



01

# Simplifying eCommerce with Vendr

Matt Brailsford, Outfield Digital





# Matt Brailsford

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# Introducing Vendr, eCommerce made for Umbraco v8

By Lucy Brailsford  
In Packages

---

0 Comments

## Introducing Vendr, eCommerce made for Umbraco v8

Here at [Outfield Digital](#) we're passionate about Umbraco. Our developer, Matt Brailsford, has been working with Umbraco for over 10 years, introducing our clients to the many benefits the CMS has to offer, as well as creating a number of high profile open source packages such as Nested Content, DTGE and Fluidity, to name a few.

As you may know, last December we extended our Umbraco passion by taking over [Tea Commerce](#) from the team over at Tea Solutions, if not, you can read more about it [here](#). Our goals were to continue maintaining Tea Commerce, while building upon it to make improvements and create an Umbraco v8 compatible product.

### Categories

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All

---

News

---

Events

---

Packages

---

Tutorials

---

Tags

awards , codecabin , codegarden ,



# UK Festival 2010

Umbraco & nopCommerce





eCommerce  
is Complex





Complex != Complicated



**“The function of good software  
is to make the complex  
appear to be simple”**

Grady Booch, IBM



A good eCommerce  
solution should make  
eCommerce appear simple



We've made simplicity  
our mission

# eCommerce with simplicity at heart





How did we  
get here?



# eCommerce in Umbraco



# Integrated Options

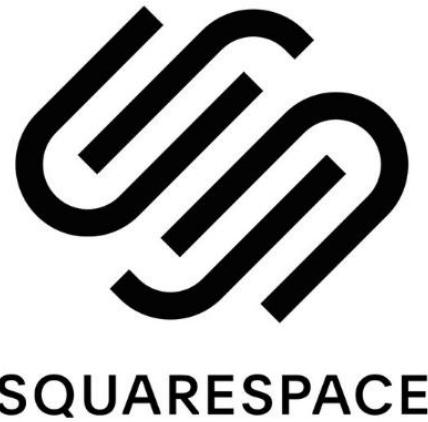


*Merchello*<sup>®</sup>

The logo for Merchello is a stylized, handwritten-style script of the word "Merchello". A horizontal line extends from the bottom of the 'e' across to the end of the 'llo'. A small registered trademark symbol (®) is positioned above the top of the 'l'.



# Hosted (SaaS) Options





# Integrated vs Hosted



## Integrated

- One portal for all “web stuff”
- Consistant look and feel
- You own your own data (GDPR)
- More customisable



## Hosted

- Automatic updates
- Security baked in
- CMS independant
- Quicker to get started



**And the winner is...**



**COMMERCE**



# Why Tea Commerce?





## Why Tea Commerce?

- Fully integrated with the back office
- Does one job well
- Extension points for custom functionality
- Products are Umbraco Nodes



We liked Tea Commerce  
so much...



...we bought it!

# Introducing Vendr





# What is Vendr?

- New eCommerce solution by Outfield Digital
- Based on Tea Commerce patterns
- Built for Umbraco v8
- Features many improvements



# What's new?



# UX Improvements



# v8-ification

UX Improvements

Common

Type to search...

Tea Commerce

Stores

Store

Orders

New

Completed

Cancelled

Marketing

Gift cards

Settings

Security

Licenses

Need help?

Search criteria

Order number

First name

Last name

Payment state

Order stage

Orders per page

Start date

No date chosen

End date

No date chosen

Search Reset

Tools

Delete orders

Revert finalize

Capture payment

Change order status

----

Change order status

Search result

Content Media Commerce **Settings** Packages Users Members Forms ...

Stores Orders Actions ▾

Store 1 Orders

Type to search...

Name	Date	Payment State	Payment
Matt Brailsford #ORDER-15	October 8, 2019 12:21 PM	Refunded	GBP50.40 Invoicing
Matt Brailsford #ORDER-14	October 8, 2019 12:19 PM	Authorized	GBP50.40 Invoicing
Matt Brailsford #ORDER-13	October 8, 2019 12:16 PM	Cancelled	GBP50.40 Invoicing
Matt Brailsford #ORDER-12	October 8, 2019 12:13 PM	Cancelled	GBP50.40 Invoicing
Matt Brailsford #ORDER-11	October 8, 2019 12:06 PM	Authorized	GBP50.40 Invoicing
Matt Brailsford #ORDER-10	October 8, 2019 12:02 PM	Captured	GBP50.40 Invoicing
Matt Brailsford #ORDER-9	October 8, 2019 11:17 AM	Captured	GBP50.40 Invoicing



# Settings Splitting

UX Improvements



Three dots icon

Search bar

Save button

Tea Commerce sidebar:

- Stores
  - Store
    - Orders
      - New
      - Completed
      - Cancelled
    - Marketing
    - Gift cards
    - Settings
      - Order statuses
      - Shipping methods
      - Payment methods
        - Credit card
        - Bank transfer
      - Internationalization
      - Email templates
- Security

Common tab selected

Available in these countries: en-US

Name: Credit card

Alias: creditCard

SKU: 4815

VAT group: ----

Image: Choose...

Default prices: JMD



The screenshot shows the Vendr CMS interface with a multi-level navigation sidebar and a main configuration page for a store.

**Top Navigation:** Content, Media, Commerce (highlighted), Settings, Packages, Users, Members, Forms, ...

**Left Sidebar:**

- Stores
  - Store 1
    - Orders (highlighted)
    - Order Statuses
    - Shipping Methods
    - Payment Methods
    - Countries
    - Currencies
    - Taxes
    - Email Templates

**Main Content Area:**

**Store 1**

**Default Country:** United Kingdom

**Default Tax Class:** Standard

**Default Order Status:** New

**Prices Include Tax:**  (Flag to indicate whether prices in the CMS are defined inclusive of sales tax.)

**Use Cookies:**  (Flag to indicate whether cookies should be used. If

**Actions:** Actions ▾

**Right Sidebar:** lock icon, store1, Settings, Permissions



# Reduced Branding

UX Improvements

...

↻

  
Members

  
Forms

  
Tea Commerce

- ▶  Order statuses
- ▶  Shipping methods
- ▼  Payment methods

 Credit card

-  Bank transfer
- ▶  Internationalization
- ▶  Email templates

 Security

 Licenses

 Need help?

Key	Value
acceptUrl	/cart-content/confirm
e.g. /continue/	
<a href="#">Add setting</a>	



Content

Media

Commerce

Settings

Packages

Users

Members

Forms

...

## Stores

▼  Store 1 Orders

## Orders

 Name

Date



Matt Brailsford

#ORDER-15

October 8, 201



Matt Brailsford

October 8, 201



# Dictionary Input

UX Improvements

Three dots, Refresh, and three horizontal bars icons are in the top right corner.

A search bar with placeholder "Type to search..." and a green "Save" button are in the top right.

The sidebar on the left has a purple header with a yellow "t" icon and a search bar. Below it are icons for file, image, wrench, gear, user, book, and a shopping basket with a teal vertical bar.

The main content area shows "Tea Commerce" under a "Stores" section, which includes "Store", "Orders" (with "New", "Completed", "Cancelled"), "Marketing", "Gift cards", "Settings" (with "Order statuses", "New", "Completed", "Cancelled", "Shipping methods", "Payment methods", "Internationalization"), and "Email templates".

Language tabs at the top include Common, en-US (selected), da, fr, es, and de.

Form fields for email template configuration:

- Subject**: Input field
- Sender name**: Input field
- Sender address**: Input field
- To addresses**: Input field with placeholder "Separate by semicolon"
- CC addresses**: Input field with placeholder "Separate by semicolon"
- BCC addresses**: Input field with placeholder "Separate by semicolon"
- Template file**: Input field with placeholder "----" and a dropdown arrow

Content Media Commerce **Settings** Packages Users Members Forms ...

Commerce

Vendr

Stores

Store 1

Order Statuses

Shipping Methods

**Payment Methods**

Countries

Currencies

Taxes

Email Templates

Settings

Document Types

Media Types

Member Types

Invoicing

Image

Continue URL /

The URL to continue to after this provider has done processing. eg: /continue/

Cancel URL /cart

The URL to return to if payment is canceled. eg: /cart/

Available in Countries

Content Media Commerce **Settings** Packages Users Members Forms ...

Commerce

- Vendr
  - Stores
    - Store 1
      - Order Statuses
      - Shipping Methods
    - Payment Methods
      - Countries
      - Currencies
      - Taxes
      - Email Templates

Invoicing

Image

Invoicing

Continue URL

The URL to continue to after this provider has done processing. eg: /continue/

/

Cancel URL

The URL to return to if payment is canceled. eg: /cart/

/cart

Available in Countries

vendr\_store1\_paymentmethod\_invoicing\_continueurl

English (United States)

/

Danish (Denmark)

/

Content Media Commerce **Settings** Packages Users Members Forms ...

Commerce

Vendr

Stores

Store 1

Order Statuses

Shipping Methods

**Payment Methods**

Countries

Currencies

Taxes

Email Templates

Document Types

Media Types

Member Types

Invoicing

Image

Continue URL

#vendr\_store1\_paymentmethod\_invoicing\_continueurl

The URL to continue to after this provider has done processing. eg: /continue/

Cancel URL

/cart

Available in Countries

Content Media Commerce Settings Packages Users Members Forms ...

Dictionary vendr\_store1\_paymentmethod\_invoicing\_continueurl

Vendr

vendr\_store1\_paymentmethod\_invoicing\_continueurl

Edit the different language versions for the dictionary item 'vendr\_store1\_paymentmethod\_invoicing\_continueurl' below  
You can add additional languages under the 'languages' in the menu on the left

English (United States) /

Danish (Denmark) /



# Order Details View

UX Improvements

Three dots, Refresh, and three horizontal bars icons.

Type to search...

Save, Delete, Print buttons.

Common, Order status, Email, Transaction tabs.

Tea Commerce sidebar:

- Stores
  - Store
    - Orders
      - New (highlighted)
      - Completed
      - Cancelled
    - Marketing
    - Gift cards
    - Settings
  - Security
  - Licenses
  - Need help?

## Order details

Order number: CART-5  
Created: Mon, 24 Jun 2019 07:48

Billing information

Company	<input type="text"/>
First name	Matt
Last name	Brailsford
Address	10 Kibroyd Drive, Darton
Zip code	S75 5DF
City	Barnsley
Phone	1226920935
Email	hi@outfield.digital
Country	Jamaica

Shipping information

Company	<input type="text"/>
First name	<input type="text"/>
Last name	<input type="text"/>
Address	<input type="text"/>
Zip code	<input type="text"/>
City	<input type="text"/>
Country	Jamaica

## Order lines

SKU	Name	Quantity	Unit price	Total
p0001	Summer Yacht	+ 1 -	\$600.00	\$600.00
			Subtotal	\$600.00

Content Media Commerce Settings Packages Users Members Forms • • •

Stores #ORDER-15 New Refunded October 8, 2019 12:21 PM Actions ▾

Store 1 Orders

Order Details

Biker Jacket UMB-BIKER-JACKET	2 x £80.00	£160.00
Base Price	£20.00	
Sub Item 1 UMB-SUB1	2 x £20.00	£40.00
Sub Item 2 UMB-SUB2	1 x £20.00	£20.00
	Subtotal	£160.00
	Shipping by Pickup	£10.00
	Payment by Invoicing	£12.00
	Net Total	£182.00
	TAX	£36.40
	Order Total	£218.40

Actions

Change Status Send Email

Customer Details Edit

Matt Brailsford  
Outfield Digital (GB 123456789)  
[hi@outfield.digital](mailto:hi@outfield.digital)  
0123 456 789

Billing Address  
10 Street Name  
Region  
Town  
S76 2DG  
United Kingdom

Shipping Address  
Same as billing address

Payment Details

Additional Information Edit



# Code Improvements





# Dependency Injection

Code Improvements



```
● ● ●

public class MyController : Controller
{
    private IOrderService _orderService;

    public class MyController(IOrderService orderService)
        => _orderService = orderService;

    public ActionResult Index() {
        // Do your thing...
    }
}
```



```
public class MyComposer : IUserComposer
{
    public void Compose(Composition composition)
    {
        composition.RegisterUnique<IProductCalculator, MyProductCalculator>();
    }
}
```



# Events

Code Improvements



```
public class MyComposer : IUserComposer
{
    public void Compose(Composition composition)
    {
        // Validation Events
        composition.WithValidationEvent<ValidateOrderSave>()
            .RegisterHandler<MyOrderSaveValidationHandler>();

        // Notification Events
        composition.WithNotificationEvent<OrderSavingNotification>()
            .RegisterHandler<MyOnOrderSavingHandler>();
    }
}
```



```
public class MyOrderSaveValidationHandler : ValidationEventHandlerBase<ValidateOrderSave>
{
    public override void Validate(ValidateOrderSave evt)
    {
        if (/* Some check */)
            evt.Fail("Fail message");
    }
}
```



# Pipelines

Code Improvements



```
public class MyComposer : IUserComposer
{
    public void Compose(Composition composition)
    {
        composition.WithSendEmailPipeline()
            .InsertBefore<RenderEmailTask, AddCustomAttachmentTask>();
    }
}
```



```
public class AddCustomAttachmentTask
    : PipelineTaskWithTypedArgsBase<EmailSendPipelineArgs, EmailContext>
{
    public override PipelineResult<EmailContext> Execute(EmailSendPipelineArgs args)
    {
        var stream = // Get stream from somewhere
        var attachment = new Attachment(stream, "license.lic");

        args.EmailContext.MailMessage.Attachments.Add(attachment);

        return Ok(args.Model);
    }
}
```



# ReadOnly / Writable

Code Improvements



```
var order = _sessionManager.GetCurrentOrder(storeId);

foreach(var orderLine in order.OrderLines) {
    // Do your thing...
}
```



```
using(var uow = _uowProvider.Create()) {  
    var order = _sessionManager.GetCurrentOrder(storeId).AsWritable(uow);  
  
    order.AddProduct("SKU001", 2);  
    order SetProperty("key", "value");  
  
    _orderService.SaveOrder(order);  
  
    uow.Complete();  
}
```



# Why ReadOnly + Writable?

- Fast by default
- Simpler change tracking
- Self documenting
- And...



# Fluent API

Code Improvements



```
● ● ●

using(var uow = _uowProvider.Create()) {
    var order = _sessionManager.GetCurrentOrder(storeId)
        .AsWritable(uow)
        .AddProduct("SKU001", 2)
        .SetProperty("key", "value");

    _orderService.SaveOrder(order);

    uow.Complete();
}
```



# Demo Store

Three dots icon

Search bar

Cart icon (0)

Blendid. logo: TEA MERCHANTS - SHEF. UK - EST 2017

Home

Accessories

Denim

Footwear

Jeans

Social media icons: Facebook, Twitter, Instagram, Pinterest

Home > Featured Products

Three cylindrical tea canisters: Traditional Earl Grey Tea, Traditional Afternoon Tea, and Traditional English Breakfast Tea. Each canister has a yellow band with the number '7' and 'TEA BAGS'. In front of the canisters are several individual tea bags with yellow labels.

**Selfridges - Tea Gift Pack**

£30.50

Add to Cart

Share it | Tweet it | Pin it

Small image of the tea gift pack showing all three canisters in a row.



And more...





## And more...

- New Vendr site
- Improved documentation
- Nuget packages for core + payment providers



# What's Next?



# Discounts

... ⌂ ⌄ ⌅



Actions

Commerce

Store

- Orders
- Discounts**
- Gift Cards
- Analytics

Help Center

In Tea Commerce discounts are applied on a top-down basis so the order in which they appear in the list below is pretty important. You should aim to arrange your base discounts towards the top, whilst your more targeted discounts should be towards the bottom. You can then use the **Workflow** setting in each of the discounts to control how and when discounts can be applied in combination. The order of the list is controlled via the **Sort** option in the **Actions** menu above.

If you are ever unsure how a specific combination of discounts will work together, you can use the **Test Discounts** tool also in the **Actions** menu above.

Create a Discount | View All ▾ | Type to search...

Name	Order Applied	Status
20% Flash Sale <small>Blocks all further discounts if applied</small>	1	Active
Christmas Sale <small>Is not applied if any previous discounts already apply. Blocks all further discounts if applied</small>	2	Active

...

Type to search...

20% Flash Sale

Actions

Commerce

Store

Orders

Discounts

Gift Cards

Analytics

Settings

Rules

Define the rules of how this discount should apply.

Match All

Subtotal Price = GBP 300

Match Any

Subtotal Price = GBP 300

Subtotal Price = GBP 300

Add Rule

Add Rule

Block further discounts from being applied  
If checked, no further discounts will be applied after this discount.

Block discount if discounts already apply  
If checked, discount won't be applied if any other discounts have already been applied.



# Variants

Three dots, Refresh, and More options icons.

Type to search...

My Cool Product

Actions

Content Product Variants

Content

- Home
- Products
  - My Cool Product
  - Variants

View All

Type to search...

Name	SKU	Stock	Price	Active
Colour: Black Size: S Fit: Slim	MCP-BLK-S	12	GBP 12.00 USD 22.00 DKK 130.00	<input checked="" type="checkbox"/>
Colour: Black Size: M Fit: Slim	MCP-BLK-M	12	GBP 12.00 USD 22.00 DKK 130.00	<input checked="" type="checkbox"/>
Colour: Black Size: L Fit: Slim	MCP-BLK-L	12	GBP 12.00 USD 22.00 DKK 130.00	<input type="checkbox"/>



# Dashboard

Commerce

Summary

## Good morning

Here's how your store has been performing this last week ▾

Total sales	€2.540,00	Total number of sales	23
Average order value	€40,00	Conversion rate	2%
		Cart abandonment rate	63%

● 6 orders have payments that need to be captured

● 3 products are running low on stock

[View Orders](#)

[View Products](#)

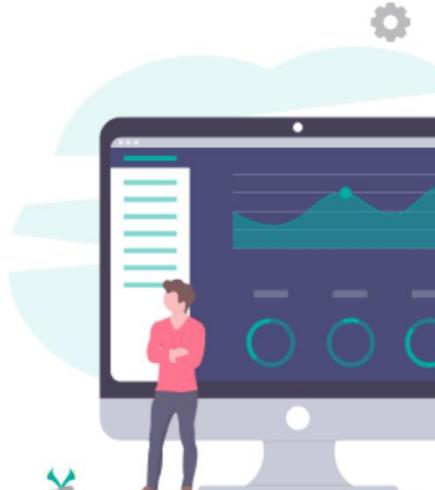
Recent Activity

New order placed by Matt Brailsford  
20th September 2018 - 20:12

Top Selling Products

Wooly Bobble Hat  
€20,00

€1.540,00





# Cart + Checkout



The screenshot illustrates a unique shopping cart feature where items from different websites are combined. On the left, the Blendid. website is shown, featuring a search bar, a logo with a teacup icon, and a navigation menu with links like Home, Accessories, Denim, Footwear, and Jeans. Below the menu are social media icons for Facebook, Twitter, Instagram, and Pinterest. The main content area displays three cylindrical tea canisters: Traditional Earl Grey Tea, Traditional Afternoon Tea, and Traditional English Breakfast Tea, all labeled 'SELFRIDGES'. On the right, a separate window shows a shopping cart summary. The cart contains:

Quantity	Product Name	Price
1x	Product Name	\$9.99
2x	Product Name	\$19.98
1x	Product Name	\$9.99
Total		\$39.96

Below the cart summary is a large green button labeled 'Checkout'. There is also a link 'Go to cart page'.

Customer information > Shipping method > Payment method > Review order

Contact information

Email or mobile phone number

Keep me up to date on news and exclusive offers

Shipping address

First name (optional)

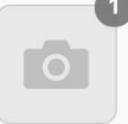
Last name

Address

Apartment, suite, etc. (optional)

City

John's Apparel

 1	Product	€5,00
Subtotal	€5,00	
Shipping	—	
<b>Shipping costs</b>		
Total Including €0,80 in taxes	<b>€5,00</b>	



And more...

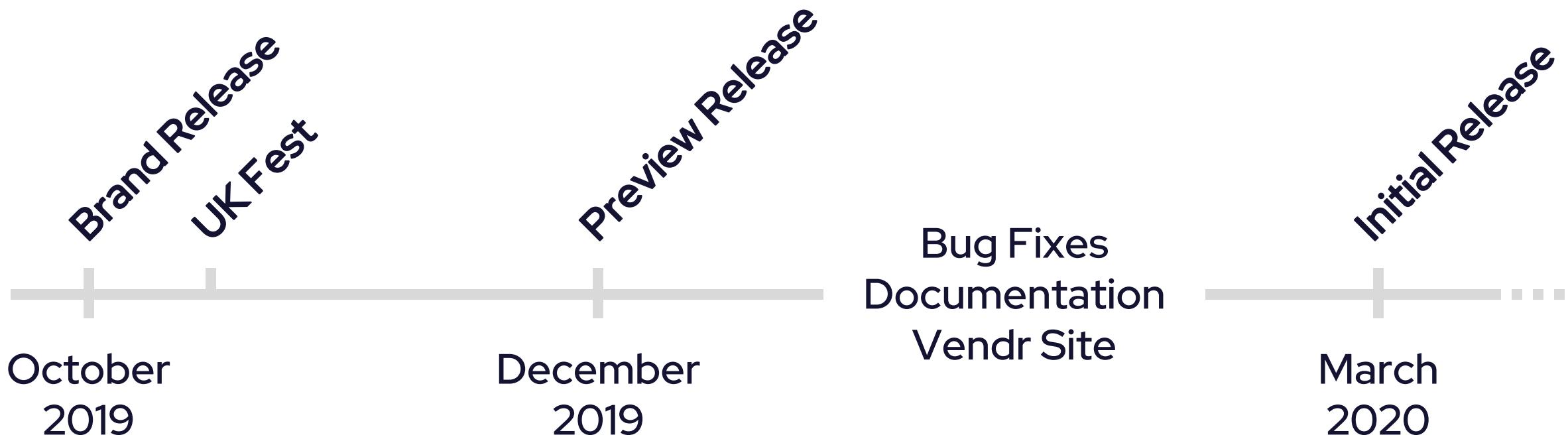


## And more...

- Infinite Editing
- Tax Integration
- Analytics
- Tours



# The Timeline





# In Summary



## In Summary

- Vendr is Coming
- Based on Tea Commerce principles
- Many v8 improvements
- More improvements to come
- Simplicity always at heart



<https://getvendr.net>



@heyvendr

# Simplifying eCommerce with Vendr

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