

OroCRM



CRM for Commerce
by Ray Bogman

Case:

Topdierenshop.nl

OroCRM Enterprise

2013 - The Beginning



A composite image featuring a screenshot of the OROCRM software's "Accounts / Customers" page on the left and a large, stylized OROCRM logo on the right. The logo is set against a yellow background with white clouds. It features the word "ORO" in a large, bold, sans-serif font, followed by "CRM" in a smaller font, with a trademark symbol. To the left of the text is a graphic of a pencil writing on a piece of paper. In the top right corner of the logo area, the word "BETA" is written in a small, bold, black box. The screenshot on the left shows a list of account names and their contact information.





CRM for Commerce

OroCRM is an easy-to-use, open source CRM with built-in marketing tools for your ecommerce business. It's the CRM both marketing and sales can agree on!

SIGN UP TO RECEIVE OROCRM LAUNCH NEWS

Please enter your email

BUSINESS OWNERS, MARKETERS, AND SALES

MacBook Pro



Accounts - Customers X Contacts - Customers X

 OROCRM   Customer

Customers / Accounts

Accounts

Manage filters Name: All Email

NAME	PHONE
A Plus Lawn Care	803-539-
A. L. Price	310-430-
A+ Electronics	972-845-96
Acuserv	912-786-031
Albers Super Markets	562-788-9642
Beefsteak Charlie's	757-448-1642

BETA

OROCRM™

What happened in 1 year?

16 releases

- 1.0.0-alpha3 (2013-06-27)
- 1.0.0-alpha4 (2013-07-31)
- 1.0.0-alpha5 (2013-08-29)
- 1.0.0-alpha6 (2013-09-12)
- 1.0.0-beta1 (2013-09-30)
- 1.0.0-beta2 (2013-10-28)
- 1.0.0-beta3 (2013-11-11)
- 1.0.0-beta4 (2013-11-21)
- 1.0.0-beta5 (2013-12-05)
- 1.0.0-rc1 (2013-12-30)
- 1.0.0-rc2 (2014-01-30)
- 1.0.0-rc3 (2014-02-25)
- 1.0.0 (2014-04-01)
- 1.0.1 (2014-04-18)
- 1.1.0 (2014-04-28)
- 1.2.0 RC1 (2014-05-12)



First OroCRM meetup



First OroCRM meetup

Who is Topdierenshop?

- Founded by Webdesignmarketing (2005 -)
 - OBARC (Online Based, Automated, ROI & Customer Driven) Marketing
- Mitchel Geerts - CEO/Owner
- Topdierenshop since aug 2013
- Magento shop live since nov 2013

What is missing in Magento?

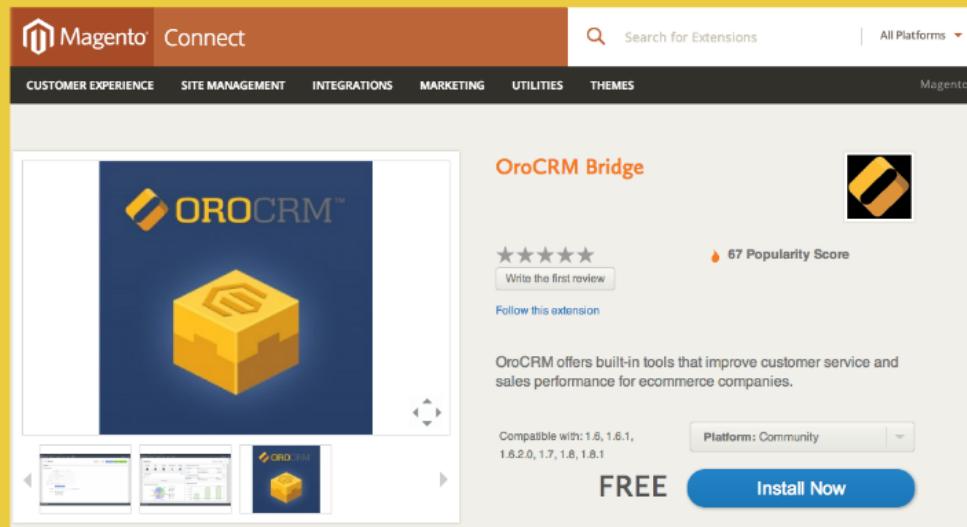
based on OBARC

- Magento is 100% online based
- Magento is not a automated marketing tool, manual focus is needed
- Magento is not a CRM or Customer Satisfaction tool
- Magento has no real time report for active optimization

Is there a solution?

Yes, OroCRM for eCommerce

Magento OroCRM Bridge



<http://www.magentocommerce.com/magento-connect/orocrm-bridge.html>



Search for Extensions

All Platforms ▾

CUSTOMER EXPERIENCE

SITE MANAGEMENT

INTEGRATIONS

MARKETING

UTILITIES

THEMES

Magento ar



OroCRM Bridge



[Write the first review](#)



67 Popularity Score

[Follow this extension](#)

OroCRM offers built-in tools that improve customer service and sales performance for ecommerce companies.



Compatible with: 1.6, 1.6.1,
1.6.2.0, 1.7, 1.8, 1.8.1

Platform: Community

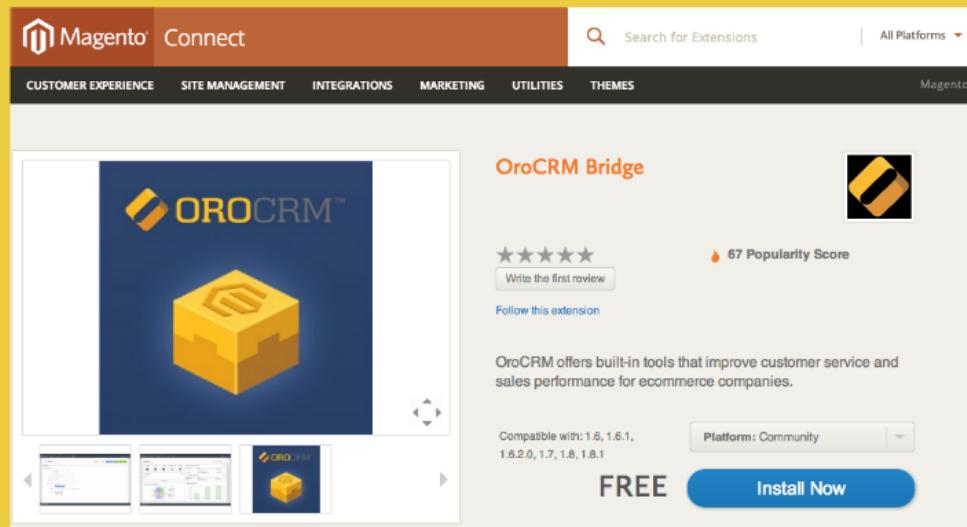
FREE

[Install Now](#)

Is there a solution?

Yes, OroCRM for eCommerce

Magento OroCRM Bridge



<http://www.magentocommerce.com/magento-connect/orocrm-bridge.html>

How to install the OroCRM Magento Bridge

The screenshot shows the 'Install New Extensions' section of the Magento Connect Manager. It includes a checkbox for maintenance mode, a 'Create Backup' dropdown, and a text input for the extension key: 'Paste extension key to install: http://connect20.magentocommerce.com/community/Oro_Api'. A 'Search for modules via Magento Connect' link is also present.

http://connect20.magentocommerce.com/community/Oro_Api

API key

The screenshot shows a browser displaying the WSDL XML document for the API key. The URL is 'http://www.myshop.com/index.php/api/v2_soap/?wsdl'. The XML content is as follows:

```
<?xml version="1.0"?>
<definitions xmlns="http://schemas.xmlsoap.org/wsdl/" xmlns:tns="http://www.soapudi.com/soap/api/v2_soap?wsdl" xmlns:s="http://schemas.xmlsoap.org/soap/http" xmlns:soap="http://schemas.xmlsoap.org/wsdl/soap/" xmlns:soap12="http://www.w3.org/2003/05/soap/bindings/HTTP/" xmlns:xsd="http://www.w3.org/2001/XMLSchema/" xmlns:wsdl="http://schemas.xmlsoap.org/wsdl/" xmlns:types="http://www.w3.org/2005/06/wsdl/types/" xmlns:ns="http://www.soapudi.com/soap/api/v2_soap?wsdl" xmlns:ns1="http://www.soapudi.com/soap/api/v2_soap?wsdl">
  <types>
    <xsd:schema targetNamespace="http://www.soapudi.com/soap/api/v2_soap?wsdl">
      <xsd:import namespace="http://www.w3.org/2003/05/soap/bindings/HTTP/" />
      <xsd:import namespace="http://schemas.xmlsoap.org/soap/http" />
      <xsd:import namespace="http://www.w3.org/2005/06/wsdl/types/" />
    </xsd:schema>
  </types>
  <message name="GetOrderListRequest">
    <part name="parameters" type="ns:OrderListRequest" />
  </message>
  <message name="GetOrderListResponse">
    <part name="parameters" type="ns:OrderListResponse" />
  </message>
  <portType name="OrderListServicePortType">
    <operation name="GetOrderList">
      <input message="GetOrderListRequest" />
      <output message="GetOrderListResponse" />
    </operation>
  </portType>
  <binding name="OrderListServiceBinding" type="ns:OrderListServicePortType">
    <operation name="GetOrderList">
      <input message="GetOrderListRequest" />
      <output message="GetOrderListResponse" />
    </operation>
  </binding>
</definitions>
```

http://www.myshop.com/index.php/api/v2_soap/?wsdl

Easy Upgrades

The screenshot shows the 'Oro_Api' extension page in the Magento Connect Manager. It displays '1.1.2 (stable)' and 'Upgrade Available'. A dropdown menu shows 'Upgrade to 1.1.2 (stable)' and 'Uninstall'. A 'Commit Changes' button is visible.

Webservice user/role

The screenshot shows the 'Role Resources' configuration in the Magento Admin Panel. It lists resources like 'Customer', 'Category', 'Product', and 'Order' with checkboxes for 'Read', 'Write', and 'Delete' permissions.

The screenshot shows the 'Role Resources' configuration in the Magento Admin Panel. It lists resources like 'Customer', 'Category', 'Product', and 'Order' with checkboxes for 'Read', 'Write', and 'Delete' permissions.

Tip:

The screenshot shows the 'WSL Compliance' configuration in the Magento Admin Panel. It lists 'Customer', 'Category', 'Product', and 'Order' with checkboxes for 'Read', 'Write', and 'Delete' permissions.

http://www.magentocommerce.com/api/soap/wsl_compliance.html

HOW TO INSTALL THE

Magentoconnect MANAGER

Extensions

Settings

[Return to Admin](#)

[Log Out](#)

Settings

Put store on the maintenance mode while installing/upgrading/backup creation

Create Backup

Install New Extensions

1 Search for modules via [Magento Connect](#).

2 Paste extension key to install:

http://connect20.magentocommerce.com/community/Oro_Api

http://connect20.magentocommerce.com/community/Oro_Api

Easy Upgrades

The screenshot shows a software interface for managing plugin upgrades. On the left, there's a sidebar with a search bar and a 'Installed' section containing a 'Sync' button. The main area has a header 'Available Upgrades' with a 'Sync' button. Below it is a table titled 'Upgrades'.

Module	Current Version	Latest Version	Action
Oro_Api	1.1.1 (stable)	1.1.2 (1.1.1)	<ul style="list-style-type: none">✓ Upgrade to 1.1.2 (stable)Uninstall
OroCRM Bridge			

At the bottom, there's a legend: 'Installed' (grey square) and 'Upgrade Available' (yellow square). A large orange button on the right says 'Commit Changes'.

API key

← → C www.supportdesk.nu/shop/index.php/api/v2_soap/?wsdl

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0"?>
<wsdl:definitions xmlns:typens="urn:Magento" xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:soap="http://schemas.xmlsoap.org/wsdl/soap/"
    xmlns:soapenc="http://schemas.xmlsoap.org/soap/encoding/" xmlns:wsdl="http://schemas.xmlsoap.org/wsdl/" name="Magento" targetNamespace="urn:Magento">
    <wsdl:types>
        <xsd:schema xmlns:xsd="http://www.w3.org/2001/XMLSchema" targetNamespace="urn:Magento">
            <xsd:complexType name="associativeEntity">
                <xsd:sequence>
                    <xsd:element name="key" type="xsd:string"/>
                    <xsd:element name="value" type="xsd:string"/>
                </xsd:sequence>
            </xsd:complexType>
            <xsd:complexType name="associativeArray">
                <xsd:sequence>
                    <xsd:element minOccurs="0" maxOccurs="unbounded" name="complexObjectArray" type="typens:associativeEntity"/>
                </xsd:sequence>
            </xsd:complexType>
        </xsd:schema>
    </wsdl:types>
    <wsdl:message name="call">
        <wsdl:part name="parameters" type="typens:associativeArray"/>
        <wsdl:part name="options" type="typens:associativeArray"/>
    </wsdl:message>
    <wsdl:message name="response">
        <wsdl:part name="result" type="typens:associativeArray"/>
    </wsdl:message>
    <wsdl:portType name="MagentoPortType">
        <wsdl:operation name="call">
            <wsdl:input message="call"/>
            <wsdl:output message="response"/>
        </wsdl:operation>
    </wsdl:portType>
    <wsdl:binding name="MagentoBinding" type="wsdl:portType">
        <wsdl:operation name="call">
            <wsdl:input message="call"/>
            <wsdl:output message="response"/>
        </wsdl:operation>
    </wsdl:binding>
    <wsdl:service name="MagentoService">
        <wsdl:port binding="MagentoBinding" name="MagentoPort"/>
    </wsdl:service>
</wsdl:definitions>
```

http://www.myshop.com/index.php/api/v2_soap/?wsdl

Webservice user/role

Magento Admin Panel

The user has been saved.

Gebruiker-info

Gebruiker 'orocrm' Terug Herstellen Gebruiker verwijderen Gebruiker opslaan

Gebruikergegevens

Gebruikersnaam *	orocrm
Voornaam *	oro
Achternaam *	crm
E-mail *	orocrm@suppdesk.nu
New API Key	
API Key Confirmation	

Magento Admin Panel

Doorzoek de hele site

Inlogd als bogma001 | zaterdag 17 mei 2014 | Try Magento Go for Free | Log uit

Dashboard | Verkopen | Catalogus | Kanten | Promoties | Nieuwsbrief | CMS | Dzmenu | Rapporten | Systeem | Hulp voor deze pagina

Rol informatie

Rol bewerken 'orocrm'

Terug Herstellen Rol verwijderen Rol opslaan

Rol bronnen

Rollen bronnen

Toegang tot bron Alle Op maat

Gebruikergegevens

Gebruiker-info

Rol van gebruiker

The user has been saved.

Gebruiker 'orocrm'

[Terug](#)[Herstellen](#) [Gebruiker verwijderen](#) [Gebruiker opslaan](#)

Account-gegevens

Gebruikersnaam *

Voornaam *

Achternaam *

E-mail *

New API Key

API Key Confirmation

ice user/role

 **Magento Admin Panel** Ingelogd als bogma001 | zaterdag 17 mei 2014 | [Try Magento Go for Free](#) | [Log uit](#)

Dashboard | Verkopen | Catalogus | Klanten | Promoties | Nieuwsbrief | CMS | Dzmenu | Rapporten | **Systeem** | [Hulp voor deze pagina](#)

Rol informatie

[Rol info](#)

[Rol bronnen](#)

[Rol gebruikers](#)

Rol bewerken 'orocrm'

[Terug](#)

[Herstellen](#)

[Rol verwijderen](#)

[Rol opslaan](#)

Rollen bronnen

Op maat

Alle

Toegang tot bron

Tip:

General Settings

Default Response Charset	UTF-8	[STORE VIEW]
Client Session Timeout (sec.)	3600	[STORE VIEW]
WS-I Compliance	No	[STORE VIEW]
Enable WSDL Cache	No	[STORE VIEW]

http://www.magentocommerce.com/api/soap/wsi_compliance.html

How to setup a Channel

Learn how to use this space

OROCRM Dashboards Customers Sales Activities Reports & Segments System John Doe

System / Channels / Manage Channels

Channels / Topdierenshop Delete Cancel Schedule Sync Save And Close

General

Basic Information

Type: Magento
Name: Topdierenshop
SOAP WSDL URL: http://www.topdierenshop.nl/orocrm.xml
SOAP API User: orocrm
New SOAP API Key:
WS-I Compliance:
Sync Start Date: Jan 1, 2007

Check Connection

Website: Website ID: 1, Stores: Desktop, Mobile Sync website list
Connection successful, please select a website from the list below

Admin Url:

Connectors: Customer Connector
 Cart Connector
 Order Connector
 States Connector

System -> Channels -> Manage Channels -> Create Channel

Jobs

OROCRM Dashboards Customers Sales Activities Reports & Segments System John Doe

System / Job Queue

Name	Status	Attempts	Time	Log
oro:cron:send-reminders	Finished	4	35.75	May 17, 2014 11:26 AM
oro:cron:send-reminders	Finished	1	35.75	May 17, 2014 11:27 AM
oro:cron:send-reminders	Finished	4	35.75	May 17, 2014 11:26 AM
oro:cron:channels:sync	Finished	988	265	May 17, 2014 11:25 AM

System -> Job Queue

OROCRM Dashboards Customers Sales Activities Reports & Segments System John Doe

Job: Job "oro:cron:channel:sync"

Created: 2014-05-17 06:26:02
Run at: 2014-05-17 06:26:02
Status: Success

Output

```
[2014-05-17 06:26:02] [INFO] [Job] Job 'oro:cron:channel:sync' started.
[2014-05-17 06:26:02] [INFO] [Job] Job 'oro:cron:channel:sync' finished.
```

Error output

```
[2014-05-17 06:26:02] [INFO] [Job] Job 'oro:cron:channel:sync' started.
[2014-05-17 06:26:02] [INFO] [Job] Job 'oro:cron:channel:sync' finished.
```

System / Channels / Manage Channels

Channels / Topdierenshop

Delete

Cancel

Schedule Sync

Save And Close ▾

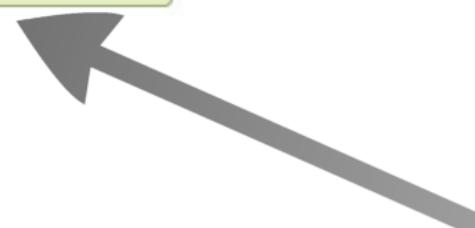
General**Basic Information**Type * Name * SOAP WSDL URL * SOAP API User * New SOAP API Key WS-I Compliance Sync Start Date * **Check Connection**Website *

Sync website list

Connection successful, please select a website from the list below

Admin Url

- Connectors
- Customer Connector
 - Cart Connector
 - Order Connector
 - States Connector



Learn how to use this space

OROCRM Dashboards Customers Sales Activities Reports & Segments System John Doe ▾

System / Channels / Manage Channels

Channels / Topdierenshop

Delete Cancel Schedule Sync Save And Close

General

Basic Information

Type * Magento

Name * Topdierenshop

SOAP WSDL URL * http://www.topdierenshop.nl/orocrm.xml

SOAP API User * orocrm

New SOAP API Key

WS-I Compliance

Sync Start Date * Jan 1, 2007

Check Connection

Website * Website ID: 1, Stores: Desktop, Mobile Sync website list

Connection successful, please select a website from the list below

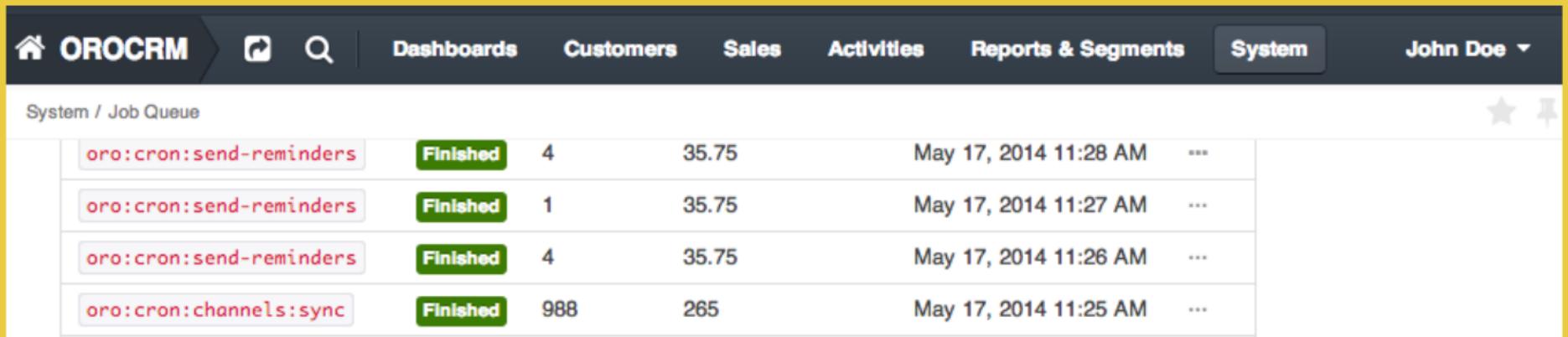
Admin Url

Connectors Customer Connector
 Cart Connector
 Order Connector
 States Connector



**System -> Channels -> Manage
Channels -> Create Channel**

Jobs



The screenshot shows the OROCRM interface with a dark header bar. The header includes the OROCRM logo, a search icon, and a user dropdown for "John Doe". Below the header is a navigation bar with links for Dashboards, Customers, Sales, Activities, Reports & Segments, and System (which is currently selected). The main content area is titled "System / Job Queue". It displays a table of job history with the following data:

Job Type	Status	Count	Time	Created At	Actions
oro:cron:send-reminders	Finished	4	35.75	May 17, 2014 11:28 AM	...
oro:cron:send-reminders	Finished	1	35.75	May 17, 2014 11:27 AM	...
oro:cron:send-reminders	Finished	4	35.75	May 17, 2014 11:26 AM	...
oro:cron:channels:sync	Finished	988	265	May 17, 2014 11:25 AM	...

System -> Job Queue

Jobs / Job "oro:cron:channels:sync"

Command	oro:cron:channels:sync
State	Finished
Created at	2014-05-17 09:25:02

Daemon status:

Running

Daemon PID: 2000

Stop

Daemon

Output

[notice] Run sync for "Topdierenshop" channel.

[error] Errors were occurred:

SOLSTATE[23000]: Integrity constraint violation: 1048 Column 'first_name' cannot be null

[error] Errors were occurred:

[error] The EntityManager is closed.

[error] Errors were occurred:

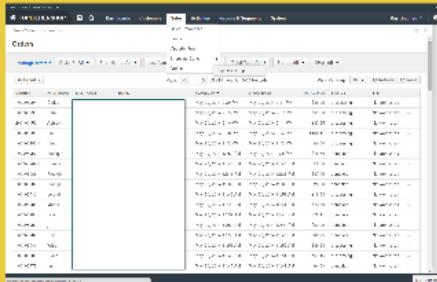
Error output

PHP Notice: Undefined index: first_name in /var/www/crm-application/vendor/oro/crm/src/OroCRM/Bundle/MagentoBundle/ImportExport/Serilizer/CustomerDenormalizer.php on line 206

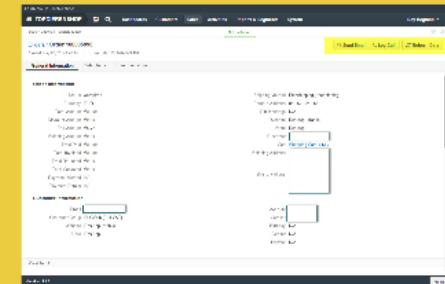
PHP Notice: Undefined index: last_name in /var/www/crm-application/vendor/oro/crm/src/OroCRM/Bundle/Mag

How to use the data in OroCRM

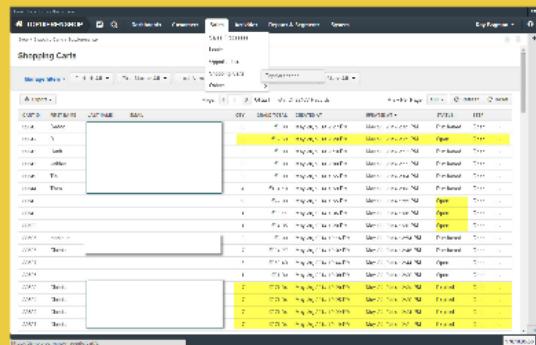
Sales data



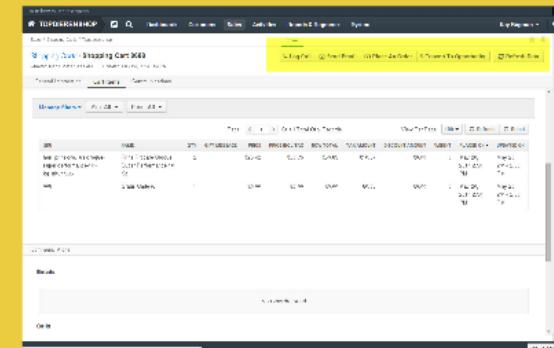
Sales data details



Shopping carts



Shopping carts details



Sales data

Learn how to use this space

TOPDIERENSHOP Sales Activities Reports & Segments System Ray Bogman

Sales / Orders / Topdierenshop

Orders

Manage filters Order # All First Name All Last Name Total Paid All Status All Step All Topdierenshop

Export Page: 1 of 61 | Total 606 Records View Per Page: 100 Refresh Reset

ORDER #	FIRST NAME	LAST NAME	EMAIL	PLACED ON	UPDATED ON	TOTAL PAID	STATUS	STEP
160005994	Dedda			May 26, 2014 2:29 PM	May 26, 2014 2:31 PM	€38.25	processing	Not contacted
160005995	Henrik			May 26, 2014 2:15 PM	May 26, 2014 2:17 PM	€61.50	processing	Not contacted
260000056	Ashley			May 26, 2014 2:10 PM	May 26, 2014 2:11 PM	€33.25	processing	Not contacted
160005992	Tia			May 26, 2014 2:00 PM	May 26, 2014 2:04 PM	€130.11	processing	Not contacted
160005495-1	Than			May 26, 2014 2:02 PM	May 26, 2014 2:02 PM	€0.00	processing	Not contacted
160005990	monique			May 26, 2014 12:58 PM	May 26, 2014 2:23 PM	€70.50	complete	Not contacted
160005982-1	Christa			May 26, 2014 12:46 PM	May 26, 2014 12:48 PM	€0.00	pending	Not contacted
160005988	Frouljie			May 26, 2014 12:11 PM	May 26, 2014 12:25 PM	€87.75	complete	Not contacted
160005987	Frouljie			May 26, 2014 12:09 PM	May 26, 2014 12:09 PM	€0.00	canceled	Not contacted
160005986	berend			May 26, 2014 11:49 AM	May 26, 2014 11:51 AM	€18.93	processing	Not contacted
160005985	Martin			May 26, 2014 11:29 AM	May 26, 2014 12:41 PM	€73.50	complete	Not contacted
160005984	G.W.			May 26, 2014 10:59 AM	May 26, 2014 12:44 PM	€72.11	complete	Not contacted
160005993	J			May 26, 2014 10:58 AM	May 26, 2014 12:20 PM	€83.09	complete	Not contacted
160005992	Rey			May 26, 2014 10:56 AM	May 26, 2014 12:48 PM	€40.25	complete	Not contacted
160005991	Wibe			May 26, 2014 10:51 AM	May 26, 2014 10:52 AM	€36.50	processing	Not contacted
160005990	Diana			May 26, 2014 10:49 AM	May 26, 2014 10:51 AM	€67.45	processing	Not contacted
160005979	test			May 26, 2014 10:47 AM	May 26, 2014 10:49 AM	€0.00	canceled	Not contacted

https://demo.orocommerce.com/magento/order/2 178.12.85.56

Sales data

Learn how to use this space

TOPDIERENSHOP Q Dashboards Customers Sales Activities Reports & Segments System Ray Bogman

Sales / Orders / Topdierenshop

Orders

Manage filters Order #: All First Name: All Last Name:

Sales Processes
Leads
Opportunities
Shopping Carts
Orders

Total Paid: All Status: All Step: All

Topdierenshop

Export Page: 1 Of 61 | Total Of 6006 Records View Per Page: 100 Refresh Reset

ORDER #	FIRST NAME	LAST NAME	EMAIL	PLACED ON	UPDATED ON	TOTAL PAID	STATUS	STEP
100005994	Deddo			May 20, 2014 2:29 PM	May 20, 2014 2:31 PM	€38.25	processing	Not contacted
100005993	Henk			May 20, 2014 2:15 PM	May 20, 2014 2:17 PM	€61.50	processing	Not contacted
200000056	Ashley			May 20, 2014 2:10 PM	May 20, 2014 2:11 PM	€33.25	processing	Not contacted
100005992	Tia			May 20, 2014 2:03 PM	May 20, 2014 2:04 PM	€130.11	processing	Not contacted
100005495-1	Theo			May 20, 2014 2:02 PM	May 20, 2014 2:02 PM	€0.00	processing	Not contacted
100005990	monique			May 20, 2014 12:53 PM	May 20, 2014 2:29 PM	€70.50	complete	Not contacted
100005962-1	Christa			May 20, 2014 12:46 PM	May 20, 2014 12:46 PM	€0.00	pending	Not contacted
100005988	Froukje			May 20, 2014 12:11 PM	May 20, 2014 12:25 PM	€67.75	complete	Not contacted
100005987	Froukje			May 20, 2014 12:09 PM	May 20, 2014 12:09 PM	€0.00	canceled	Not contacted
100005986	berend			May 20, 2014 11:49 AM	May 20, 2014 11:51 AM	€18.93	processing	Not contacted
100005985	Martin			May 20, 2014 11:29 AM	May 20, 2014 12:41 PM	€73.50	complete	Not contacted
100005984	G.W.			May 20, 2014 10:59 AM	May 20, 2014 12:44 PM	€72.11	complete	Not contacted
100005983	j			May 20, 2014 10:58 AM	May 20, 2014 12:28 PM	€83.09	complete	Not contacted
100005982	Roy			May 20, 2014 10:58 AM	May 20, 2014 12:46 PM	€43.25	complete	Not contacted
100005981	Wibe			May 20, 2014 10:51 AM	May 20, 2014 10:52 AM	€36.58	processing	Not contacted
100005980	Diana			May 20, 2014 10:49 AM	May 20, 2014 10:51 AM	€67.45	processing	Not contacted

Sales data details

The screenshot shows a software interface for managing sales data. At the top, a navigation bar includes links for Site, Orders, Dashboards, Customers, Sales, Activities, Reports & Segments, and System. A user profile for Ray Bogman is shown on the right.

The main content area displays an order detail page for Order 100005995. The order was created on May 20, 2014, at 2:49 PM and updated on May 20, 2014, at 3:07 PM. The status is marked as "Not contacted".

Key order information includes:

- Status: complete
- Currency: EUR
- Total Amount: €38.99
- Discount Amount: €0.00
- Tax Amount: €6.77
- Shipping Amount: €0.00
- Total Paid: €38.99
- Total Invoiced: €38.99
- Total Refunded: €0.00
- Total Canceled: €0.00
- Payment Method: N/A
- Payment Details: N/A

Customer information for the customer associated with this order is also displayed, showing fields like Email, Customer Group, Website, and Store, all marked as N/A.

Shipping and Billing address fields are present but empty. The shipping address is linked to a shopping cart entry labeled "Shopping Cart 32349".

At the bottom of the screen, a footer bar indicates Version: 1.1.0 and the IP address 179.16.05.56.

TOPDIERENSHOP

Learn how to use this space

TOPDIERENSHOP



Dashboards

Customers

Sales

Activities

Reports & Segments

System

Ray Bogman

...

Sales / Orders / Topdierenshop

Not contacted



+

Orders / Order 100005995

Created: May 20, 2014 2:42 PM | Updated: May 20, 2014 3:07 PM

Send Email

Log Call

Refresh Data

General Information

Order items Communications

Order Information

Status complete
Currency EUR
Total Amount €38.99
Discount Amount €0.00
Tax Amount €6.77
Shipping Amount €0.00
Total Paid €38.99
Total Invoiced €38.99
Total Refunded €0.00
Total Canceled €0.00
Payment Method N/A
Payment Details N/A

Shipping Method Freeshipping_freeshipping
Remote Address 85.150.126.156
Gift Message N/A
Website Desktop, Mobile
Store Desktop
Customer
Cart Shopping Cart 32649
Shipping Address
Billing Address

Customer Information

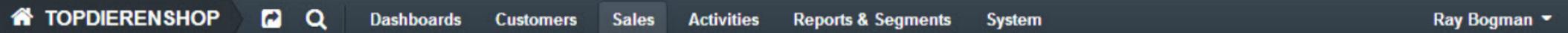
Email
Customer Group B2C/B2b (Full VAT)
Website Desktop, Mobile
Store Desktop

Account
Contact
Birthday N/A
Gender N/A
Tax/Vat N/A

Order items

ales data deta

Learn how to use this space



Sales / Orders / Topdierenshop

Not contacted

Orders / Order 100005995

Created: May 20, 2014 2:42 PM | Updated: May 20, 2014 3:07 PM

[Send Email](#) [Log Call](#) [Refresh Data](#)

General Information

[Order items](#) [Communications](#)

Order Information

Status complete
Currency EUR
Total Amount €38.99
Discount Amount €0.00
Tax Amount €6.77
Shipping Amount €0.00
Total Paid €38.99
Total Invoiced €38.99
Total Refunded €0.00
Total Canceled €0.00
Payment Method N/A
Payment Details N/A

Shipping Method Freeshipping_freeshipping
Remote Address 85.150.126.156
Gift Message N/A
Website Desktop, Mobile
Store Desktop

Customer
Cart Shopping Cart 32649
Shipping Address

Billing Address

Customer Information

Email
Customer Group B2C/B2b (Full VAT)
Website Desktop, Mobile
Store Desktop

Account
Contact
Birthday N/A
Gender N/A
Tax/Vat N/A

Shopping carts

The screenshot shows a CRM interface for 'TOPDIERENSHOP'. The top navigation bar includes links for Sales, Activities, Reports & Segments, and System, along with a user profile for 'Ray Bogman'. A sidebar on the left lists Sales Processes, Leads, Opportunities, Shopping Carts, and Orders. The main content area is titled 'Shopping Carts' and displays a grid of 221 records. The columns in the grid are: CART ID, FIRST NAME, LAST NAME, EMAIL, QTY, GRAND TOTAL, CREATED AT, UPDATED AT, STATUS, and STEP. The grid shows various shopping cart entries, some with highlighted rows (e.g., row 32647 has a yellow background). The bottom of the screen shows the URL 'https://demo.orocrm.nu/magento/cart/2' and the IP address '178.18.85.56'.

CART ID	FIRST NAME	LAST NAME	EMAIL	QTY	GRAND TOTAL	CREATED AT	UPDATED AT	STATUS	STEP
32648	Deddo			0	€0.00	May 20, 2014 2:27 PM	May 20, 2014 2:31 PM	Purchased	Open
32647	B			3	€69.50	May 20, 2014 2:20 PM	May 20, 2014 2:21 PM	Open	Open
32646	Henk			0	€0.00	May 20, 2014 2:10 PM	May 20, 2014 2:17 PM	Purchased	Open
32645	Ashley			0	€0.00	May 20, 2014 2:08 PM	May 20, 2014 2:11 PM	Purchased	Open
32642	Tia			0	€0.00	May 20, 2014 1:55 PM	May 20, 2014 2:04 PM	Purchased	Open
32644	Theo			4	€134.19	May 20, 2014 1:59 PM	May 20, 2014 2:02 PM	Purchased	Open
32643				2	€77.90	May 20, 2014 1:55 PM	May 20, 2014 1:55 PM	Open	Open
32640				1	€33.11	May 20, 2014 1:36 PM	May 20, 2014 1:36 PM	Open	Open
32638				1	€34.95	May 20, 2014 1:28 PM	May 20, 2014 1:28 PM	Open	Open
32626	monique			0	€0.00	May 20, 2014 12:16 PM	May 20, 2014 12:54 PM	Purchased	Open
32635	Christa			7	€294.27	May 20, 2014 12:32 PM	May 20, 2014 12:46 PM	Purchased	Open
32637				5	€262.48	May 20, 2014 12:44 PM	May 20, 2014 12:44 PM	Open	Open
32636				1	€21.00	May 20, 2014 12:38 PM	May 20, 2014 12:38 PM	Open	Open
32632	Christa			7	€271.34	May 20, 2014 12:28 PM	May 20, 2014 12:30 PM	Expired	Open
32630	Christa			7	€271.34	May 20, 2014 12:25 PM	May 20, 2014 12:28 PM	Expired	Open
32629	Christa			7	€271.34	May 20, 2014 12:22 PM	May 20, 2014 12:24 PM	Expired	Open
32627	Christa			7	€271.34	May 20, 2014 12:19 PM	May 20, 2014 12:21 PM	Expired	Open

Shopping carts

learn how to use this space

TOPDIERENSHOP Dashboards Customers Sales Activities Reports & Segments System Ray Bogman

Sales / Shopping Carts / Topdierenshop

Shopping Carts

Manage filters Cart Id: All First Name: All Last Name: All Topdierenshop Step: All

Export Page: 1 Of 221 | Total Of 22037 Records View Per Page: 100 Refresh Reset

CART ID	FIRST NAME	LAST NAME	EMAIL	QTY	GRAND TOTAL	CREATED AT	UPDATED AT	STATUS	STEP	...
32648	Deddo			0	€0.00	May 20, 2014 2:27 PM	May 20, 2014 2:31 PM	Purchased	Open	...
32647	B			3	€69.50	May 20, 2014 2:20 PM	May 20, 2014 2:21 PM	Open	Open	...
32646	Henk			0	€0.00	May 20, 2014 2:10 PM	May 20, 2014 2:17 PM	Purchased	Open	...
32645	Ashley			0	€0.00	May 20, 2014 2:08 PM	May 20, 2014 2:11 PM	Purchased	Open	...
32642	Tia			0	€0.00	May 20, 2014 1:55 PM	May 20, 2014 2:04 PM	Purchased	Open	...
32644	Theo			4	€134.19	May 20, 2014 1:59 PM	May 20, 2014 2:02 PM	Purchased	Open	...
32643				2	€77.90	May 20, 2014 1:55 PM	May 20, 2014 1:55 PM	Open	Open	...
32640				1	€33.11	May 20, 2014 1:36 PM	May 20, 2014 1:36 PM	Open	Open	...
32638				1	€34.95	May 20, 2014 1:28 PM	May 20, 2014 1:28 PM	Open	Open	...
32626	monique			0	€0.00	May 20, 2014 12:16 PM	May 20, 2014 12:54 PM	Purchased	Open	...
32635	Christa			7	€294.27	May 20, 2014 12:32 PM	May 20, 2014 12:46 PM	Purchased	Open	...
32637				5	€262.48	May 20, 2014 12:44 PM	May 20, 2014 12:44 PM	Open	Open	...
32636				1	€21.80	May 20, 2014 12:38 PM	May 20, 2014 12:38 PM	Open	Open	...
32632	Christa			7	€271.34	May 20, 2014 12:28 PM	May 20, 2014 12:30 PM	Expired	Open	...
32630	Christa			7	€271.34	May 20, 2014 12:25 PM	May 20, 2014 12:28 PM	Expired	Open	...
32629	Christa			7	€271.34	May 20, 2014 12:22 PM	May 20, 2014 12:24 PM	Expired	Open	...
32627	Christa			7	€271.34	May 20, 2014 12:19 PM	May 20, 2014 12:21 PM	Expired	Open	...

CART ID	FIRST NAME	LAST NAME	EMAIL	QTY	GRAND TOTAL	CREATED AT	UPDATED AT ▾	STATUS	STEP
32648	Deddo			0	€0.00	May 20, 2014 2:27 PM	May 20, 2014 2:31 PM	Purchased	Open
32647	B			3	€69.50	May 20, 2014 2:20 PM	May 20, 2014 2:21 PM	Open	Open
32646	Henk			0	€0.00	May 20, 2014 2:10 PM	May 20, 2014 2:17 PM	Purchased	Open
32645	Ashley			0	€0.00	May 20, 2014 2:08 PM	May 20, 2014 2:11 PM	Purchased	Open
32642	Tia			0	€0.00	May 20, 2014 1:55 PM	May 20, 2014 2:04 PM	Purchased	Open
32644	Theo			4	€134.19	May 20, 2014 1:59 PM	May 20, 2014 2:02 PM	Purchased	Open
32643				2	€77.90	May 20, 2014 1:55 PM	May 20, 2014 1:55 PM	Open	Open
32640				1	€33.11	May 20, 2014 1:36 PM	May 20, 2014 1:36 PM	Open	Open
32638				1	€34.95	May 20, 2014 1:28 PM	May 20, 2014 1:28 PM	Open	Open
32626	monique			0	€0.00	May 20, 2014 12:16 PM	May 20, 2014 12:54 PM	Purchased	Open
32635	Christa			7	€294.27	May 20, 2014 12:32 PM	May 20, 2014 12:46 PM	Purchased	Open
32637				5	€262.48	May 20, 2014 12:44 PM	May 20, 2014 12:44 PM	Open	Open
32636				1	€21.80	May 20, 2014 12:38 PM	May 20, 2014 12:38 PM	Open	Open
32632	Christa			7	€271.34	May 20, 2014 12:28 PM	May 20, 2014 12:30 PM	Expired	Open
32630	Christa			7	€271.34	May 20, 2014 12:25 PM	May 20, 2014 12:28 PM	Expired	Open
32629	Christa			7	€271.34	May 20, 2014 12:22 PM	May 20, 2014 12:24 PM	Expired	Open
32627	Christa			7	€271.34	May 20, 2014 12:19 PM	May 20, 2014 12:21 PM	Expired	Open

Shopping carts details

The screenshot shows the sales interface of the TOPDIERENSHOP system. The top navigation bar includes links for Learn how to use this space, TOPDIERENSHOP, Dashboards, Customers, Sales (selected), Activities, Reports & Segments, System, and a user profile for Ray Bogman.

The main title is "Shopping Carts / Shopping Cart 8688". Below it, a message indicates the cart was created on Mar 4, 2014 at 10:14 AM and updated on May 20, 2014 at 2:50 PM.

The "Cart Items" tab is selected, displaying a grid of items:

SKU	NAME	QTY	GIFT MESSAGE	PRICE	PRICE INCL TAX	ROW TOTAL	TAX AMOUNT	DISCOUNT AMOUNT	WEIGHT	PLACED ON	UPDATED ON
hon_prins-procare-croque-super-performance-10-kg_skun#605	Prins Procare Croque Super Performance 10 Kg	2		€25.42	€30.75	€50.83	€10.67	€0.00	0	May 20, 2014 2:50 PM	May 20, 2014 2:50 PM
008	Gratis Cadeau	1		€0.00	€0.00	€0.00	€0.00	€0.00	0	May 20, 2014 2:50 PM	May 20, 2014 2:50 PM

Below the grid, the "Communications" section is visible, showing "Emails" and "Calls" tabs, both currently empty. The status bar at the bottom displays the URL https://demo.orocrm.nu/#scroll-2 and the IP address 178.18.85.56.

Learn how to use this space

TOPDIERENSHOP | Dashboards Customers Sales Activities Reports & Segments System Ray Bogman

Sales / Shopping Carts / Topdierenshop

Shopping Carts / Shopping Cart 8688

Created: Mar 4, 2014 10:14 AM | Updated: May 20, 2014 2:50 PM

Open

Log Call Send Email Place An Order Convert To Opportunity Refresh Data

General Information **Cart Items** Communications

Manage filters Sku: All Price: All

Page: 1 Of 1 | Total Of 2 Records View Per Page: 100 Refresh Reset

SKU	NAME	QTY	GIFT MESSAGE	PRICE	PRICE INCL TAX	ROW TOTAL	TAX AMOUNT	DISCOUNT AMOUNT	WEIGHT	PLACED ON	UPDATED ON
hon_prins-procare-croque-super-performance-10-kg_skunr635	Prins Procare Croque Super Performance 10 Kg	2		€25.42	€30.75	€60.83	€10.67	€0.00	0	May 20, 2014 2:50 PM	May 20, 2014 2:50 PM
008	Gratis Cadeau	1		€0.00	€0.00	€0.00	€0.00	€0.00	0	May 20, 2014 2:50 PM	May 20, 2014 2:50 PM

Communications

Emails

No records found

Calls

<https://demo.orocrm.nu/#scroll-2> 178.18.85.56

Cards Act

[Activities](#)[Reports & Segments](#)[System](#)

Ray Bogman ▾

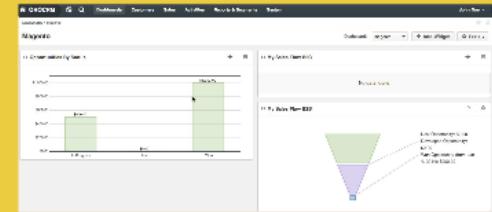
[Open](#)[Log Call](#)[Send Email](#)[Place An Order](#)[Convert To Opportunity](#)[Refresh Data](#)

1	>	Of 1 Total Of 2 Records	View Per Page:	100	Refresh	Reset
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PRICE INCL TAX	ROW TOTAL	TAX AMOUNT	DISCOUNT AMOUNT	WEIGHT	PLACED ON	UPDATED ON
€42	€30.75	€50.83	€10.67	€0.00	0 May 20, 2014 2:50 PM	May 20, 2014 2:50 PM

OroCRM Enterprise

Sales Management
Customer Segmentation
Advanced Dashboards
Marketing Automation
Custom Reporting
Third-Party Marketing Tool Integration
Organization Management



OroCRM Enterprise

Sales Management

Customer Segmentation

Advanced Dashboards

Marketing Automation

Custom Reporting

Third-Party Marketing Tool Integration

Organization Management

Magento

Dashboards: magento ▾

+ Add Widget

Tools ▾

Opportunities By Status



My Sales Flow B2C

No data found

My Sales Flow B2B



TOPDIERENSHOP Dashboards Customers Sales Activities Reports & Segments System Ray Bogman

Dashboards / Magento

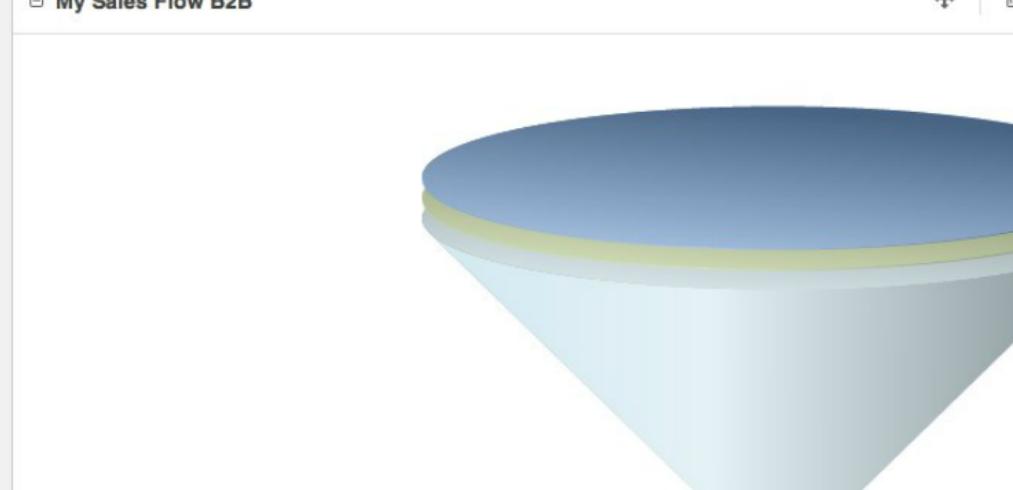
Magento

Opportunities By Status



Status	Value
In Progress	€400.00
Lost	€0.00
Won	€1,000.00

My Sales Flow B2B



Won Opportunity

Dashboards: Magento + Add Widget Tools

Creative Contributions by:



Ray Bogman

- Magento/Joomla/OroCRM evangelist
- Trainer
- Performance nerd
- Security geek
- SEO freak

@raybogman
@supportdesknu

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



The SupportDesk logo features a stylized orange figure wearing a hard hat and holding a wrench. To the right of the figure, the word "SupportDesk" is written in bold, orange, sans-serif font, with "Support voor Magento en Joomla!" in smaller text below it. A horizontal line of checkmarks lists various services: Performance optimalisatie, Theming, templating, Maatwerk training, SEO, SEM, SEA, Consultancy, Load testing, Upgrade, Migratie, Security, Hosting, Mobile, and APK. At the bottom, there are small icons for Magento and Joomla! and a link to their website: "Meer weten? www.supportdesk.nu Of bel 020-337 5961".

OroCRM



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CRM for Commerce
by Ray Bogman