

# prudsys IREUS MAGENTO Connector – Installation Guide

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## 1 System Requirements

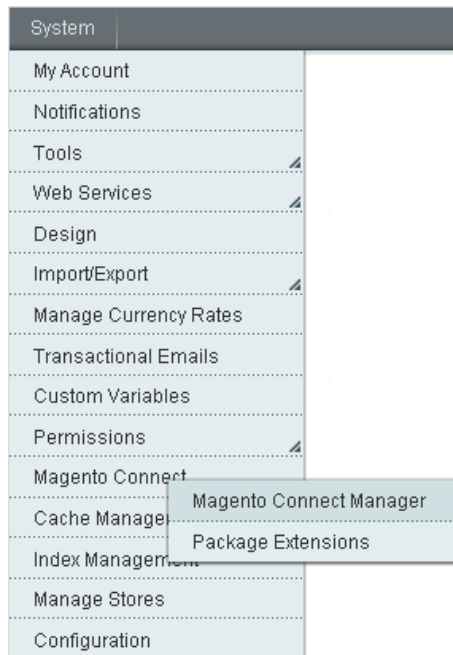
- Magento online store 1.4.x.x with administration access
- PHP Version 5.2 or higher

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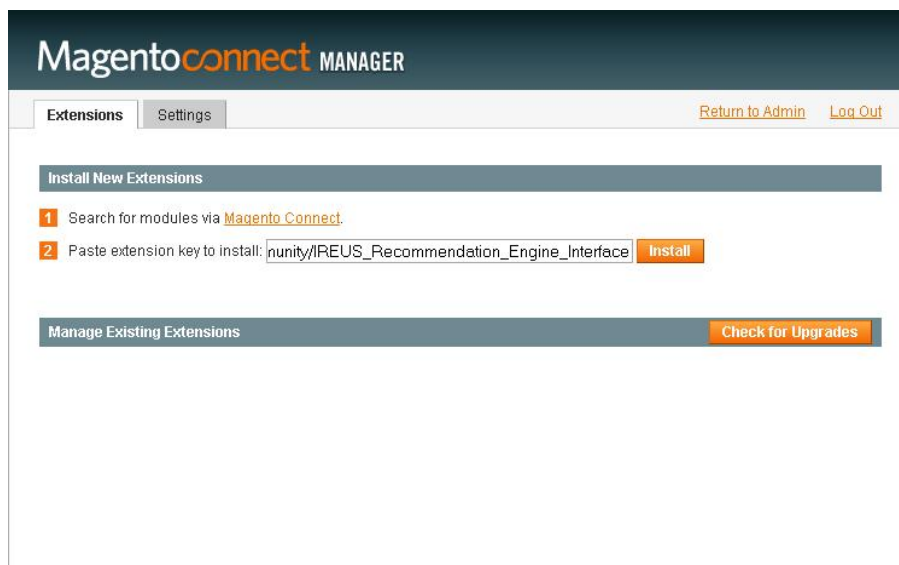
## 2 Installation

Installing prudsys IREUS personalized recommendations shall be made via the Magento Connect Manager of your Magento Store. Here is how it works:

1. Log on to the Administration Backend of your Magento Store.
2. Got to "System -> Magento Connect -> Magento Connect Manager".



3. Enter your Administrator Username and Password to access Magento Connect.
4. Paste the install key: `magento-community/IREUS_Recommendation_Engine_Interface` into the extension key field and press "Install".

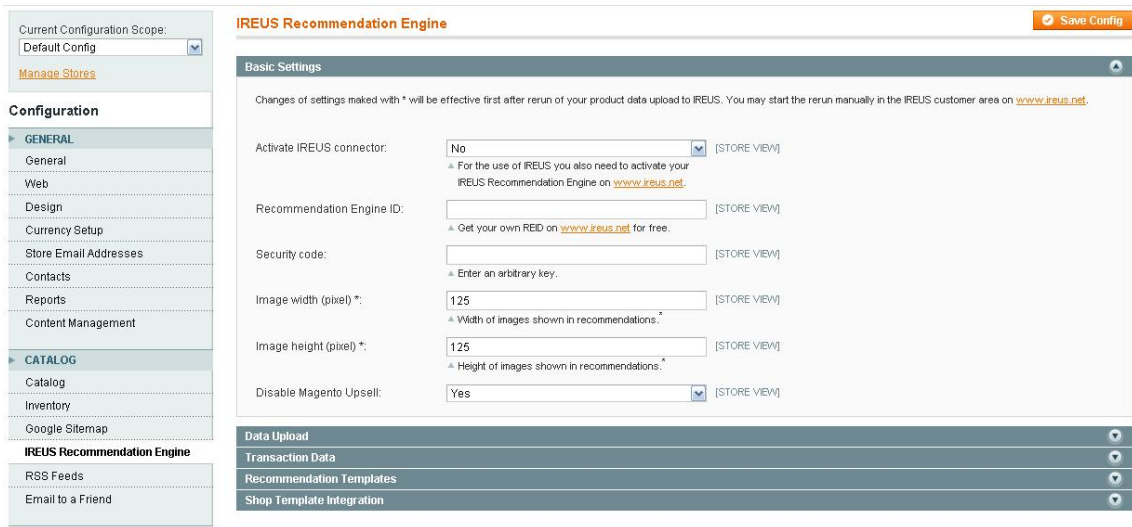


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5. Return to Admin.
6. Log off your administration session and log on again to set extension permissions. If you don't log off after the installation you won't be able to access the configuration dialog of the prudsys IREUS extension.

## 3 Configurations in your Magento Store

When installation finished you may configure your personalized recommendations by accessing the menu "System -> Configuration". On the configuration page you'll find a new menu "IREUS Recommendation Engine" in the section "Catalog".



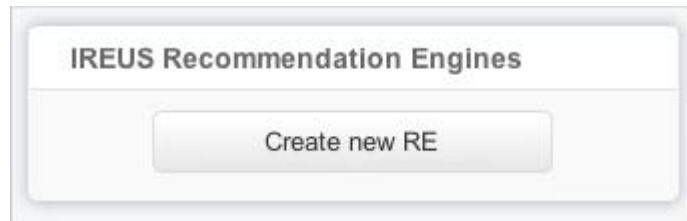
### 3.1 Registration with prudsys IREUS

One of the first things you need for configuration is a Recommendation Engine ID (REID). You'll get it from within your prudsys IREUS account. Therefore go to: <http://www.ireus.net/registration> and register a new account with prudsys IREUS if not done yet.. Registration is free.

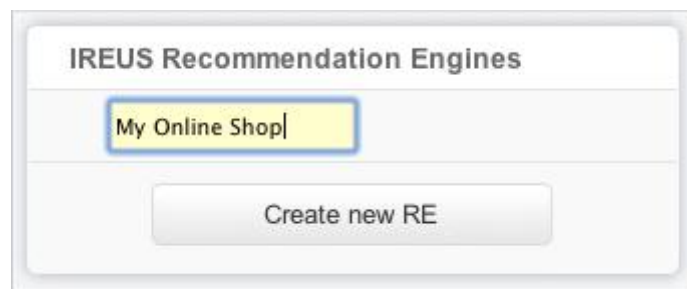
## Prudsys IREUS MAGENTO Connector – Installation Guide Page 4 of 13

### 3.2 Creating a Recommendation Engine

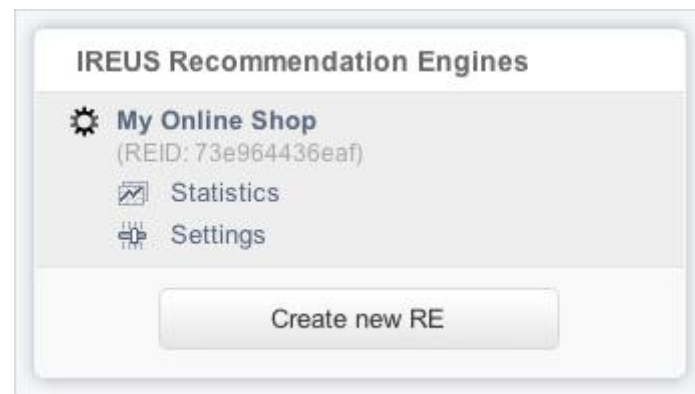
After registration log on to your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) and create a new online recommendation engine (RE) by clicking the button "Create new RE".



Press the new RE button...



...and enter the name of your online shop. Press the button again and your RE will be created.



The REID is a unique code for identification of your RE.

Copy your unique REID to the clipboard of your computer.

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### 3.3 Setting up the prudsys IREUS Connector

In the administration area of your Magento Store go to "System -> Configuration -> IREUS Recommendation Engine". Then:

- Change „Activate IREUS connector“ to „YES“.
- Paste the REID from the clipboard in the text field "Recommendation Engine ID".
- Enter an arbitrary security code in the field "Security code". This code will secure the export of item data to prudsys IREUS that no one else can download it.
- Change the other fields to your needs.
- Save your settings.

✔ The configuration has been saved.

**IREUS Recommendation Engine**Save Config

---

**Basic Settings**

Changes of settings marked with \* will be effective first after rerun of your product data upload to IREUS. You may start the rerun manually in the IREUS customer area on [www.ireus.net](http://www.ireus.net).

Activate IREUS connector:	<input type="text" value="Yes"/>	[STORE VIEW]
	<small>▲ For the use of IREUS you also need to activate your IREUS Recommendation Engine on <a href="http://www.ireus.net">www.ireus.net</a>.</small>	
Recommendation Engine ID:	<input type="text" value="34acda243361"/>	[STORE VIEW]
	<small>▲ Get your own REID on <a href="http://www.ireus.net">www.ireus.net</a> for free.</small>	
Security code:	<input type="text" value="a75hfGd3Xbtu"/>	[STORE VIEW]
	<small>▲ Enter an arbitrary key.</small>	
Image width (pixel) *:	<input type="text" value="125"/>	[STORE VIEW]
	<small>▲ Width of images shown in recommendations.*</small>	
Image height (pixel) *:	<input type="text" value="125"/>	[STORE VIEW]
	<small>▲ Height of images shown in recommendations.*</small>	
Disable Magento Upsell:	<input type="text" value="Yes"/>	[STORE VIEW]

**Data Upload**

**Transaction Data**

**Recommendation Templates**


















**Shop Template Integration**

REMARK: Despite the activation of the prudsys IREUS connector in your online store, it will not show any recommendations till you activated it on [www.ireus.net](http://www.ireus.net) too. How you do this is explained next.

#### 4 Configurations in your MyIREUS account ([www.ireus.net](http://www.ireus.net))

When you created your Recommendation Engine in step 3.2 a status portlet showed off. This portlet shows you the further steps that have to be taken to use prudsys IREUS.

### Status

	<b>My Online Shop</b>	 <b>Configurations are needed!</b>
	Product data not found.	 Product data request settings
	Category data not found.	 Category data request settings
	Automatic data fetching is not active.	 Automatic data fetching settings
	Template "Product Page View" has not been configured.	 Template settings "Product Page View"
	Template "Category Page View" has not been configured.	 Template settings "Category Page View"
	Template "Home Page View" has not been configured.	 Template settings "Home Page View"
	This RE is not active.	 Activate this RE.
	No recommendations have been requested recently.	Check the integration of IREUS in your online store.

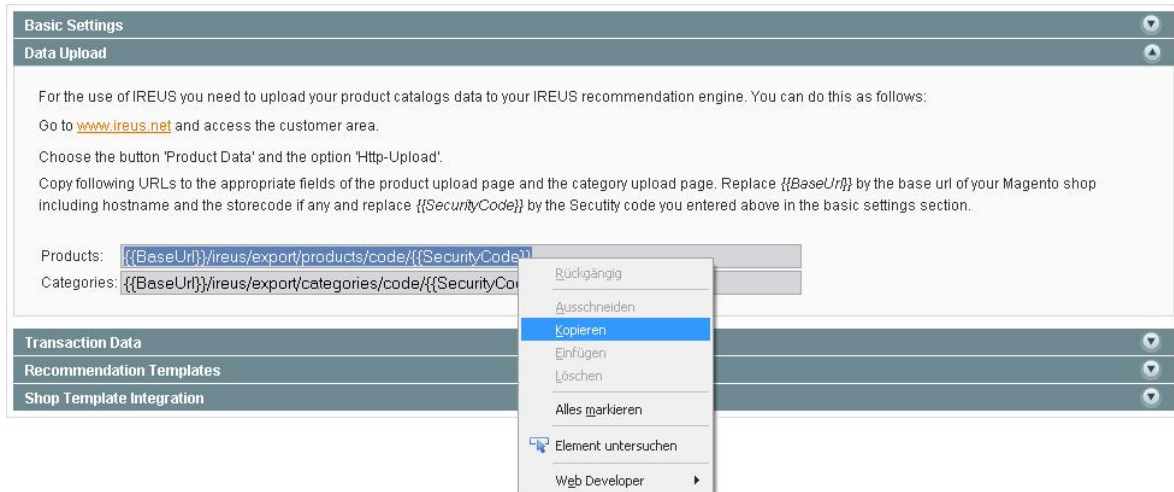
**Legend:** ● OK! No configuration needed. ● Optional: This configuration is recommended. ● Important! This configuration is needed.

Configurations marked with a red dot are required to start operation. Configurations marked with a yellow dot are optional but recommended to use all prudsys IREUS functions. Configurations that are OK will be marked with a green dot.

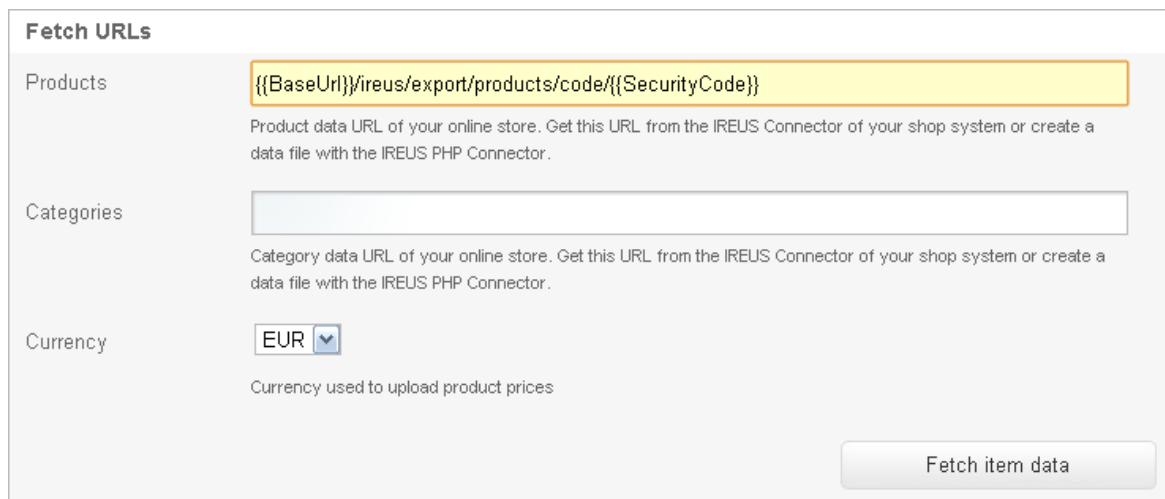
### 4.1 Fetching product and category data

For calculating and displaying personalised product recommendations prudsys IREUS needs actual information about the products available in your online store and about the categories they are organized. These data will be supplied by your prudsys IREUS connector of your online store.

In your Magento Store administration area go to the section "Data upload" of your prudsys IREUS connector and copy the "Products URL" to the clipboard.



In your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) go to "[YOUR RE] ->Settings -> Data fetching". Paste the products URL in the field "Products".



Then:

- Replace the part `{{BaseUrl}}` with the base URL of your online store, i.e. <http://www.mywebsite.com/mystore/>
- Replace the part `{{SecurityCode}}` with the security code you entered in the prudsys IREUS connector in your online store.

**Fetch URLs**

Products   
 Product data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Categories   
 Category data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Currency  ▼  
 Currency used to upload product prices

Repeat the same procedure with the category data.

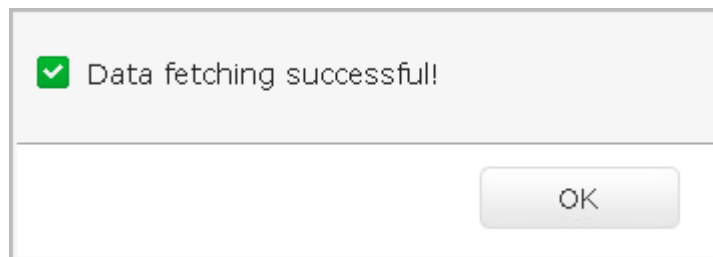
**Fetch URLs**

Products   
 Product data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Categories   
 Category data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Currency  ▼  
 Currency used to upload product prices

Change the currency field to your needs and press the button "fetch item data". Then the required item data will be loaded into your recommendation engine.



## 4.2 Automated data fetching

Once you uploaded your shop data you may set up the regular automated data fetching. It fetches your shop data automatically one time a day and keeps the information on prudsys IREUS up-to-date. You'll find it under: [YOUR RE] -> Settings -> Data fetching

**Scheduled data fetching**

Run scheduled data fetching

Time  :  o'clock

Run scheduled data fetching to automatically update product and category data once a day.

For using it activate "Run scheduled data fetching" and choose a time. Then press "Save".

## 4.3 Fetching transaction data (optional)

You may speed up the initial display of recommendations by uploading historic transaction data. You could do this the same way like fetching the product and category data.

[Save Config](#)

**IREUS Recommendation Engine**

- Basic Settings
- Data Upload
- Transaction Data
- Recommendation Templates
- Shop Template Integration

Display recommendations immediately with uploading transaction data to your IREUS recommendation engine. For downloading the needed CSV file open the following url in an internet browser after replacing `{{BaseUrl}}` by the base url of your Magento shop including hostname and the storecode if any and replacing `{{SecurityCode}}` by the Security code you entered above in the basic settings section.

This step is optional but recommended.

Orders:

URL for fetching transaction data in your Magento prudsys IREUS Connector

**Historical transaction data URL**

Shopping baskets

Historical transaction Data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

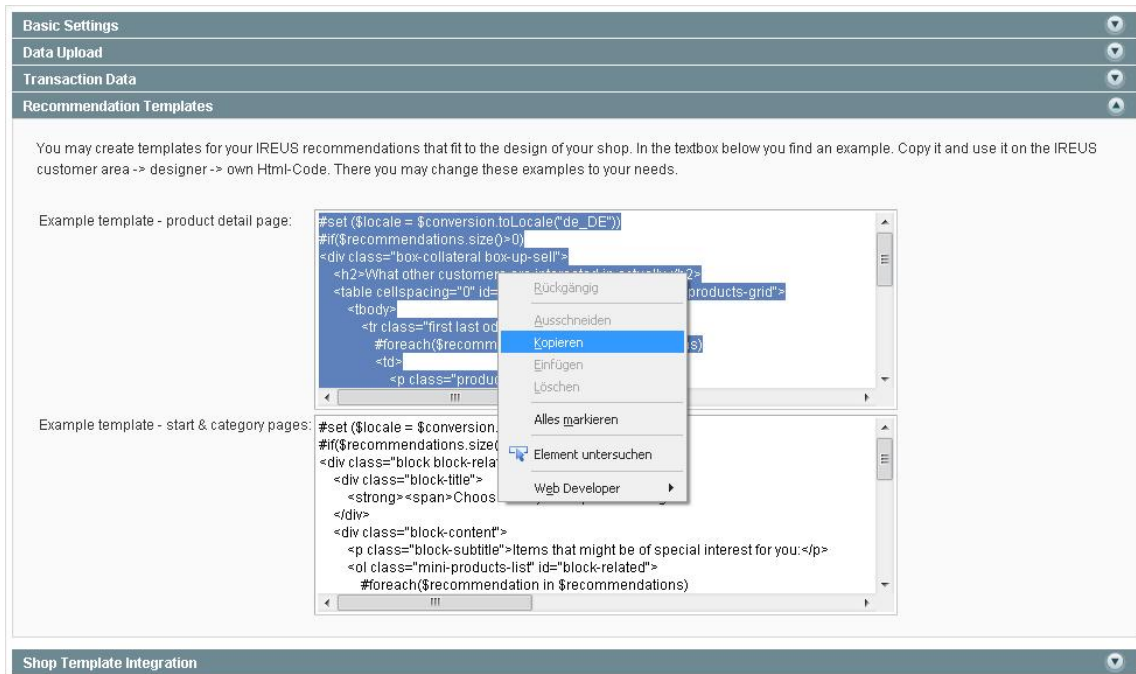
[Fetch transactions](#)

## 4.4 Designing your product recommendations

For the optimal performance of your online store prudsys IREUS will send the personalized product recommendations directly to each visitor's browser via JavaScript. Therefore it needs to know how the recommendations shall look like. For this matter you may define html templates for your personalized recommendations within prudsys IREUS. These templates will use the CSS definitions of your online store.

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To start you may use the templates that come with your prudsys IREUS connector. In your Magento Store administration area go to the section "Recommendation Templates" of your prudsys IREUS connector and copy the example template "product detail page" to the clipboard.



In your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) go to "[YOUR RE NAME] ->Settings -> Templates". Replace the products template in the tab "product details pages" with this one you copied from your prudsys IREUS connector and choose a suitable number of recommendations to display within a recommendation block.

Home pages
Category pages
Product details pages

```

#set ($locale = $conversion.toLocale("de_DE"))
#ife($recommendations.size())>0)
<div class="box-collateral box-up-sell">
  <h2>What other customers
  <table cellpadding="0" cellspacing="0" id="upsell-product-table" class="products-grid">
    <tbody>
      <tr class="first last odd">
        #foreach($recommendation in $recommendations)
          <td>
            <p class="product-image">
              <a href="$recommendation.URL"></a>
            </p>
            <h5><a href="$recommendation.URL">$recommendation.name</a></h5>
            <div class="price-box">
              <span id="product-price-25" class="regular-price"><span
              class="price">$number.format("currency", $recommendation.netUnitPrice, $locale)</span></span>
            </div>
          </td>
        #end
      </tr>
    </tbody>
  </table>
</div>
#end

```

Number of recommendations:

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Repeat the same procedure with start- and category recommendation templates. You may change the HTML layout of your recommendation templates at any time to fit your design needs.

### 5 Include prudsys IREUS recommendations in your shop theme

Magento uses xml files to control the layout of your online store. Prudsys IREUS uses such a xml file too. You may change the block names and other rules within this XML file to display your personalized recommendations exactly where you want them to do. The file is located in the folder:

[SHOPROOT]/app/design/frontend/default/default/layout/ireus.xml

#### Example – product detail page:

The following definition within the ireus.xml defines the appearance of the prudsys IREUS recommendations on product detail pages of your magento online store.

```
<catalog_product_view>
  <reference name="product.info.additional">
    <block type="ireus/data" name="ireus_products" before="product_tag_list" as="
  </reference>
  <reference name="before_body_end">
    <block type="ireus/data" name="ireus_databasket" before="ireus_dataproduct"
    <block type="ireus/data" name="ireus_dataproduct" before="ireus_footer" as="
    <block type="ireus/data" name="ireus_footer" after="-" as="ireus_footer" tem
  </reference>
</catalog_product_view>
```

You can change the block where your personalized recommendations appear within your product detail page by changing the name of the block reference "product.info.additional". The order of blocks within this reference you could influence by changing the "before" or "after" attributes. In the shown example personalized recommendations will appear in the template block "product.info.additional" before the block "product\_tag\_list" which is also placed within the block "product.info.additional".

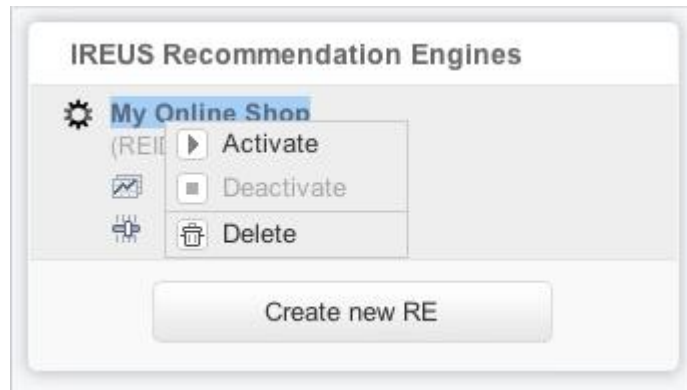
Tip: Magento can only include blocks inside other blocks when in their respective template the following code is included: `<?php echo $this->getChildHtml() ?>`

Example:

```
<div class="footer-container">
  <div class="footer">
    <?php echo $this->getChildHtml() ?>
    <address><?php echo $this->getCopyright() ?></address>
  </div>
</div>
```

## 6 Activation

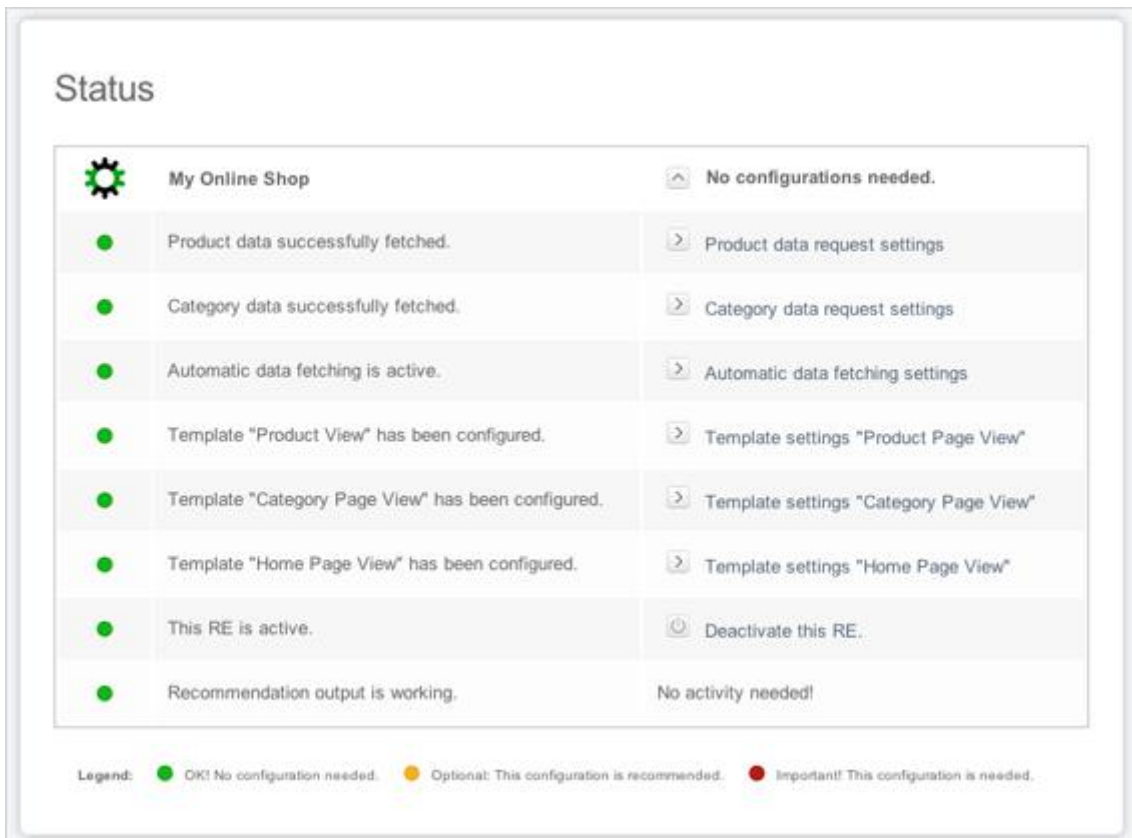
Finally you may activate your recommendation engine on [www.ireus.net](http://www.ireus.net). To do so, log in to your MyIREUS account and right-click on your RE. In modern browsers you'll get a context menu for activating and deactivating your RE.



Right-click on the name of your RE within the RE portlet to get this context menu.

Alternatively you may activate your RE under [YOUR RE NAME] -> Settings -> Basic settings or within the status portlet.

If your RE is active the status portlet will show a green dot on the second last entry.



Status of a full configured RE in normal operation state.

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After activation prudsys IREUS will learn the optimal product recommendations with the clicks and purchases of your customers. Product recommendations will appear very soon depending on how often a product is viewed or purchased.

### About this document

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