

prudsys IREUS xt:Commerce Connector – Installation Guide

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1 System Requirements

- xt:Commerce v3.0.4 SP2.1 online store with administration access
- PHP Version 5.2 or higher

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2 Installation

To install prudsys IREUS personalized recommendations follow these steps:

1. Download the connector from from: <http://www.ireus.net/de/shop-connectors/xtcommerce>
2. Unpack the ZIP package and copy its contents to the ROOT folder of your xt:Commerce online store.

MAC Users - Attention: Don't use the Finder to copy the connector files to the shop root because it will replace the existing shop folders with those from the connector. Copy it with the terminal or FTP software to merge the files of the connector with those of your online store.

3. Log off your xt:Commerce administration area if you're logged in.
4. Delete the cache of your xt:Commerce shop completely which means: Delete the content of the folder "/templates_c". Don't delete the "/templates_c/"-folder itself.
5. Open the file "checkout_process.php" in the ROOT folder of your shop for editing. Go to the line 357 and add the following code:

```
$_SESSION['ireus_orderid'] = $insert_id;
```

```
// unregister session variables used during checkout
unset ($_SESSION['sendto']);
unset ($_SESSION['billto']);
unset ($_SESSION['shipping']);
unset ($_SESSION['payment']);
unset ($_SESSION['comments']);
unset ($_SESSION['last_order']);
unset ($_SESSION['tmp_oid']);
unset ($_SESSION['cc']);

//GV Code Start
if (isset ($_SESSION['credit_covers']))
    unset ($_SESSION['credit_covers']);
$order_total_modules->clear_posts(); //ICW ADDED FOR CREDIT CLASS SYSTEM
// GV Code End

xtc_redirect(xtc_href_link(FILENAME_CHECKOUT_SUCCESS, '', 'SSL'));
}
?>
```

The file "checkout_process.php" before editing...

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```

// unregister session variables used during checkout
unset ($_SESSION['sendto']);
unset ($_SESSION['billto']);
unset ($_SESSION['shipping']);
unset ($_SESSION['payment']);
unset ($_SESSION['comments']);
unset ($_SESSION['last_order']);
unset ($_SESSION['tmp_oid']);
unset ($_SESSION['cc']);

$_SESSION['ireus_orderid'] = $insert id;

//GV Code Start
if (isset ($_SESSION['credit_covers']))
    unset ($_SESSION['credit_covers']);
$order_total_modules->clear_posts(); //ICW ADDED FOR CREDIT CLASS SYSTEM
// GV Code End

xtc_redirect(xtc_href_link(FILENAME_CHECKOUT_SUCCESS, '', 'SSL'));
}
?>

```

...and after.

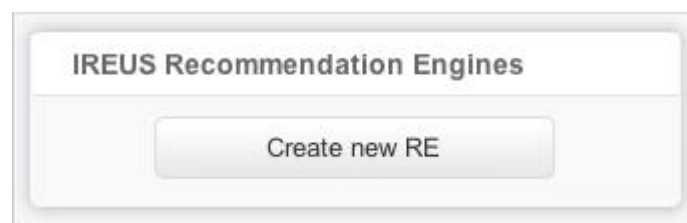
3 Configurations in your xt:Commerce Store

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.

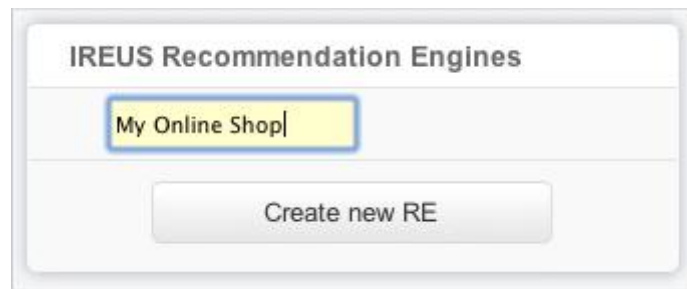
3.2 Creating a Recommendation Engine

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".

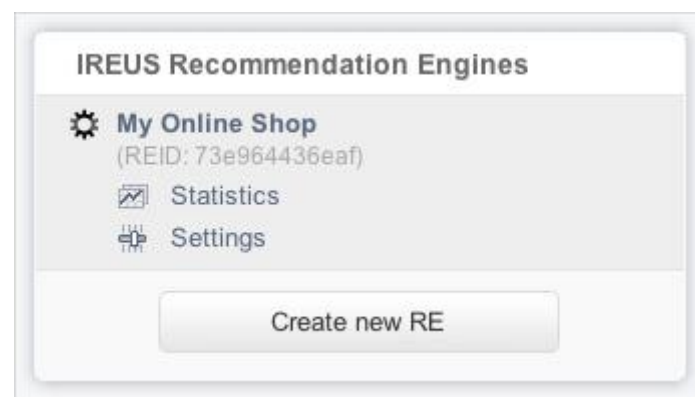


Press the new RE button...

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...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

For your settings open the file: “[SHOPROOT]/includes/ireus/config.php”. There you’ll find several variables to set up your prudsys IREUS connector:

public static \$IREUS_ACTIVATE = true; // obligatory

Set this to “false” to deactivate prudsys IREUS within your online store. “true” activates the connector.

public static \$IREUS_REID = ""; // obligatory

Holds your REID to identify your store by prudsys IREUS, e.g.: public static \$IREUS_REID = 'd3d9437f706a';

public static \$IREUS_SECURITYCODE = ""; // optional

Holds an arbitrary code to protect the data export. Just enter a code you like, e.g.: public static \$IREUS_SECURITYCODE = 'dg56dj3'. Remember the code, you’ll need it later.

public static \$IREUS_LANGUAGEID = 2; // obligatory

Language ID of your online store. You’ll find it in the admin backend under “language settings”.

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public static \$IREUS_CURRENCYCODE = 'EUR'; // obligatory

Choose the currency code of your recommendations.

public static \$IREUS_PICTURETYPE = 'thumbnail_images'; // obligatory

Choose the image size of your recommendations. Possible values are: 'thumbnail_images', 'popup_images', 'original_images' or 'info_images'.

public static \$IREUS_EXTRAPART = ""; // optional

Only set this when your shop is not reachable directly under hostname e.g. www.yourwebsite.com/onlineshop/. In that case you have to set \$EXTRA_URL_PART = 'onlineshop/' Otherwise leave it empty (default).

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.

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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 -> Data fetching”. There use the following urls:

Products: `{{BaseUrl}}/export/ireus/products.php?code={{SecurityCode}}`

Categories: `{{BaseUrl}}/export/ireus/categories.php?code={{SecurityCode}}`

Replace “{{BaseUrl}}” with the URL of your online store, e.g. <http://www.myshop.com/store>. Replace “{{SecurityCode}}” with the code you entered in the previous step in the “config.php”, e.g.: dg56dj3.

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.



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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 03 : 00 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 is:

{{BaseUrl}}/export/ireus/orders.php?code={{SecurityCode}}

Don't forget to replace {{BaseUrl}} and {{SecurityCode}} the same way you did it before.

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.

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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.

To start you may use the templates that come within your prudsys IREUS Recommendation Engine. In your MyIREUS account on www.ireus.net go to "[YOUR RE NAME] ->Settings -> Templates" and change them to your needs.

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 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:

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5 Include prudsys IREUS recommendations in your shop theme

For displaying personalized prudsys IREUS recommendations in your online store paste the appropriate prudsys IREUS calls to the respective template files.

5.1 Product detail page (obligatory)

The design of product detail pages usually is defined in the file:

[SHOPROOT]/templates/xtc4/module/product_info/product_info_v1.html

In this template file add the code:

```
<!-- IREUS Recommendations Start -->
    { insert name="ireus" event="product" }
<!-- IREUS Recommendations End -->
```

where the recommendations shall appear, e.g.:

```
{if $PRODUCTS_ADDED != ''}
<table width="100%" border="0" class="boxTextBG">
  <tr>
    <td align="center">{$PRODUCTS_ADDED}<br /></td>
  </tr>
</table>{/if}

<!-- IREUS Recommendations Start -->
    { insert name="ireus" event="product" }
<!-- IREUS Recommendations End -->

{if $MODULE_products_reviews != ''}
<table width="100%" border="0">
  <tr>
    <td>{$MODULE_products_reviews}<br /></td>
  </tr>
</table>{/if}
```

Excerpt of the template file "product_info_v1.html" with prudsys IREUS Code

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5.2 Recommendation Call (obligatory)

The call is responsible for executing all prudsys IREUS Events on a webpage. Therefore it is needed on all pages with prudsys IREUS events. In the file

[SHOPROOT]/includes/application_bottom.php

put the code:

```
// IREUS Recommendations Call
require_once(DIR_WS_INCLUDES . 'ireus/modules/view.php');
echo Ireus_Modules_View::getInstance()->getIreusScripts();
```

before the closing body-tag of the webpage, e.g.:

```
}

if ((GZIP_COMPRESSION == 'true') && ($ext_zlib_loaded == true)
    if ((PHP_VERSION < '4.0.4') && (PHP_VERSION >= '4')) {
        xtc_gzip_output(GZIP_LEVEL);
    }
}

if (TRACKING_ECONDA_ACTIVE == 'true') {
    require_once (DIR_WS_INCLUDES . 'econda/econda.php');
}

// IREUS Recommendations Call
require_once(DIR_WS_INCLUDES . 'ireus/modules/view.php');
echo Ireus_Modules_View::getInstance()->getIreusScripts();

echo '</body></html>';
?>
```

Excerpt of the php file "application_bottom.php" with prudsys IREUS Code

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5.3 Category pages (optional)

The design of category pages is usually defined in the files:

[SHOPROOT]/templates/xtc4/module/product_listing/_product_listing_v1.html
[SHOPROOT]/templates/xtc4/module/product_listing/product_listing_v1.html

In both files paste the code:

```
!-- IREUS Recommendations Start -->
    { insert name="ireus" event="user" }
<!-- IREUS Recommendations End -->
```

where the recommendations shall appear, e.g.:

```
        </tr>
        {/foreach}
</table>
</td>
</tr>
</table>
<br />

<!-- IREUS Recommendations Start -->
    { insert name="ireus" event="user" }
<!-- IREUS Recommendations End -->

<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td>{$NAVIGATION}</td>
  </tr>
</table>
```

Excerpt of the template file "product_listing_v1.html" and "_product_listing_v1.html" with prudsys IREUS Code

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5.4 Home page (optional)

The design of the home page is usually defined in the file:

[SHOPROOT]/templates/xtc4/module/main_content.html

In this file paste the code:

```
<!-- IREUS Recommendations Start -->
  { insert name="ireus" event="home" }
<!-- IREUS Recommendations End -->
```

where the recommendations shall appear, e.g.:

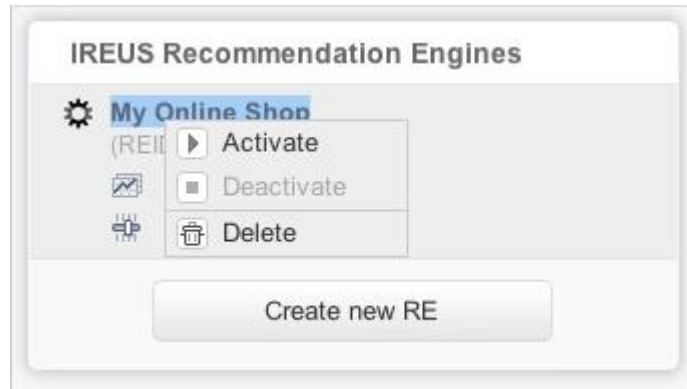
```
<tr>
  <td class="main">{$text}<br /></td>
</tr>
<tr>
  <td class="main">
    <!-- IREUS Recommendations Start -->
    { insert name="ireus" event="home" }
    <!-- IREUS Recommendations End -->
  </td>
</tr>
<tr>
  <td class="main">{$MODULE_new_products}</td>
</tr>
<tr>
  <td class="main">{$MODULE_upcoming_products}</td>
</tr>
</table>
```

Excerpt of the template file "main_content.html" with prudsys IREUS Code

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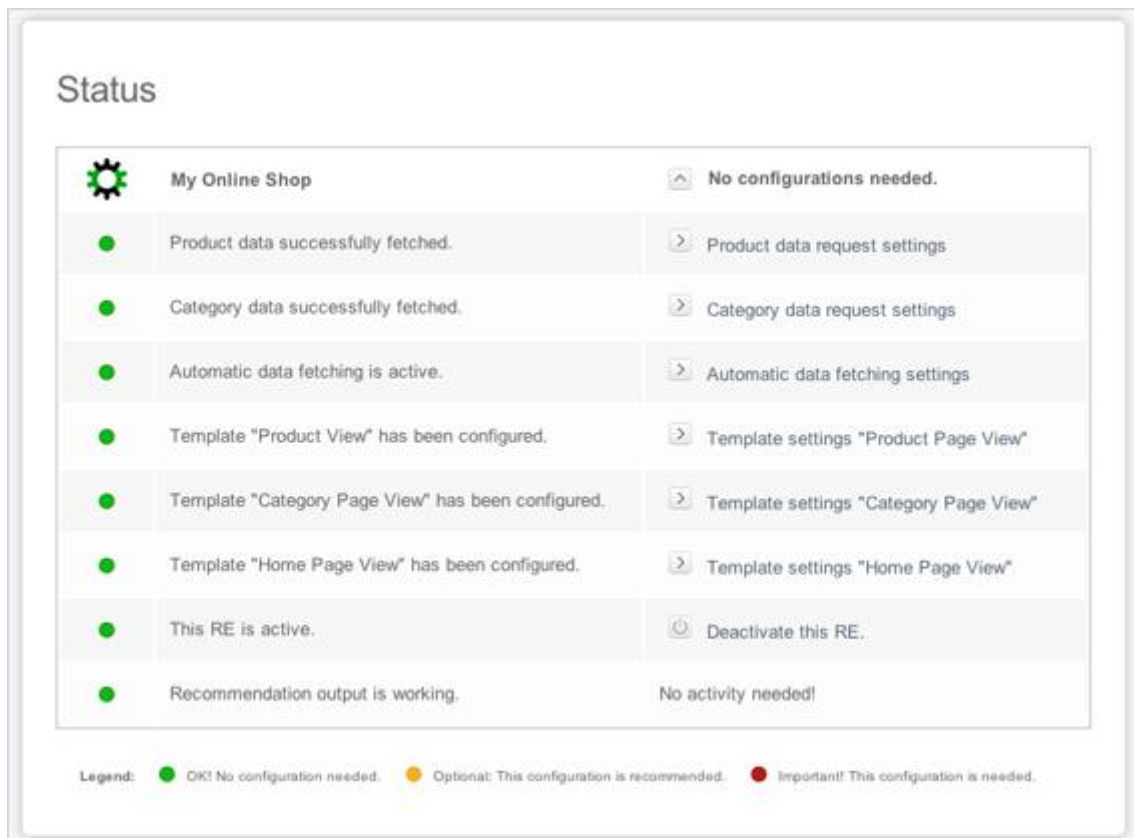
6 Activation

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.



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.

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.

About this document

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