WEBWORKER #41

 @kkrieger

 kkrieger85

Kevin Krieger

freelancer e-commerce
open source contributor
co-organizing WebWorker Saar

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AGENDA

- overall view
- technical view
- example: M1 vs M2
- overview shop systems

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ONLINE SHOP REQUIREMENTS

- not only an online shop
- Customer: "Shopping experience"
- Merchants: Shop needs to fit in organisational setting
- Merchants: Multichannel

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SOLUTION(S):

PIM (product information system)

CMS (content management system)

DAM (digital assets management)

ERP (enterprise resource planning)
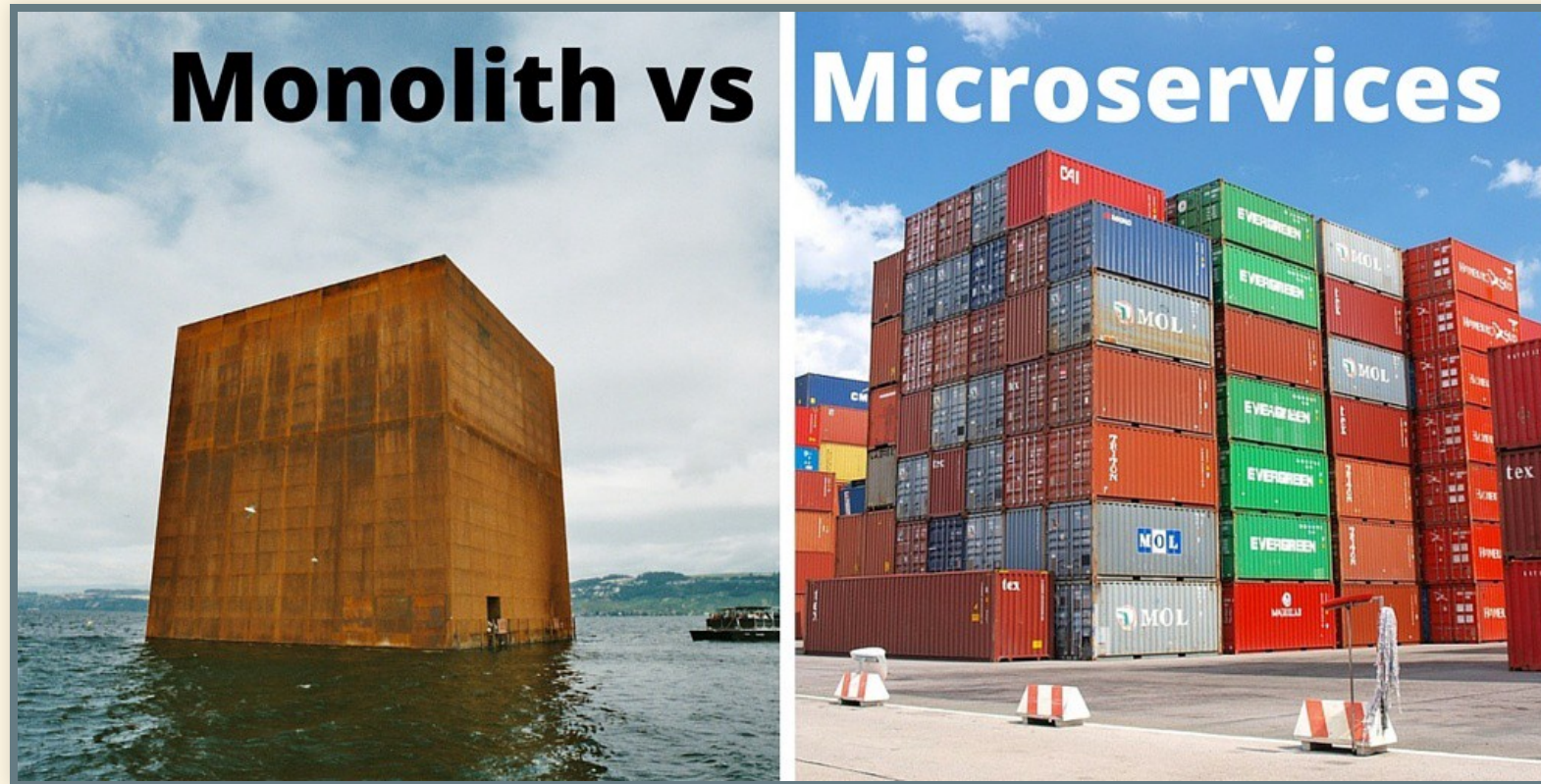
CRM (customer relationship management)
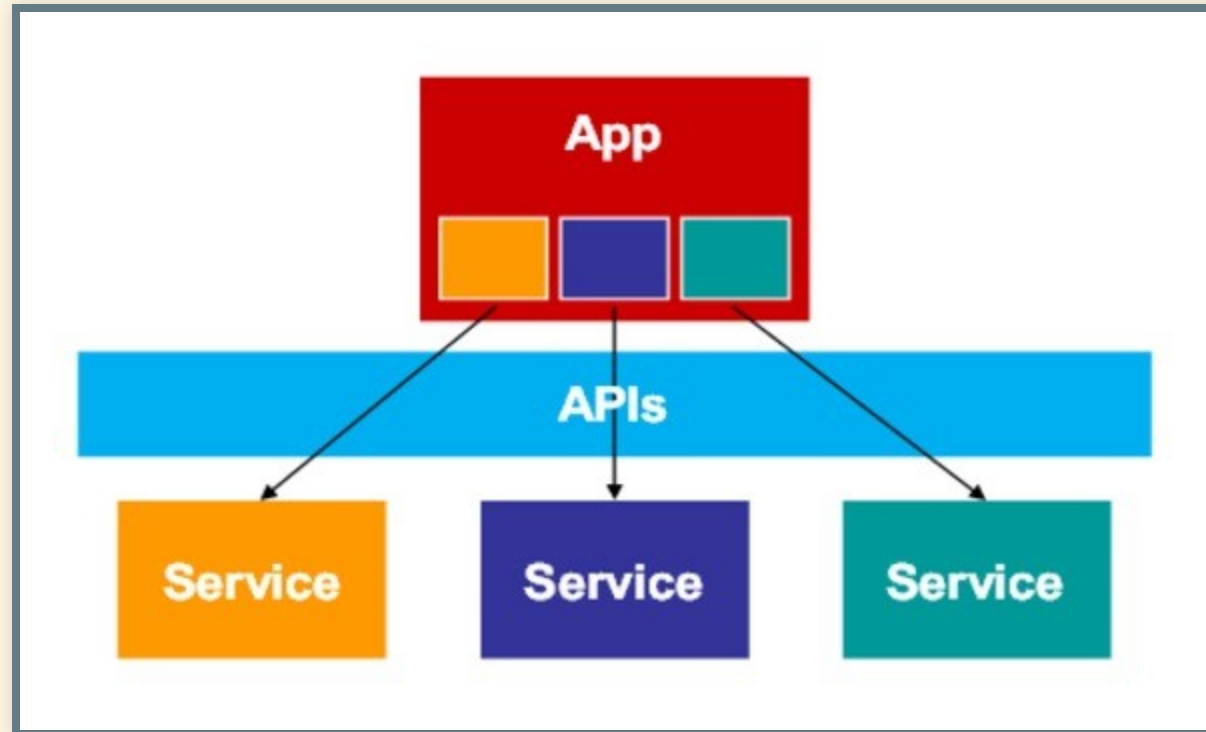
Shop

Marketplaces (like Amazon & Ebay)

=> lot of APIs and integration

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SEPARATION OF CONCERNS

FROM MONOLITH TO MICROSERVICES

symbol: container

SEPARATION OF BACKEND

API first / "headless"

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SEPARATE OF FRONTEND: (STORE-)FRONT(-END)
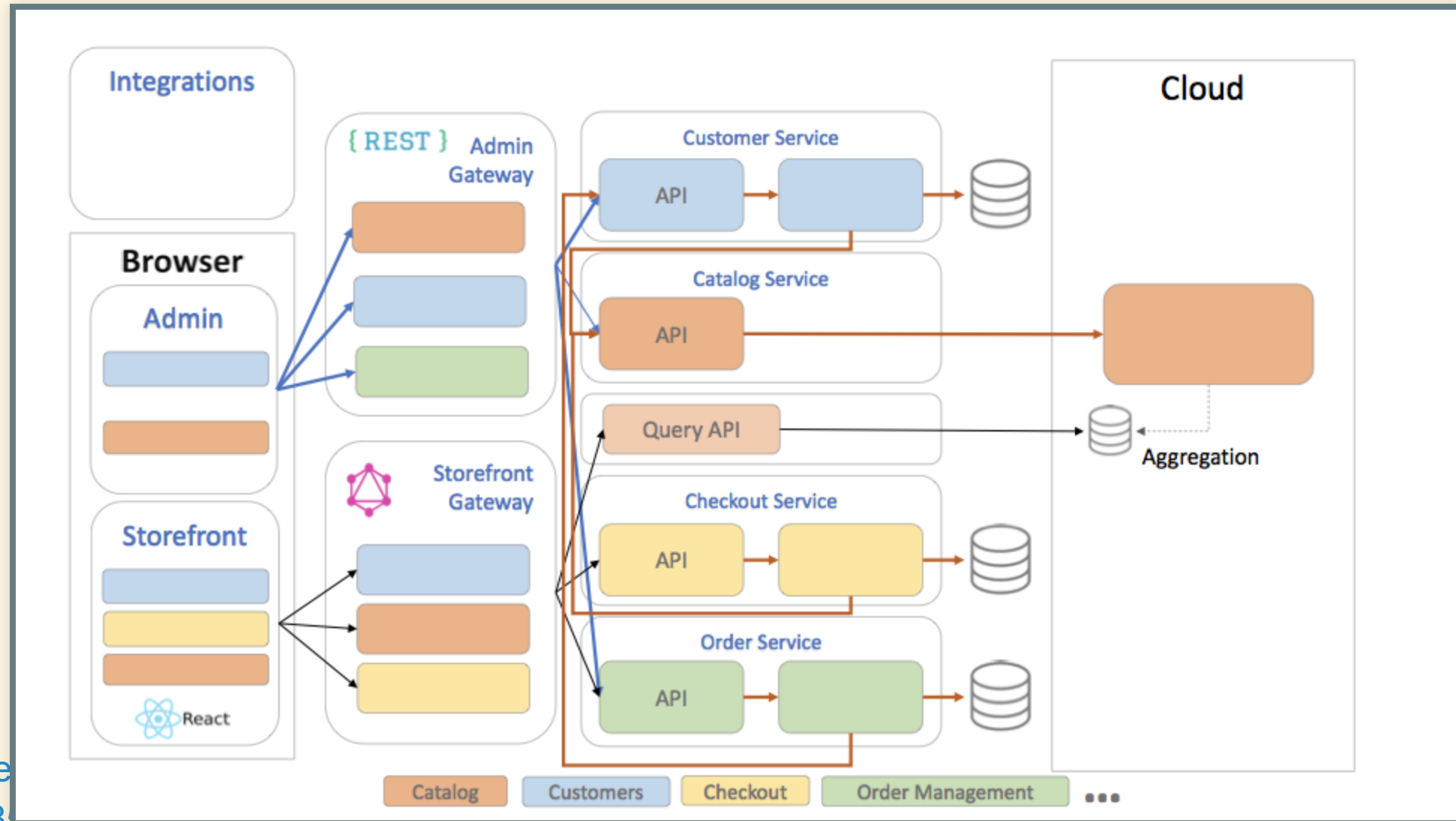
WHAT DOES IT MEAN TO DEVELOPERS?

Apache / nginx   PHP>7.2   CSS3
MySQL   HTML5

MAGENTO 1

- ZF 1 (parts)
- Protoype JS
- jQuery
- CSS
- phtml

- Modman
- Composer
- LESS/SASS

MAGENTO 2

- **Redis>5.0**
- **Varnish>5.2**
- **RabbitMQ>3.7**
- **Composer**
- **Symfony**
- ZF 1 (parts)
- **ZF 2 (parts)**
- **KnockoutJS**

- **RequireJS**
- jQuery
- JavaScript
- **LESS/SASS**
- **CI/CD Pipeline**
- **Coding Standards (PSR-0/1/2/3/4)**
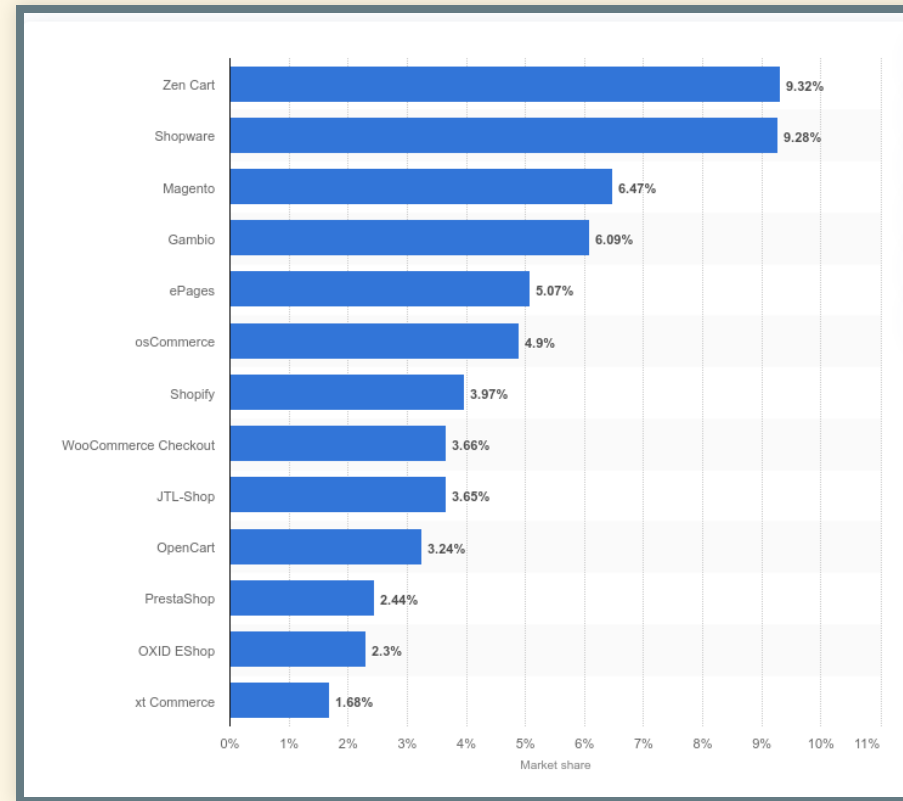
MAGENTO 2.3

- **PHP>7.3**
- Redis>5.0
- Varnish>5.2
- **Elasticsearch**
- RabbitMQ>3.7
- Composer
- Symfony
- ZF 1 (parts)
- ZF 2 (parts)
- KnockoutJS
- RequireJS
- jQuery

- JavaScript
- LESS/SASS
- **React (PWA Studio)**
- **Redux**
- **GraphQL**
- **webpack**
- **Peregrine**
- **yarn**
- CI/CD Pipeline
- Coding Standards (PSR-0/1/2/3/4)

OVERVIEW (GERMANY)

MARKET SHARE OF E-COMMERCE SOFTWARE PROVIDERS IN GERMANY AS OF SEPTEMBER 2019

Provider	Market share
Zen Cart	9.32%
Shopware	9.28%
Magento	6.47%
Gambio	6.09%
ePages	5.07%
osCommerce	4.9%
Shopify	3.97%
WooCommerce Checkout	3.66%
JTL-Shop	3.65%
OpenCart	3.24%
PrestaShop	2.44%
OXID EShop	2.3%
xt Commerce	1.68%

Market share

Source: Statista

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"websites using e-commerce technologies in Germany which used the .DE extension"

DISCLAIMER:

- consider community/free edition(s)
- some are hardly documented (often best doc: composer.json)
- I am Magento dev
- opinions are mine

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ZEN CART (V1.5.6)

- PHP > 5.6
- jQuery
- WTF! DevDocs

See docs

SHOPWARE

SHOPWARE 5.6.X

- PHP > 7.2
- Composer
- Elasticsearch
- ExtJs (Admin)
- Smarty-Templates (Storefront)

SHOPWARE 6.X

- PHP > 7.2
- Composer
- Symfony
- API-First
- Node.js
- NPM
- Vue.js (Admin)
- Bootstrap
- SASS
- Twig (Storefront)
- In progress: Vue Storefront aka Shopware PWA

See SW5 docs

See SW6 docs

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WOOCOMMERCE

- Plugin WordPress
- PHP > 7.2
- flexible Theming
- HTML in PHP as Storefront
- Plain CSS
- REST API
- Good Docs

See docs

JTL-SHOP 5(BETA.1)

- PHP > 7.1
- Smarty 3 Templates
- Bootstrap 3
- LESS

- jQuery
- Redis
- Memcached

See docs

OXID ESALES (6.5.0)

- composer
- PHP >7.1
- Smarty 2 Templates

- Symfony (partly)
- PSR-3

See docs

PRESTASHOP (1.7.6.2)

- composer
- PHP >5.6
- Smarty 3 Templates (Storefront)
- Symfony (partly)
- twig (Admin)
- Bootstrap 4

- jQuery
- SASS
- webpack (assets bundler)
- npm
- node.js

See docs

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OPENCART (V3.0.3.2)

- composer
- PHP >5.4
- SCSS
- WTF! DevDocs

See docs

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XTCOMMERCE (6.2.X)

- PHP >7.2/3/4
- Smarty 3 Templates
- LESS
- Ioncube Loader

[See docs](#)

SYLIUS (V1.6.4)

- composer
- PHP >7.2
- good API coverage
- twig (Storefront + Admin)
- jQuery 3.4

- SASS
- node.js
- yarn
- rollup (bundler)
- gulp

See docs

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BAGISTO (V0.2.2)

- composer
- PHP >7.1
- build on laravel
- api first(?)
- node.js

- webpack
- bower
- Vue.js PWA as extension
- Bootstrap 4.0
- jQuery 3.2

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SAAS

- Plentymarkets
- gambio
- epages
- Shopify
- Wix.com
- BigCommerce

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ENTERPRISE

- Hybris
- Spryker
- commercetools

IGNORED

- osCommerce (PHP < 7)

MISSING?

- OroCommerce
- Odoo

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CUSTOM DEVELOPMENT

How would you start developing an ecommerce software?

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FUTURE CHALLENGES

- stronger separation of services
- lots of API => more SAAS
- stronger separation of concern
- Backend: API only
- Frontend: PWA, Chatbots, Digital Assistants, AR/VR
- ==> bigger teams
- higher initial costs for individual shops ^{opinion}

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THANK YOU

QUESTIONS?

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SOURCES

- See docs-links
- t3n_Marktueberblick-E-Commerce.pdf
- magento-open-source-software-maintenance-policy.pdf
- enterprise-agreement
- Magento 2.3. Tech Stack
- magento.github.io/pwa-studio/technologies/theme-vs-storefront/
- e-commerce-software-provider-market-share-in-germany

IMAGES

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