

Storefront and Websites

What is backend?

- Place for application administrators
 - or Sales Reps
 - or Managers
- Available for limited amount of people
- Fully and well protected
- Functionality > Performance

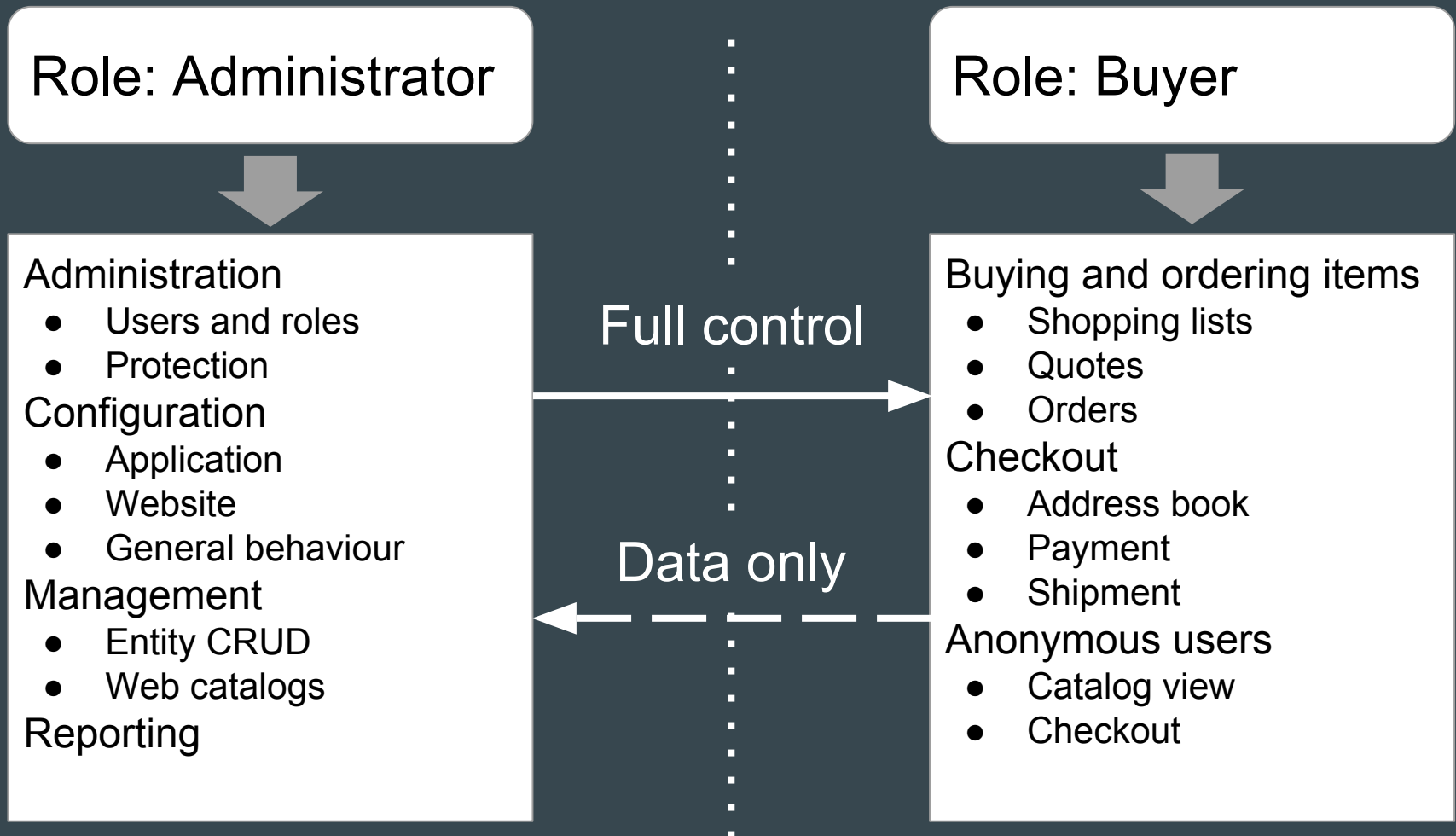
Demonstration >>>

What is storefront?

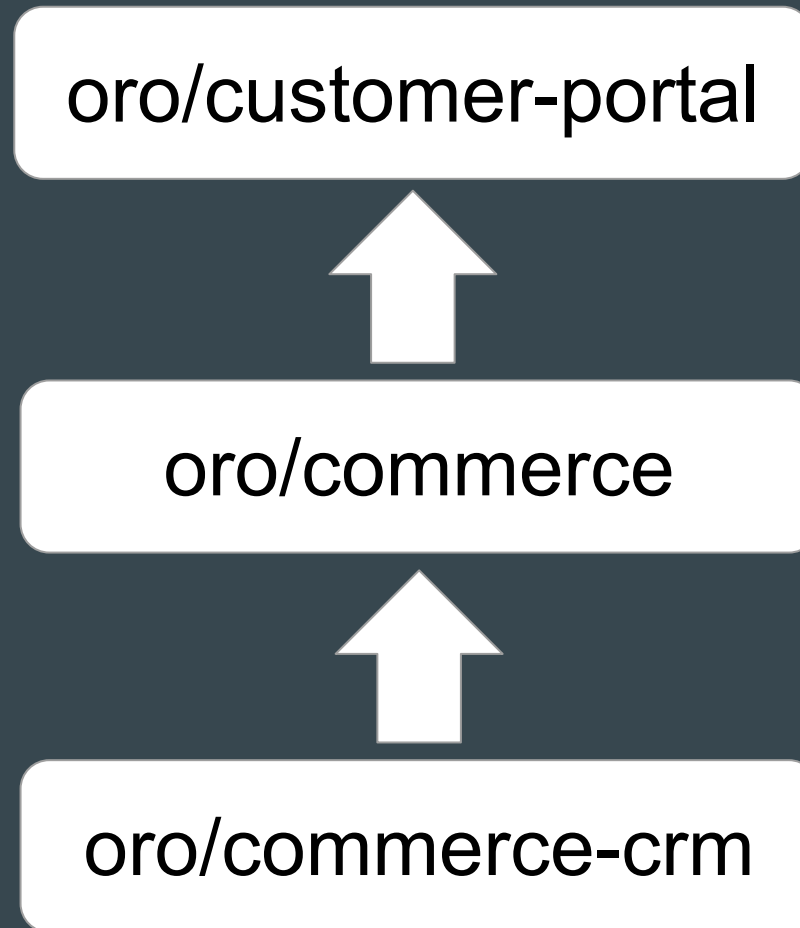
- Place for main (web) application users
- Available for everybody
- Partially protected
- Performance > Functionality
- Sometimes referred as “frontend”

Demonstration >>>

Backend VS Storefront



Commerce packages



Storefront routing

- Backend prefix parameter [\[link\]](#)
- Storefront route option [\[link\]](#)
 - When true -> available via storefront
 - When false/null -> available only via backend
- FrontendExposedRoutesExtractor
- Expose option [\[link\]](#)
 - Used for JS routes ([FOSJsRoutingBundle](#))
- bin/console fos:js-routing:dump
 - Used to dump JS routes

Storefront security

- Storefront user
 - UserInterface
 - Custom user provider [\[link\]](#)
- Storefront firewall
 - Pattern: ^/
 - Symfony docs: [\[link\]](#)

<https://github.com/oroinc/customer-portal/blob/3.1/src/Oro/Bundle/CustomerBundle/Resources/config/oro/app.yml#L26>

Websites

Websites

- Purpose & features
 - Different content (web pages)
 - Product selection (web catalog)
 - Pricing to target different geographies
 - Groups of customers
 - e.g. sell to both B2B and B2C clients
 - Different menus [\[Documentation\]](#)

[\[Documentation\]](#)

Website management (EE only)

- Multiple websites
- One default

Demonstration >>>

Website configuration (EE only)

- Additional configuration level
- Overrides global configuration
- Multiple localizations
- Multiple currencies
- Custom theme

Demonstration >>>

Ways to match a website

- URL - domain name or subdirectory
- Cookie - based on a value
- Environment variable
- ... any other way

Website Matchers

[Website Matcher Settings*](#)

ENABLED	MATCHER	SORT ORDER
<input checked="" type="checkbox"/>	ENV Variable Based	<input type="text" value="300"/>
<input checked="" type="checkbox"/>	Cookie Based	<input type="text" value="200"/>
<input checked="" type="checkbox"/>	URL Based	<input type="text" value="100"/>

Enable Redirect ☒ Use Default ☒

Cookie Name* Use Default ☒

Demonstration >>>

Ways to match a website

- Cookie example (EE, demo data)
 - Go to Websites -> Canada
 - Change URL to use System
 - Add cookie value (canada)
 - Go to storefront, set website cookie
 - website = canada
 - Refresh storefront page

Demonstration >>>

Best Practices

- Never use /admin as default back office prefix in production for the security reason
- Add new website for new content or configuration, not for new language or currency
- Consider website as an additional scope of data
- Remember, that customers usually consider different websites as different applications