



WELCOME TO WEBINAR:

Integrating with **Magento Enterprise**

Business and Architecture Best Practices

September 5th, 2012

Alpine Consulting

Director of e-Commerce Strategy

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Magento Senior Architect

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- **Brief Alpine Background**
- **Typical Integration Endpoints**
- **Information Exchange**
- **Methods of Integration**
- **Speed and Frequency**
- **Magento Integration Advantages**
- **Integration Preparation**
- **General Best Practices**
- **Sample Integrations**
- **Challenges and Mistakes**
- **Conclusion**



Win \$200 eBay Gift Card during this presentation!



- The first webinar attendee (non-Magento employee & non-Alpine employee) to respond via Twitter to **@AlpineCnsltg** back with closest to the correct answer wins the prize!
- If two people are tied for the correct answer, the first response received wins.
- We will accept responses through Twitter **ONLY @AlpineCnsltg.**
- Winner will be announced towards the end of the webinar and will be in contact after the webinar to receive prize.



Question:

In what year was Alpine Consulting, Inc. founded?

Respond with best guess on Twitter to:

@AlpineCnsltg



Alpine Consulting Overview



- Technology consulting firm
- HQ in Chicago, IL (Schaumburg)
- Client base mostly in North America
- Primary focus on eCommerce and Information Management
- Focus across industries on the more complex solutions and projects for mid-sized and large companies
- Highly experienced staff with extensive industry and technical background
- Long-term client commitment and retention

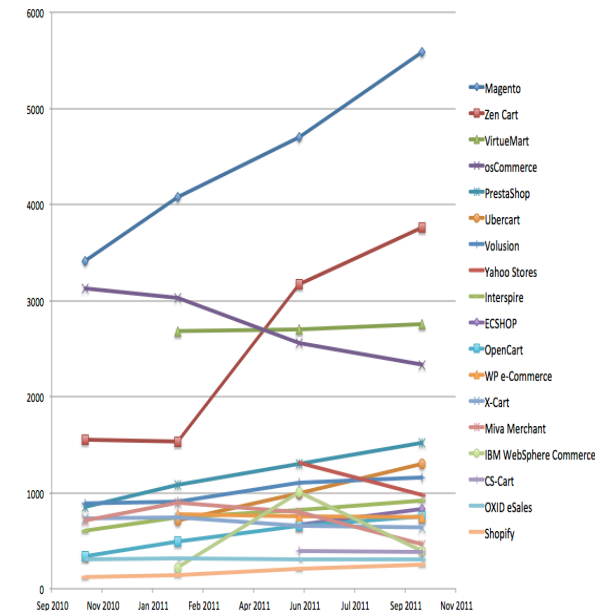
Technology Practices:

e-Commerce

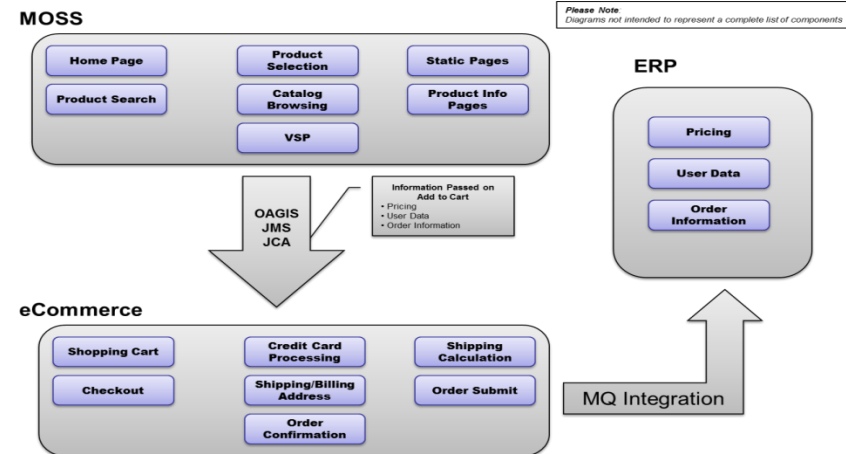
Information Management



- **Over 150 Successful eCommerce Engagements**
- **Magento Gold Partner**
- **Magento Partner Excellence Award**
- **Strategy, Design, Implementations, Migrations, Enhancements, Managed Services**
- **Projects from mid-sized shops to Fortune 100 companies**
- **Primary focus is on the more complex and larger Magento Enterprise edition**
- **Magento production/enhancement support**



- ERP & inventory systems
- Accounting
- Reporting & analytics
- CRM
- Email Service Providers
- Databases
- POS
- Phone systems
- Both internal & external systems



- **Inventory**
- **Pricing**
- **Product data**
- **Orders**
- **Shipments**
- **Customers**
- **Addresses**
- **Payments**
- **Invoices**
- **Credit Memos**
- **RMA's**
- **Taxes**



- **Web Services APIs**
- **Database/ODBC**
- **File Exchange**
- **Messaging & Queuing Services**

Real Time

- **Advantages**

- Immediate availability of information
- Avoids information update conflicts

- **Disadvantages**

- May involve network infrastructure updates
- Requires constant connectivity to integration points
- Can introduce latency into frontend requests

Batch Processing

- **Advantages**

- Works well with legacy software
- Requires fewer hooks into backend systems

- **Disadvantages**

- Inefficient for large amounts of data
- Requires after-hours scheduling of processing

- **Open Source**
- **Documented code**
- **Built with Best Practices**
- **Magento API**
- **Magento built-in API libraries:**



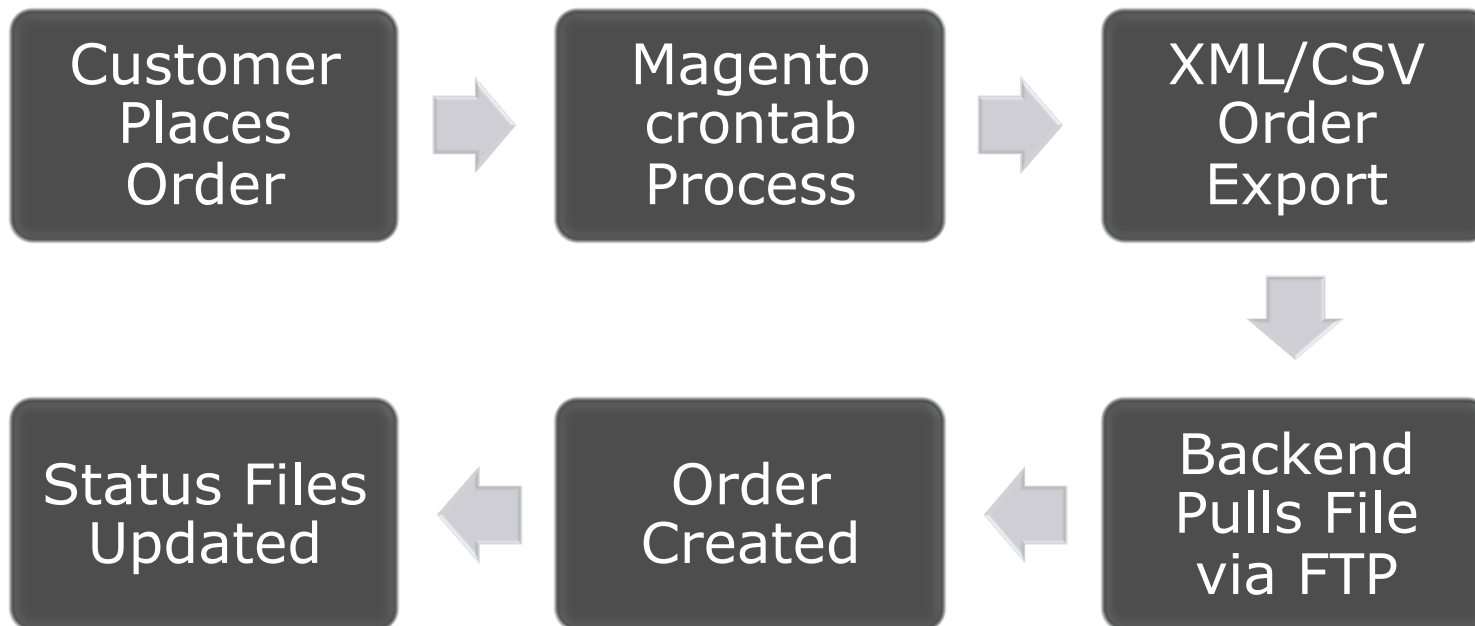
- **Magento Connect extensions (6,000+)**

Consider the following when determining integration requirements:

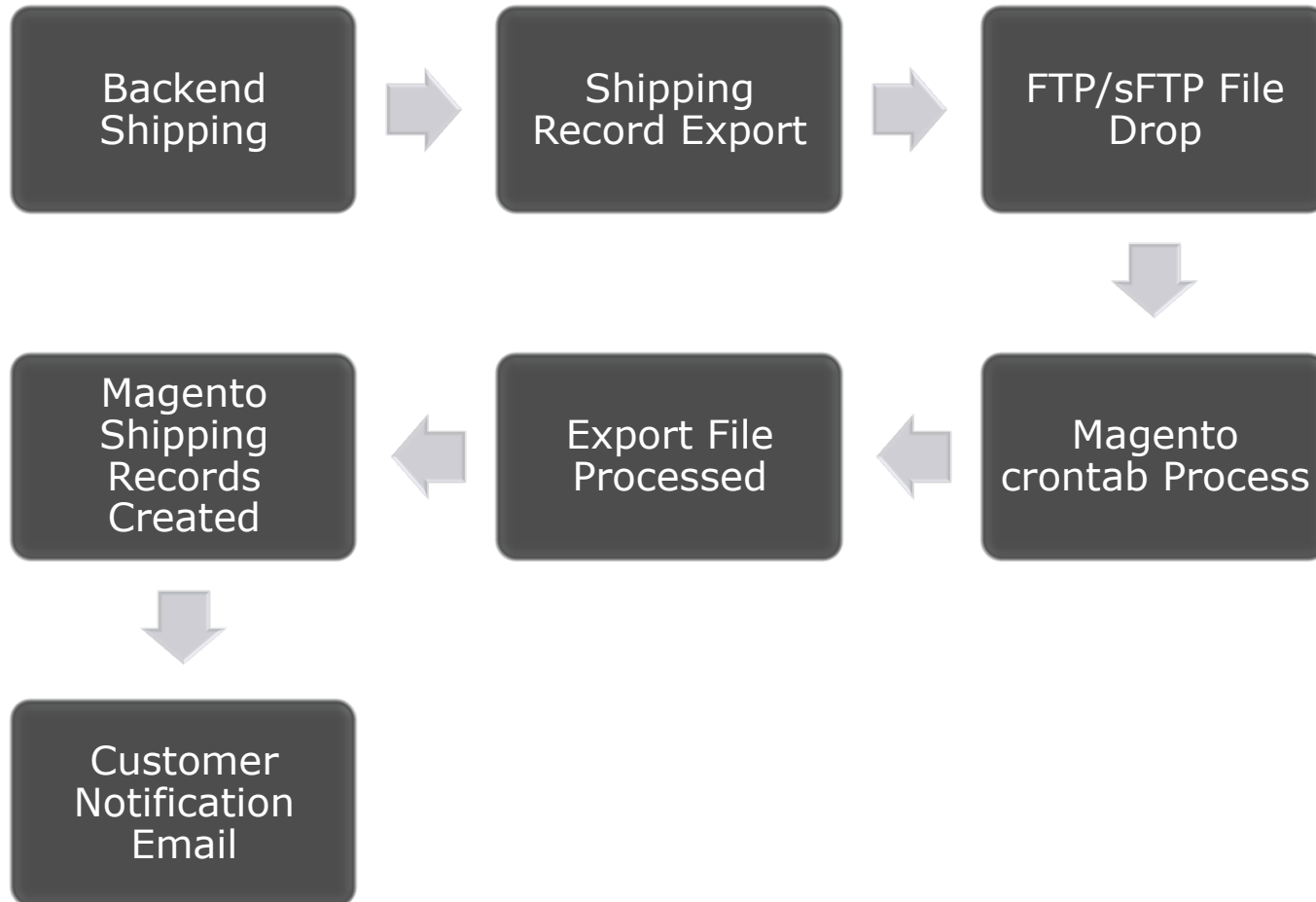
- **Current E-Commerce capabilities**
- **API availability with integration endpoints**
 - Licensing considerations
 - Upgrade requirements
- **Available backend support**
 - Internal support
 - Consultants
- **IT infrastructure upgrades**
- **Budget considerations**

- Avoid **duplication** of data
- But, use **caching** where appropriate
- Automated error capturing and exception handling
- Develop integration to be flexible to support application/data future upgrades
- Scalable integration methods
- Ongoing & emergency support

Sales Orders



Order Shipments



- Underestimating internal efforts
- Migration/integrating with proprietary systems
- Waiting until the end of an implementation to start working on integrations

Question:

In what year was Alpine Consulting, Inc. founded?

Answer: 1996

Winner is.....

\$200 eBay gift card.



Offer to Attendees:

Free 30 minute conversation with Alpine Magento Architect about your current or planned Magento integrations.

Please contact:

[Alpine Consulting](#)

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Q&A



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