

prudsys IREUS Shopware 3.5 Plug-in – Installation Guide

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1 System Requirements

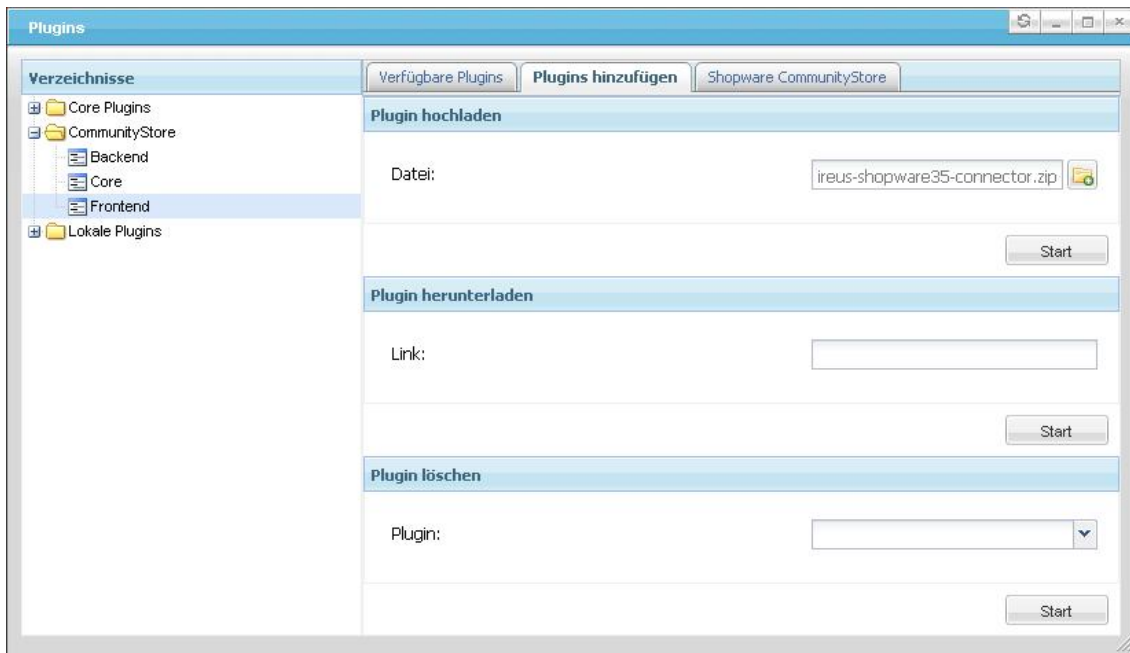
- Shopware 3.5 online store with access to the configuration backend

2 Installation

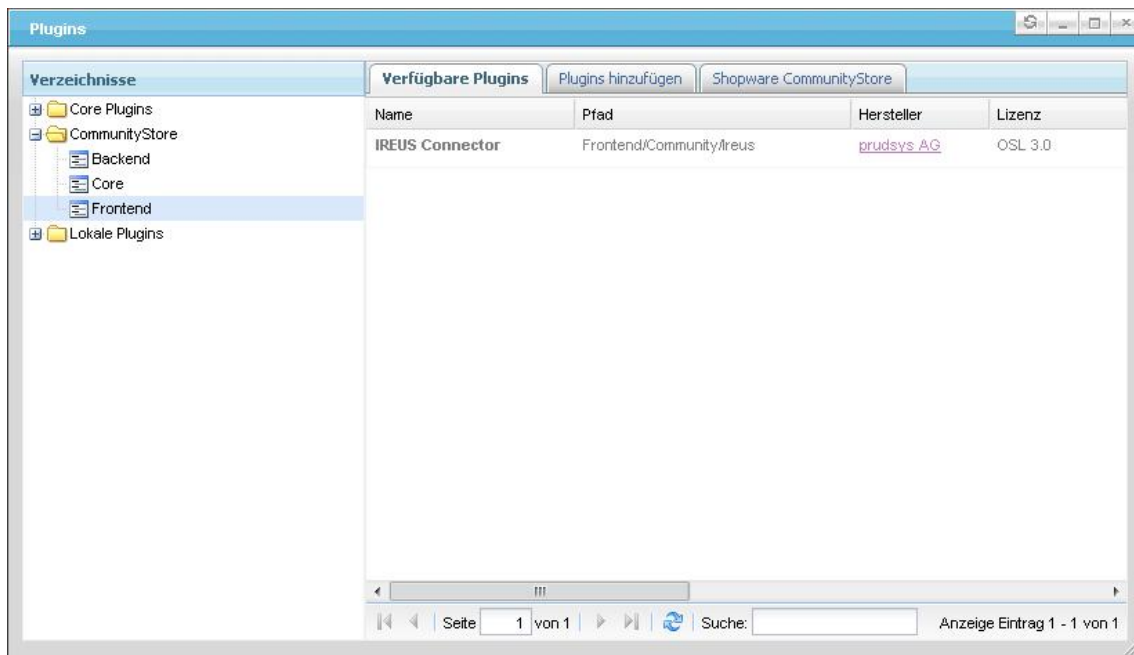
Please backup your database and your online shop files before you start to install any plug-ins. Then:

1. Download the IREUS plugin from: <http://www.ireus.net/de/shop-connectors/shopware>
2. Log on to the backend of your Shopware 3.5 online store
3. Go to the menu “Settings -> Plugins”.
4. In the left sidebar open the folder “Community Store -> Frontend”.
5. Open the tab “Add plugins” and upload the downloaded plugin into your store.
6. Scroll to the right of the page and press on the  button to finish the installation.
7. After the installation has finished you’ll see a configuration dialog.

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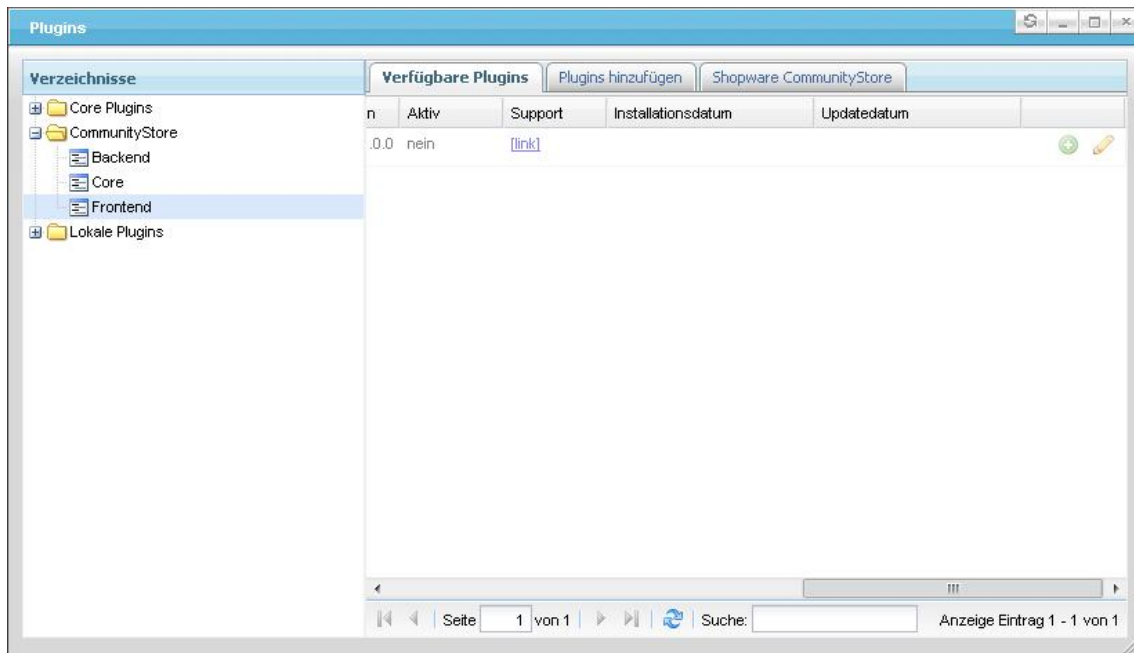


Upload the downloaded plug-in into your Shopware store

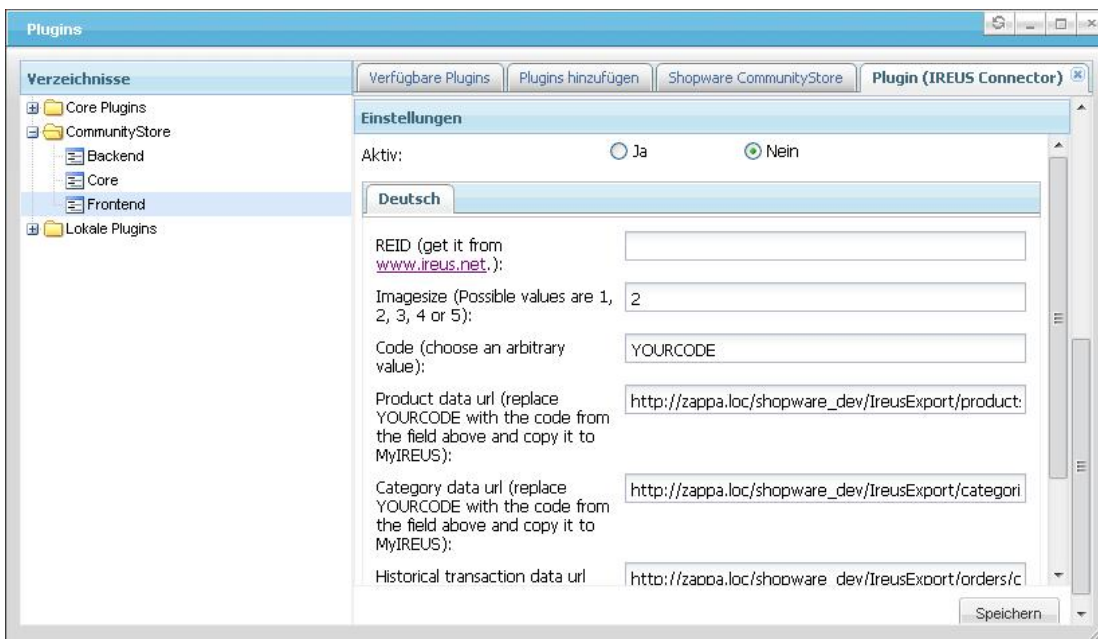


Open the tab available plug-ins and refresh the page with the button at the bottom to see the added IREUS Connector

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Scroll to the right and press the plus button of the plug-in to finish the installation of the IREUS Connector.



When installation has finished you'll see this configuration menu.

3 Configurations in your Shopware 3.5 store

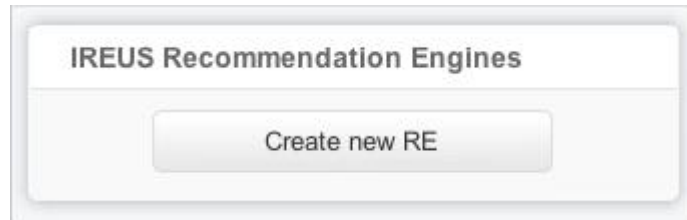
3.1 Registration with prudsys IREUS

For configuration you'll need a Recommendation Engine ID (REID) from prudsys IREUS. You'll get it for free from www.ireus.net. Go to: <http://www.ireus.net/registration> and register a new account with prudsys IREUS if not done yet.

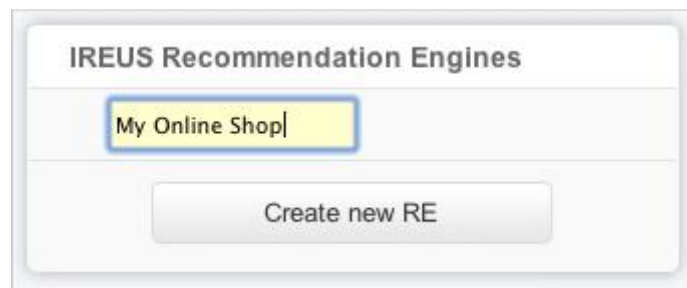
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3.2 Creating a Recommendation Engine

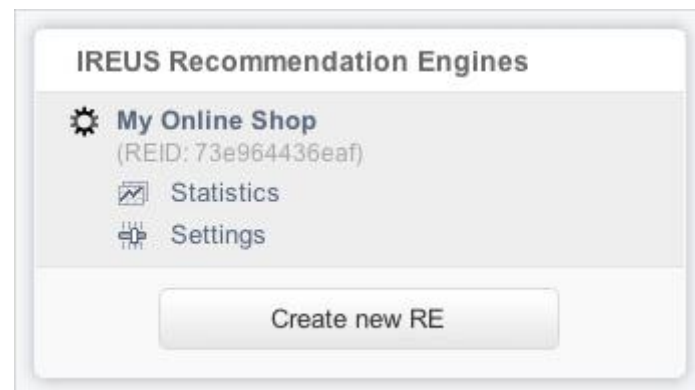
After registration log on to your MyIREUS account on www.ireus.net and create a new online recommendation engine (RE) by clicking the button “Create new RE”.



Press the new RE button...



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



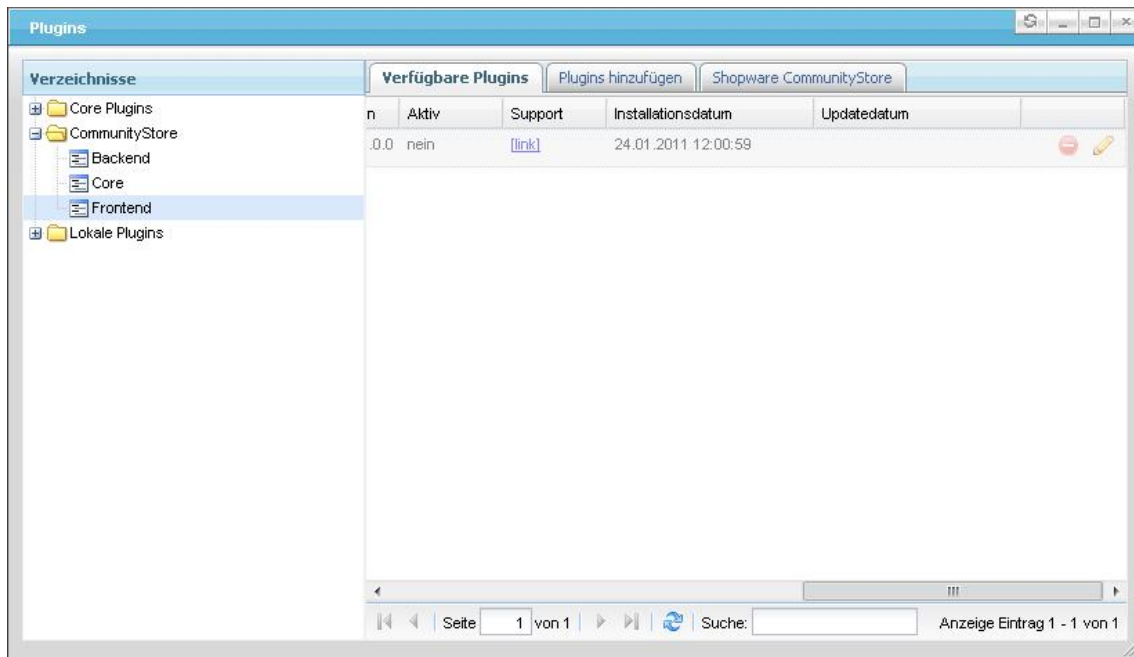
The REID is a unique code for identification of your RE.

Copy your unique REID to the clipboard of your computer.

3.3 Setting up the prudsys IREUS Connector

Go back to your Shopware 3.5 backend to configure your prudsys IREUS Connector. The configuration dialog should be open still after the installation. If not go to the menu “Settings - > Plugins” and open the folder “Community Store -> Frontend” in the sidebar. There you’ll find the IREUS plug-in. Scroll to the right and click on the pencil button to open the configuration dialog.

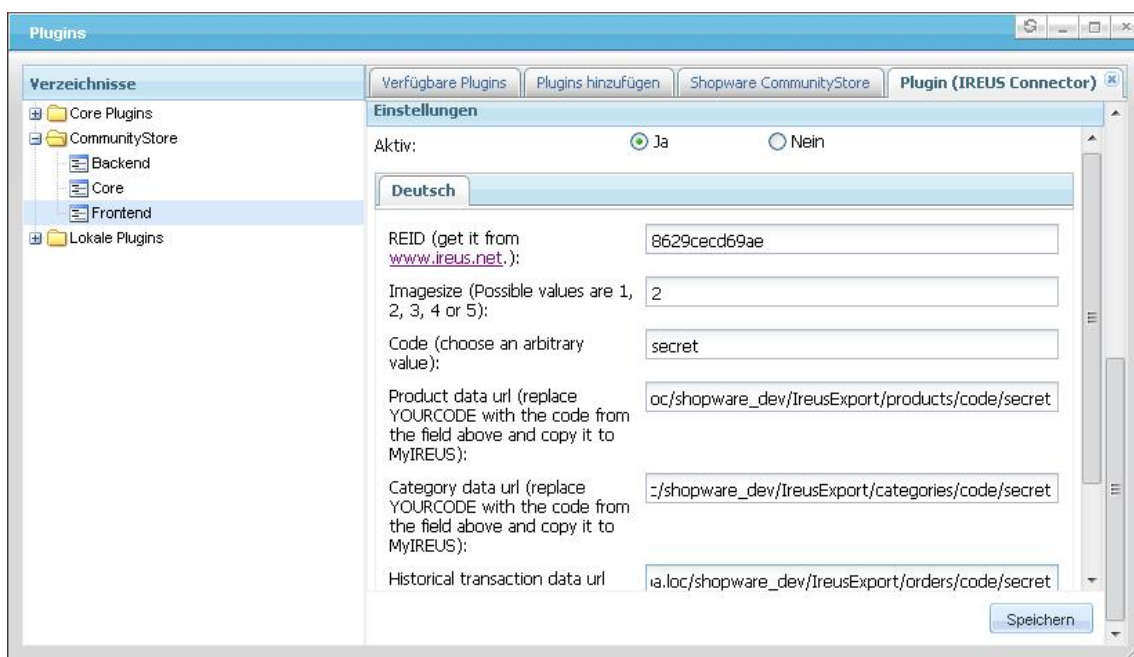
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Press the pencil button to open the configuration dialog.

Scroll down to settings and:

1. Activate your IREUS connector
2. Paste your REID from your MyIREUS Account on www.ireus.net in the first text field
3. Choose the size of images within your recommendations (default = 2)
4. Replace “YOURCODE” by an arbitrary code you have chosen yourself. This code is for securing your data downloads. You’ll need it for the next settings.
5. Replace “YOURCODE” by the code you have entered above in the 3 remaining text fields.



Fill up the configuration form and press “Save”.

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4 Configurations in your MyIREUS account (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	
	My Online Shop ⬆️ Configurations are needed!
	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 in. These data will be fetched from your shop server by Http-Requests.

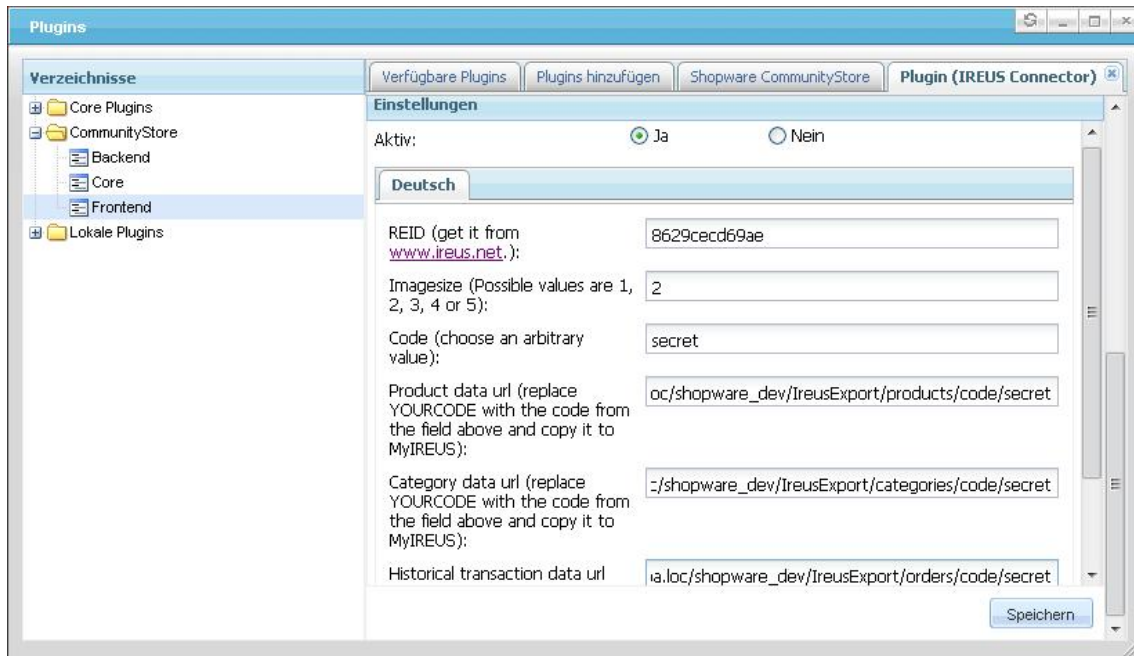
In your MyIREUS account on www.ireus.net go to “[YOUR RE] ->Settings”. In the tab “Data fetching” press “Change”.

Data fetching	
Scheduled data fetching:	not active
Data fetching starts:	03:00 o'clock
Last successful data fetch:	

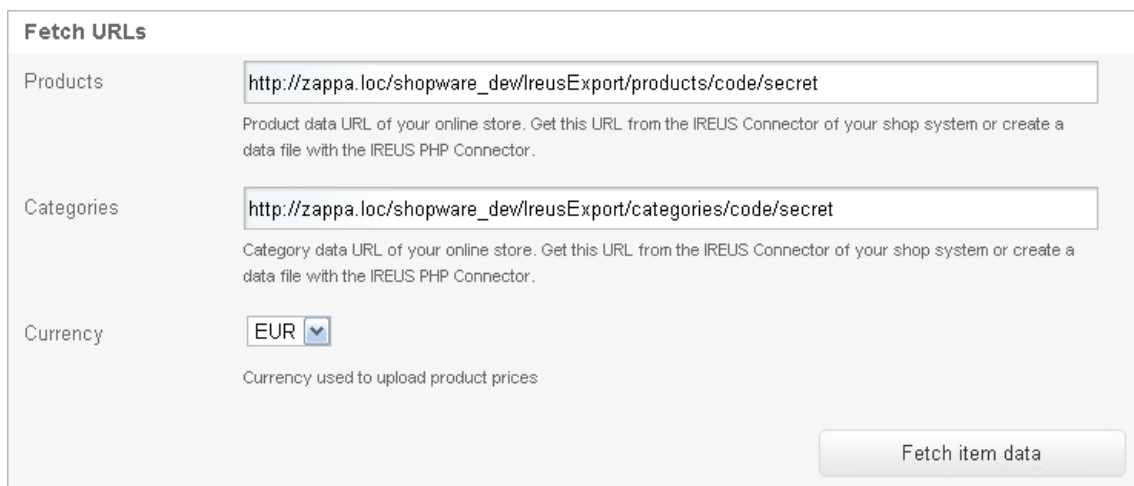
Press “Change” to get to the data fetching settings.

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In the first tab of the data fetching settings paste the urls from the configuration dialog of your IREUS Connector.

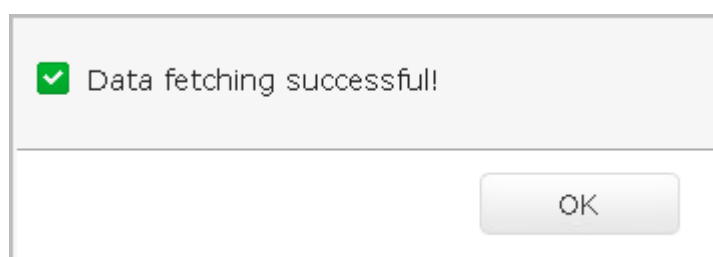


Copy the product data url and the category data url...



...and paste it in the appropriate fields of the data fetching settings.

Then press the button "Fetch item data". Then the required item data will be loaded into your recommendation engine.

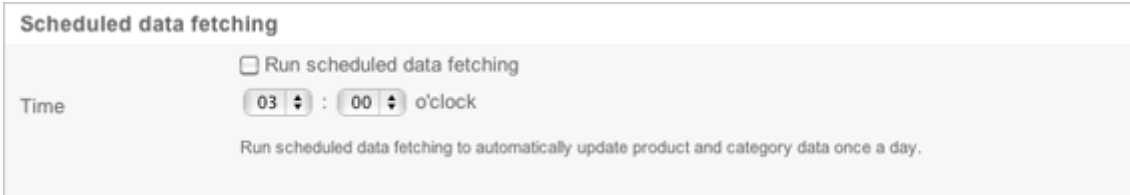


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4.2 Automated data fetching

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

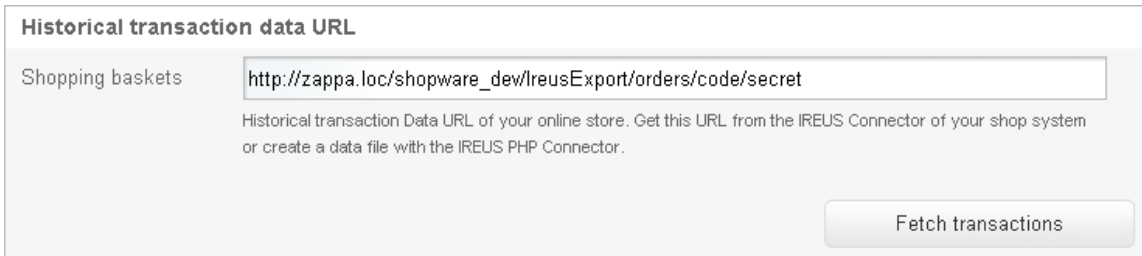
Time : o'clock

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. The url you'll find in the IREUS configuration dialog of your Shopware 3.5 store.



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.

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. Therefore go to “[YOUR RE NAME] ->Settings -> Templates” within your MyIREUS Account and change them to your needs. The templates will use the CSS definitions of your online store.

To start you may use the templates that come within your prudsys IREUS Recommendation Engine.

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Home pages
Category pages
Product details pages

```
#set ($locale = $conversion.toLocale("de_DE"))
#if($recommendations.size()>0)
<div class="box-collateral box-up-sell">
  <h2>What other customers are interested in actually</h2>
  <table cellpadding="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:

5 Include prudsys IREUS recommendations in your shop theme

The prudsys IREUS Connector will automatically add the recommendations to specified blocks within your Shopware 3.5 template immediately when it is activated in the plug-in configuration AND in your MyIreus Account on www.ireus.net.

To change to location where the personalized IREUS recommendations appear open the folder:

“[SHOPROOT]/engine/Shopware/Plugins/Community/Frontend/Ireus/templates/”

on the filesystem of your Shopserver with a FTP-Client. There you’ll find some files with the ending “.tpl”. The files “home.tpl”, “user.tpl” and “product.tpl” define where your recommendations are displayed.

- home.tpl for the homepage of your shop
- user.tpl for category pages
- product.tpl for product detail pages

Within these files change the block name in the row {block name='something' prepend}. Additionally you may choose the final parameter as one from “append”, “prepend” or “replace”.

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Example:

On the homepage the recommendations are displayed by standard before the block “frontend_home_index_text”. This is due to the following setting within the home.tpl:

```
{block name='frontend_home_index_text' prepend}
```

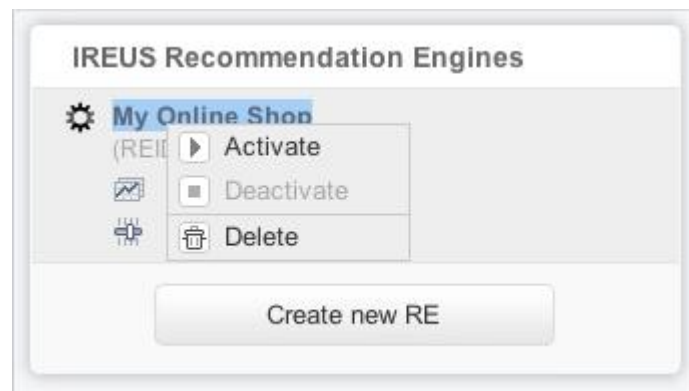
If you want to show the personalized IREUS recommendations after your product promotions, replace this line by:

```
{block name='frontend_home_index_promotions' append}
```

and you're done. Please don't change other lines unless you know exactly what you're doing. Otherwise it may destroy the plug-in functionality. Look in the respective files of your individual template to choose the block names properly.

6 Activation

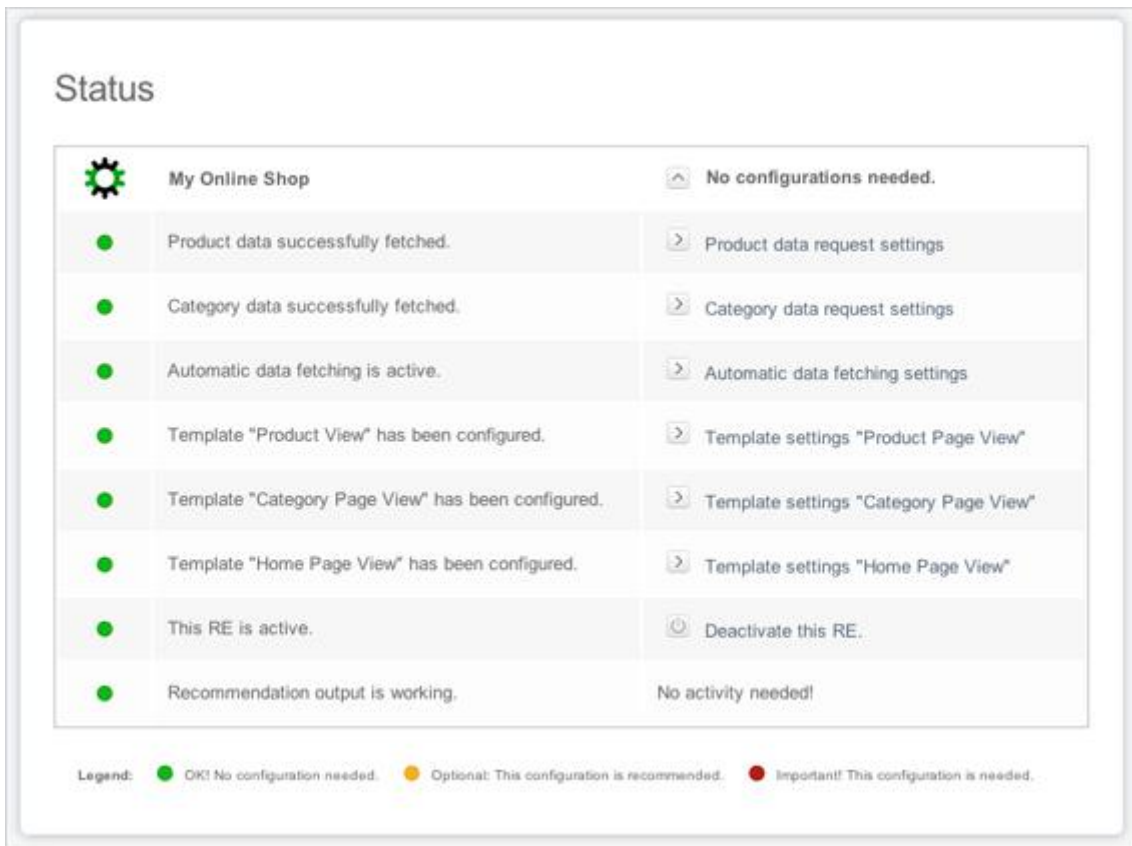
Finally activate your recommendation engine on www.ireus.net. To do so, log in to your MyIREUS account and right-click on your RE. In modern browsers you'll get a context menu for activating and deactivating your RE.



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.

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Status of a full configured RE in normal operation state.

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.

To speed up the display of recommendations even more you may want to deactivate and activate your Recommendation Engine on your MyIREUS account after the first visitors browsed your online shop.

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About this document

prudsys AG
The Realtime Analytics Company
Zwickauer Straße 16
09112 Chemnitz
Germany
Email: support@ireus.net
Web: www.ireus.net

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