

CPLUG 2009-03-10

Magento and VirtualBox

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These slides will be at <http://bob.igo.name>

Magento and VirtualBox




<http://magentocommerce.com>



<http://VirtualBox.org>

Magento



Search entire store here...

Dive into MythTV!
[My Account](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

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[Speakers](#) [Systems](#) [Video Converters](#)

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SHOP BY

SHOPPING OPTIONS

PRICE
[\\$ 110.00 - \\$ 120.00](#) (1)
[\\$ 160.00 - \\$ 170.00](#) (1)

MANUFACTURER
[pcHDTV](#) (1)
[SiliconDust](#) (1)



NEWSLETTER

Sign up for our newsletter:

Capture/Tuner Devices

Internal and external television tuner and/or video capture devices.

2 Item(s) Show 9 per page
View as: [Grid](#) [List](#) Sort by: [Best Value](#) ↑

 <p>hd-5500 \$ 113.95 <input type="button" value="Add to Cart"/> Add to Compare</p>	 <p>HDHomeRun \$ 160.55 <input type="button" value="Add to Cart"/> Add to Compare</p>
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2 Item(s) Show 9 per page
View as: [Grid](#) [List](#) Sort by: [Best Value](#) ↑

MY CART

You have no items in your shopping cart.

COMPARE PRODUCTS

You have no items to compare.



COMMUNITY POLL
How have your TV-watching habits changed?

- I watch TV from broadcast towers, satellite, or cable.
- I mostly watch TV from traditional sources, but I sometimes watch TV shows online.
- I watch TV from traditional sources as often as I watch it online.
- I mostly watch TV shows online, but I sometimes watch TV shows from traditional sources.
- I only watch TV online.

Magento

mythic TV Global Record Search Logged in as Tuesday, March 10, 2009 | [Log Out](#)

Dashboard Sales Catalog Customers Promotions Newsletter CMS Reports **System** [Get help for this page](#)

Current Configuration Scope: Default Config [Manage Stores](#)

Configuration

- GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
 - CATALOG
 - Catalog
 - Inventory
 - Google Sitemap
 - RSS Feeds
 - Bestsellers
 - MostViewed
 - Email to a Friend
 - CUSTOMERS
 - Newsletter
 - Customer Configuration
 - Wishlist
 - SALES
 - Sales
 - Sales Emails
 - PDF Print-outs
 - Tax
 - Checkout
 - Shipping Settings
 - Shipping Methods

General [Save Config](#)

Countries options

Default country: United States

Allow countries: Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada

Locale options

Timezone: Eastern Standard Time (America/New_York)

Locale: English (United States)

First Day of Week: Sunday

Weekend Days: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday



eCommerce Options

- osCommerce
 - spaghetti code
- ZenCart
 - osCommerce fork (spaghetti and meatballs)
- VirtueMart
 - Joomla! + some custom code (fundamental installation problems)
- Magento
 - modular design, upgrade function, core includes lots of functionality

Why Magento?

- Smooth installation (*), modular design, easy to install add-ons, easy upgrades (**)

- *Hold on, there are asterisks up there.*
- It's all about timing.

Functions of an eCommerce Site

- Customers need to find your products/store.
- Customers need to contact you.
- Customers need to be able to pay you.
- Admins need to be able to add/update items.
- Admins need to be able to refund or discount.
- Admins need to be able to walk an order from start to finish, updating customer along the way.
- Admins need to be able to update store software when a new version is released.

Magento's Virtues (1/2)

- For the most part, Magento makes eCommerce easy.
- Examples:
 - Just plug in authorize.net info and you can process credit cards 100% from the store.
 - Magento uses a local postfix installation for all outgoing email.
 - GUI-driven workflow for adding/updating products
 - Easy to create shipping rules for different countries
 - Coupon functionality is built in.

Magento's Virtues (2/2)

- Examples:
 - Customers can check out without creating an account. People seem to prefer this.
 - Even the default theme and layout are professional.
 - Lots of bonus(*) features like searching on price range, recommending related products, etc.
 - Nice charts and reports
 - Lots of extensions available. Some free, some \$.
- For a full list of Magento features, see:
 - <http://www.magentocommerce.com/features>

Magento's Imperfections (1/3)

- Some workflow is unintuitive, but learnable, such as...
 - Magento relies heavily on its cache, so you need to refresh several different caches before your product updates are applied.
 - Order processing happens on several different screens
- While upgrading is easy...
 - not all releases are tested thoroughly. Some upgrades will break major things.
 - some theme/layout items are in core files that get clobbered after upgrading
 - there's built-in backup, but no built-in restore

Magento's Imperfections (2/3)

- Some major bugs (e.g. Google Base integration, product image uploading) remain unfixed for an unfathomably long time, even if the fix is simple.
- It's not clear how to get code contributions to developers.
- Some releases happen within days of the last release.
 - 1.1.6: 2008-09-17 1.1.7: 2008-11-19
 - 1.1.8: 2008-11-26 1.2.0: 2008-12-29
 - **1.2.0.1: 2008-12-30** 1.2.0.2: 2009-01-12
 - 1.2.0.3: 2009-01-23 **1.2.1: 2009-02-02**
 - 1.2.1.1: 2009-02-23 **1.2.1.2: 2009-03-03**

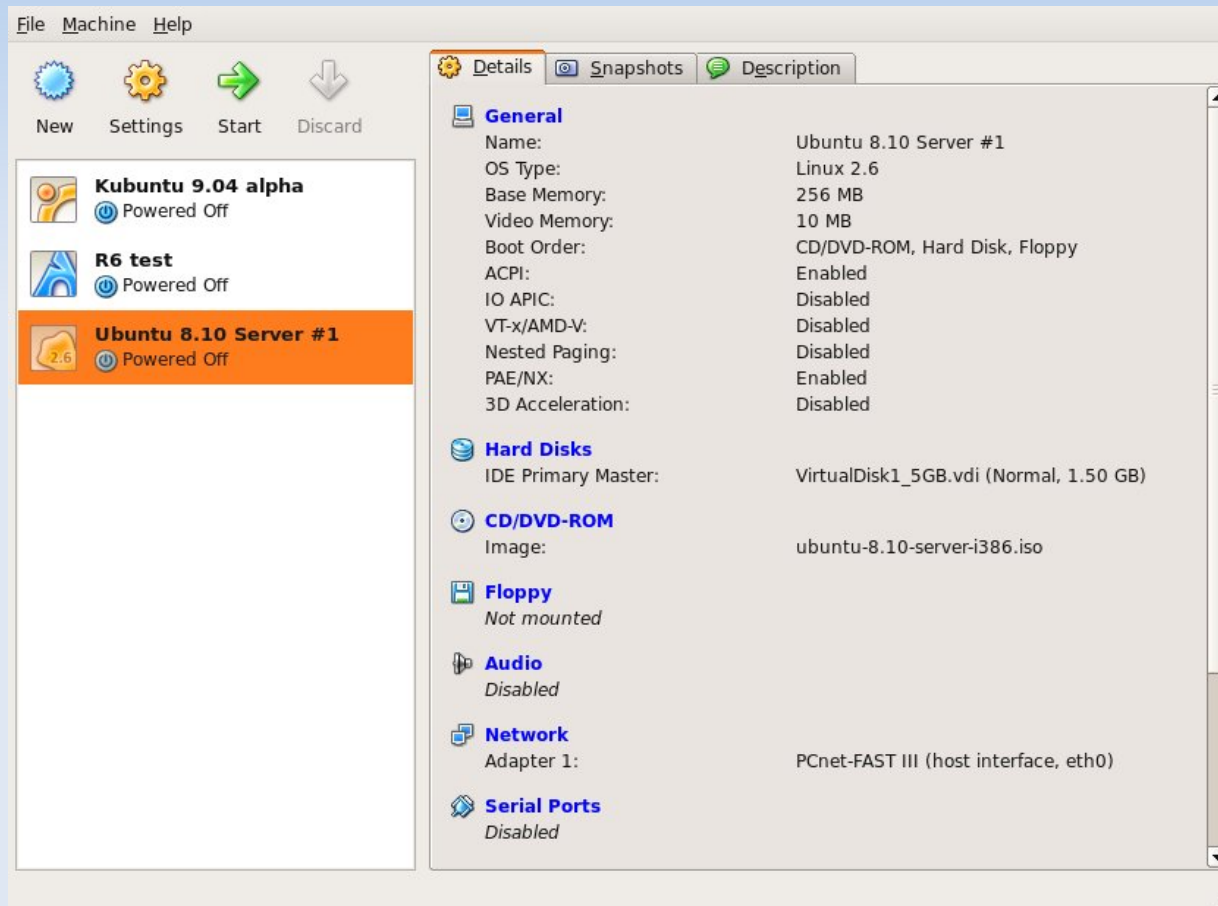
Magento's Imperfections (3/3)

- Opinion / Qualitative:
 - The community seems to be largely on its own.
 - Community bug reports may be in a ghetto compared with commercial bug reports.
 - Eats a lot of RAM (need 512MB to avoid slowness)

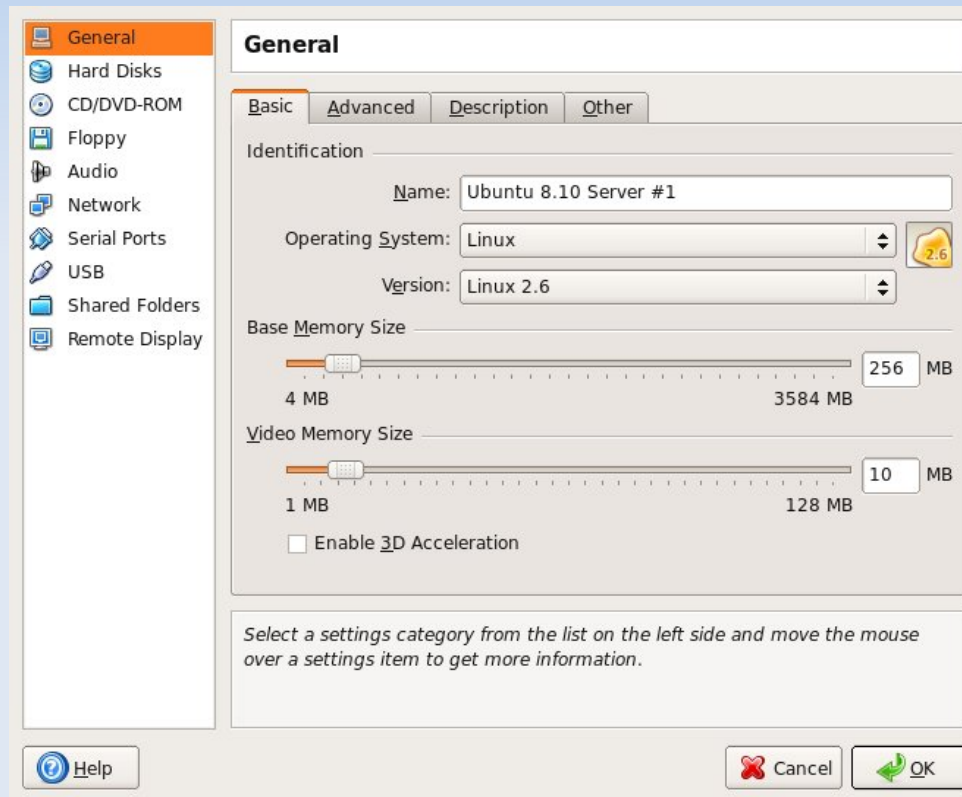
Questions About Magento?

- Performance optimization
 - <http://www.magentocommerce.com/group/view/168>
- Demo after talk

VirtualBox



VirtualBox



Why use a VM?

- In general...
 - Easier, cheaper, and faster than working with physical hardware
- For Magento...
 - Essential for testing Magento and installation/upgrade process before going live.
 - Pre-deployment, I used two VMs, one stable, one testing, then switched.
 - Post-deployment, I use a VM to test upgrades and other site changes.

VirtualBox's Virtues

- Free (as in beer)
- VirtualBox 2.1.4 is dead simple to use with little help
- Thorough, up-to-date documentation online
- In Ubuntu, it automatically builds the necessary kernel libraries that it needs
- Network bridging works automatically
- Performs very well on my 2GHz Core 2 Duo with 2GB RAM
- Caveat: I need few features from a VM

VirtualBox's Imperfections

- It's closed source (as in most beer)
 - There is an Open Source version (VirtualBox OSE) but it lags behind the closed-source version in features and functionality.
 - In my case, I tried OSE first and switched to the proprietary version because OSE didn't work with certain kernel versions.
 - I would recommend trying OSE first, and only switching to the proprietary version if needed.
- VM can't follow the host machine to another network device.

Questions About VirtualBox?

- Demos next!