

MageBridge overview

Introduction

- Jira ICT
 - Training and events on Joomla! and Magento
 - Consultancy and development
- Yireo
 - Tutorials
 - Extensions

Yireo extensions

- Cross-over extensions
 - MageBridge, Vm2Mage
- Magento extensions
 - DeleteAnyOrder, ByAttribute, CustomerByProduct, Downloads, FormApi, Membership, PriceOnRequest, ResendInvoice, Software, MagePOS
- Joomla! extensions
 - SimpleLists, Dynamic404, SEFTTest, YireoWidgets, GoogleOptimizer, Trademark

Bringing you: MageBridge

- Integrates Magento into Joomla!
 - Main content-block within Joomla! component
 - Other blocks within Joomla! modules
- Synchronizes Magento data with Joomla!
 - Search products and categories
 - User synchronization and user authentication
 - Sell memberships

Why MageBridge?

Why Magento plus Joomla!?

- **Magento**
 - E-commerce: Catalog, orders/invoices, cart, promotions
 - Office: CRM, ERP
- **Joomla!**
 - Sales: Blog, news, modules (teasers, suggestions)
 - Support: FAQ, manuals, forum,
 - Experience: Testimonials, quotes, community, social media

Major improvements

- Joomla!
 - VirtueMart is not good enough
 - Tienda is not yet there
 - JFusion only offers a partial integration
 - MageBridge offers a FULL Magento integration
- Magento
 - MageBridge makes Magento user-friendly
 - Menu-items, block assignment, store configuration

What do you get?

- Price: 200 Euro
- What do you get?
 - Extensions with full access to source code
 - Documentation and support

Overview

- Bridge
- Extensions
- Theming
- Support

MageBridge overview: Bridge

Bridge

- API
 - SOAP, XML-RPC, JSON
 - Magento API user,
- API-widgets
- Extension in Joomla! + extension in Magento

MageBridge overview: Extensions

Extension suite

- Joomla!
 - MageBridge component (1)
 - MageBridge modules (8)
 - MageBridge plugins (8)
 - MageBridge “connectors” (8)
- Magento
 - MageBridge module (1)

Most important extensions

- **MageBridge component**
 - Display main content of Magento inside Joomla! component
- **MageBridge Block module**
 - Display any Magento block inside Joomla!
- **MageBridge Content Plugin**
 - Allows for Joomla! content to contain Magento CMS-tags that will be translated automatically to Magento content (product images, catalog-links, any block)
 - (Magento content can also be parsed by Joomla! Content Plugins.)

MageBridge connectors

- Internal “plugins” to hook into MageBridge-specific behaviour with “simple” PHP-code
- Types:
 - Store Connectors
 - Profile Connectors
 - Product Connectors

Store Connectors

- Dynamically choose which Magento store or storeview to load under which circumstances
- Examples:
 - Language negotiation (Nooku, JoomFish)
 - Specific days
 - (GeoIP – created by customer)

Profile Connectors

- Dynamically synchronize Magento customer profiles with Joomla! user profiles
- Examples:
 - JomSocial
 - Community Builder
 - Anahita Social Engine

Product Connectors

- Do something in Joomla! as soon as a Magento product is sold to a customer
- Examples:
 - OSE Membership Control membership
 - JomSocial group
 - JomSocial user points
 - Community Builder group
 - Anahita points
 - Anahita group

MageBridge overview: Theming

Combined theming

- Integrate Magento theme into Joomla! template
- Not so simple
- MageBridge configuration
- Extra PHP-logic

Not so simple

- HTML / CSS knowledge needed
- JavaScript conflict
 - Joomla! uses MooTools
 - Magento uses ProtoType
 - MooTools and ProtoType can not be combined
- Trying to make it easier:
 - RocketTheme template patches
 - MageBridge configuration in Joomla! backend

MageBridge configuration

- **Enable / disable CSS**
 - Magento CSS stylesheets
 - Joomla! CSS stylesheets
- **Enable / disable JavaScript**
 - Joomla! MooTools (recommended)
 - Joomla! JavaScript scripts
 - Magento JavaScript scripts (NOT recommended)

Extra PHP-logic

- PHP-class MageBridgeTemplateHelper
 - Automatically loaded in Joomla! (no require_once)
- Examples:
 - Show different columns during checkout
 - Show different columns on product pages
 - Add extra JS or CSS on product-pages
 - Add extra module-positions (<jdoc>) on category-pages

MageBridge overview: Support

Yireo Support

- Documentation
 - 200+ tutorials
 - Useful FAQ
- Support
 - Forum
 - Email
 - No phone!

Questions?