



VINSOL

Guide

EVALUATING RAILS E-COMMERCE PLATFORM SPREE

13 FACTORS

Spree Commerce (also known as Spree) is an open source e-commerce solution based on Ruby on Rails. It was created by Sean Schofield in 2007 and since had more than 200,000 downloads and 400 contributors to make it one of the best ruby on rails e-commerce platform.

Online business has become a dominant - and growing - force. Global sales through e-commerce topped \$1 trillion

If you are ready to sell online, choosing the best ecommerce system for your business can be a challenging and confusing process. Based on deep expertise of rails e-commerce and spree development of VinSol, this document will help make sense of 13 factors you should be considering for selecting e-commerce platform for your store and how spree stack up against those factors.

“Conduct better due diligence of the platform”

in 2012, with North American and Asia-Pacific nations accounting for nearly 70% of that total. Projections are that global e-commerce sales will reach \$1.5 trillion in 2016.

Over 60% of medium to large e-commerce site owners claim they should have conducted better due diligence on the platform they selected for their stores. Much too often do businesses incur significant losses due to misguided platform selections

kapil bhatia

Kapil Bhatia
VinSol

1. License

There is no 'enterprise' edition of Spree - its all the same software. Enterprise clients, small and medium sized businesses can use Open Source Spree for commercial purpose without paying any license fee.



Open for everybody

2. Standards

Your Store must run on a standards-based platform that can be supported by standard skill sets in the wider marketplace. Spree is built on top of the popular Ruby on Rails framework that enables quicker launch, easier changes and bring cost-effectiveness to the entire project.



Ruby On Rails

3. Design

Easily modify your store design. Spree makes it easier to customize the view layer and also to write an extension that modifies the existing views. It is also simple to take an existing theme and make minor tweaks to it.



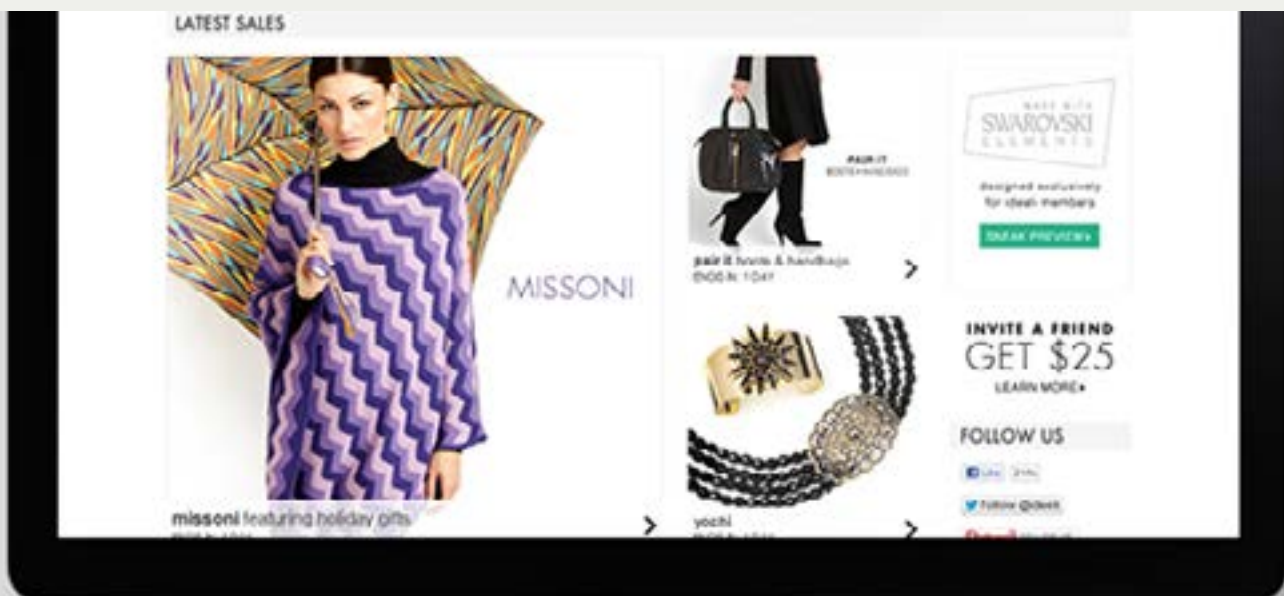
Custom Design

4. YOUR STORE SHOULD ADAPT



It's not easy to base a decision on both current requirements and a vague, undetermined set of future needs that have not yet even hit the planning stages. Plus, at first glance, any online store functionality seems pretty straightforward and almost commoditized: all e-commerce web apps have product catalogs, search features, shopping carts, shipping and secure transactions.

But those common, expected features need a complex set of capabilities required to keep best-in-class Web stores appealing, responsive, and performing well at high transaction volumes over the long term. modify your store design. Spree makes it easier to customize the view layer and also to write an extension that modifies the existing views. It is also simple to take an existing theme and make minor tweaks to it.



Think Long-Term

Select the platform that you don't need to change with growing requirements. Spree provides standard e-commerce features out of box and a powerful extensible platform that helps you add more features or change existing ones

5.Mobile

Your customers are using mobile devices. Providing Mobile support is not an optional feature any longer. Spree stores renders well on mobile phones out of box but can be further customized to the store's requirements.



Mobile Commerce

6.Extensibility

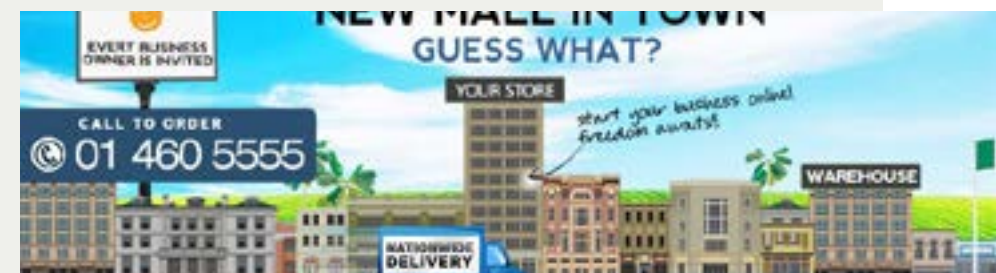
It is normal for store owners to want additional features during development or following completion. Many of those features are available as third party Spree extensions as well as can be developed quickly using its robust API.



Spree Extensions

7.Marketplace

Can you extend your e-commerce platform to enable other vendors to create online shops on your platform? We used Spree to create a marketplace for a client to add more revenue streams.



MarketPlace

Your store needs to talk to others systems

8. INTEGRATION



Why Integrate?

As online stores have become more imaginative about how they mix their Web and mobile channel with other customer and internal touchpoints, clean and easy integration is mandatory for any modern e-commerce system.

Modularity is critical

From our experience, a lot of first time e-commerce store owners don't give enough weightage to the modularity of the platform. When evaluating e-commerce applications, look for modularity, which will let you customize or tweak each individual aspect of the application to meet your unique business requirements.

Spree Integrator

The Spree Integrator connects your Spree store to lots of third-party applications and services, and provides a reliable and managed platform for you to build your own custom integrations.



9. Business User Control

Look for platforms that your business managers can use themselves. Can product and category managers control their parts of the catalog? We built custom permissions in Spree so business users can use the system without getting overwhelmed.



System for everybody

10. Product catalog

The product catalog is the online repository for every item you sell. It can be difficult to predict what kind of products you will be selling in the future, and what other applications may need to populate your catalogs.



Flexible catalog

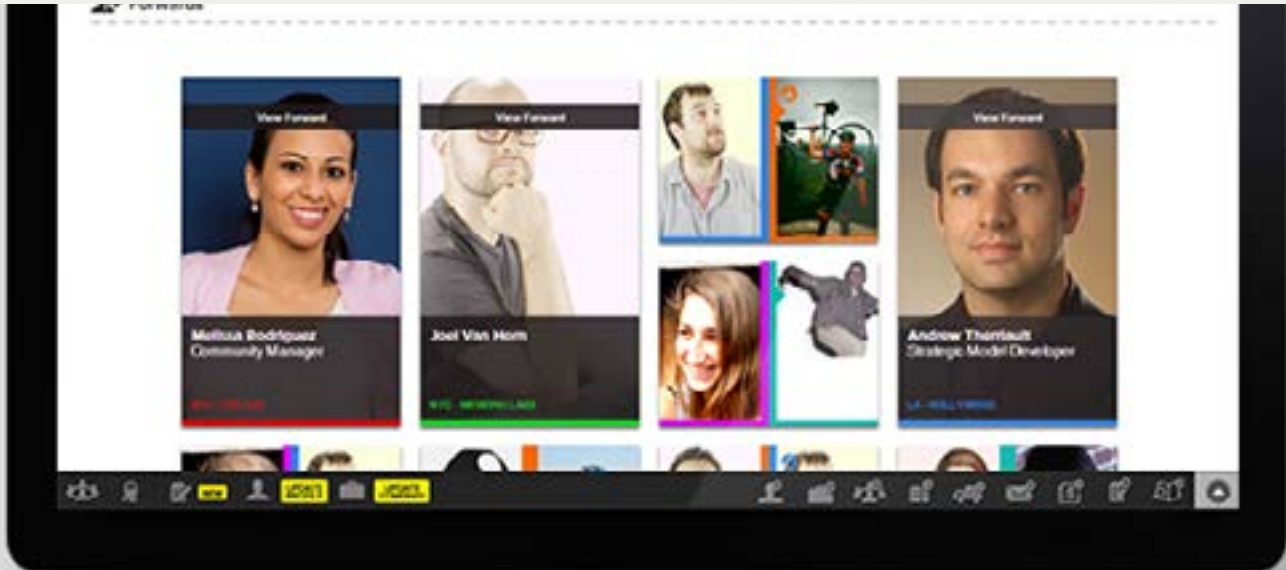
11. Customer behaviour

Try to find a solution that can monitor customer activity on your site, and can then take action based on identified behavior to improve your sales. Spree doesn't come with out of box customer analytics but can be integrated with third party recommendation engines.



Analytics

12. SEARCH CAPABILITY



Searching for products is a key operation for commerce sites, where we need both speed and flexibility. Spree supports this by providing an API that allows plug-in and configuration of a variety of specialized, high-performance search platforms.

01 DYNAMIC FACETED SEARCH This refers to a search model that allows refinement at multiple stages of the search experience based on a predefined or automatically extracted set of facets i.e. attributes of the entities being searched.

02 FULL TEXT SEARCH This is a very important conversion tool, as more and more website visitors get there using search engine such as Google with highly user-friendly features and great result relevancy. Maintain the same sense of search-relevance will help leverage the trust your users have in search engines they use to find you, even while on your website.

13. SCALABILITY FACTORS



SPREE AND RAILS SCALABILITY

For one of our clients, we are efficiently managing the product catalogue of 200,000 products with Spree in a store.

YES, SPREE CAN SCALE.

An e-commerce Website is only as good as its ability to handle its peak traffic. As your online store's popularity increases, it needs to scale with minimal effort so you can avoid incurring disproportionate development and hardware management costs.

Some metrics that help us to monitor and manage scalability are:

- Orders per day (then moving to orders per hour as the site scales)

- Total Page views and average page views per visit
- Complexity and size of product catalog
- Page Load Time
- Hardware Costs to meet the growing demand of the application

In another ruby on rails implementation, our client experiences more than 3,000 page requests and over 700 add-to-cart requests per second during peaks.

SPREE CASE STUDY

THE “BEST BUY” OF NIGERIA



Konga

Industry : Retail

Geography: Nigeria

Investment : South African media giant Naspers has acquired a substantial holding in Konga.com, for an undisclosed amount.

Custom Modules :

- Drop Shipping
- Market Place
- Custom Design templates for different stores
- Delivery Slots
- Dynamic Faceted Search
- Loyalty Points
- More than 200,000 active products

Challenge

Like many merchants, the founder of Dealdey.com wanted to move ahead of competition by launching an ‘amazon-inspired’ e-commerce site for African sub-continent from scratch in less than 2 months.

Solution

After evaluating various options, we decided to use Spree Commerce as the platform to build the store. We partnered with the founder Sim Shagaya again after the success of DealDey on an exciting new e-commerce venture called Konga. As distrust of online shopping is prevalent in Nigeria, we carried over the Wallet feature we developed for DealDey that lets users link their bank accounts as well as order online and pay on delivery. Customers using Wallet earn loyalty points that can be applied to future purchases.

While Konga owns its entire inventory, individual vendors are responsible for delivery. By developing a robust back-end, we were able to integrate these third-party participants so that customers can arrange delivery within a four-hour window.

Nigeria’s sluggish Internet connections posed a challenge as slow merchant responses and delayed payment confirmations made customers worry. In response, we simplified transactional logic to speed up confirmations without sacrificing security. By streamlining the buying process, more people completed purchases and became repeat customers.

Results

Launched in July 2012, Konga sells everything from books to fridges to mobile phones. The company’s main warehouse is in Nigeria’s commercial hub Lagos, while it has sorting centres in Abuja and Port Harcourt.

URL

www.konga.com

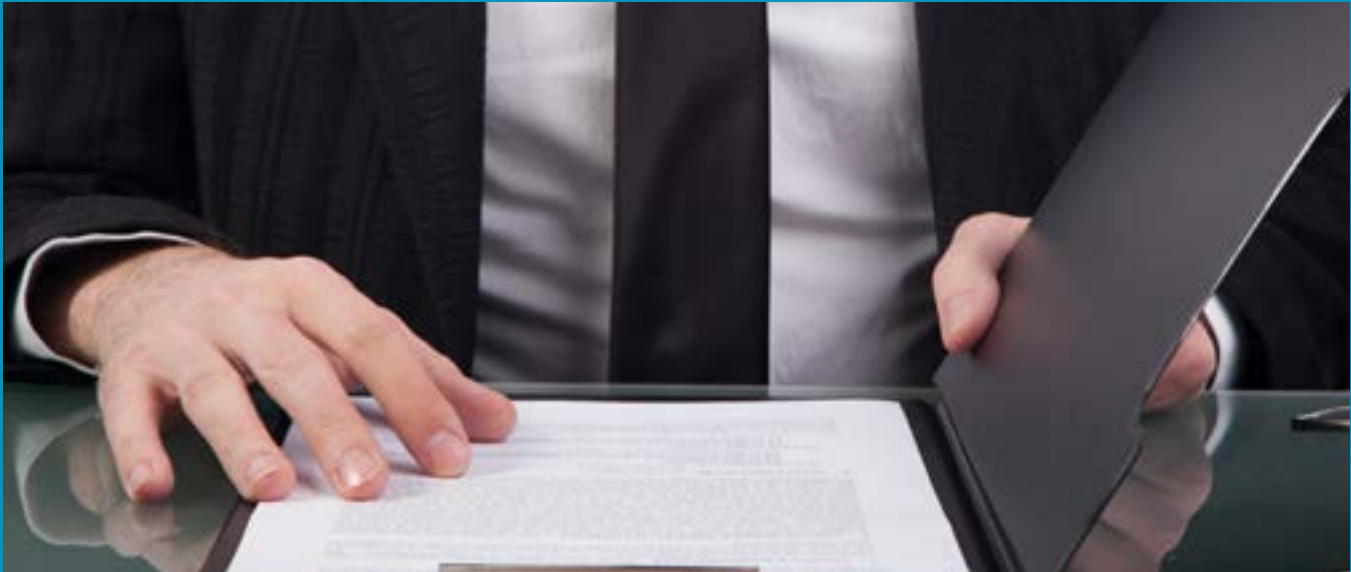
ABOUT VINSOL

Whether you are launching your first online store or you are migrating to Spree from another platform, you need a development partner that is seasoned in building secure, scalable and highly available online stores.

VinSol works closely with global retailers and emerging brands to deliver complex e-commerce sites on the Spree and Ruby on Rails platform that not only look fantastic but also work brilliantly.

With a San-Francisco and India based operations of over 65 – including highly skilled software engineers and creative team - VinSol has the knowledge, expertise and track record to deliver, support and scale next-generation e-commerce projects.





Get in touch

1501 Mariposa St
Suite 200
San Francisco, CA 94107
Phone: +1-415-839-0057

2/6, West Patel Nagar
New Delhi - 110008
Phone: +91-11-45094196

info@vinsol.com
www.vinsol.com