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

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GetPaid -http://www.plonegetpaid.com/
Satchmo - http://www.satchmoproject.com/

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

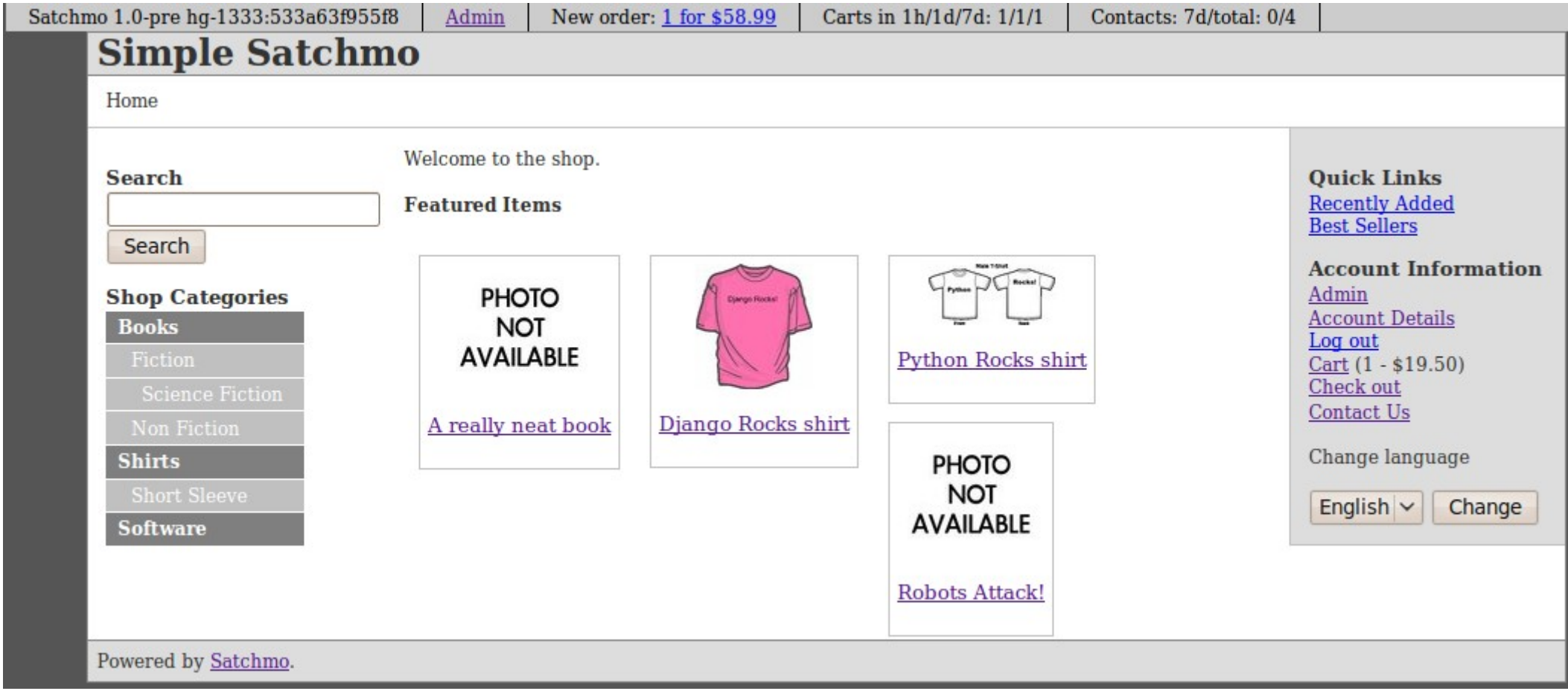
A fully featured framework

- 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 Screenshots

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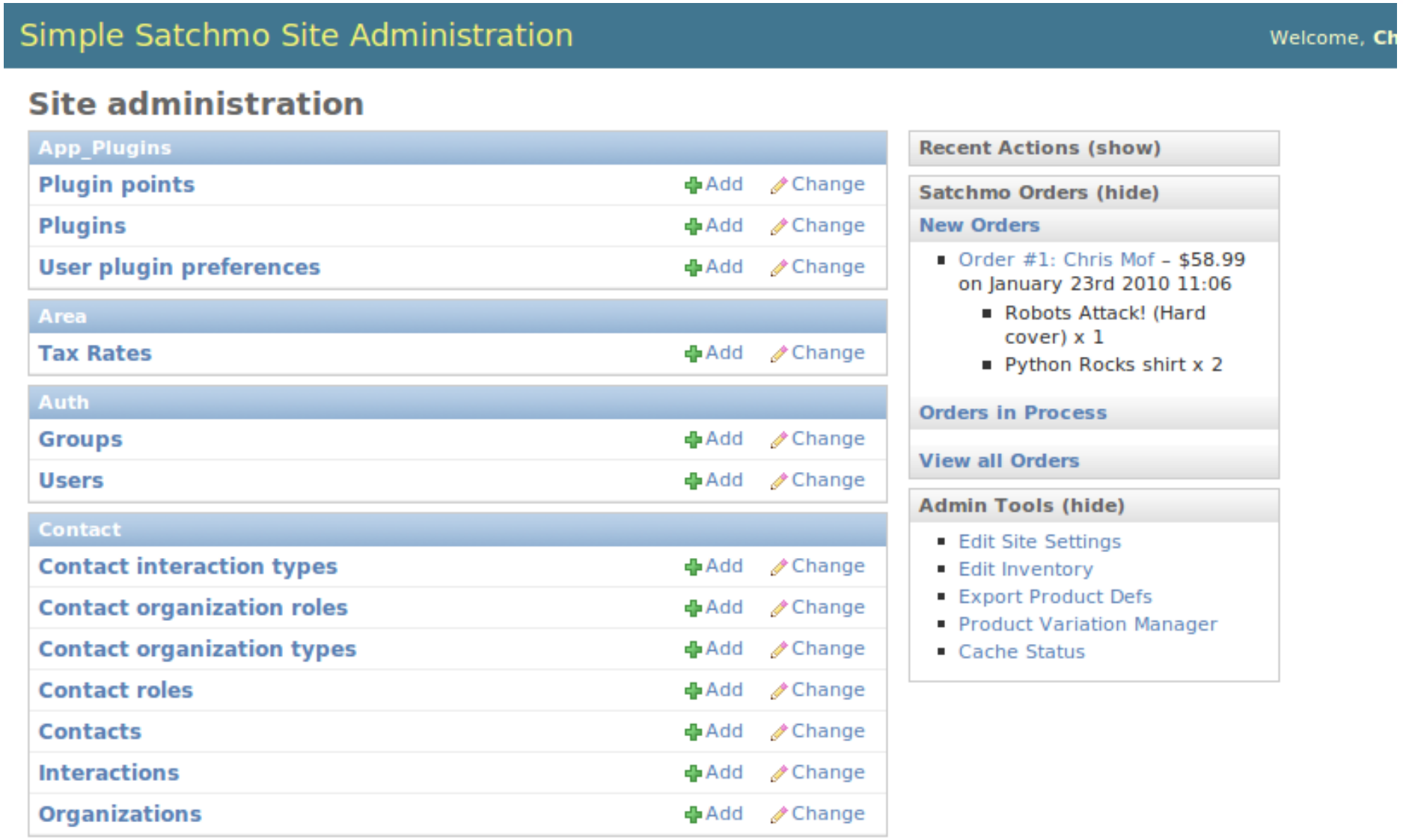
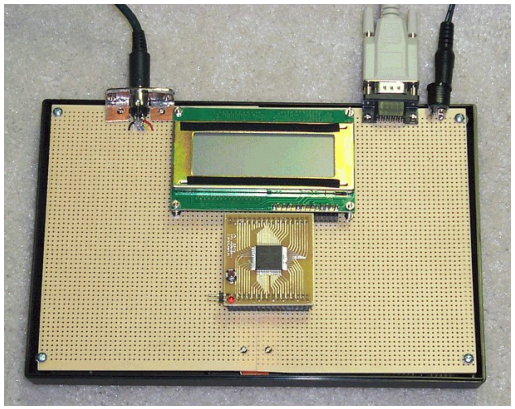
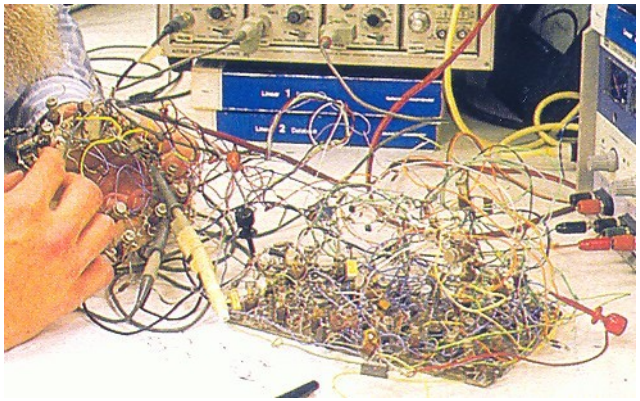


Satchmo's Design

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

http://www.njqrp.org/digitalhomebrewing/breadboard/fig%202-9%20-%20breadboard_4.gif

http://dm.ncl.ac.uk/peterevans/blog/wp-content/uploads/2009/05/bob-pease-breadboard.jpg

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

http://ecommons.library.cornell.edu/bitstream/1813/2962/1/Fig%202-1%20Fortune%20teller.jpg

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

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?

Home
Site Map
Join
Events
Hikes
Media Room
Search Site
Go
Idaho Conservation League
Home
About
Issues
Tools And Resources
Get Involved
ICL Community
USE YOU LOVE IDAHO
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!

Kysoh
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

natural awakenings
healthy living. healthy planet.
home
contact us
about us
own a magazine
advertise
calendar
library
local magazines
directory
The Natural Directory
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.
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 2009:
Louisville KY, Wayne County MI, Greenville NC, Manhattan
Search
Search site
go!
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

For More on Who Uses GetPaid

Sites Using GetPaid:

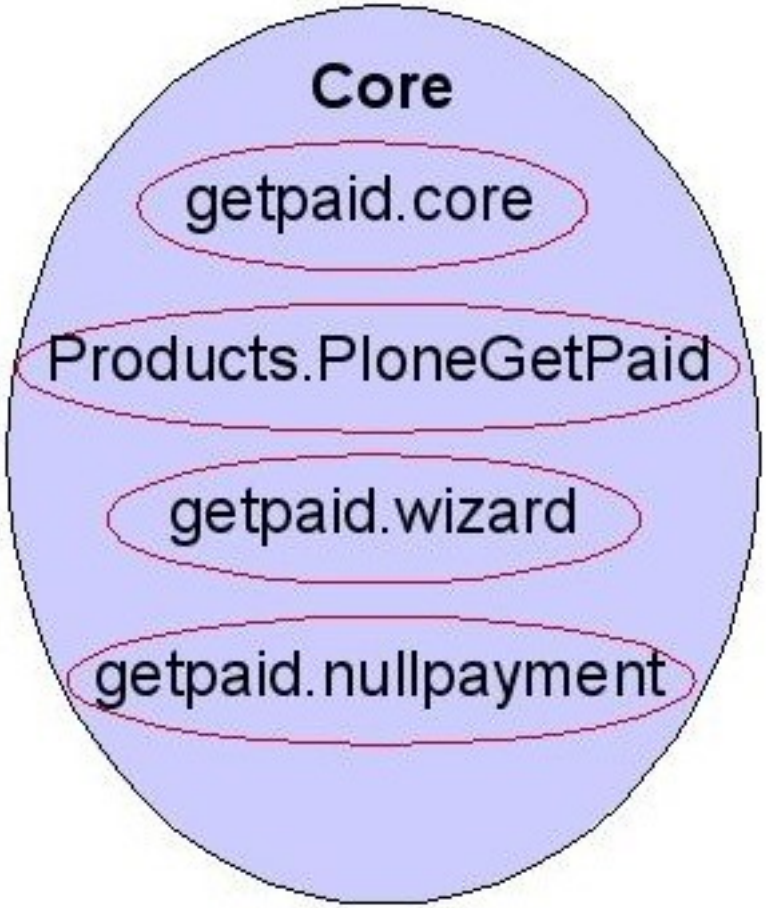
snurl.com/pgpstores

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

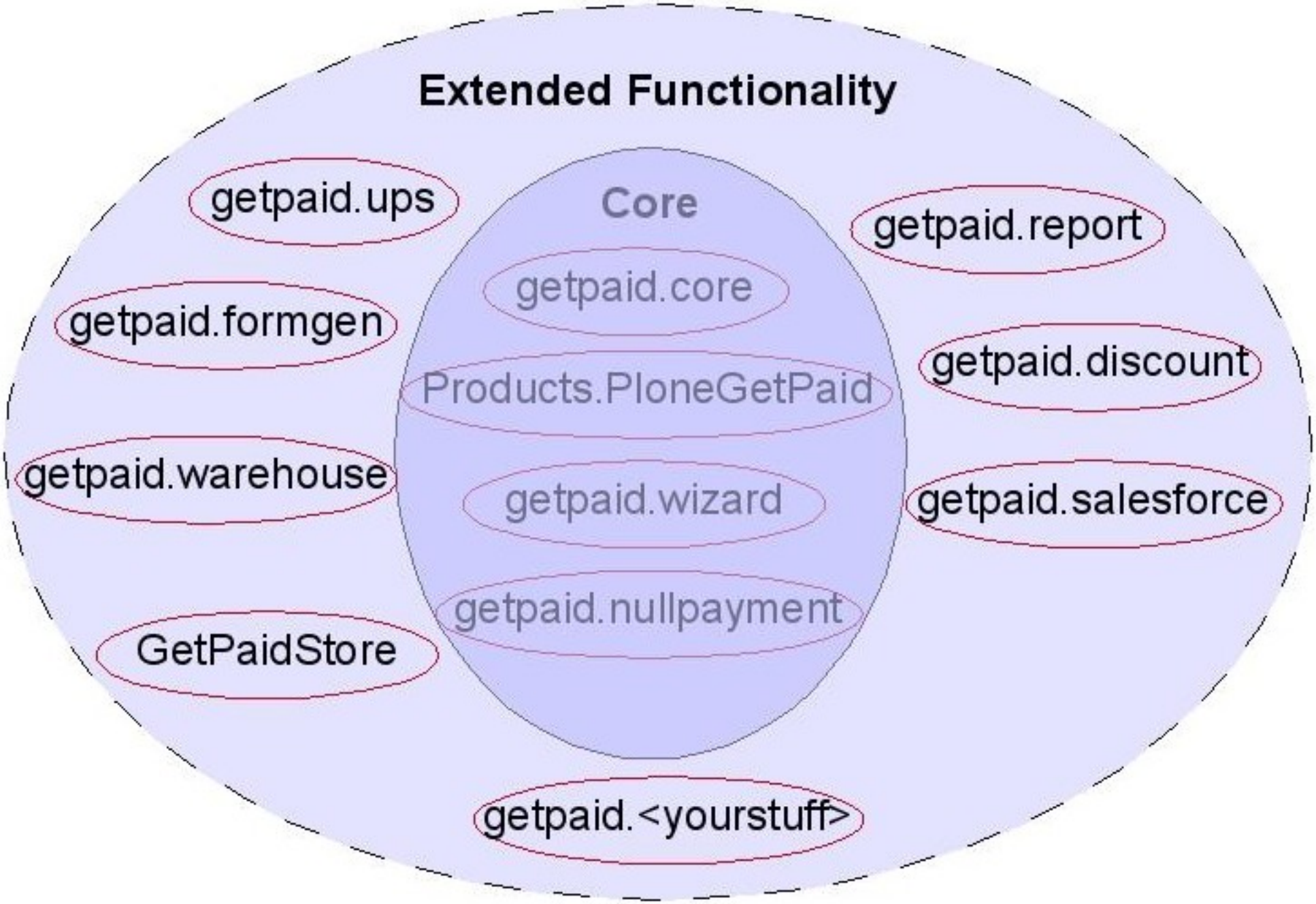
- Content Integration via Marker Interface
  - Buyable
  - Donation
  - Shippable

Core Features

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

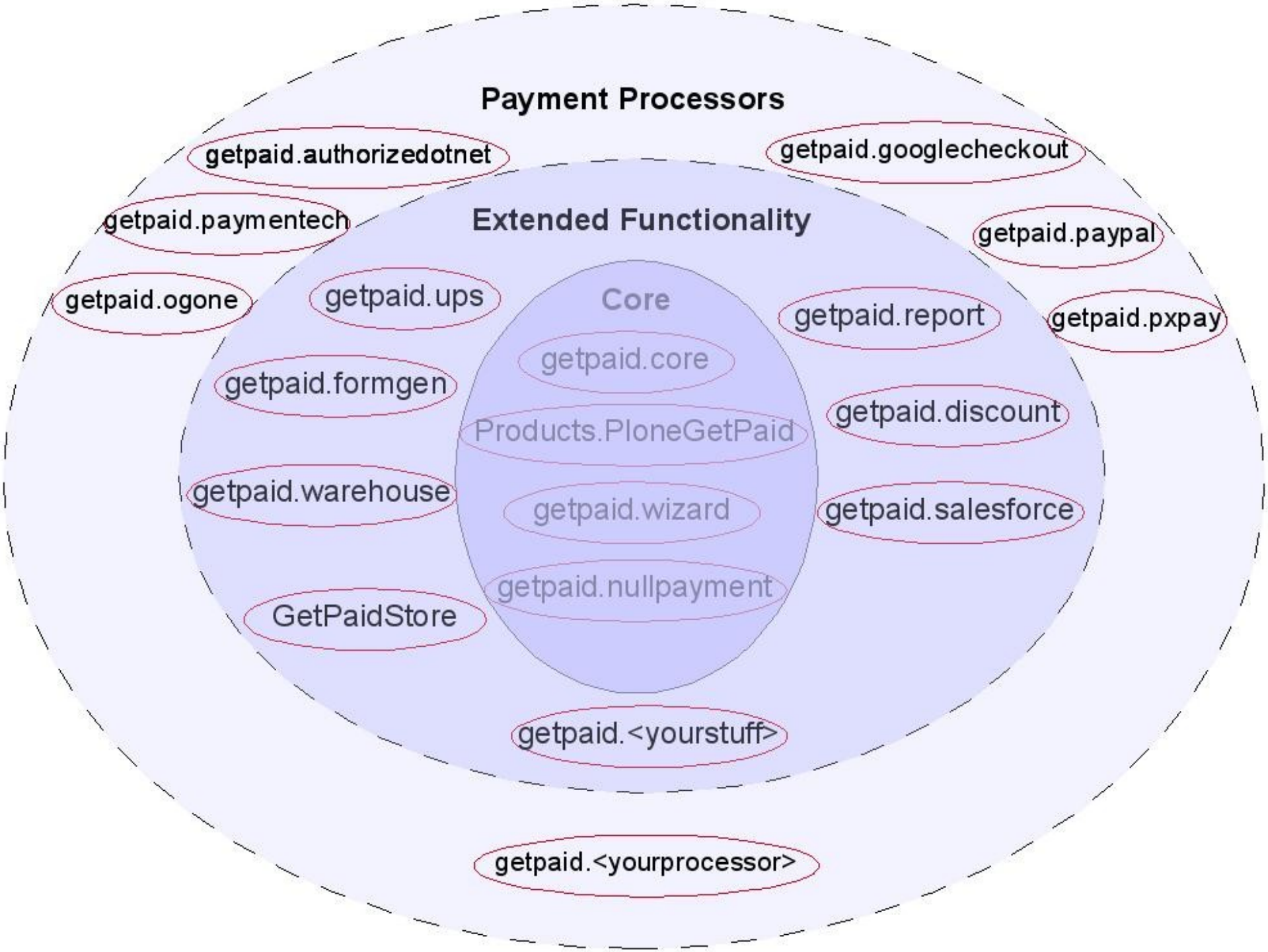
Full feature list:
www.plonegetpaid.com/features

GetPaid Add-on Ecosystem



Add On Specific Use Cases

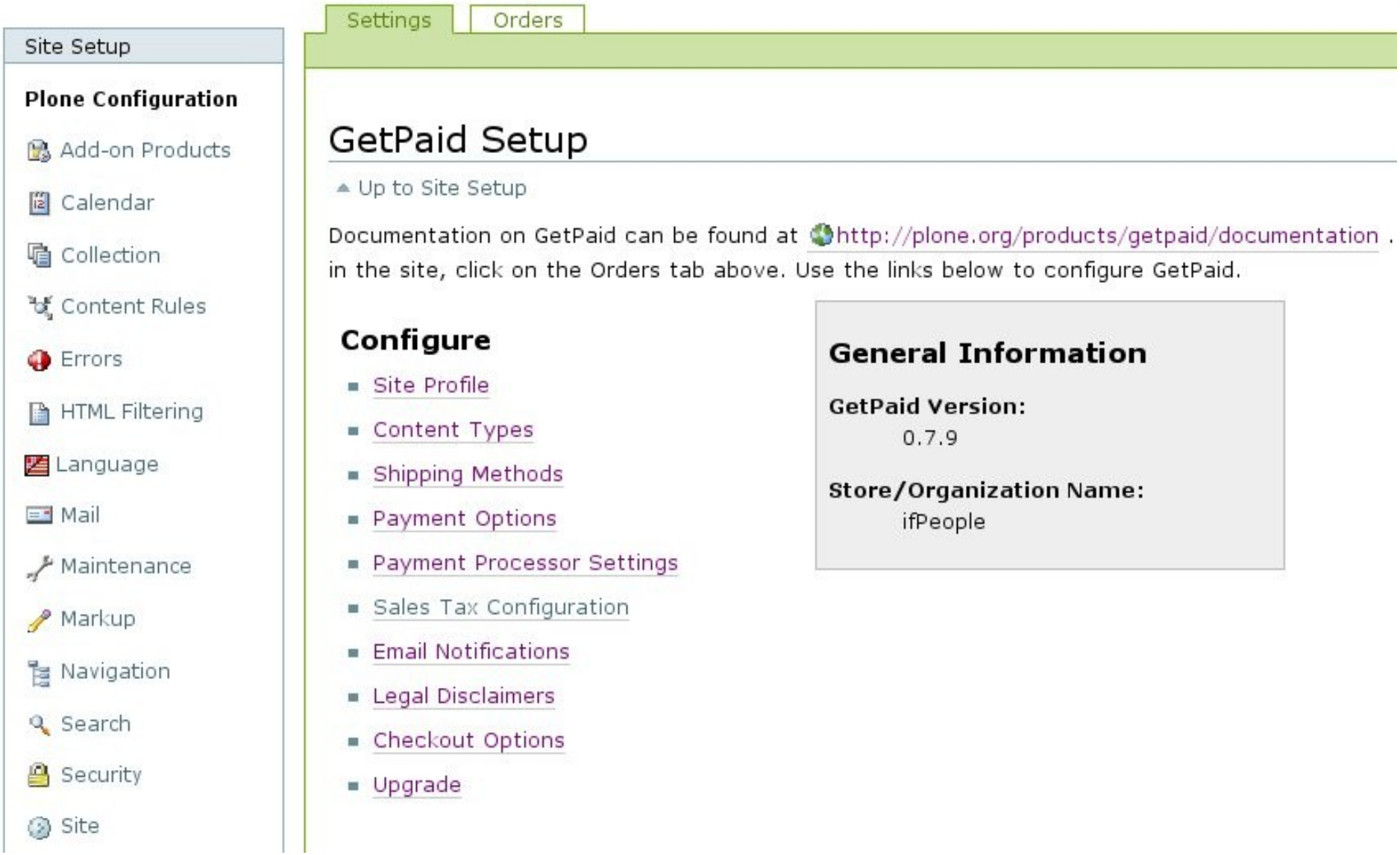
- One-page Checkout
- Making a Store
- Managing inventory and warehouse
- Discounts and Coupons
- Recording orders in Salesforce.com CRM


Payment Processors
getpaid.authorizedotnet
getpaid.googlecheckout
getpaid.paymentech
Extended Functionality
getpaid.paypal
getpaid.ogone
getpaid.ups
Core
getpaid.report
getpaid.pxpay
getpaid.core
getpaid.formgen
getpaid.discount
Products.PloneGetPaid
getpaid.warehouse
getpaid.wizard
getpaid.salesforce
getpaid.nullpayment
GetPaidStore
getpaid.<yourstuff>
getpaid.<yourprocessor>

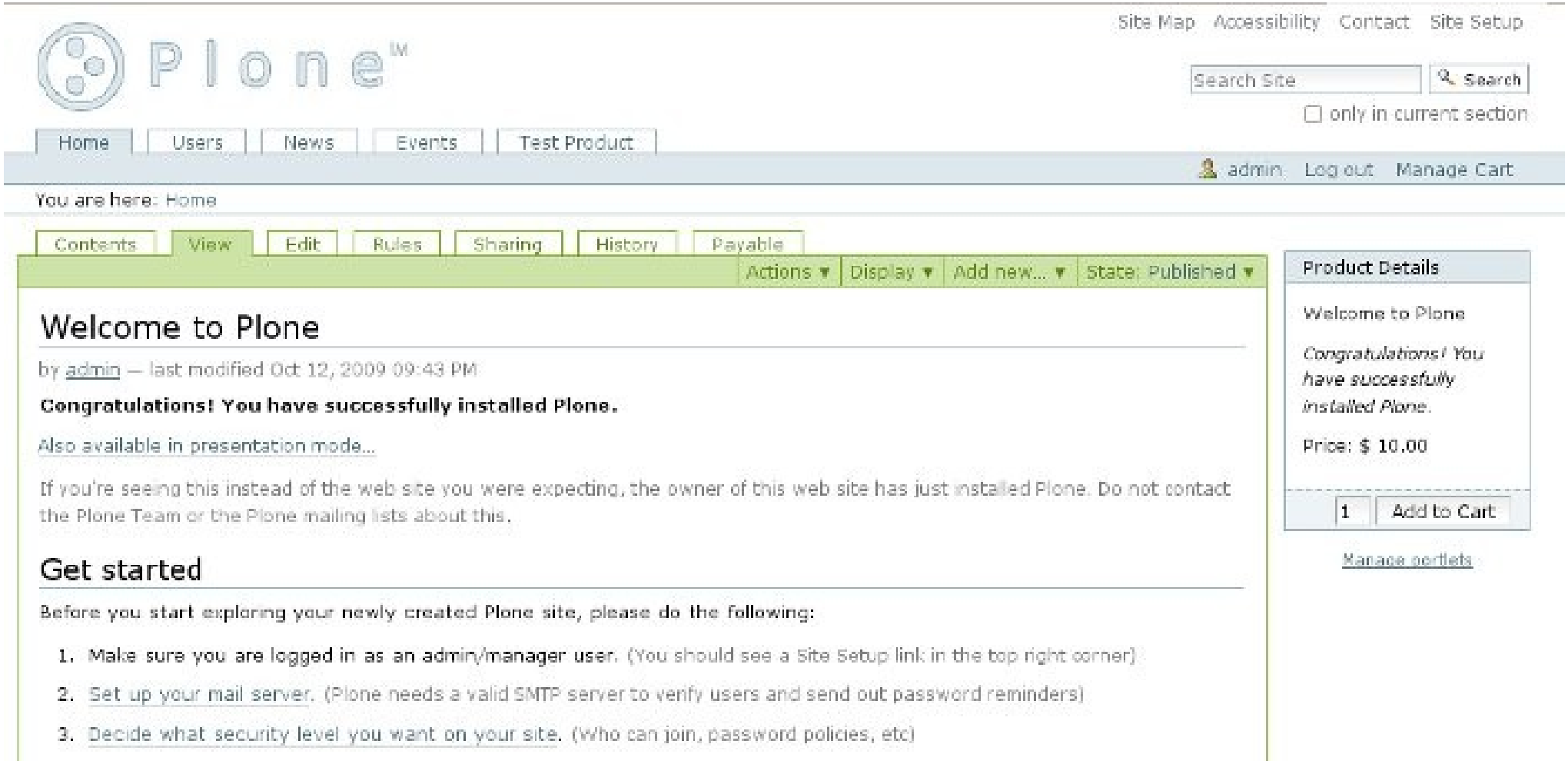
Payment Processors

- 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)
- Pagseguro (Brazil)
- Payflo Pro
- Paymentech (US)
- PayPal
- PxPay (Aust/NZ/S. Africa/US/UK/Asia)
- VCS (S. Africa)
- Verkkomaksut (Finland)

Admin Interface



OOTB Content Integration



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!)

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Learning More About GetPaid

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- 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
- Irc: irc.freenode.net/getpaid

WorldPlone®
Day
April 28th, 2010

Questions?

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Thank you !