

magento **live**
UK 2013



Selling on eBay from Magento

Henri Huch (eBay)

Alex Podopryhora (M2E Pro)



The new eBay

- ▶ 22 million unique visitors in the UK, 120 million worldwide*
- ▶ ~70% of sales are fixed price, not auctions and brand new
- ▶ Leader in mobile commerce: apps downloaded 200 million times
- ▶ Partnering with brands and retail. Examples: Superdry, Karen Millen, Bench, House of Fraser, Argos

- ▶ ➔ **Great opportunity for Magento merchants**
- ▶ ➔ **Recommended Magento extension: M2E Pro**

▶ * Comscore June 2013

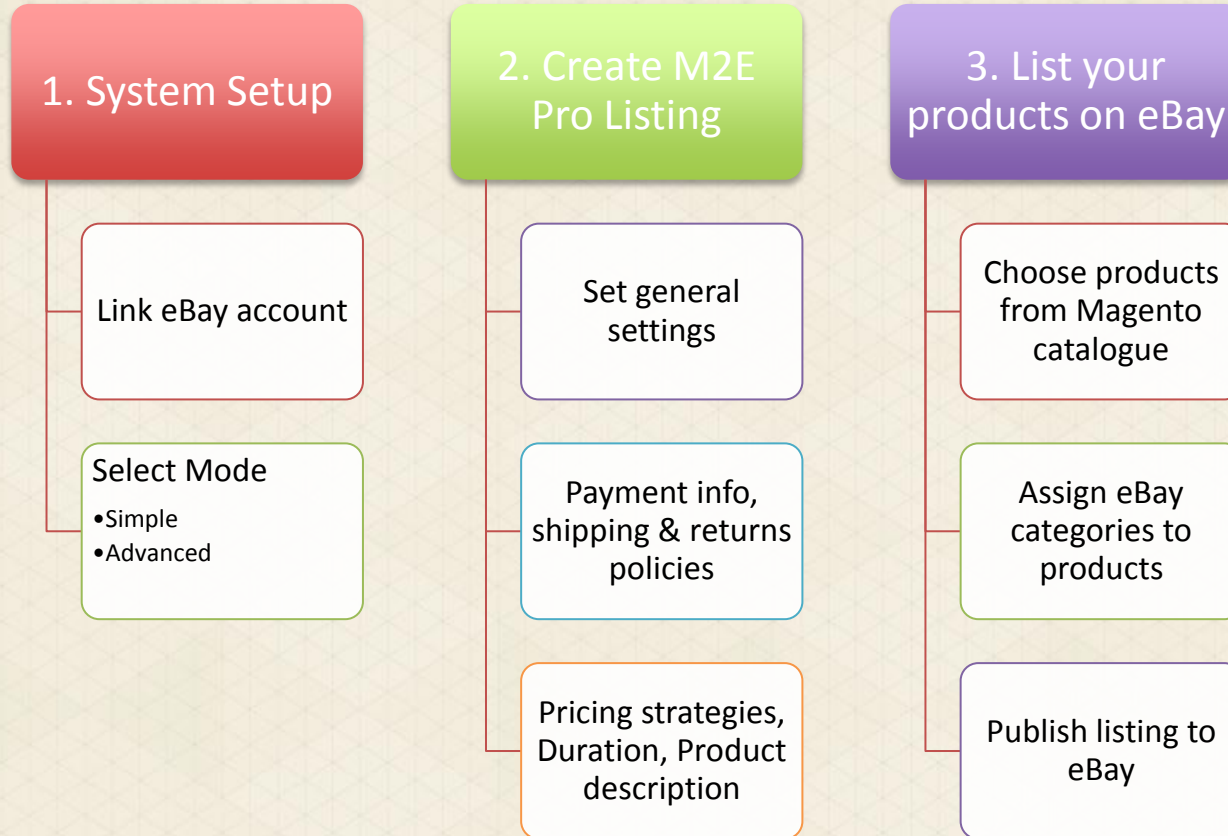
M2E Pro – Overview

- ▶ Free extension, including support
- ▶ Since 2011
- ▶ Recommended and sponsored by eBay Marketplaces
- ▶ Current version: 6.0.6
- ▶ Released in 2013 with support from international eBay teams
- ▶ Main features:
 - ▶ Uses data from Magento products to create eBay listings
 - ▶ Imports eBay orders into Magento
 - ▶ Full stock sync across all channels

M2E Pro in detail

Alex Podopryhora (M2E Pro)

M2E Pro workflows



Main benefits of M2E Pro

- ▶ Fully synchronises your eBay store(s) with Magento
- ▶ Support multiple channels, marketplaces, accounts
- ▶ Support international selling on 23 global eBay sites

- ▶ Listing templates and automation eliminate repetitive eBay tasks
- ▶ Centralizes data management
- ▶ Inventory control across all channels
- ▶ Compatible with 3rd party eBay listing tools
- ▶ Customers retain full data ownership
- ▶ Award winning, trusted and reliable



Utilizes Magento design framework

View Listing "Computers & Notebooks" View Log Edit Listing Settings + Add Products

Listing Items [Help] ↓ x

Listing: Computers & Notebooks eBay User ID: my_eBay_User_ID eBay Site: United Kingdom Magento Store View: Main Website -> Main Store -> English

Page 1 of 1 pages | View 20 per page | Total 3 records found View Mode: eBay Reset Filter Show Advanced Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions Submit

	Product ID	Product Title / SKU / eBay Category	Item ID	Available QTY	Sold QTY	"Buy It Now"		
Any	From: <input type="text"/> To: <input type="text"/>				From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>		
<input type="checkbox"/>	211	Toshiba Satellite U845W-S430 SKU: U845W-S430 eBay Fee: [estimate]	N/A	N/A	N/A			Listed
<input type="checkbox"/>	210	Toshiba Satellite C655D-S5518 SKU: C655D-S5518 eBay Fee: [estimate]	N/A	N/A	N/A	N/A	N/A	Not Listed
<input type="checkbox"/>	209	Toshiba Satellite C855D-S5202 SKU: C855D-S5202 eBay Fee: [estimate]	N/A	N/A	N/A	N/A	N/A	Not Listed

View Mode: eBay dropdown menu:

- eBay
- Settings
- Magento

Actions dropdown menu:

- List Item(s) on eBay
- Revise Item(s) on eBay
- Relist Item(s) on eBay
- Stop Item(s) on eBay
- Stop on eBay / Remove From Listing
- Move Item(s) to Another Listing

Free support

- ▶ Ticket system
- ▶ Extensive Documentation
- ▶ Video Tutorials
- ▶ Knowledge Base
- ▶ Feedback and Voting Pages

<http://m2epro.com>

Customer feedback on Magento Connect

“The recent V6 upgrade is a vast improvement”

“The modularity of the 6th version is awesome.”

“I have been searching for something to integrate my selling platforms from day 1 and after trying most, nothing comes close to this. [...] Nevertheless, absolutely first class extension and support. Can't believe it's free!”

Questions?

Henri Huch (eBay)

Alex Podopryhora (M2E Pro)

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MagentoLive UK 2013

The Importance of Site Performance and Simple Steps to Achieve It

CHRIS WELLS – CEO – NEXCESS.NET LLC

The Ambassador Bridge (USA/Canada)

- Completed 1929 (Longest suspension bridge worldwide at time)
- Busiest international trade crossing in North America
- 25% of all US/Canadian merchandise trade

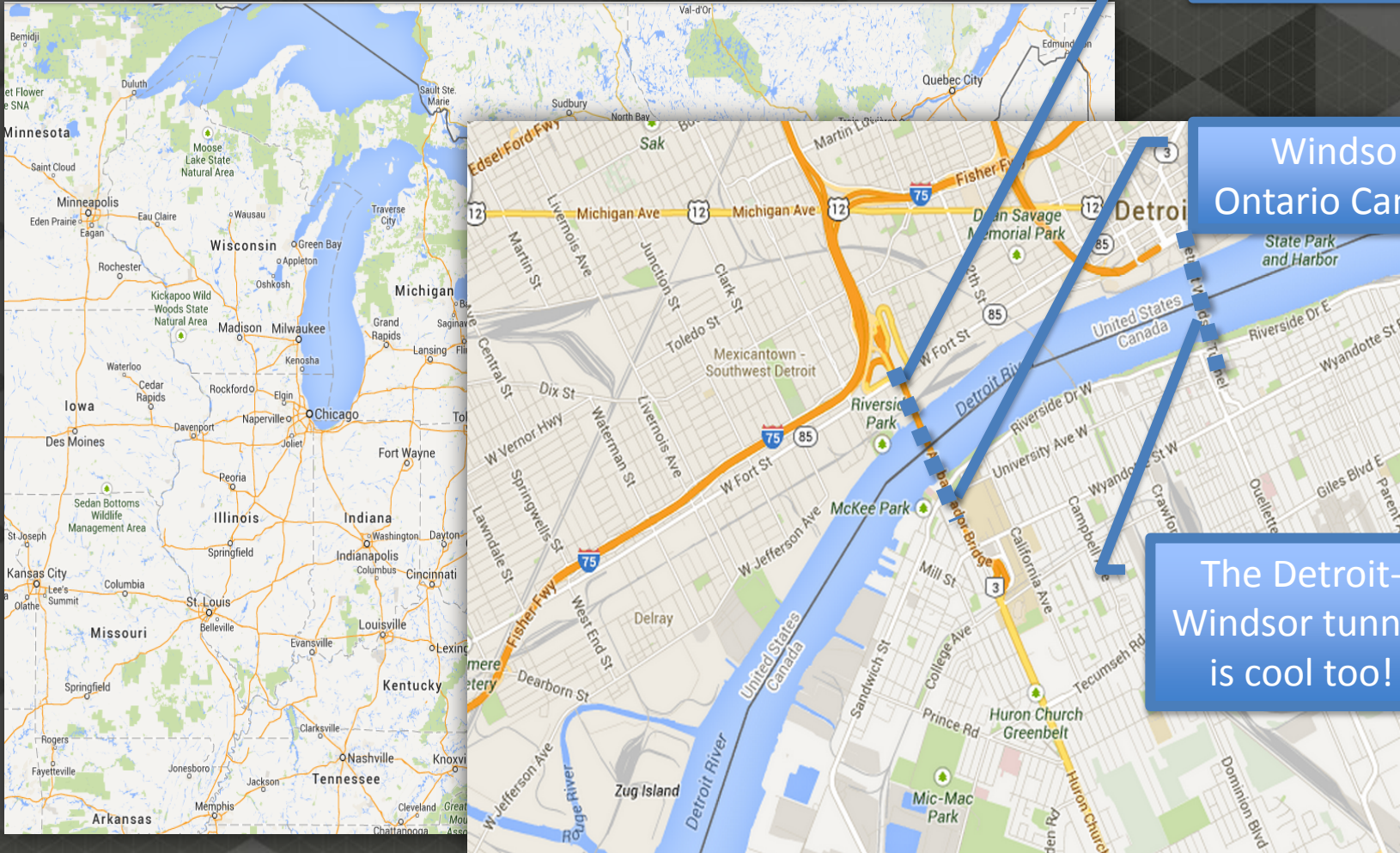


- Drive south to go north?



The Ambassador Bridge (USA/Canada)

Detroit, MI USA



Windsor, Ontario Canada

The Detroit-Windsor tunnel is cool too!



Today's Topics

- Why is site performance important?
- What should our definition of performance be?
- Evidence and anecdotes
- Where do I start?
- Simple steps to achieving speed
 - Infrastructure
 - Magento
 - Beyond
- Side-effects of increasing site performance



Perspective – Where This is All Coming From

- Nexcess is a 13 year old web infrastructure company
- Magento Platinum Hosting Partner
- Wholly owned data centers in the U.S.
- Partner data centers in the U.K. and Australia
- We host:
 - Over 10,000 CE installs (more than any other provider)
 - Over 1,000 EE installs (2nd in the industry)
- Infrastructure view of Magento and the Magento stack
- Today's talk will focus on the view from our vantage point



Why Care About Performance?



Site Performance Directly Affects Your Bottom Line!



Anecdotal Evidence

- Just think about it...
- slow....means....frustrating....
- Metrics aside - you know slow when you see it!
- There's rarely an upside to a site loading slow
 - Unless it's your competitors 😊
- Mobile adds a new variable (3G is essentially dial-up)
- An un-optimized Magento Enterprise is slow out-of-the-box
 - ~3 second load times are typical *before* adding extensions



Performance Wins – Part 1

- Firefox Browser
 - Slow page loaders downloaded less often
 - 1 second of increased performance increased downloads by 2.7%
- Shopzilla.com
 - Had page load times of ~7 seconds
 - 5 second decrease in page load time (7s → 2s)
 - 25% increase in page views
 - 7 – 12% *increase* in revenue
 - 50% *decrease* in physical hardware



Performance Wins – Part 2

- Google
 - Tested a longer page 1 (30 entries instead of 10) and found a 25% drop-off in clicks
 - The addition of a shopping cart icon:
 - Added 2% delay in loading
 - Resulted in 2% less searches/user
- Wal-Mart noted:
 - Every 1 second improvement equated to 2% increased CVR
 - Every 100 milliseconds improvement equated to 1% in incremental revenue



What Should the Target Be – What's Possible?

- 1 second delay can equate to a 7% *decrease* in conversions
- Imagine you gross \$100,000 / day
 - +1 second of page-load time = \$2,500,000 annual lost sales

SO...

- ~3-second page-load time (or faster)
 - 47% of users expect page load < 2 seconds
 - 40% of users abandon sites with a page load of > 3s
 - Mobile users are more patient (for now – don't forget 3G)



Where to Start?

- Start simple – how does the site feel?
- Gather metrics
 - Web Page Test (<http://www.webpagetest.org/>)
 - Google Analytics
 - Yahoo's Yslow (browser plug-in)
 - New Relic & other paid tools
- Tackle one issue at a time, test, repeat
 - Big gains are possible with targeted optimization
 - Remember Pareto's Principal (the 80/20 rule)



Performance Step #1 – Tune The Environment

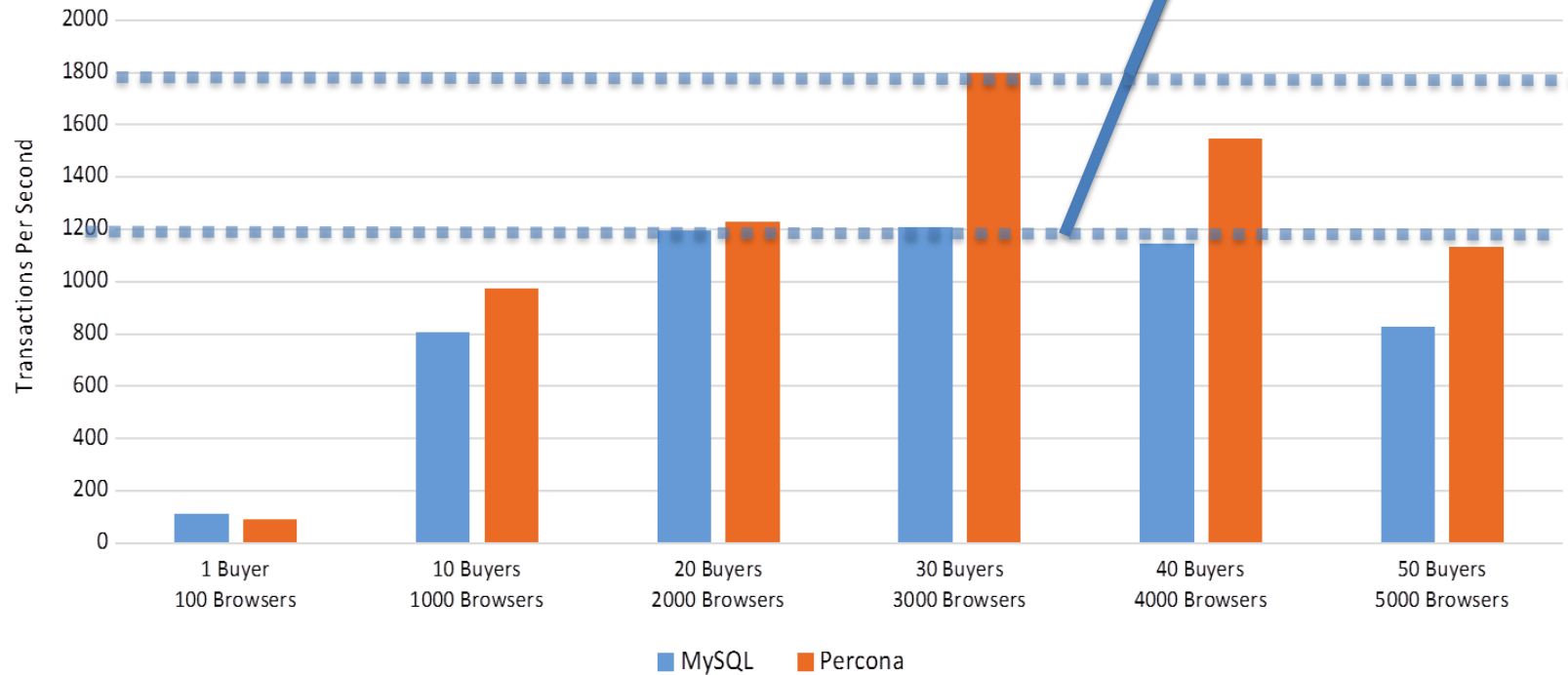
- Hardware and software choices matter!
- Talk to your hosting provider and make sure they:
 - Configure the PHP interpreter correctly (this runs Magento)
 - Make sure they use a correctly configured PHP-FPM
 - Configure the database server correctly (typically MySQL)
 - Use Percona Server instead of MySQL
 - Make sure you use XtraDB as your table store
 - Implement the Magento best practices (at a minimum)
- We cover all of this in detail in a free whitepaper (more later)



Effect Of Database Software Selection

MySQL vs. Percona

Percona Server hits ~1800 t/sec



Performance Step #2 – Tune Magento

- Make full use of Magento's built-in features!
- The two-level cache
 - Use memcache as the 'fast cache'
 - Use Redis as the 'slow cache'
- Session caching
 - Use memcache
- The Magento full page cache (FPC)
 - Use memcache
 - HUGE performance gains instantly
 - 1.13 has smarter cache invalidation than prior versions



Basic Benchmarking – Un-optimized Magento

- TTFB (time to first byte)

Not a great start...

Ignore these for now.
Remember - one thing at a time!

F	F	F	C	A	X
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

We're at about 3 seconds to start

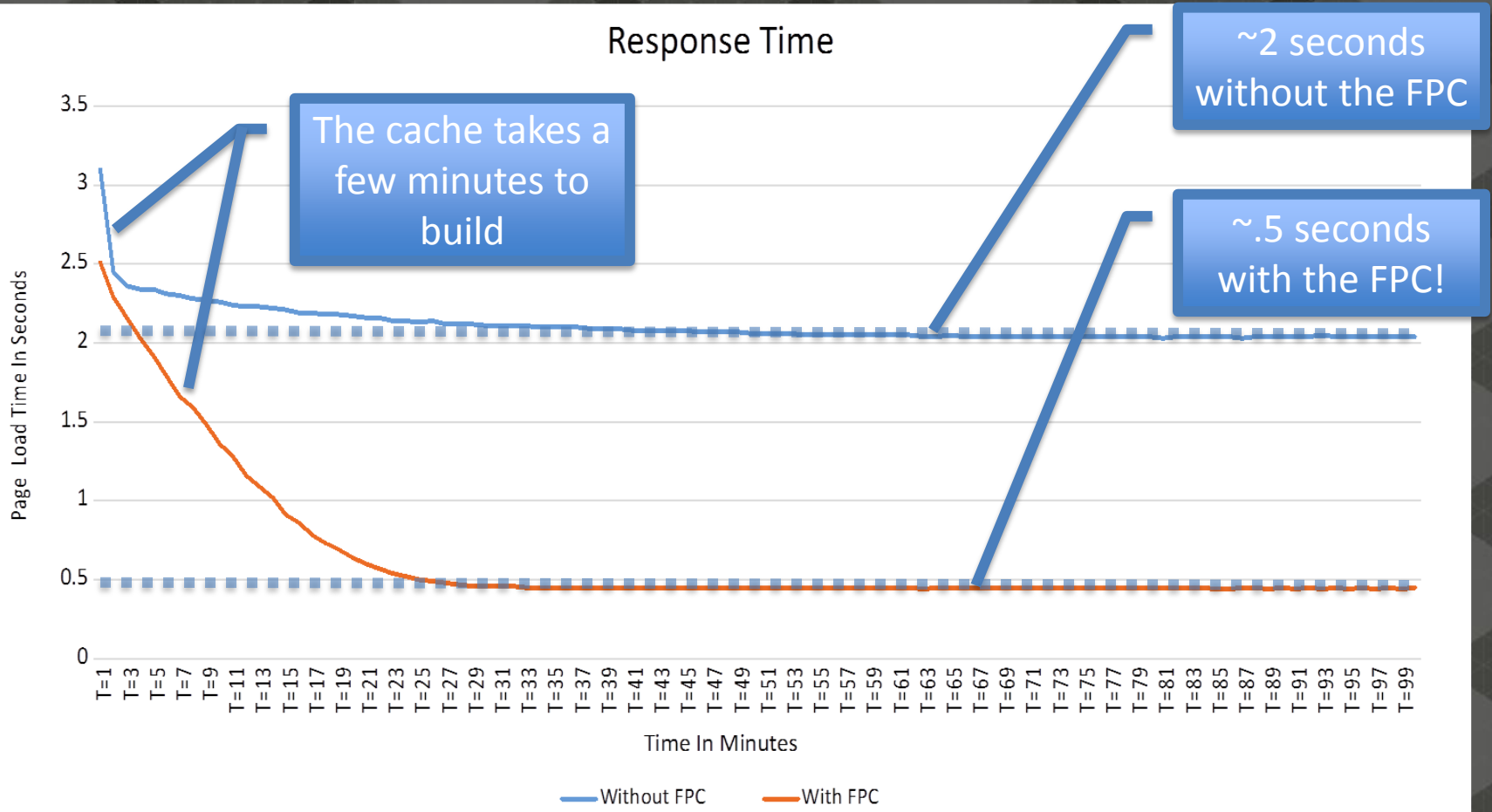
	Initial Load			Fully Loaded			Fully Loaded				
	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Time	Requests	Bytes In	Time	Requests	Bytes In
First View	2.847s	0.766s	2.077s	2519	518	2.847s	43	518 KB	3.034s	44	519 KB
Repeat View	1.025s	0.750s	0.935s	978	518	1.025s	2	57 KB	1.025s	2	57 KB

TTFB is pushing a full second

abby!

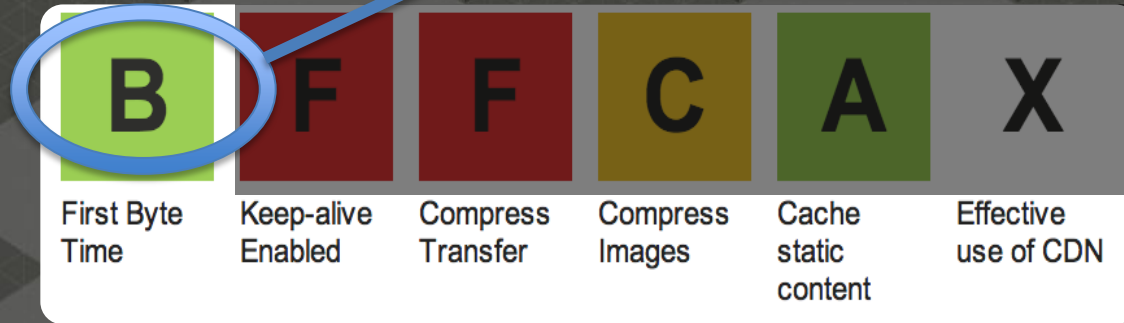


The Magento Full Page Cache (Optimal Conditions)



The Power of the FPC

From "F" to "B" with a single config change



And we've gained a full ½ second (was 2.8)

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Time	Requests	Bytes In	Fully Loaded		
									Time	Requests	Bytes In
First View	2.338s	0.356s	1.644s	1993	517	2.338s	43	519 KB	2.542s	44	520 KB
Repeat View	0.601s	0.313s	0.454s	591	517	0.601s	2	58 KB	0.601s	2	58 KB

Repeat TTFB is only .36 seconds! (was .75) and! (was ~1)



What Does This Really Look Like?

Welcome, John Smith | [Send Invitations](#) | [Log Out](#) | Language: English (Change)

MY ACCOUNT | MY WISHLIST | MY CART (0) | CHECKOUT

Q Enter search keyword GO

Furniture Electronics Apparel

FREE SHIPPING ON ALL HANDBAGS!

Flaunt yourself

WITH A LUXURIOUS MIX OF TRENDY ESSENTIALS AND SOPHISTICATED STAPLES, CELEBRATE THE CONFIDENT, EFFORTLESS ALLURE OF THE MODERN WOMAN.

HOLIDAY PREVIEW SHOPPING GUIDE
NEW EVENING DRESSES

00:00:00:00
15% OFF OUR NEW EVENING DRESSES

PRIVATE SALES
SHOP FROM OUR EXCLUSIVE STORE FOR MEMBERS

GIFT CARDS
MAKE HER FEEL SPECIAL

PRECIOUS JEWELS
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FPC DISABLED

Welcome, John Smith | [Send Invitations](#) | [Log Out](#) | Language: English (Change)

MY ACCOUNT | MY WISHLIST | MY CART (0) | CHECKOUT

Q Enter search keyword GO

Furniture Electronics Apparel

FREE SHIPPING ON ALL HANDBAGS!

Flaunt yourself

WITH A LUXURIOUS MIX OF TRENDY ESSENTIALS AND SOPHISTICATED STAPLES, CELEBRATE THE CONFIDENT, EFFORTLESS ALLURE OF THE MODERN WOMAN.

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FPC ENABLED

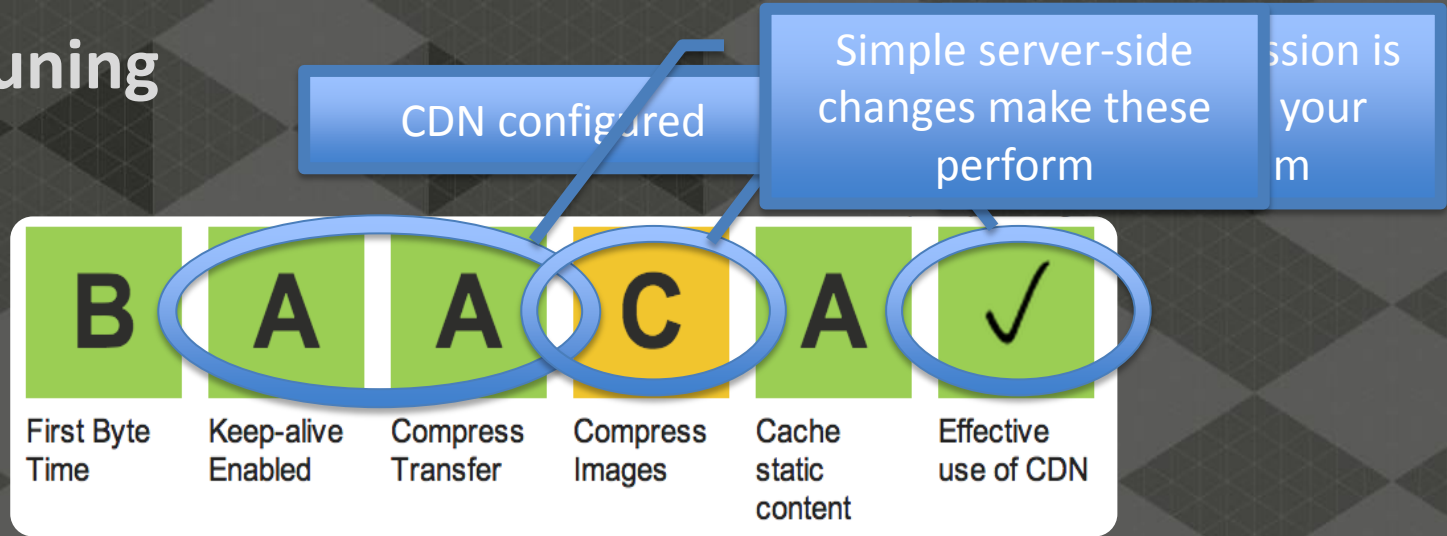


Performance Step #3 – Speed Up the Edge

- Host where your customers are
 - Put your site on the same continent as your audience (or closer)
- Use a global content delivery network (CDN)
 - 75% of all e-commerce sites **do not** use a CDN
- Turn on compression for JavaScript, CSS, HTML, images, etc
 - 22% of all e-commerce sites **do not** use compression
- Turn on HTTP Keep-alives (keeps per-client connections open)
 - 13% of all e-commerce sites **do not** use the keep-alive setting
- Beware of too many (or just plain bad) external resources (JavaScript, CSS, images, ads etc)



Edge Tuning



We've gained another full second (was 2.4)

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Time	Requests	Bytes In	Fully Loaded		
	Time	Time	Time						Time	Requests	Bytes In
First View	1.157s	0.384s	0.876s	981	517	1.157s	44	172 KB	1.195s	44	173 KB
Repeat View	0.593s	0.335s	0.472s	591	517	0.593s	2	21 KB	0.593s	2	21 KB

TTFB largely unaffected (as expected) here (was 1.6)



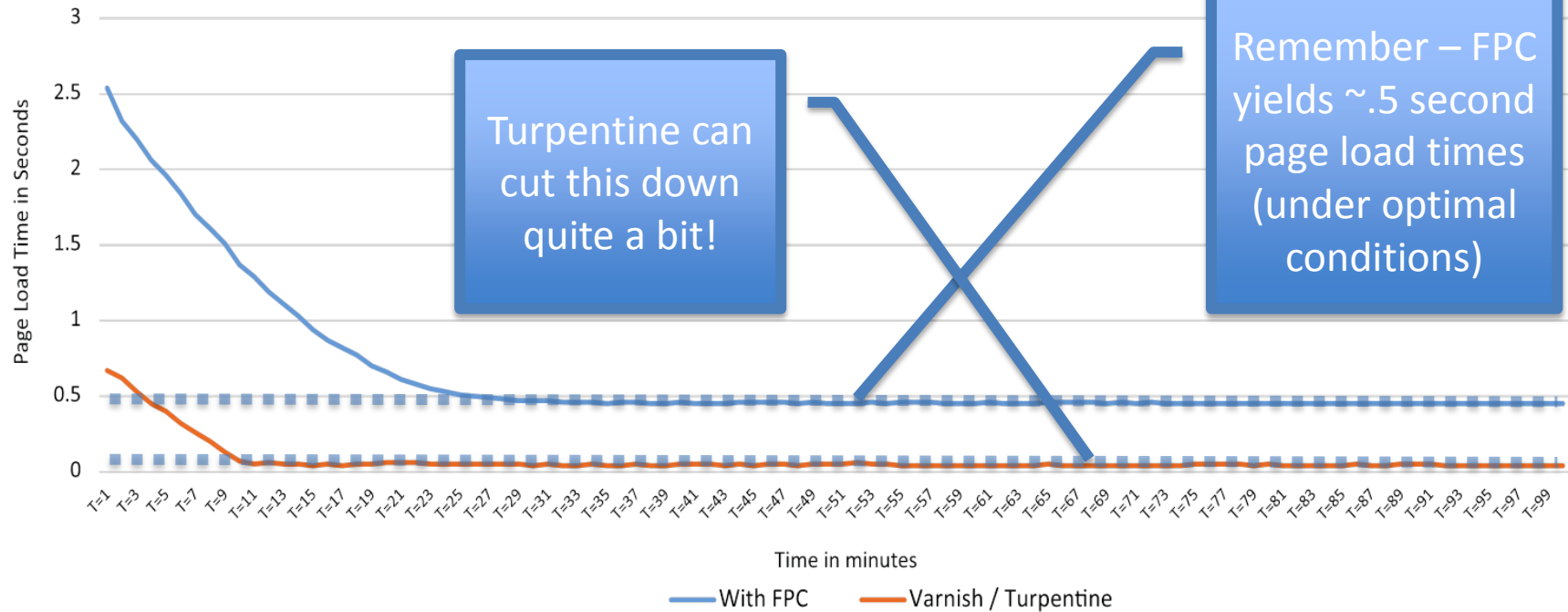
Performance Step #4

- Make use of **good** 3rd party extensions
 - Performance isn't always simple ☹️
 - Nexcess/Turpentine can be part of the answer
- Beware of **bad** 3rd party extensions
 - May induce slowness (complex or non-optimal queries)
 - May include slow off-server content
 - Test all extensions for performance before using in production!
 - Strike a usability balance between performance and features



Turpentine's Effect On Response Time

Response Time



Pushing It Further

From "B" to "A" with a single free extension

A horizontal bar with six colored boxes. From left to right: a green box with 'A', a green box with 'A', a green box with 'A', a yellow box with 'C', a green box with 'A', and a green box with a checkmark. Below each box is a label: 'First Byte Time', 'Keep-alive Enabled', 'Compress Transfer', 'Compress Images', 'Cache static content', and 'Effective use of CDN'. A blue circle highlights the first 'A' box, and a blue line points from it to the text box above.

Down to almost 1 second!

	Load Time	First Byte	Start Render	<u>Speed Index</u>	DOM Elements	Time	Requests	Bytes In	Time Complete	Fully Loaded	Time	Requests	Bytes In
First View	1.090s	0.200s	0.692s	830	520	1.090s	46	174 KB	1.127s	46	175 KB		
Repeat View	0.590s	0.176s	0.471s	539	520	0.590s	4	22 KB	0.761s	4	23 KB		

Our lowest TTFB yet! (was .38)

There is still variance



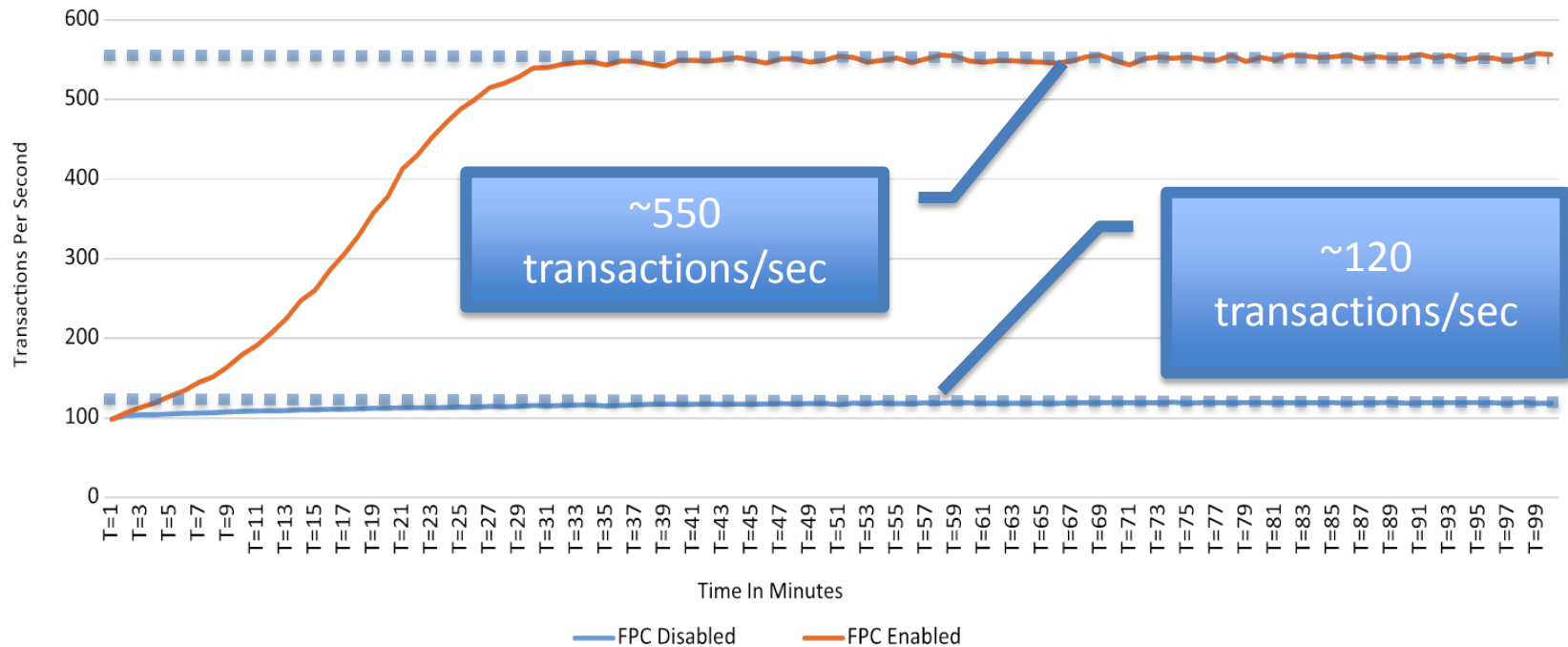
Performance Side Effects

- Faster sites are stickier – Wikia.com’s re-architecting found:
 - ~15% exit rate for a 2 second page load
 - ~10% exit rate for a 1 second page load
- Faster sites yield higher search engine placement
 - Google / Bing / Yahoo! use speed as a metric in their algorithms
- You’re more ready for that viral video or the GMA effect
 - GMA = Good Morning America – a popular U.S. morning show
- Faster doesn’t have to mean more expensive
 - Costs can often be lowered as a result of caching & optimization



Caching Can Save Money – How?

Full Page Cache Enabled vs. Disabled



Don't Forget

- Performance is not a one-time activity (monitor often)
- The 80/20 rule is a good guide
- Make performance part of your design/development process
 - Choose extensions based on a performance SLA
 - Make sure your developers understand how to design/code for performance
- All 3rd party extensions are not created equal!
- Software/code optimization can only go so far – hardware can help
 - Dedicated admin, database and web servers may be needed



Final Thoughts

- Performance matters and ROI can be considerable
- Slow = frustrating
- The biggest sites on the Internet have seen measurable bottom-line gains when focusing on performance
- Tune:
 - The environment (find the right Magento Hosting Partner)
 - Magento
 - The edge
 - 3rd party extensions
- Many optimization techniques are easy/free



More Information

Our Magento Performance Whitepaper is available at:

<http://www.nexcess.net/magento-best-practices-whitepaper>

Our Turpentine extension is available at:

<http://www.nexcess.net/magento-turpentine-extension>



Thank you!

Questions?

Chris Wells – clwells@nexcess.net



References

- <http://www.nexcess.net/magento-best-practices-whitepaper>
- <http://blog.kissmetrics.com/loading-time/>
- <http://blog.mozilla.org/metrics/category/website-optimization/>
- <http://www.webperformancetoday.com/2012/02/28/4-awesome-slides-showing-how-page-speed-correlates-to-business-metrics-at-walmart-com/>
- <http://programming.oreilly.com/2009/07/velocity-making-your-site-fast.html>



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UK 2013



Introducing Agile Cross-Border Trade

A flexible and iterative approach

Jordan Weinstein

Global Director of Strategic Partnerships

Jordan.weinstein@channeladvisor.com



channeladvisor®

Introducing Agile Cross-Border Trade

A Flexible and Iterative Approach

- ▶ Plan for Global Domination
 - ▶ Understand the Channel Mix by Region
 - ▶ Complexity vs. Opportunity
- ▶ Traditional Approach to Cross-Border Trade
- ▶ A different way: Agile Cross-Border Trade
 - ▶ Stages
 - ▶ Challenges
 - ▶ Solutions
- ▶ Planning for Success

What are we going to do tonight, Brain?

the same thing we
do every night, Pinky....



**...TRY AND TAKE
OVER THE WORLD!**

Cross-Border Trade

Significant Opportunity...



Source: Forrester

Cross-Border Trade

... But it's hard



Leading SaaS Platform

for E-commerce Channels

FOUNDED IN

2001

as a Spin-Out of
Yahoo!

400 Employees
Worldwide

OVER

\$3.5B

in GMV

ABOUT

2,000

Retail and
Manufacturing
Customers

Main E-commerce
Channels Supported:

SEARCH

COMPARISON
SHOPPING

MARKETPLACES


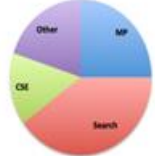




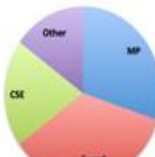









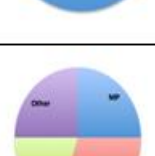


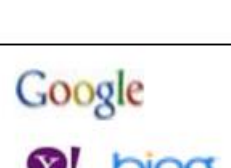


ChannelAdvisor Office Locations

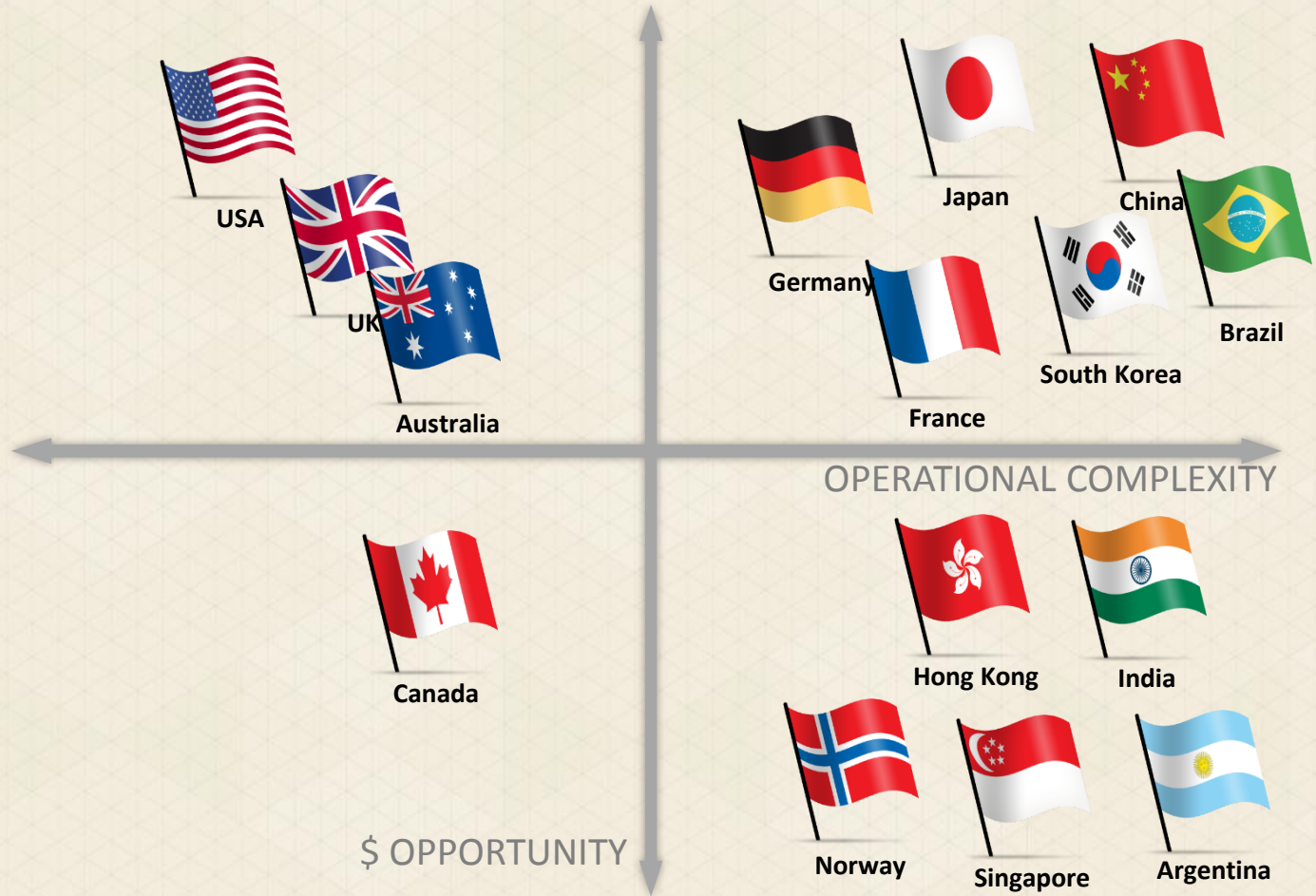


EXISTING OFFICE LOCATION

Regional Overview

Region	Mix	MP	CSE	Search
				
				
				
				

Complexity vs Opportunity



E-Commerce Market Entry – Traditional Approach

Heavy Investment

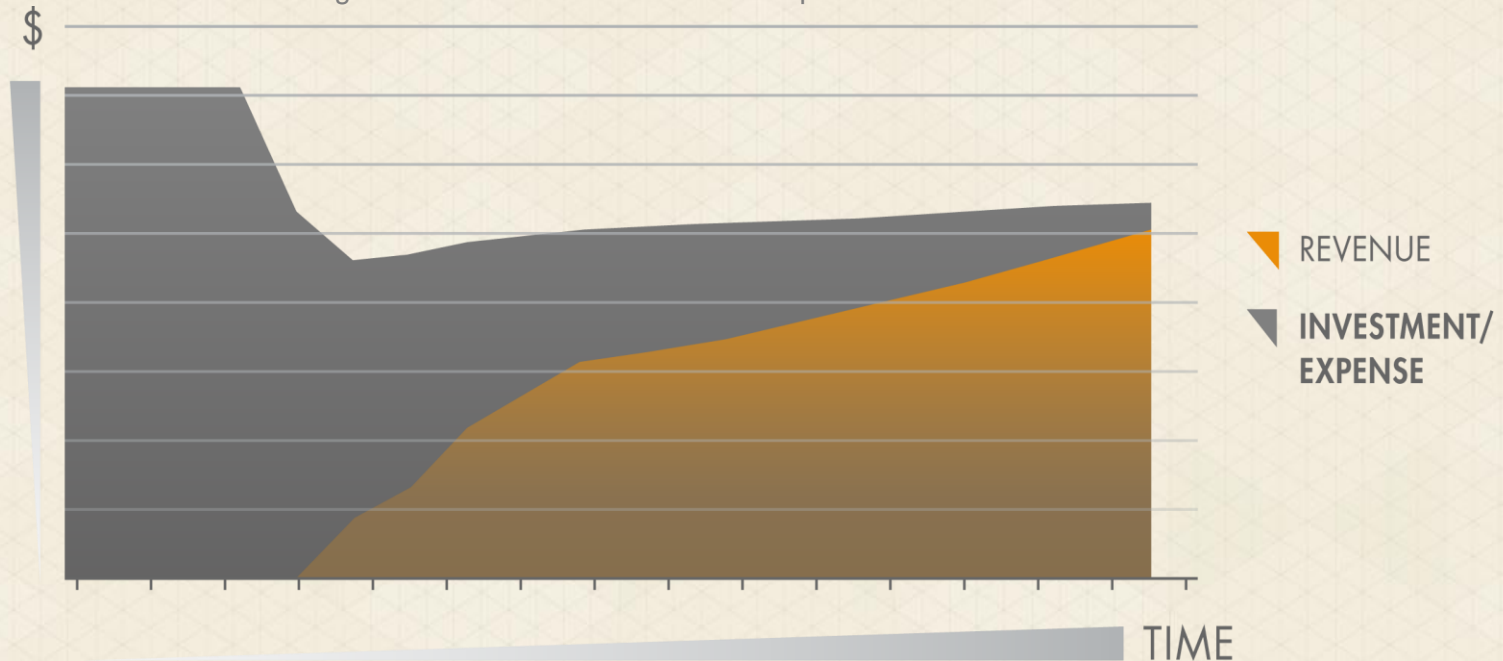
Demand/Traffic Challenges

Re-Investment

- Transactional Website
- Shipping/Reverse Logistics
- Other CBT Challenges

- Minimal Organic Traffic
- Price/Competitive Challenges
- Site Conversion Hiccups

- Increased PCC/CSE Spend
- Site Overhaul



- Big investment to get to first sale
- Long time before Revenue > Expense

Agile CBT



Agile Development Defined

Agile is a development model based on ***iterative and incremental development***, where requirements and solutions ***evolve through collaboration***.

It promotes adaptive planning, evolutionary development and delivery via an ***iterative*** approach with ***rapid and flexible response to change***.

We believe that many of the principles of developing large software projects are directly applicable to the challenge of selling internationally.

E-Commerce Market Entry – The Agile Approach

Test

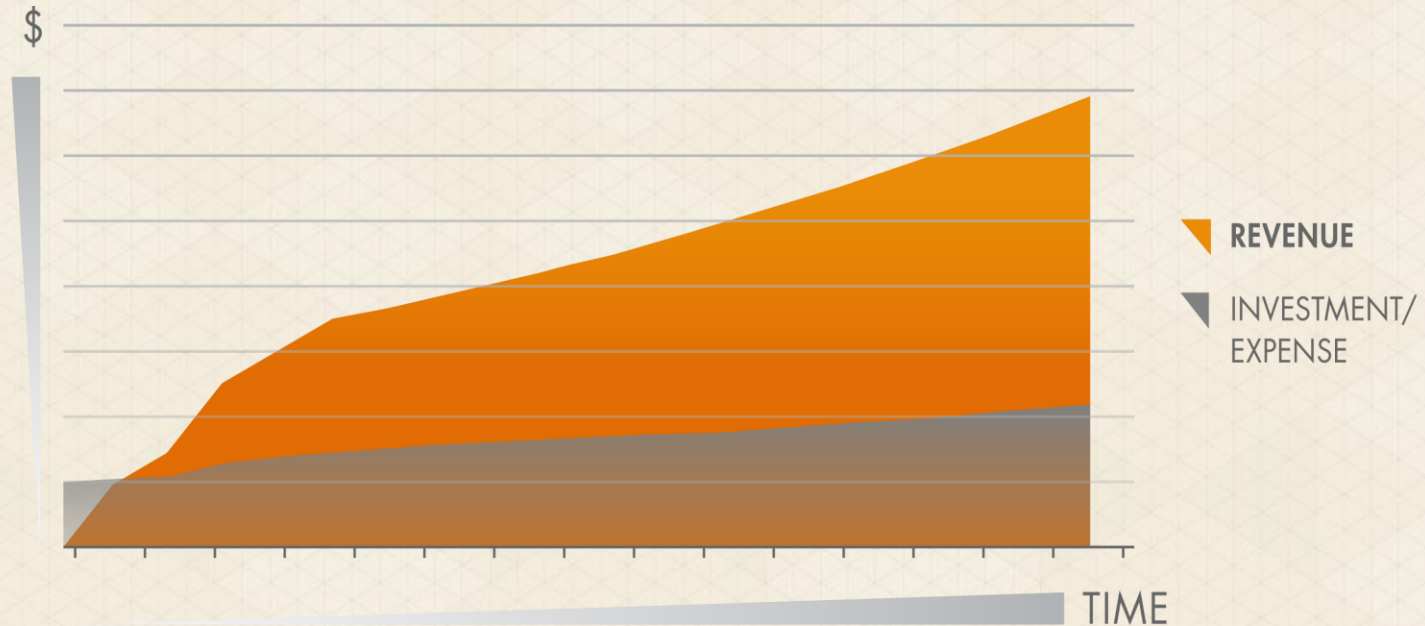
- Solve Minimum Challenges
- Connect to Existing Demand
- Fail Fast, Fail Small

Learn

- Understand Consumer Behaviour
- Understand Competition
- Fix What's Broken

Iterate

- Take the Next Step
- Integrate Learnings into Next Step
- Repeat



- Smaller investment to get to first sale
- Revenue > Expense quickly

Agile CBT Stages



- Solve challenges in stages
- Continually learn and iterate

Identify Challenges



- Each stage builds on previous solutions
- Some stages may be skipped or never reached in some markets

Case Study: TrueShopping (Hudson Reed)

Profile

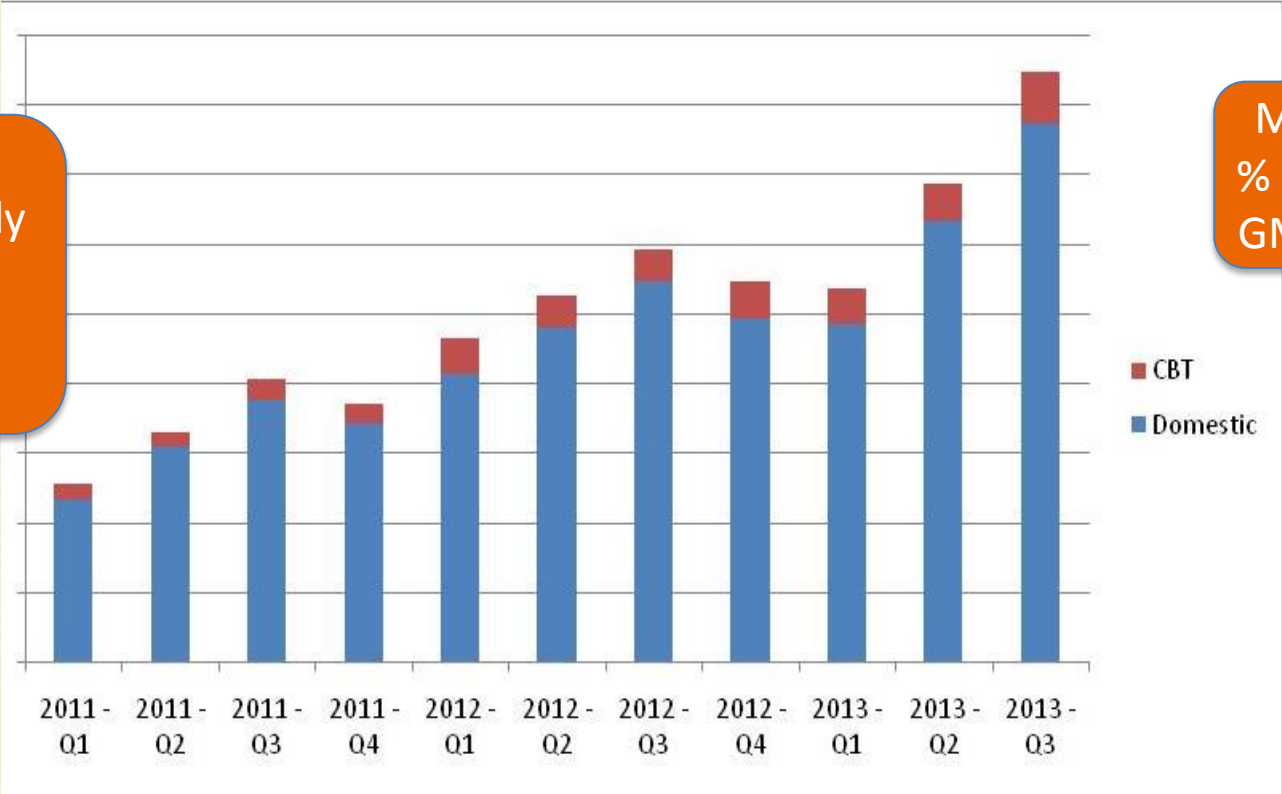
- ▶ Homegoods retailer
- ▶ Founded over 25 years ago
- ▶ Based in the UK
- ▶ Operating localised websites on Magento Enterprise

The screenshot displays the Hudson Reed website interface. At the top, there is a navigation bar with the company name 'Hudson Reed', a search bar, and links for 'United States', 'Log In', 'Register', 'Your Account', and 'Sales Hotline 1-877-778-8460'. Below the navigation bar is a horizontal menu with categories: 'Shower and Spa', 'Shower Panels', 'Faucets', 'Designer Radiators', 'Hydronic Towel Warmers', 'Accessories', and 'Design Your Own Shower'. A secondary navigation bar lists benefits: '100% SECURE SHOPPING', 'MONEY BACK GUARANTEE', 'FREE SHIPPING*', and '24HR DISPATCH'. The main content area features a large banner for 'Design Your Own Shower' with the text 'Plan out and visualise your perfect shower in real time!'. The banner includes an interactive diagram of a shower system with labels: 'Shower Arm', 'Shower Head', 'Flow Control Handle', 'Temperature Handle', 'Second Outlet', and 'Trim Plate'. To the right of the banner are two product recommendation boxes: 'Shower Systems' and 'Shower Heads', each with a 'Shop Now' button. The footer contains links for 'GOT A QUESTION?', 'FAST DISPATCH', 'FREE SHIPPING', 'MONEY BACK GUARANTEE', and 'NEWSLETTER SIGN UP'.

CBT as a % of Marketplace Sales Volume

CBT
Consistently
~9% of
Domestic
GMV

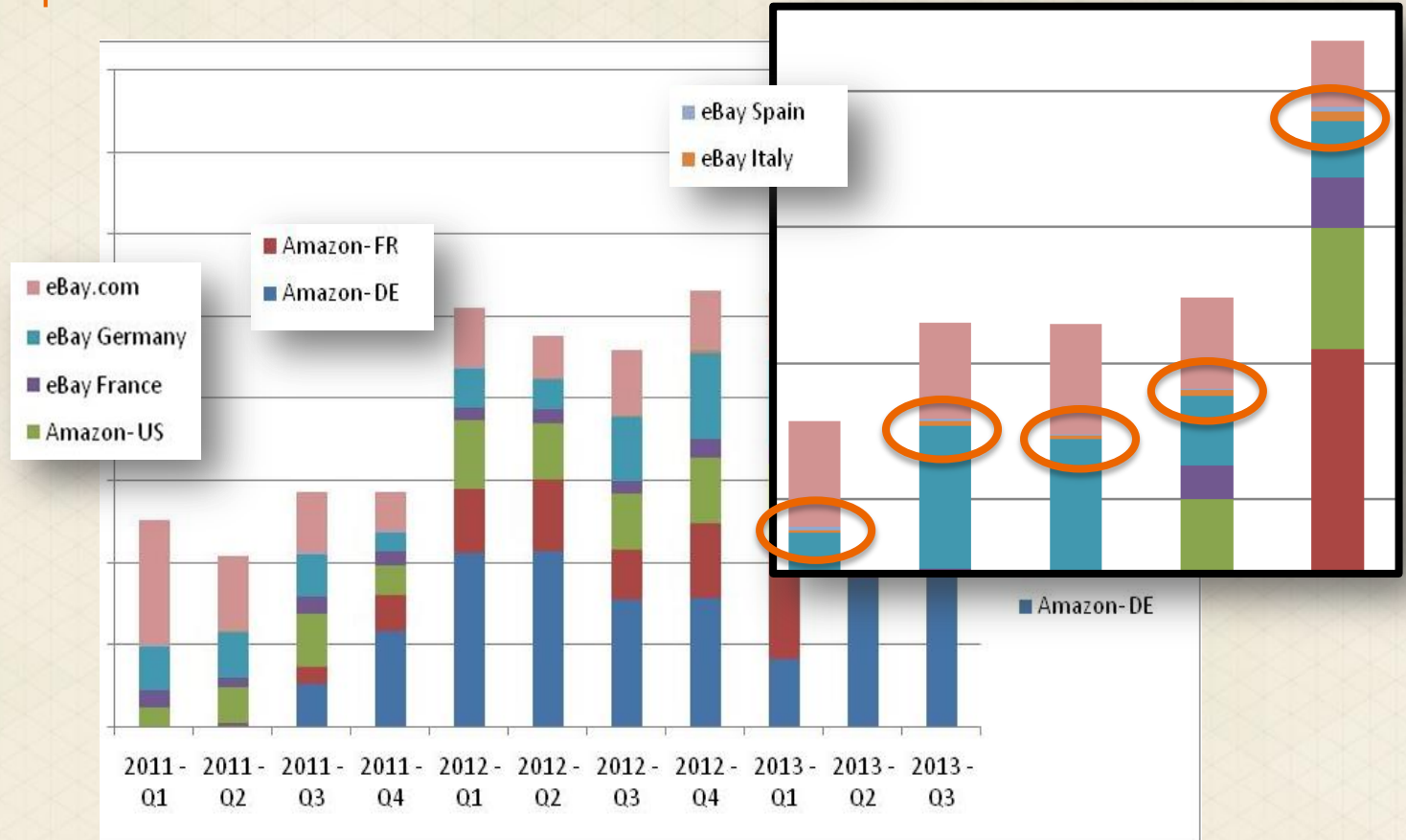
Maintains
% as overall
GMV grows



Source: ChannelAdvisor Proprietary Data

Validating Demand in new Markets with Marketplaces

CBT Marketplace GMV



Source: ChannelAdvisor Proprietary Data

Hudson Reed

Deutschland | Kontakt | Mein Konto | Anmelden

Suche de.hudsonreed.com...

SUCHEN

Ihr Warenkorb ist leer

Hudson Reed

Votre Recherche...

RECHERCHER

España | Contáctenos | Mi cuenta | Apertura de sesión

Modi
Armat

Hudson Reed

Búsqueda Hudson Reed.com...

ENTRAR

Su Cesta está vacía

Robinetteria
moderne

Hudson Reed

Ricerca Hudson Reed...

CERCA

Il Suo carrello risulta vuoto

Griferia de
Baño Modern

Hudson Reed

United States | Log In | Register | Your Account | Sales Hotline 1-877-778-8460

Search for products

SEARCH

My Cart (0)

CHECKOUT

Rubinetteria
Moderna

Shower and Spa

Shower Panels

Faucets

Designer Radiators

Hydronic Towel Warmers

Accessories

Design Your Own Shower

100% SECURE SHOPPING

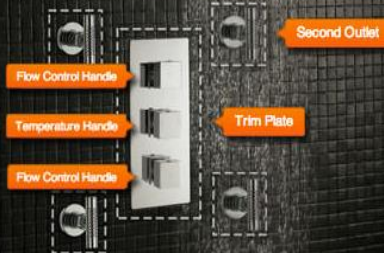
MONEY BACK GUARANTEE

FREE SHIPPING*

24HR DISPATCH

Design Your Own Shower

Plan out and visualise your perfect shower in real time!



Shower Systems

Choose from our luxurious range of Complete Shower Systems

Shop Now



Shower Heads

Improve your new or existing shower control with the kit of your choice.

Shop Now



Germany



France



Spain



Italy



United States

Agile CBT Planning Tips

- ▶ Have an overall strategy and goal
- ▶ Have a per-market/per-market group strategy and goal
 - ▶ You don't have to group markets geographically but they should share something
 - ▶ Recognise differences within the group
 - ▶ Examples:
 - ▶ UK and AU (language)
 - ▶ DE, FR, ES, IT (currency/geography)
- ▶ Conduct market research
 - ▶ Prioritise markets based on complexity and demand
- ▶ Be aggressive but realistic. Don't bite off more than you can chew.
- ▶ Keep demand at the forefront of planning

Planning for Success

What to do next?

1. Prioritise new regions
2. Activate “Passive” CBT into high-priority regions
3. Plan “Active” CBT via marketplaces into regions the demonstrate demand
 - I. Start with Marketplaces
 - II. Then add local sites

Marketplaces: North America



Major North American Marketplaces

Marketplaces: Europe

Major European Marketplaces



Marketplaces: APAC



Major APAC
Marketplaces

Marketplaces: LATAM



Major Latin American Marketplaces

Q&A

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