Be Astounding

astound COMMERCE

01

Astound Commerce

Anton Pavelko

Sr. Magento Backend Developer

02 programming languages

- Java

- C++

- PHP

- Python

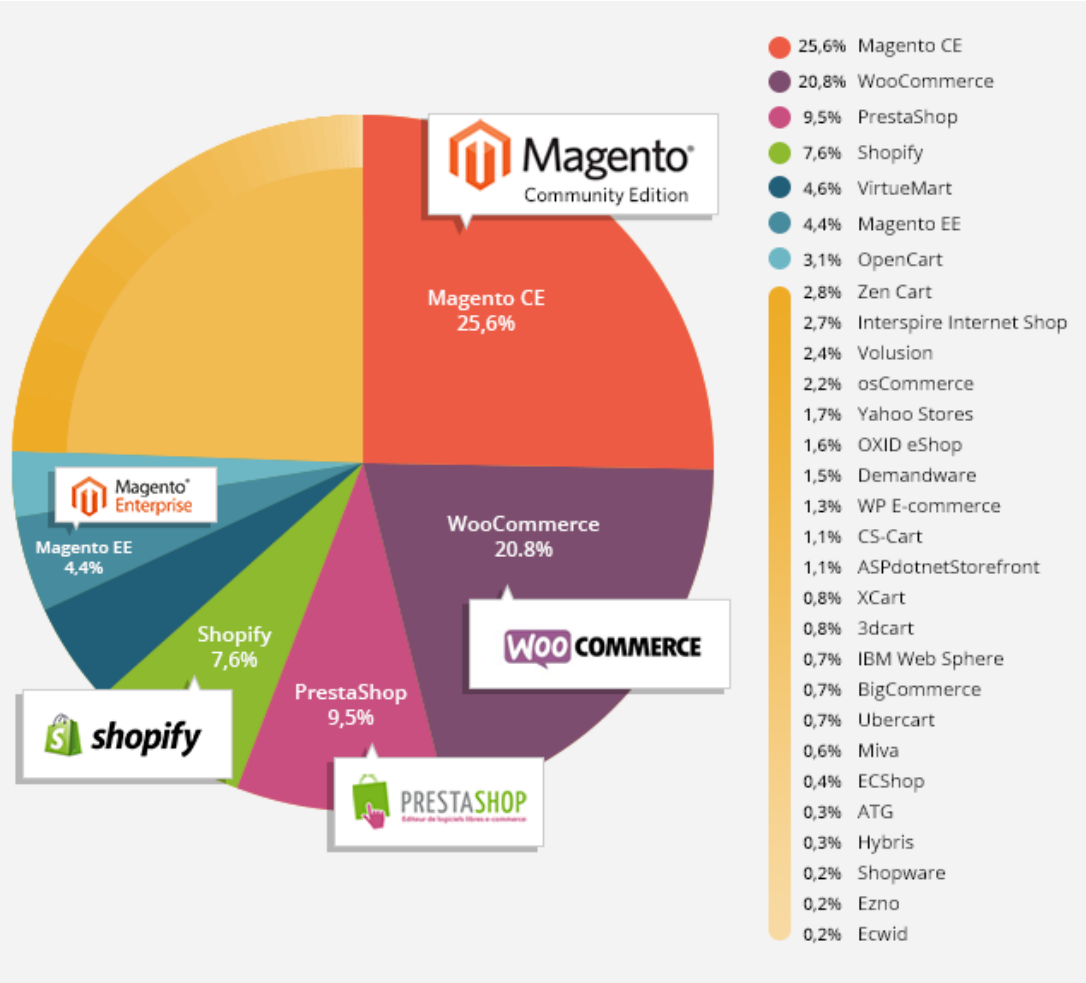
- Ruby

PHP CommitHOOKs - https://github.com/andkirby/commithook

astound COMMERCE

Magento

- Alexa 1 million top sites survey unveiled leadership of Magento among world top eCommerce platforms.
- Most of the Top 100 Online Retailers use in-house-built eCommerce platforms.
  - Oracle ATG Commerce was chosen by 25 companies from the top 100 eRetailers.
  - IBM WebSphere was chosen by 20 companies from the top 100 eRetailers.
  - Other eCommerce platforms used by online retailers as the top 100 include: eBay Enterprise, Fry/MICROS, RedPrairie/JDA, Hybris/SAP, Demandware, Intershop, Digital River.



astound COMMERCE

History

Magento officially started development in early 2007. Seven months later, on August 31, 2007, the first public beta version was released. Varien, the company owning Magento, formerly worked with osCommerce. It had originally planned to fork osCommerce but later decided to rewrite it as Magento.

In February 2011, eBay announced it had made an investment in Magento in 2010, worth a 49% ownership share of the company.

As of June 6, 2011 eBay owns 100% of Magento. eBay announced that Magento would join eBay's new X.Commerce initiative.

http://ua.magento.com/en/contacts

Magento Features List

https://info2.magento.com/rs/magentoenterprise/images/Magento%20Full%20Features%20List%20052714.pdf

E-commerce requirements

Magento myths

- flexibility
- speed
- complexity

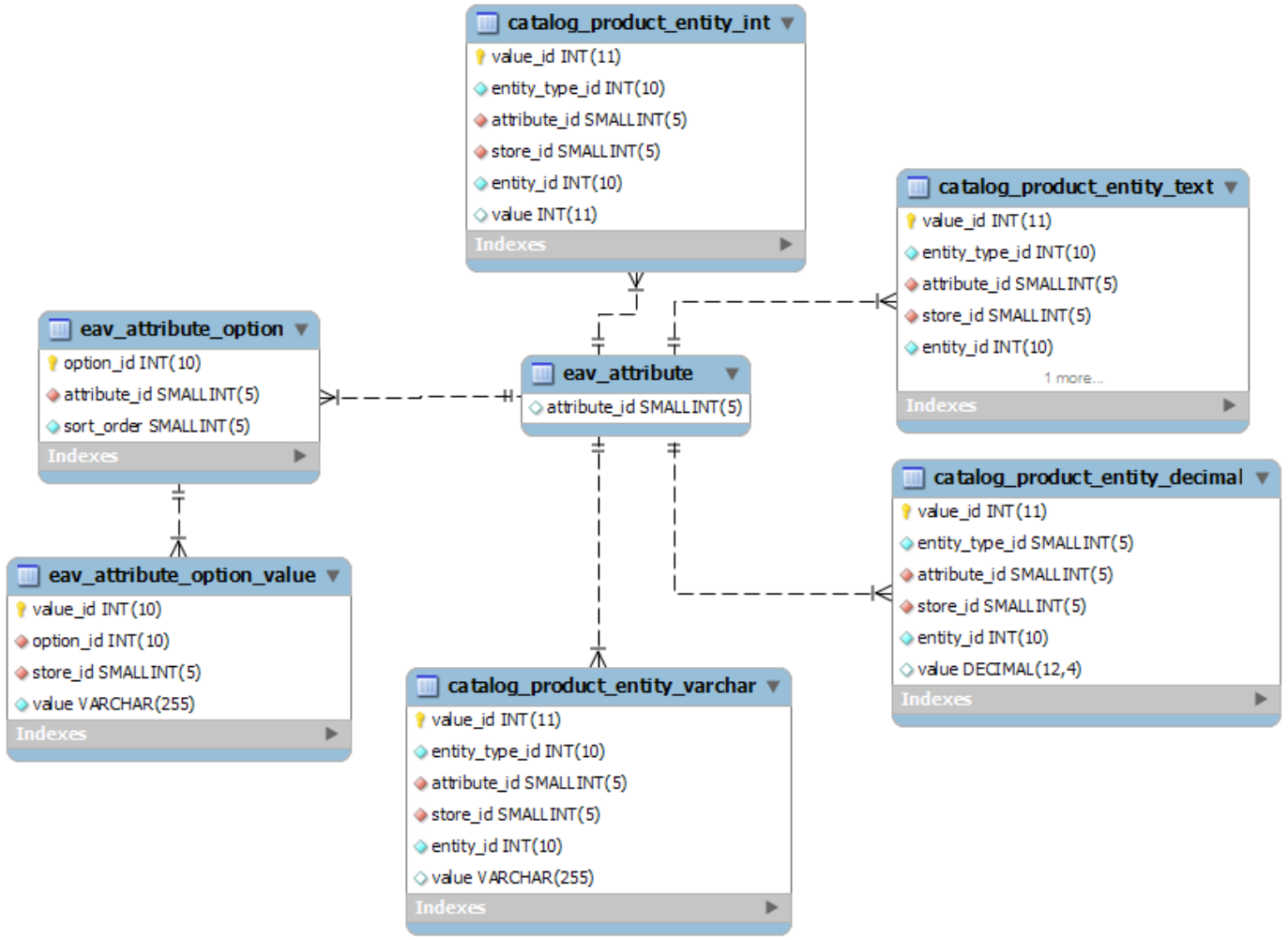
astound COMMERCE

inside Magento

- EAV
- codepool
- Indexes
- Solr
- Rule based relations
- fpc
- email templates
- …

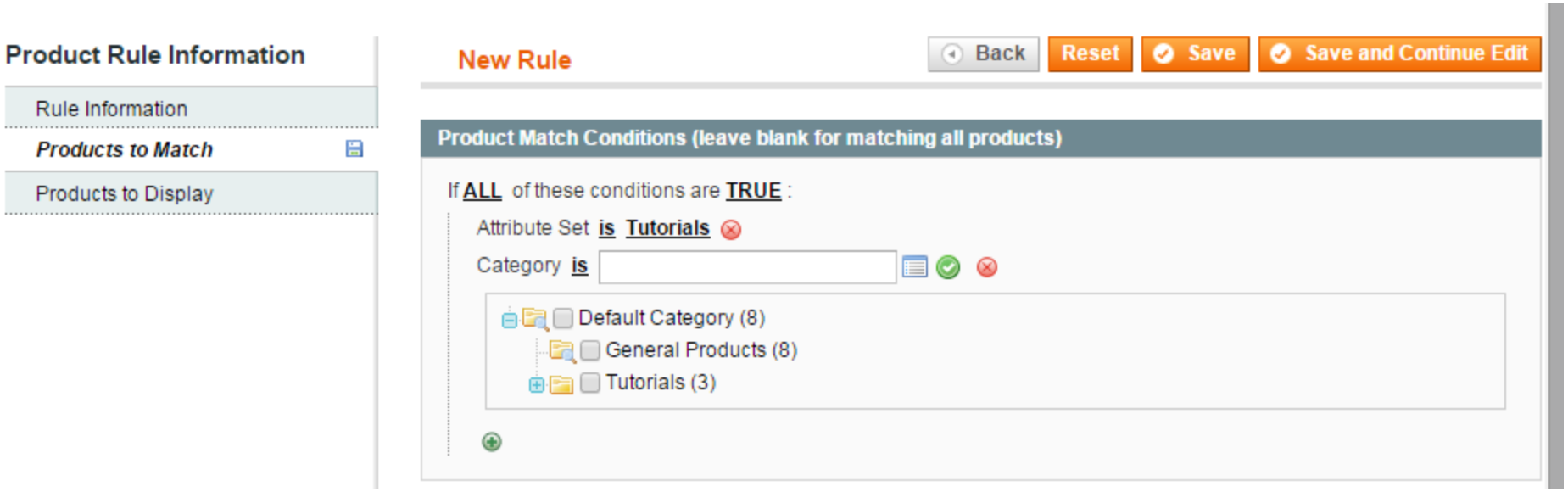
Matt Zandstra “php objects patterns and practice”

EAV



astound COMMERCE

Product Rule Information



astound COMMERCE

Indexes

Index Management

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions: Reindex Data Submit

Index	Description	Mode	Status	Update Required	Updated At	Action
Product Attributes	Index product attributes for layered navigation building	Update on Save	READY	NO	Aug 26, 2015 7:05:26 AM	Reindex Data
Tag Aggregation Data	Rebuild Tag aggregation data	Update on Save	READY	NO	Aug 26, 2015 7:05:26 AM	Reindex Data
URL Redirects	Index URL rewrites		SCHEDULED			
Stock Status	Index Product Stock Status		SCHEDULED			
Product URL Rewrites	Index products URL rewrites		SCHEDULED			
Category URL Rewrites	Index categories URL rewrites		SCHEDULED			
Catalog Category/Product Index	Indexed category/products association		SCHEDULED			
Catalog product price	Index product prices		SCHEDULED			
Catalog Search Index	Rebuild Catalog product fulltext search index		SCHEDULED			

astound COMMERCE

Cache

Cache Storage Management

Flush Magento Cache | Flush Cache Storage

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected — Actions: Refresh ▼ Submit

	Cache Type	Description	Associated Tags	Status
☐	Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	ENABLED
☐	Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED
☐	Blocks HTML output	Page blocks HTML.	BLOCK_HTML	ENABLED
☐	Translations	Translation files.	TRANSLATE	ENABLED
☐	Collections Data	Collection data files.	COLLECTION_DATA	ENABLED
☐	EAV types and attributes	Entity types declaration cache.	EAV	ENABLED
☐	Web Services Configuration	Web Services definition files (api.xml).	CONFIG_API	ENABLED
☐	Web Services Configuration	Web Services definition files (api2.xml).	CONFIG_API2	ENABLED
☐	Page Cache	Full page caching.	FPC	ENABLED

Additional Cache Management

Flush Catalog Images Cache — Pregenerated product images files.

Flush Swatch Images Cache — Pregenerated configurable swatches image files.

Flush JavaScript/CSS Cache — Themes JavaScript and CSS files combined to one file.

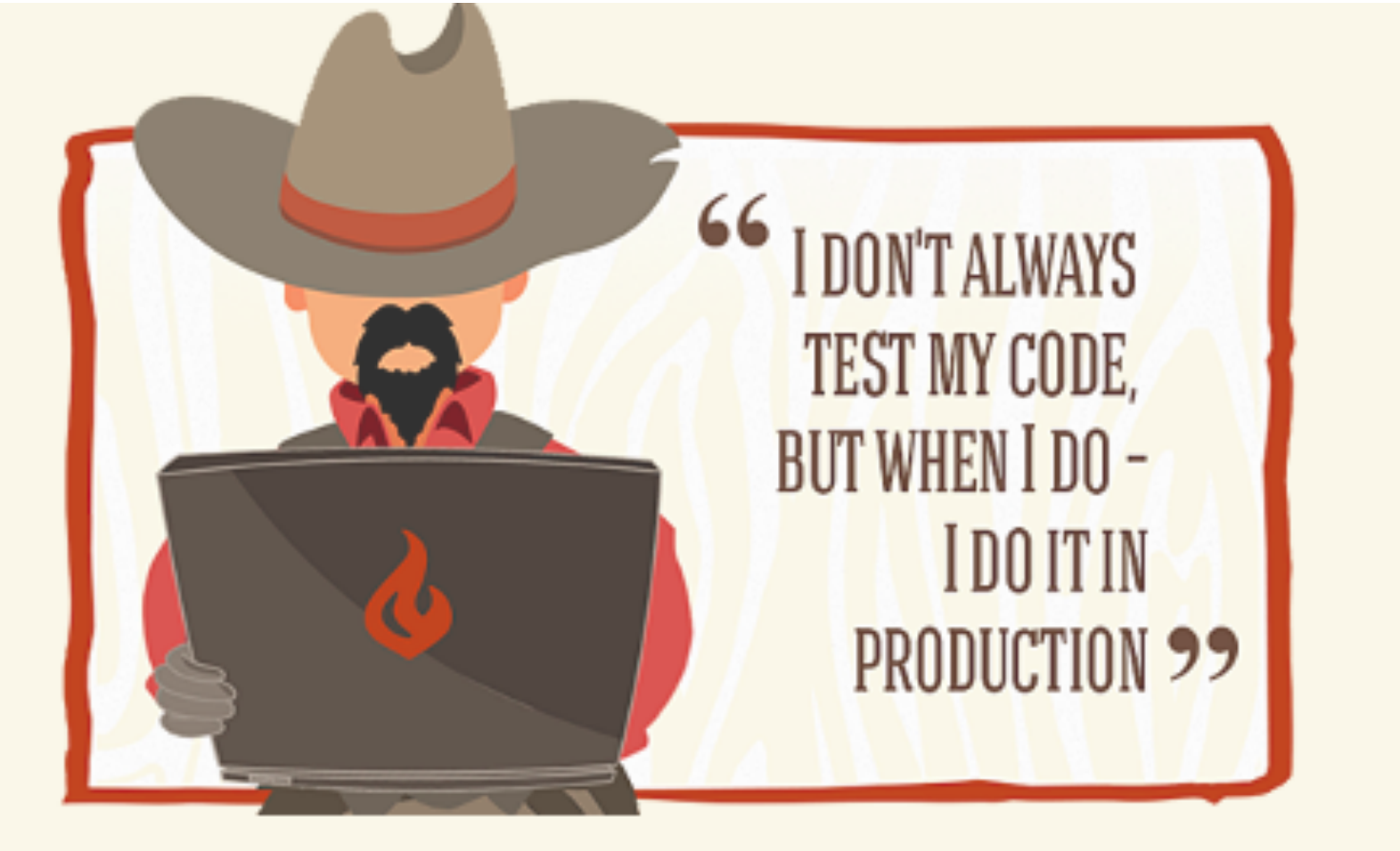
Re-build Visual Merchandiser categories — Rebuild Category Products for Smart Categories

astound COMMERCE

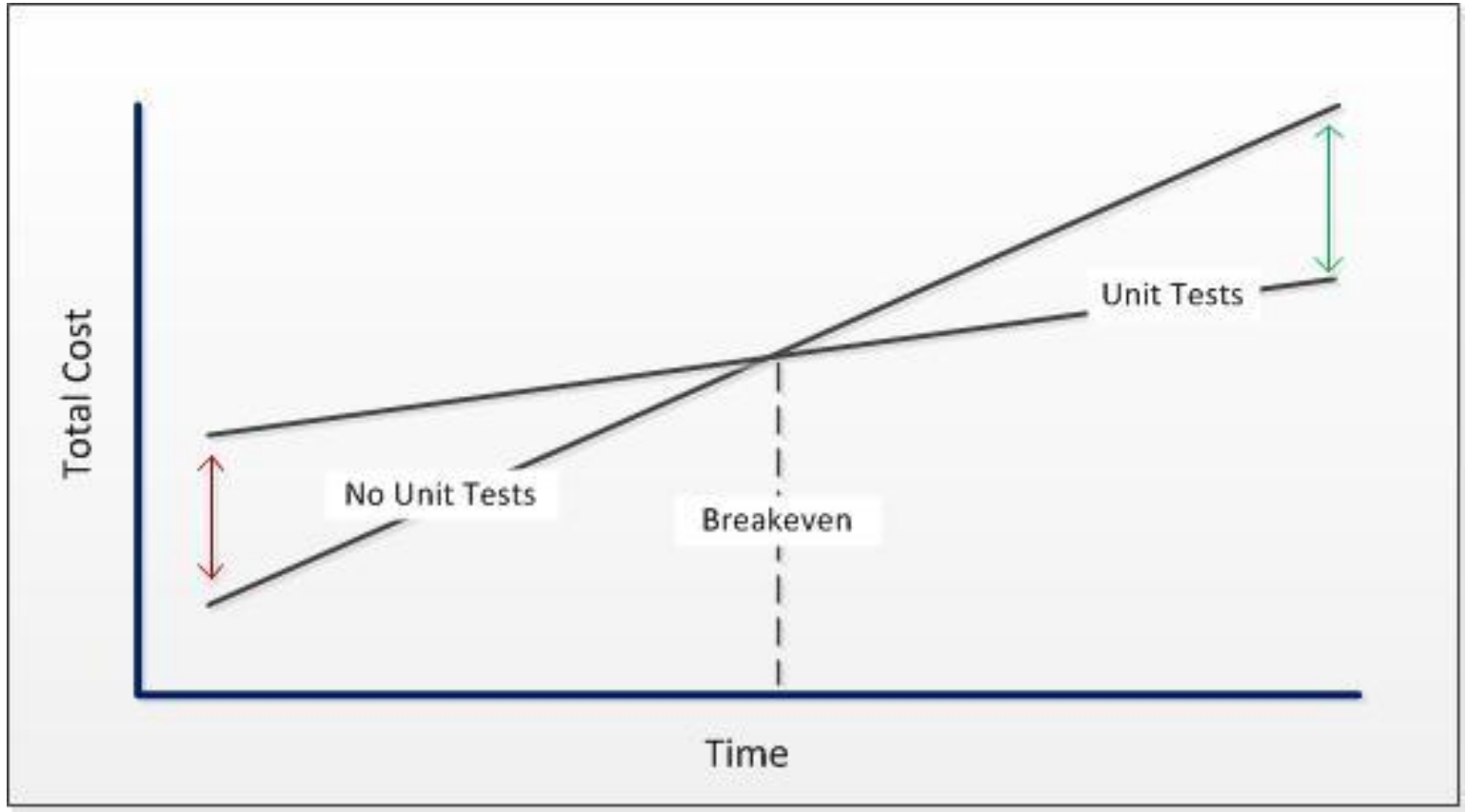
Magento continuous integration

- deployment (jenkins scripts)
- functional testing (selenium)
- unit testing (EcomDev framework)
- performance testing (gatling scripts)
- profiling extensions (Aoe Profiler)
- modman (composer.json alternative)
- database compares tool
- …

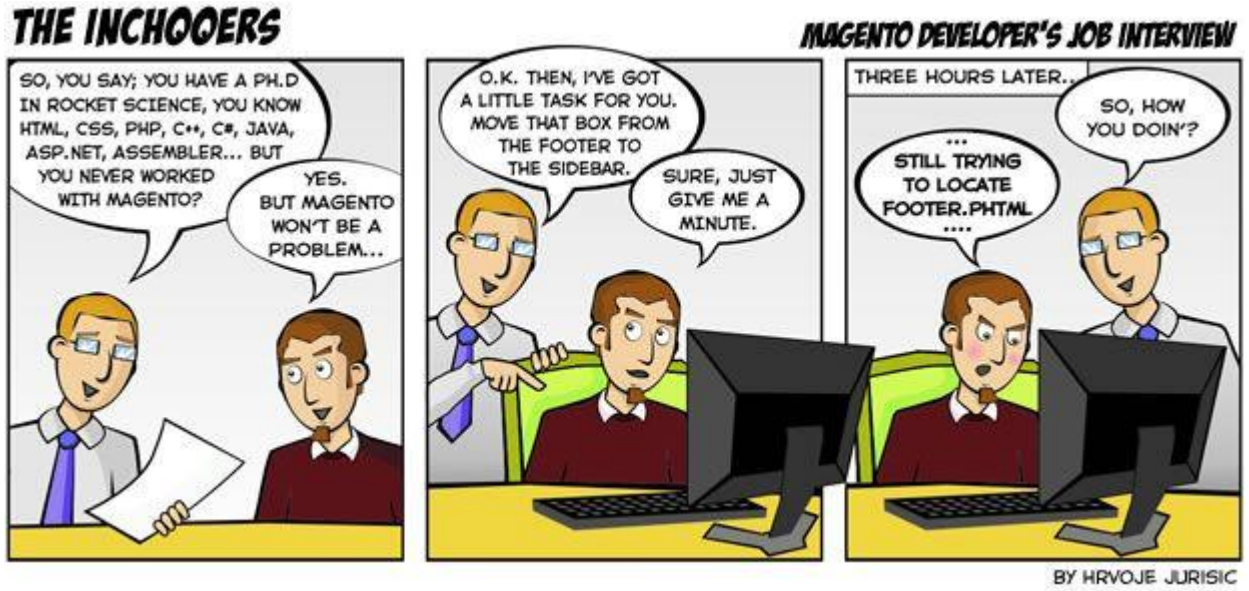
Magento continuous integration



Magento testing tools



Magento difficulties



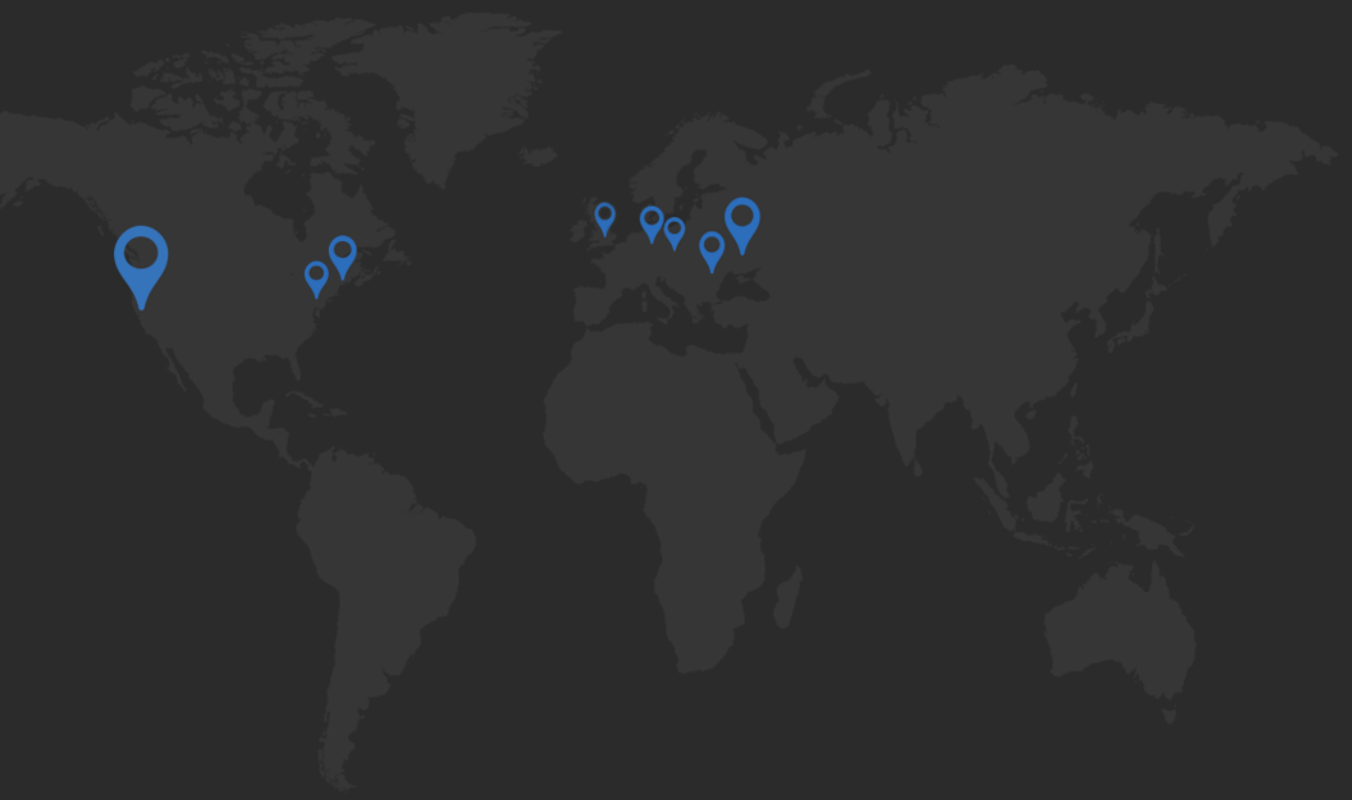
FUNDAMENTALS OF MAGENTO DEVELOPMENT (5 DAY)

http://magento.com/training/catalog/certification

https://docs.google.com/a/sysiq.com/forms/d/1-_or4MWMWcozkX-tUZQ8GCf3UvtqUoRP4WG3V2UDHPY/viewanalytics

astound COMMERCE

Thank you!



Contact

Anton Pavelko

Sr. Magento Backend Developer

a.pavelko@astoundcommerce.com

twitter.com/**astoundcommerce**

www.facebook.com/**AstoundCommerce**

www.linkedin.com/company/**astound-commerce**