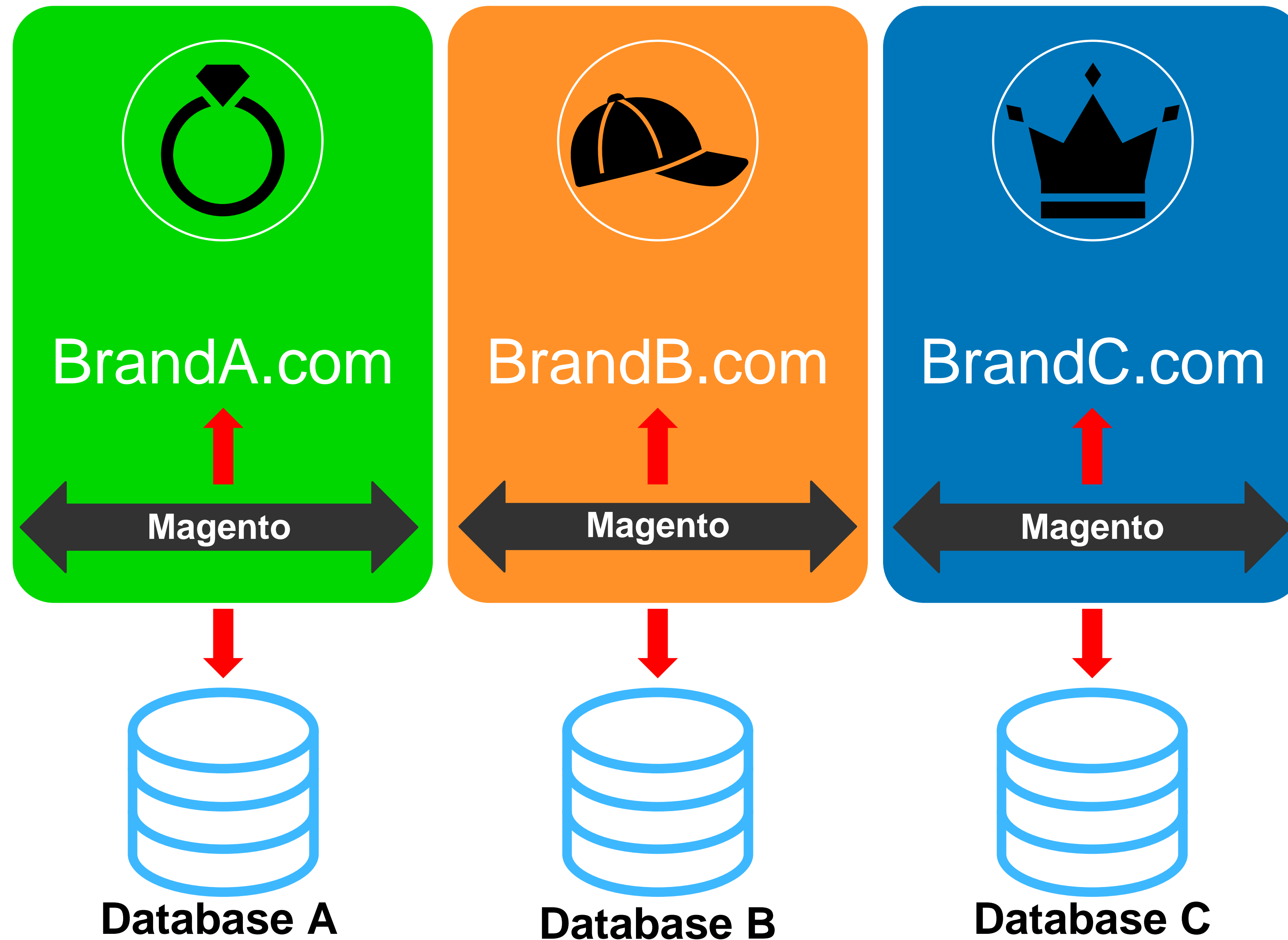
Scope	Feedback
Website	<ul style="list-style-type: none"><li>• Can have unique Prices</li><li>• Can have unique Shipping Method</li><li>• Can have unique Payment Method</li><li>• Can have unique Currency</li><li>• Does not share Shopping Cart</li><li>• Does share Customers</li></ul>
Store	<ul style="list-style-type: none"><li>• Can have unique Catalog</li><li>• Can Share Cart</li><li>• Can Share User Sessions</li></ul>
Store View	<ul style="list-style-type: none"><li>• Can have unique Language</li><li>• Can have unique Theme</li></ul>



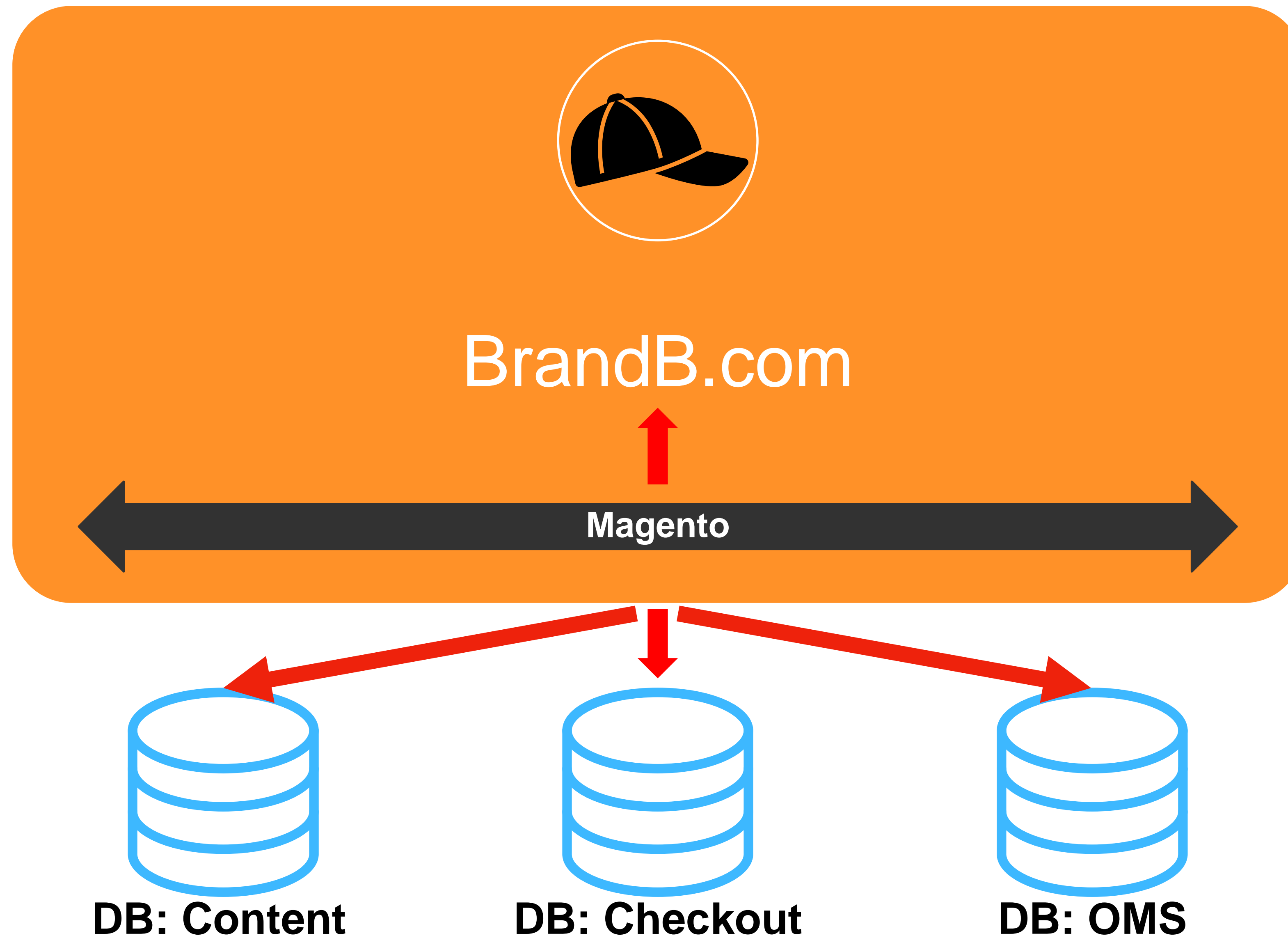
## *Single Instance*



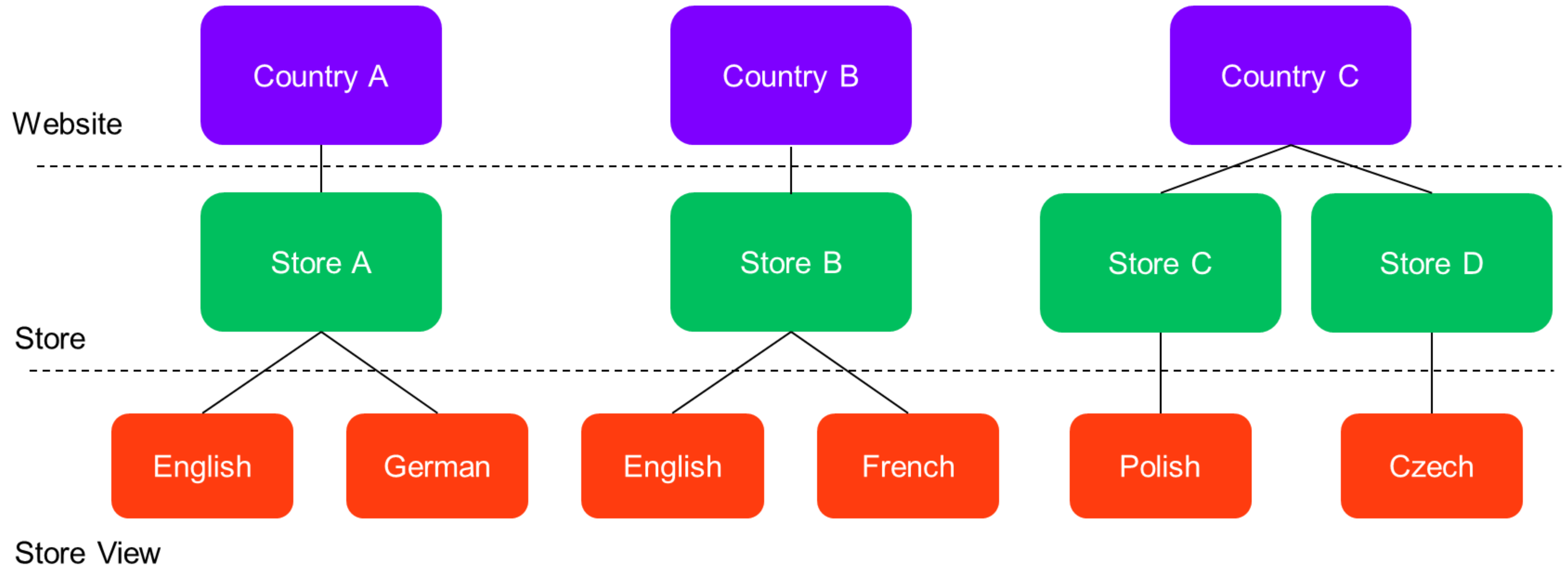
## ***Multiple Instance***



## ***Multiple Instance - Database Split***



# Magento Multiple Stores - Multiple Instances

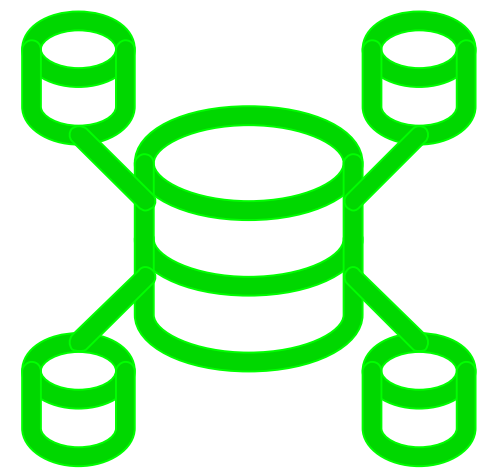


# Single Instance vs Multiple Instance

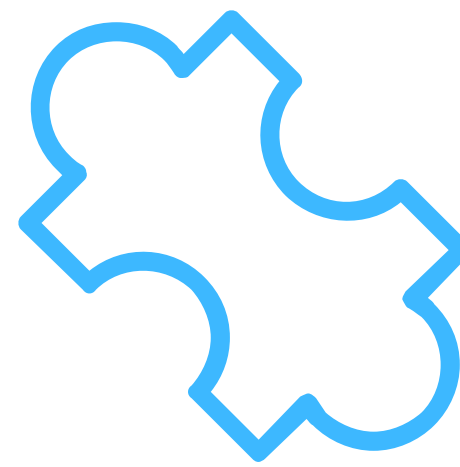
Single Instance Advantages	Multiple Instances Advantages
<ul style="list-style-type: none"><li>• Single point of administration</li></ul>	<ul style="list-style-type: none"><li>• Store data is independent from other countries and/or brands</li></ul>
<ul style="list-style-type: none"><li>• Content can be shared</li></ul>	<ul style="list-style-type: none"><li>• Dedicated integrations with backend systems</li></ul>
<ul style="list-style-type: none"><li>• Combined reporting</li></ul>	<ul style="list-style-type: none"><li>• Independently scalable</li></ul>
<ul style="list-style-type: none"><li>• Single deployment process</li></ul>	<ul style="list-style-type: none"><li>• Independently deployable</li></ul>
<ul style="list-style-type: none"><li>• Customer account sharing across brands and countries</li></ul>	<ul style="list-style-type: none"><li>• Unique Catalog attributes and attribute set</li></ul>
	<ul style="list-style-type: none"><li>• Independently scalable and available Infrastructure Components</li></ul>



## ***Why GRA should be considered?***



**Scalability**



**Agility**



**Innovation**

# ***GRA: Application - What does it stand for?***

## **1. Shared Code Base supporting multiple instances of Magento**

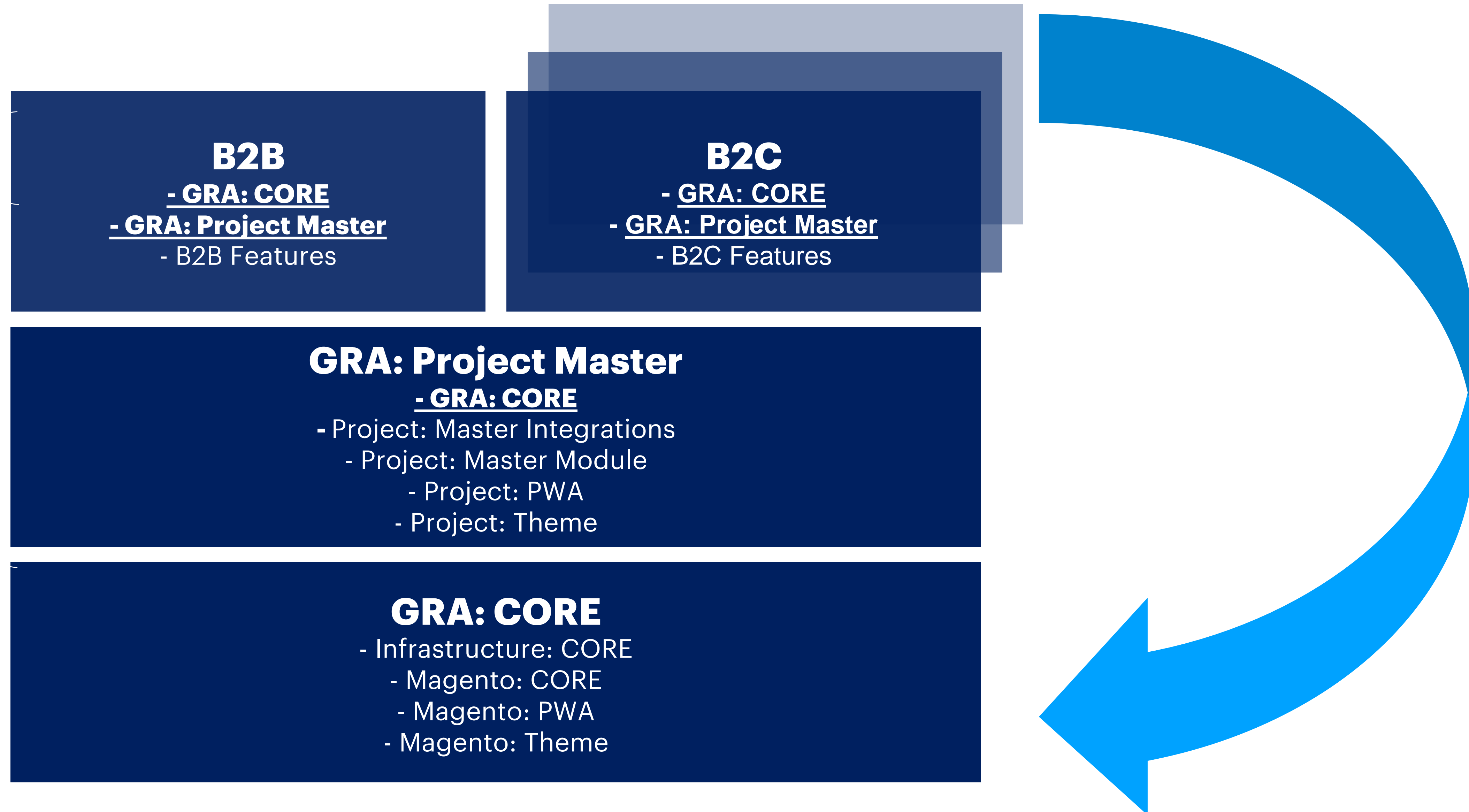
- Core Code Base (Magento 2 CORE)
- Custom "Master" Features
- "Master" Extensions
- Core Theme
- Shared "Master" Integrations

## **2. Brand/Country/B2B-B2C Code Base**

- Brand/Country Custom Features (Should be Few)
- Brand/Country Specific Theme
- Brand/Country Integrations

*\*„Brands” is a generic expression here: Unique Business Units, Large Regional Divisions, Channels (B2C, B2B, B2B2C) etc.*

## ***Global Reference Architecture: Multi Brand\****





# ***GRA: Infrastructure - Challenges***

## **1. Sizing and Scaling Strategy**

## **2. Backup and Disaster Recovery Strategy**

→ RTO (Recovery Time Objective) - 24hrs

→ RPO (Recovery Point Objective) - 24hrs

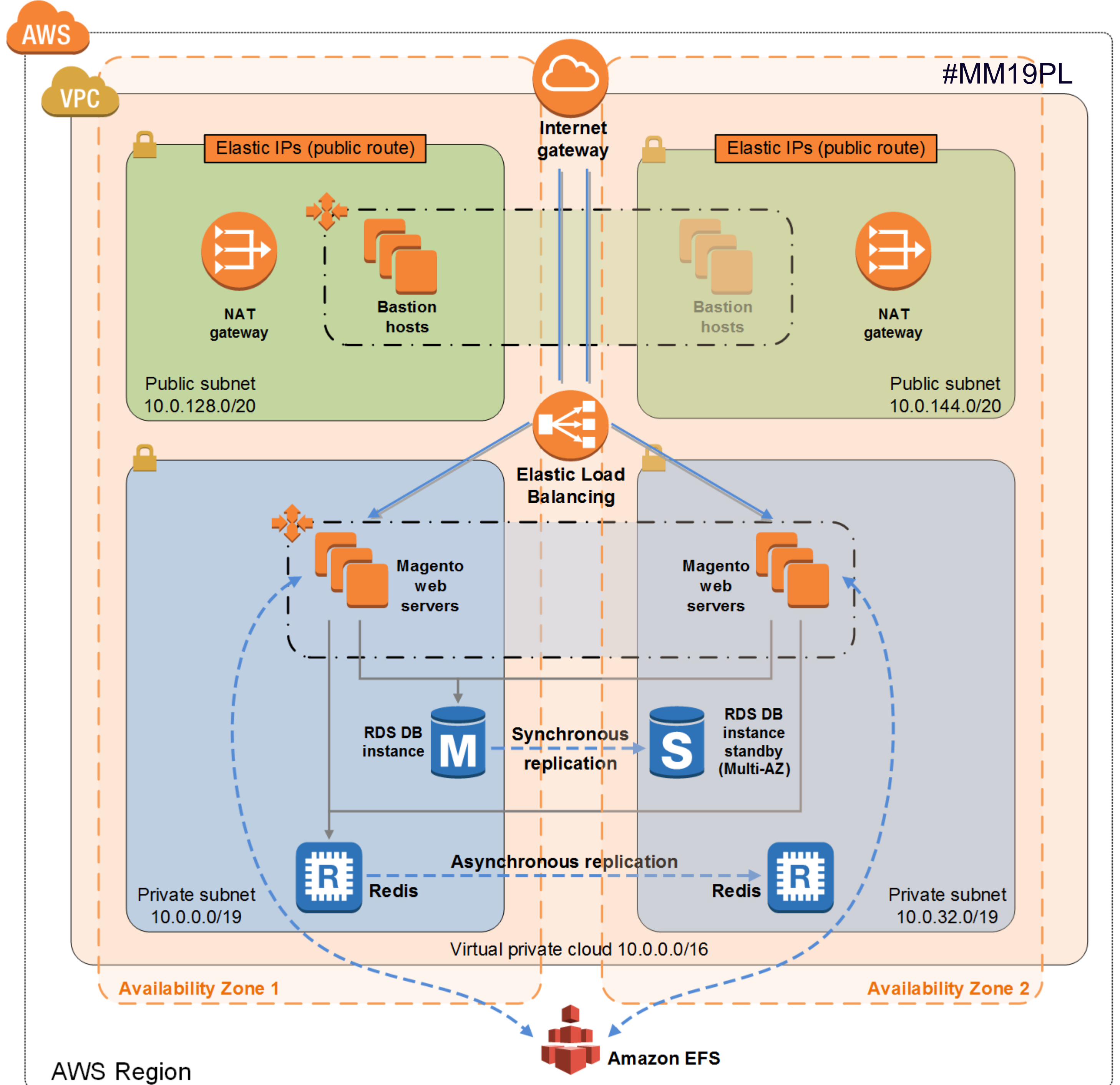
## **3. High Availability Strategy**

Meet Magento™ / PL

## GRA: Infrastructure



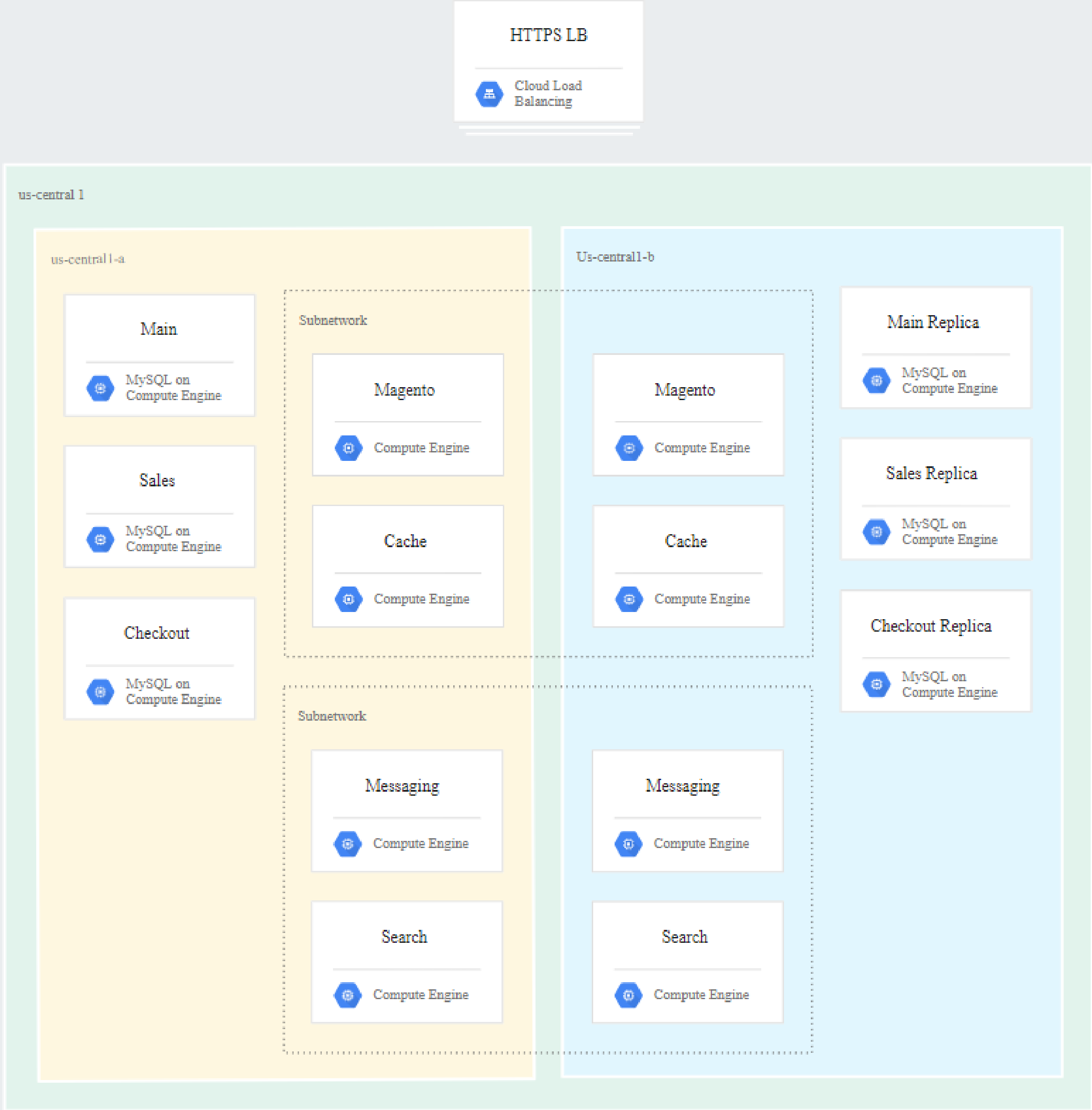
Google Cloud Platform



***GRA: Infrastructure***



Google Cloud Platform

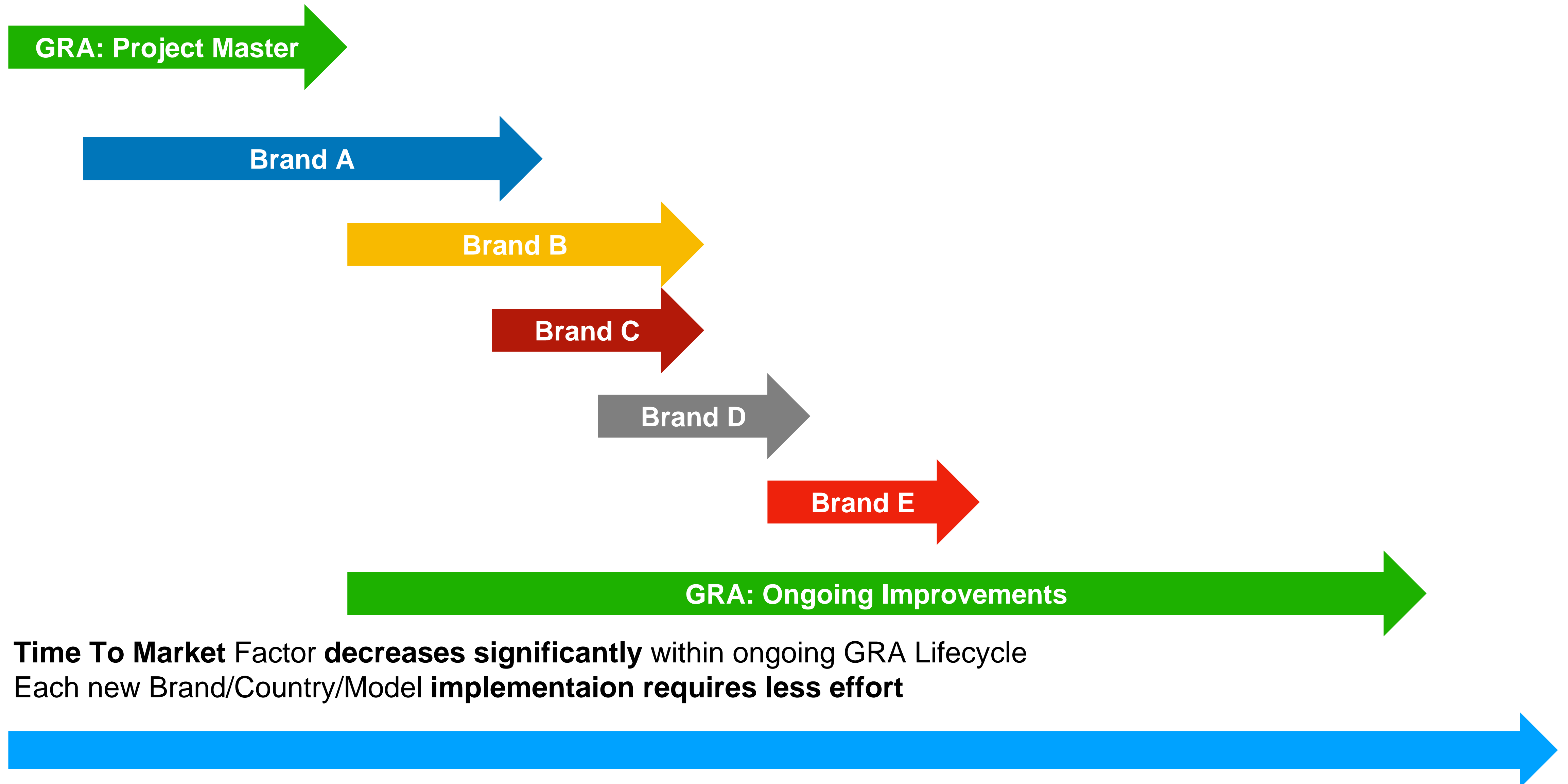




## ***GRA: Infrastructure - Components***

Component	Information
• Azure MySQL	• Latest LTS Supported Version
• Kubernetes	• Cloud AKS
• PHP FPM	• Latest Version Tested by Project Team
• Varnish	• Latest Supported Version (Magento 2 recommends Varnish 4.x or 5.2)
• Magento 2	• Latest Version Tested by Project Team
• Jenkins	• Latest LTS Supported Version
• SoftNas	• Cloud Service
• SendGrid	• Cloud Service
• AV Software	
• Azure Redis	• Cloud Service - PaaS
• NewRelic	• Cloud Service - APM

## ***GRA: What are the benefits?***



## ***GRA: Benefits***

- 1. Time to Market Factor Reduced**
- 2. Easier and Faster to adjust and follow Industry Trends and Best Standards**
- 3. Introduce Innovative Ideas/Features quicker across all Brands/Countries**
- 4. Total Cost of Ownership Reduced**
- 5. Deliver meaningful business value Faster and Focus on Improvements**



## ***GRA: Challenges?***

- 1. Organization Business and Governance Model Maturity**
- 2. Global Business Strategy understanding across all Brands / Countries**
- 3. Technical Organization and Quality Assurance of GRA**
- 4. Development Team attitude and Ways of Working**

## ***GRA: Does it come without an „extra price”?***

**Obviously NOT!**

- **CAB (Customer Advisory Board)**
  - ➔ Global Business Representative(s)
  - ➔ Brand/Country Representative(s)
  - ➔ eCommerce/Solution Architect
  - ➔ Change & Release Manager(s)
  - ➔ DevOps Architect
  - ➔ Security Architect
- **Proper Governance Model**
  - ➔ Global Roadmap
  - ➔ Unified Business Strategy
  - ➔ Features Prioritization & Estimations Approvals
- **Operational Planning**

***Questions?***





# Thank you for attention!

**PIOTR  
SIEJCZUK**

 [@PiotrSiejczuk](https://twitter.com/PiotrSiejczuk)

 [piotr.siejczuk@accenture.com](mailto:piotr.siejczuk@accenture.com)

 <https://www.linkedin.com/in/piotrsiejczuk/>

 <https://github.com/PiotrSiejczuk/mm19pl>

ECOMMERCE MANAGER / MAGENTO TECHNICAL ARCHITECT  
ACCENTURE



**Piotr Siejczuk**

eCommerce Manager / Solution  
Architect at Accenture



 **accenture**