

Ecommerce in Python:

Introduction to Satchmo and GetPaid



PyCon 2010
Christopher Johnson - GetPaid
Chris Moffitt - Satchmo

Today's Discussion

- Introduction to ecommerce in Python
- Satchmo Overview
- GetPaid Overview

- Questions

Ecommerce in Python

A pythonista in the land of PHP

- PHP dominates the landscape
 - OsCommerce
 - Lots of forks too
 - Released in 2003
 - Magento is the new kid on the block
 - 1.0 release in 2008
 - Commercial and Open Source versions
- No history of widely adopted python solutions
 - Primarily a result of python's lack of web stacks/frameworks



Ecommerce in Python

Python discovers the web

- Plone gains prominence as CMS ~ 2001
 - GetPaid 0.1 released Dec 17, 2007
- General Python frameworks hit the scene in 2005

- Django
- Turbogears



- First Satchmo release August 22, 2007

Satchmo's History

Django's first shopping cart framework

- April 2007 – The Google Group is formed
 - Goal is to use Django's features to build a customizable ecommerce framework
- August 2007 – First Satchmo release
- October 2009 – Satchmo 0.9 released
- Active Community
 - > 1000 Users on google groups
 - > 100 followers on bitbucket
 - > 60 Production stores



http://en.wikipedia.org/wiki/Louis_Armstrong

Satchmo Today

A fully featured framework

Satchmo slices & dices.
It even juliennes!

- Fully template driven
- Multiple payment modules
- Shipper integration
- PDF invoice generation
- Downloadable products
- Discount support
- Multiple images/product
- Automatic thumbnails
- Tax support
- Translation capability
- Custom Product Attributes
- Product comments
- Contact info mgmt
- Google analytics
- Upsell products
- Wishlists
- Multi site capability
- Pricing tiers
- Configuration via admin
- Ability to use the rest of the Django ecosystem
- Documentation driven by sphinx
- Unit tests
- BSD licensed



http://www.ronco.com/rco_aboutus.aspx

Satchmo Screenshots

Satchmo 1.0-pre hg-1333:533a63f955f8

[Admin](#)

New order: [1 for \\$58.99](#)

Carts in 1h/1d/7d: 1/1/1

Contacts: 7d/total: 0/4

Simple Satchmo

Home

Welcome to the shop.

Search

Search

Shop Categories

Books

Fiction

Science Fiction

Non Fiction

Shirts

Short Sleeve

Software

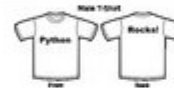
Featured Items

PHOTO
NOT
AVAILABLE

[A really neat book](#)



[Django Rocks shirt](#)



[Python Rocks shirt](#)

PHOTO
NOT
AVAILABLE

[Robots Attack!](#)

Quick Links

[Recently Added](#)

[Best Sellers](#)

Account Information

[Admin](#)

[Account Details](#)

[Log out](#)

[Cart \(1 - \\$19.50\)](#)

[Check out](#)

[Contact Us](#)

Change language

English ▾

Change

Powered by [Satchmo](#).

Satchmo Screenshots

Search

Search

Shop Categories

Books

Fiction

Science Fiction

Non Fiction

» Shirts

Short Sleeve

Software

Django Rocks shirt

Really cool shirt

Price:

\$22.00



Please choose your options:

sizes colors Quantity

Quick Links

[Recently Added](#)

[Best Sellers](#)

Account Information

[Admin](#)

[Account Details](#)

[Log out](#)

[Cart \(1 - \\$19.50\)](#)

[Check out](#)

[Contact Us](#)

Change language

English ▾

Change

Satchmo Screenshots

Site administration

App_Plugins	
Plugin points	+ Add ✎ Change
Plugins	+ Add ✎ Change
User plugin preferences	+ Add ✎ Change
Area	
Tax Rates	+ Add ✎ Change
Auth	
Groups	+ Add ✎ Change
Users	+ Add ✎ Change
Contact	
Contact interaction types	+ Add ✎ Change
Contact organization roles	+ Add ✎ Change
Contact organization types	+ Add ✎ Change
Contact roles	+ Add ✎ Change
Contacts	+ Add ✎ Change
Interactions	+ Add ✎ Change
Organizations	+ Add ✎ Change

Recent Actions (show)

Satchmo Orders (hide)

New Orders

- Order #1: Chris Mof - \$58.99 on January 23rd 2010 11:06
 - Robots Attack! (Hard cover) x 1
 - Python Rocks shirt x 2

Orders in Process

[View all Orders](#)

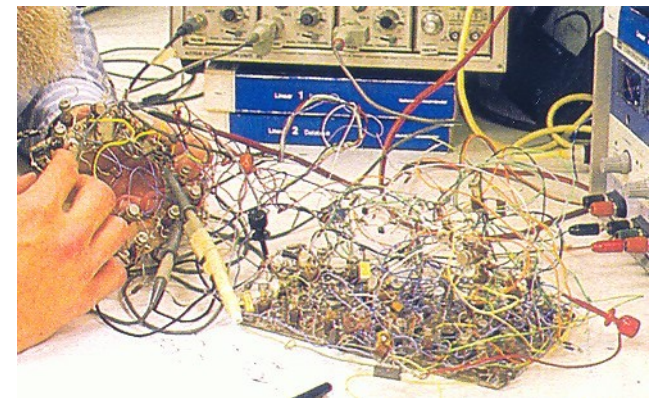
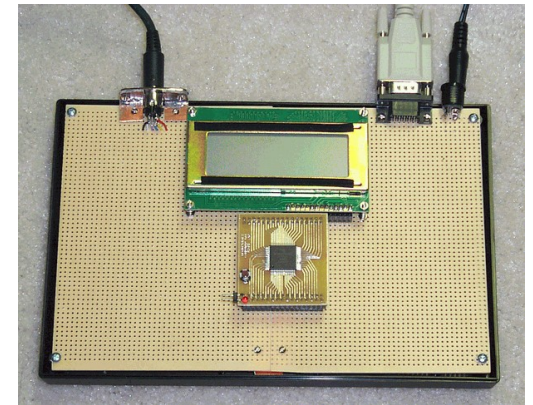
Admin Tools (hide)

- Edit Site Settings
- Edit Inventory
- Export Product Defs
- Product Variation Manager
- Cache Status

Satchmo's Design

What makes Satchmo different?

- Satchmo is designed to be extended and modified - without modifying the source.
 - Settings
 - Templates
 - Tags & Filters
 - Custom Attributes
 - Custom Shipping
 - Custom Payment
 - Custom Signals



Full ecosystem of Django apps are available for integrations

Satchmo's Future

Look into the crystal ball

- What's left for 1.0 release?
 - Split out payment to bursar
 - Bug fixes
 - Documentation
 - Translation
 - Tests
 - Admin updates?
 - admin-tools?
 - Final API tweaks



Learning More About Satchmo

How can you get involved?

- Satchmo's website: www.satchmoproject.com
- Code hosted at bitbucket:
<http://bitbucket.org/chris1610/satchmo/>
- User's Google Group:
<http://groups.google.com/group/satchmo-users>
- Developer's Google Group:
<http://groups.google.com/group/satchmo-developers>
- Irc: [irc.freenode.net/satchmo](irc://irc.freenode.net/satchmo)

GetPaid's History

Plone's leading shopping cart framework

- Spring 2007 – First Sprint (BBQ Sprint)
 - Goal is to use Zope 3 to build a customizable ecommerce framework
- 0.1 Release – Summer 2007; Latest Release, 0.8.8 (Feb 2010)
- Active Community
 - 200 Users on google groups
 - > 50 contributors
 - > 20 Production stores (known)

Who Uses GetPaid?

The screenshot shows the York College CUNY website homepage. At the top, there is a navigation bar with links for Home, Apply Now, and Log in. Below this is a secondary navigation bar with links for Continuing Education, Directory, Calendar, and Library. The main header features the York College CUNY logo and a search bar. A large banner for the York College Open House is displayed, with the text: "York College Open House Sunday, Nov 8, 2009 • 12:00 PM Atrium". Below the banner, there is a brief description of the event and a "Read More" link. On the left side, there is a "Request Info/ Become a YorkMyWay VIP" button and a "Provost Lecture Series" section. The main content area features a "News" section with a headline: "York Defeats John Jay, 1-0, to Clinch CUNYAC Regular Season Title -". The article text reads: "The York College men's soccer team defeated John Jay College, 1-0, in the final CUNY Athletic Conference contest of the 2009 regular season Wednesday. The win, coupled with a Baruch loss to City Tech in overtime, gives the Cardinals the 2009 CUNYAC regular season title. York came into the day trailing Baruch by 2 points but moved ahead with the win. York finishes with 21 points to Baruch's 20." The date "Oct. 22, 2009" is shown below the article. On the right side, there is an "UPCOMING EVENTS" section with two entries: "Midterm Assessment Period" (York College, Jamaica, Oct 22, 2009 - Nov 02, 2009) and "Campus Tour" (AC-1507, Oct 26, 2009 12:00 PM).

Home Apply Now Log in

Continuing Education Directory Calendar Library

YORKCOLLEGE CUNY

Prospective Students Academics Current Students Faculty/Staff/Offices Centers/Institutes Search York College

York College Open House

Sunday, Nov 8, 2009 • 12:00 PM
Atrium

Open House provides an excellent opportunity for prospective students and their guests to learn about York College, its degree programs, services and facilities.
[Read More](#)

Request Info/ Become a YorkMyWay VIP

Provost Lecture Series

News

York Defeats John Jay, 1-0, to Clinch CUNYAC Regular Season Title -

The York College men's soccer team defeated John Jay College, 1-0, in the final CUNY Athletic Conference contest of the 2009 regular season Wednesday. The win, coupled with a Baruch loss to City Tech in overtime, gives the Cardinals the 2009 CUNYAC regular season title. York came into the day trailing Baruch by 2 points but moved ahead with the win. York finishes with 21 points to Baruch's 20.

Oct. 22, 2009

UPCOMING EVENTS

Midterm Assessment Period
York College, Jamaica,
Oct 22, 2009 - Nov 02, 2009

Campus Tour
AC-1507,
Oct 26, 2009 12:00 PM



Idaho
Conservation
League

USE YOU LOVE IDAHO

Home

About

Issues

Tools And Resources

Get Involved

ICL Community



The Idaho Conservation League preserves Idaho's clean water, wilderness and quality of life. [Learn more about us...](#)

DONATE TODAY ▶

INFORMATION FOR:

[Members](#)

[Outdoor Enthusiasts](#)

[Journalists](#)

[Green Living](#)

[Idaho Families](#)

TAKE ACTION



Sending Out an SOS

Check out our [slideshow](#) on the global Day of Climate Action and sign our [petition](#) calling on elected officials to take action to reduce greenhouse gases!



Green Living Tips



Tux Droid

Buy It

Downloads

Media

Community

About us

Support



tux droid
a gadget based companion



Tux Droid alerts you when you receive a new e-mail... And he can also read it!



Top gadgets

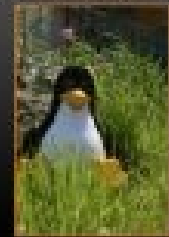


Your cart

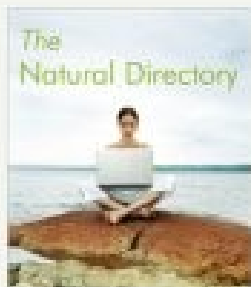


Contains 0 item

Picture of the day



Video



Search for thousands of businesses in our online directory.
[Search directory now...](#)



Welcome to *Natural Awakenings*' healthy living community. We are your resource for information about fitness, sustainable living, natural health, creative expression and personal growth.

Search

Natural News

Receive our free monthly e-newsletter.

[Subscribe now!](#)

Make Your Life a Work of Art



Creativity is about artful living, not just making art. Creativity is often perceived as a blessing bestowed... [More>>](#)

Drumming Circles a Hit



From a distance, it sounds like music from a



Our monthly circulation is now over 850,000 magazines. We reach over 2,100,000 readers and distribute our magazines.

New magazines coming to the following areas thru 2008:

Louisville KY, Wayne County MI, Greenville NC, Manhattan

For More on Who Uses GetPaid

Sites Using
GetPaid:
snurl.com/pgpstores

The screenshot shows the 'GetPaid for Plone' website interface. The header includes the logo and tagline 'Light-weight, flexible payment processing and commerce product for Plone'. A navigation menu lists: HOME, WHY USE THIS?, PRODUCT FEATURES, NEWS, GET SUPPORT, SPONSOR, GET INVOLVED, CONTACT, ABOUT THIS PROJECT.

In This Section:

- Investors Circle
- ABB OrderLiterature.com
- Trees for Life
- African Books Collective
- Tux is Alive
- Arizona Association for Environmental Education (AAEE)
- Natural Awakenings Magazine
- Healthy Food Guide
- Women of Reform Judaism
- Giles de Walonie
- IPeople

Support this Project
Please support this project - and try GetPaid - by making a secure contribution on this site.

Authorize.Net
Electronic Commerce

Quick Links

- Download stable version

You Are Here: Home → Why Use This? → Sites Using GetPaid

Sites Using GetPaid

← Up one level

Want to see GetPaid in action? Check out the others who have already adopted the tool.

Investors Circle

A nonprofit organization that collects business plans from entrepreneurs seeking investment. The site uses a pay-to-submit model to collect payment using GetPaid when entrepreneurs submit their applications.

[Read More...](#)

ABB OrderLiterature.com

OrderLiterature.com is an ordering and fulfillment site for reference and marketing materials for ABB, a multinational engineering company. The site includes extensive functionality to aid fulfillment and inventory management.

[Read More...](#)

Trees for Life

An international development nonprofit organization that uses GetPaid for a gift catalog, for a one-page donation/checkout form, and for integration with Salesforce.com.

[Read More...](#)

African Books Collective

African Books Collective is a nonprofit organization of African publishers whose site uses GetPaid to power its book sales.

Sites Using GetPaid

Tux is Alive

This site sells the Tux Droid using GetPaid - with a multi-currency add-on - and the Ogone payment processor to process international sales.

[More sites](#)

Sponsors

ONE NORTHWEST
ONLINE NETWORKING for the ENVIRONMENT
ONE Northwest

[More sponsors](#)

Updates

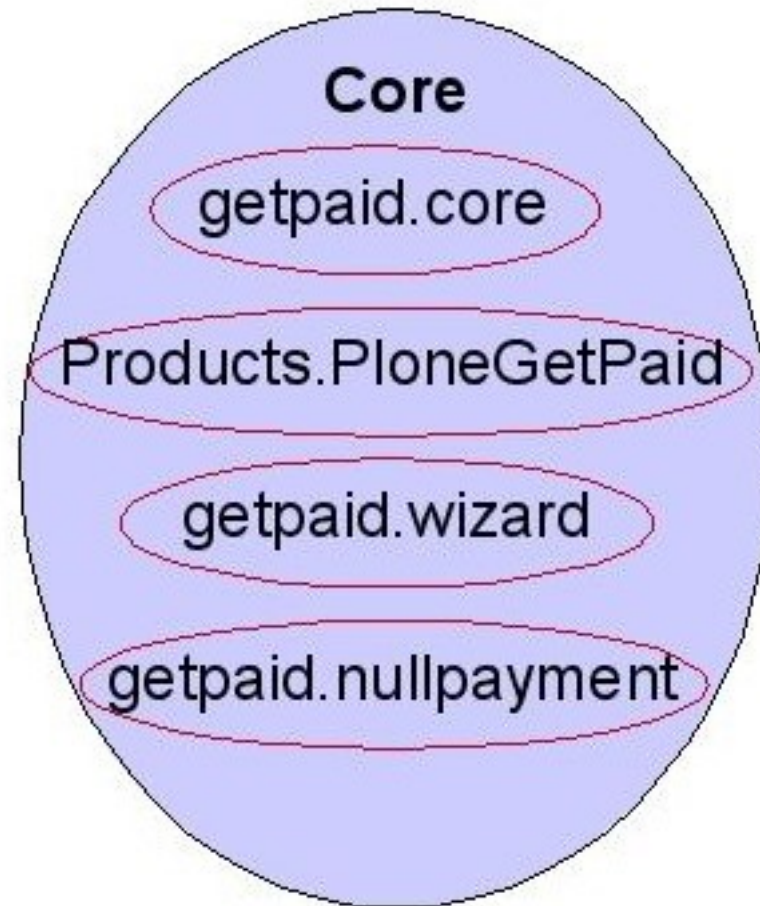
- GetPaid Remote sprint. PloneConf, and PloneFormGen news. 2008-09-26
- Sites using GetPaid gets a Makeover and new listings. 2008-09-17
- Rev2000! And other news. 2008-09-15

What is GetPaid?

Plone's leading shopping cart framework

- Zope3 and Plone-based *framework* for developing unique and highly customized ecommerce sites
- Basic features available out of the box for processing payments on Plone site
- More features possible with developer/integrator working on site

GetPaid Components



GetPaid Components

- Content Integration via Marker Interface
 - Buyable
 - Donation
 - Shippable

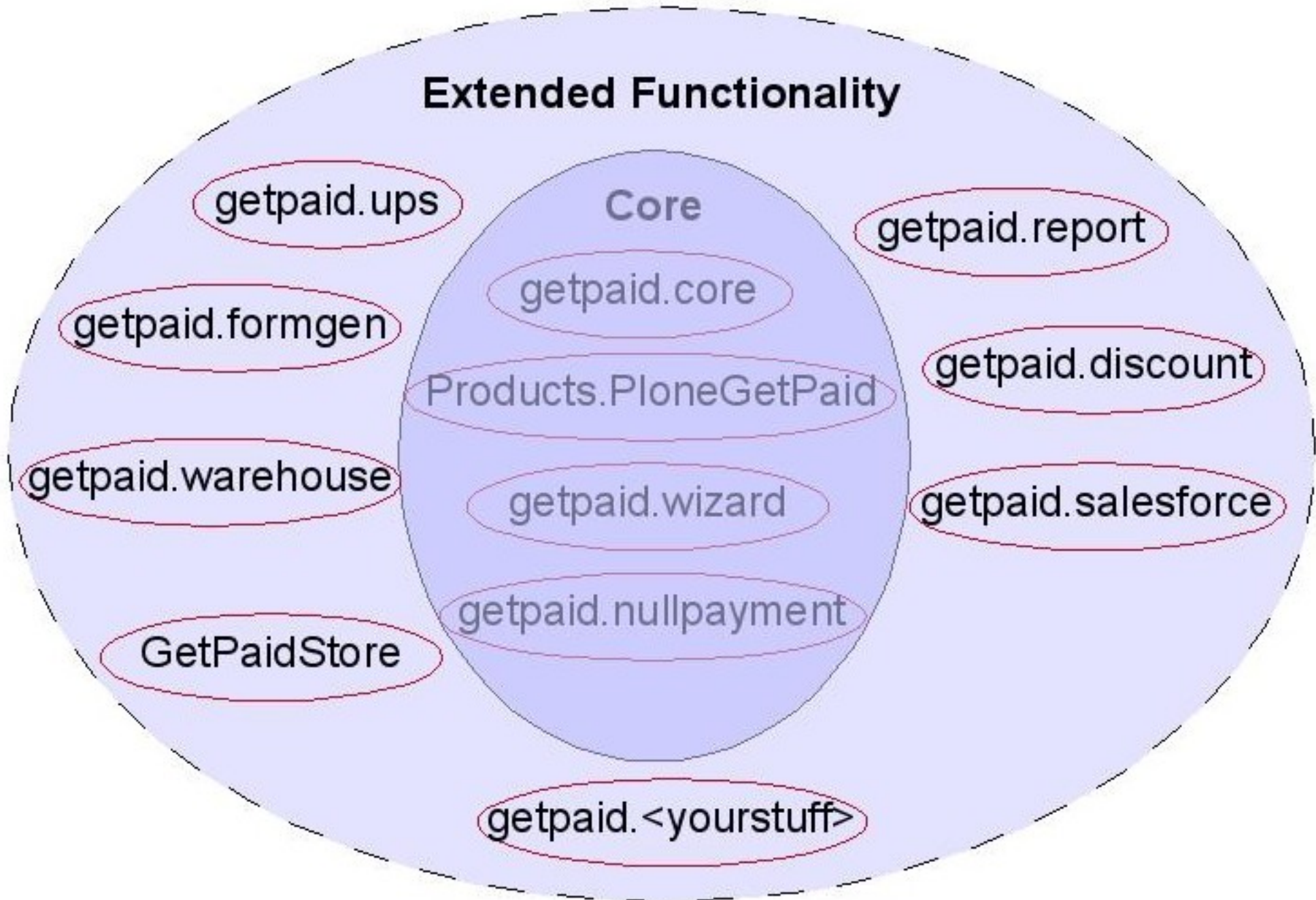
Core Features

- Shopping cart
- Checkout wizard
- Payment processor
- Order management

Full feature list:

www.plonegetpaid.com/features

GetPaid Add-on Ecosystem



Add On Specific Use Cases

- One-page Checkout
- Making a Store
- Managing inventory and warehouse
- Discounts and Coupons
- Recording orders in Salesforce.com CRM

Payment Processors

getpaid.authorizedotnet

getpaid.googlecheckout

getpaid.paymentech

getpaid.paypal

getpaid.ogone

getpaid.ups

getpaid.report

getpaid.pxpay

Extended Functionality

Core

getpaid.core

Products.PloneGetPaid

getpaid.formgen

getpaid.discount

getpaid.warehouse

getpaid.wizard

getpaid.salesforce

GetPaidStore

getpaid.nullpayment

getpaid.<yourstuff>

getpaid.<yourprocessor>

Payment Processors

- Authorize.net (US)
- ClickandBuy (26 countries, EU/US)GetPaid Components
- Google Checkout (US/UK)
- Luottokunta (Finland)
- NetCash (S. Africa)
- Network Merchants Inc (US)
- Ogone (Europe)
- Pageseguro (Brazil)
- Payflo Pro
- Paymentech (US)
- PayPal
- PxPay (Aust/NZ/S. Africa/US/UK/Asia)
- VCS (S. Africa)
- Verkkomaksut (Finland)

Admin Interface

The screenshot displays the Plone Admin Interface. On the left is a sidebar menu under 'Site Setup' with various configuration options. The main content area is titled 'GetPaid Setup' and includes a breadcrumb trail, a link to documentation, and a list of configuration options. A 'General Information' box on the right shows the current version and store name.

Site Setup

- Plone Configuration
 - Add-on Products
 - Calendar
 - Collection
 - Content Rules
 - Errors
 - HTML Filtering
 - Language
 - Mail
 - Maintenance
 - Markup
 - Navigation
 - Search
 - Security
 - Site

Settings | **Orders**

GetPaid Setup

▲ Up to Site Setup

Documentation on GetPaid can be found at <http://plone.org/products/getpaid/documentation> .
in the site, click on the Orders tab above. Use the links below to configure GetPaid.

Configure

- [Site Profile](#)
- [Content Types](#)
- [Shipping Methods](#)
- [Payment Options](#)
- [Payment Processor Settings](#)
- [Sales Tax Configuration](#)
- [Email Notifications](#)
- [Legal Disclaimers](#)
- [Checkout Options](#)
- [Upgrade](#)

General Information

GetPaid Version:
0.7.9

Store/Organization Name:
ifPeople

OOTB Content Integration



You are here: [Home](#)

Welcome to Plone

by [admin](#) — last modified Oct 12, 2009 09:43 PM

Congratulations! You have successfully installed Plone.

[Also available in presentation mode...](#)

If you're seeing this instead of the web site you were expecting, the owner of this web site has just installed Plone. Do not contact the Plone Team or the Plone mailing lists about this.

Get started

Before you start exploring your newly created Plone site, please do the following:

1. [Make sure you are logged in as an admin/manager user.](#) (You should see a [Site Setup](#) link in the top right corner)
2. [Set up your mail server.](#) (Plone needs a valid SMTP server to verify users and send out password reminders)
3. [Decide what security level you want on your site.](#) (Who can join, password policies, etc)

Product Details

Welcome to Plone
Congratulations! You have successfully installed Plone.

Price: \$ 10.00

[Manage portlets](#)

GetPaid's Future

Look into the crystal ball

- What's left for 1.0 release?
 - Features
 - Downloadable files/media
 - Permissions integration for “premium content” areas on site
 - Event registration
 - Taxes
 - Bug fixes
 - Documentation and Tests
 - Packaging improvements
 - Merge payment processor refactoring branch with trunk (**Sprint!)



Learning More About GetPaid

How can you get involved?

- GetPaid's website: www.plonegetpaid.com
- Code hosted at Google Code:
<http://code.google.com/p/getpaid>
 - See “DevGettingStarted”
- Google Group:
<http://groups.google.com/group/getpaid-dev>
- PyPi: [getpaid.recipe.release](http://pypi.python.org/pypi/getpaid)
- Irc: irc.freenode.net/getpaid



WorldPlone[®]
Day

April 28th, 2010

Questions?

Chris Johnson, cjj@ifpeople.net @nomadslounge

Chris Moffitt, chris@moffitts.net @chris1610

Thank you !

