Planning for a Multi-Website Business on Magento

How to leverage the full capabilities of Magento's multi-website functionality to support your business initiatives

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The presenters

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What will be discussed

	Websites, Stores and Store views overview
	Deep dive: Multi-brand global retailer
	Evaluating the website footprint
	Other considerations
	Q&A

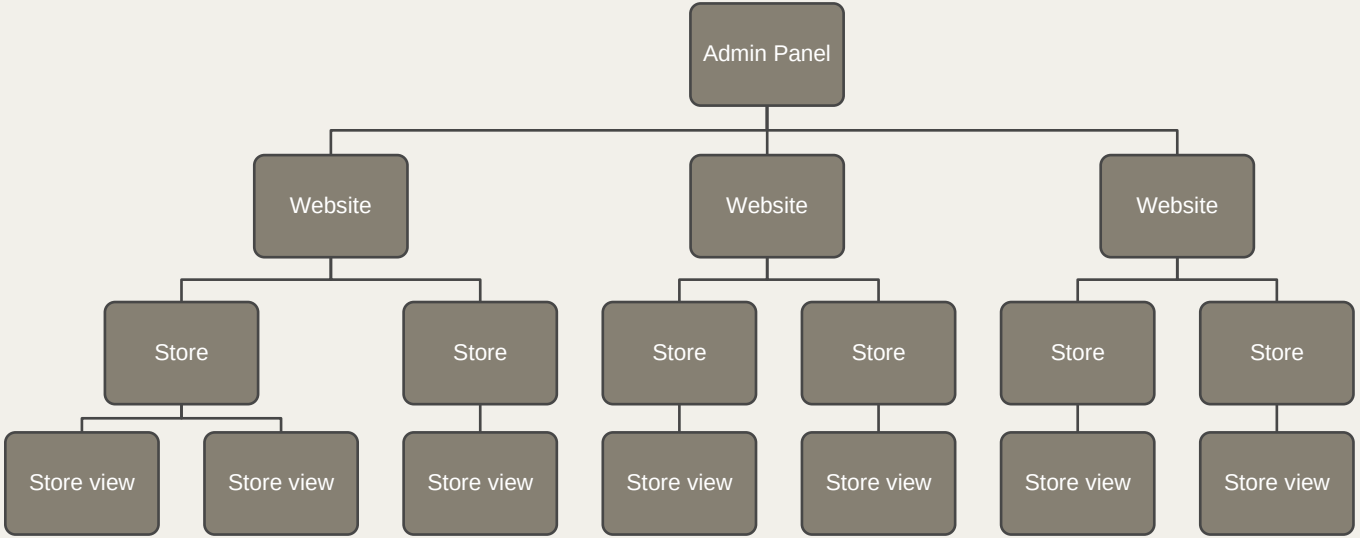
Why are we here?

In today's eCommerce landscape, merchants are looking to leverage Magento to handle large numbers of websites and stores.

Business owners need to understand how to plan their businesses and customer experience around the Magento architecture. To do this effectively, they also need to understand what factors to consider when building a solution that will use more than one website.

The benefit of multiple websites

Magento's multi-website architecture provides **centralized management from a data and administration perspective.**

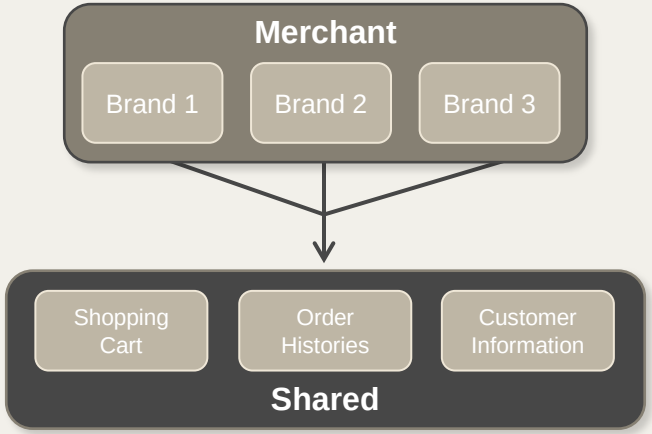


Multiple websites, stores and store views from a single admin panel

Typical business use cases

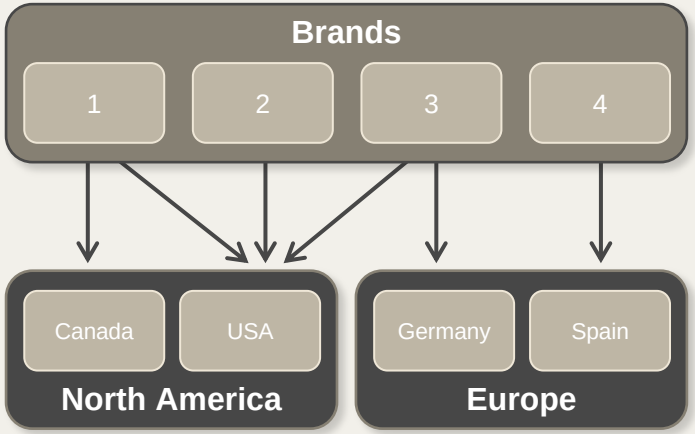
The Mall

- Multiple brands under one merchant
- Shared shopping cart, order histories and customer information across all brands



The Multi-Brand Global Retailer

- Several brands across multiple countries or geographical regions
- May need separate management of each brand



Websites, Stores and Store Views Overview

Defining data across your business

Websites	Payment and shipping Promotions Shopping cart Customer info Order info
Stores	Separate catalogs
Store Views	Look and feel Display currency Language

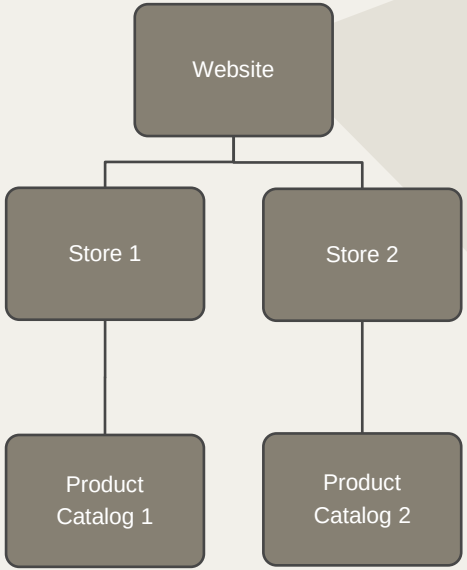
Websites

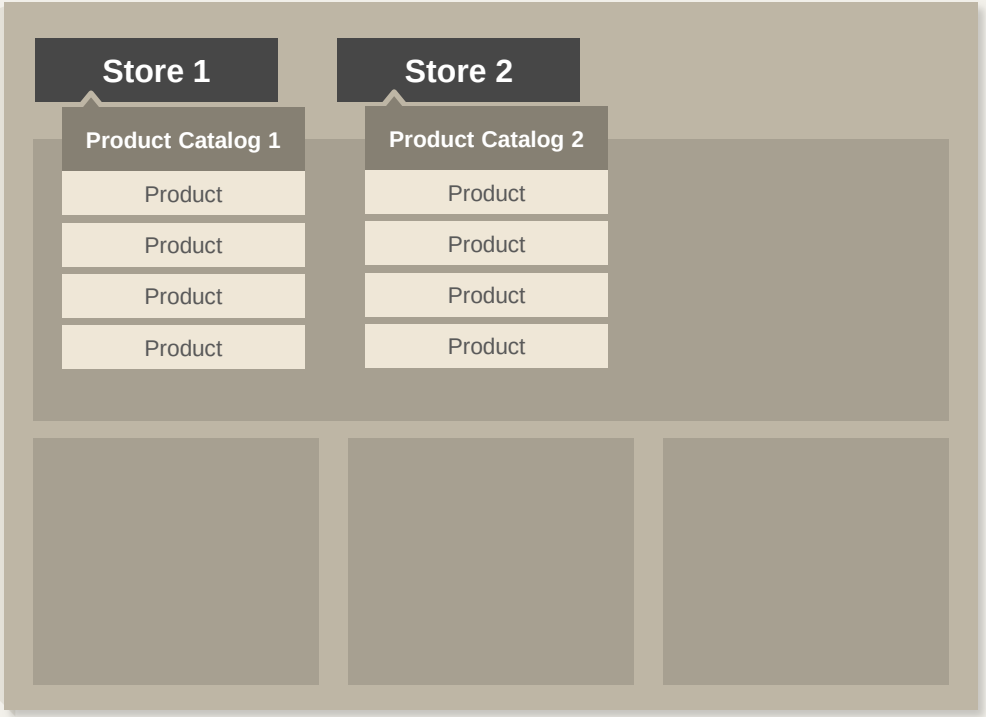
Use separate websites when you need <u>different</u>:

- Base currencies for the same products (*shown*)
- Prices for the same products
- Catalog permissions
- Promotion rules
- User or Admin roles

Stores

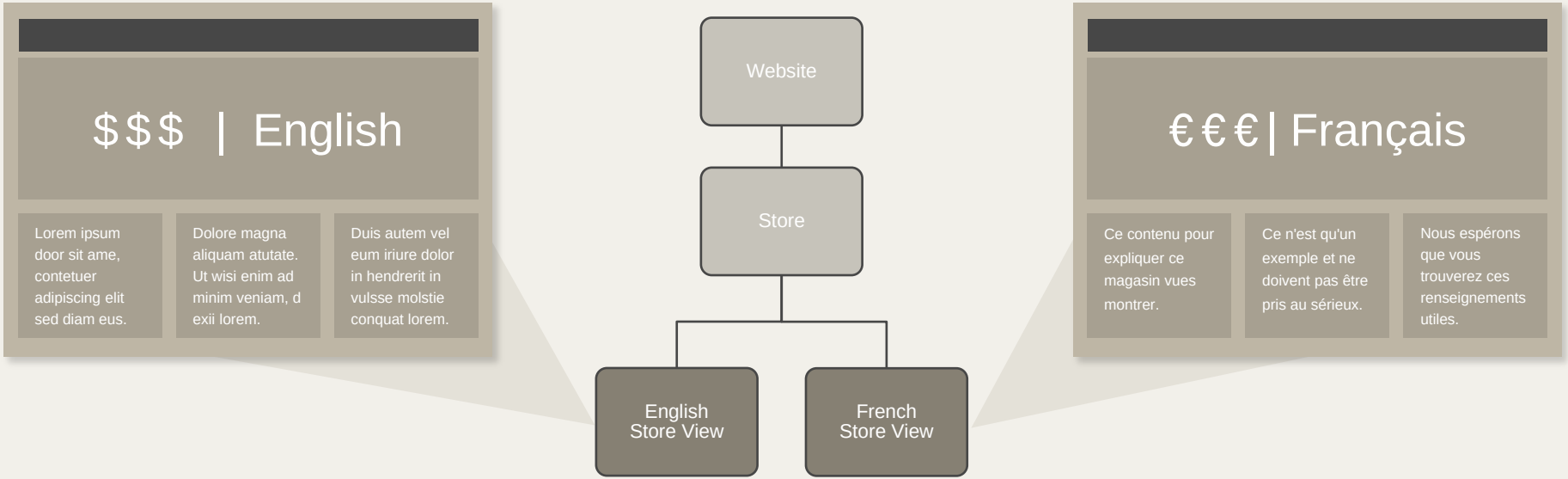
- Allow for different catalog structures within a single website





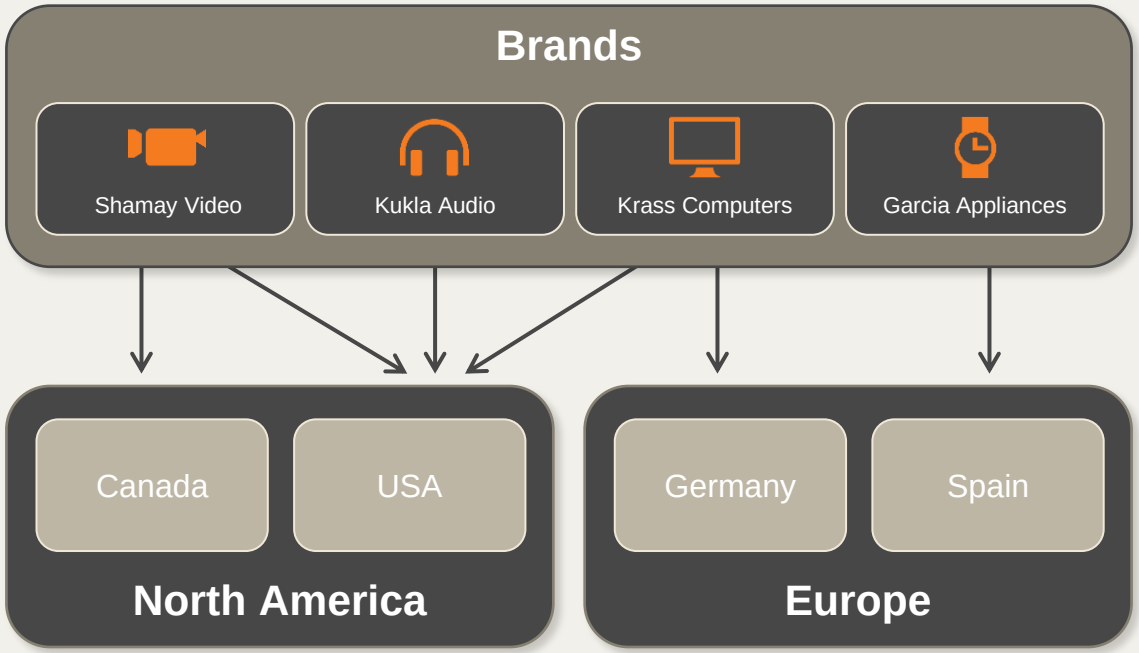
Store views

- Allow for different themes which control a site's look and feel
- Handle display currencies and languages (*shown*)



Deep dive: Multi-brand global retailer

Business structure diagram



Mapping requirements to Magento

Per country

- Different design per country
- Different currency per country

Per country for each brand

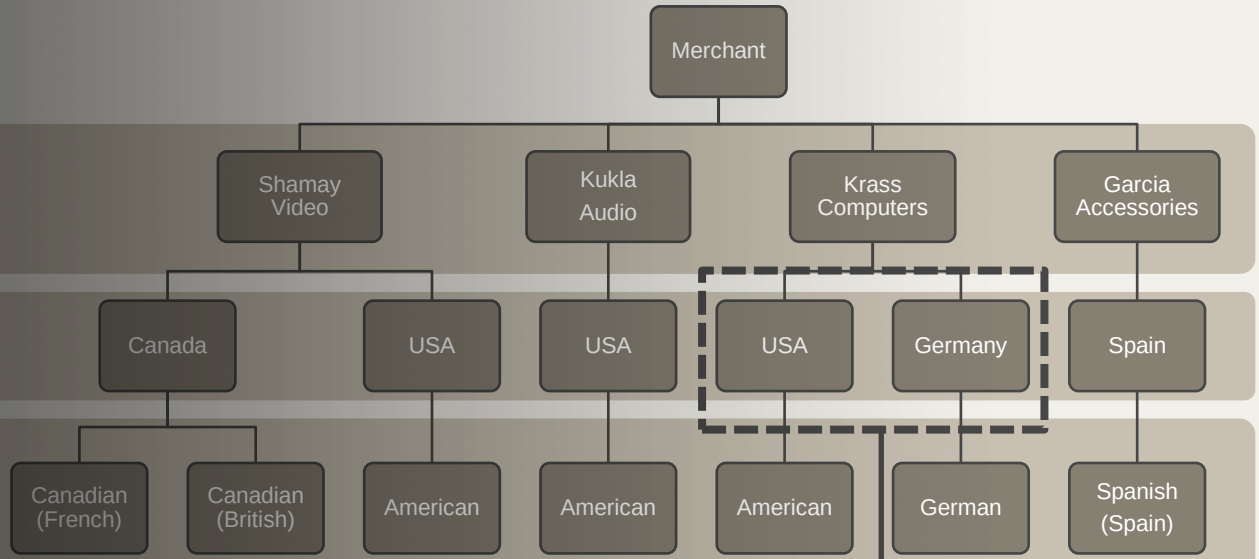
- Sales reports restricted per country for each brand
- Different shipping methods per country per brand
- Different payment methods per country per brand
- Different promotions per country per brand
- Different product price per country for each brand

Approach 1: Website per brand

rand

Requirement	Met?
Different display currency by country	✓
Different design per country	✓
Sales reports restricted per country per brand	✓
Different shipping methods per country per brand	✗
Different payment methods per country per brand	✗
Different promotions per country per brand	✗
Different product price per country per brand	✗

currencies and optional domains

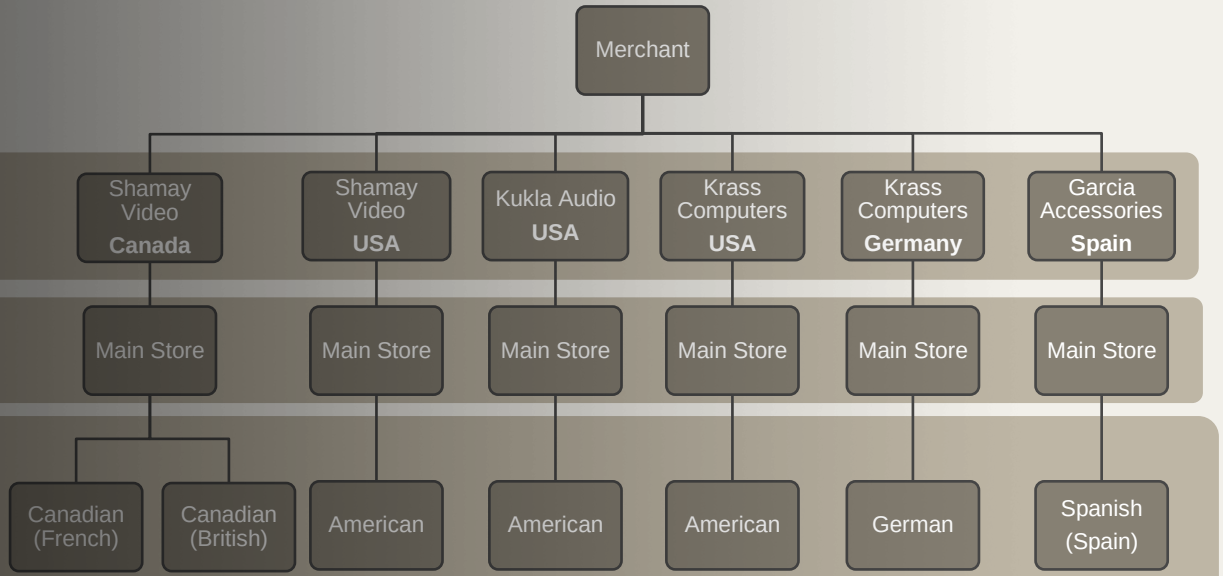


Krass Computers cannot have different promotions, shipping or payment methods for the United States and Germany

Approach 2: Website per brand + country

rand+country

Requirement	Met?
Different display currency by country	✓
Different design per country	✓
Sales reports restricted per country per brand	✓
Different shipping methods per country per brand	✓
Different payment methods per country per brand	✓
Different promotions per country per brand	✓
Different product price per country per brand	✓



Theme

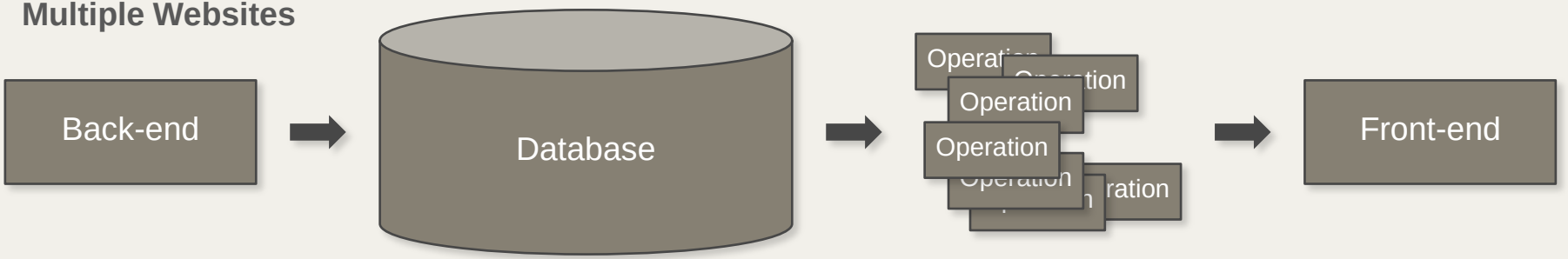
Different languages, designs, currencies and optional domain per locale

Evaluating the website footprint

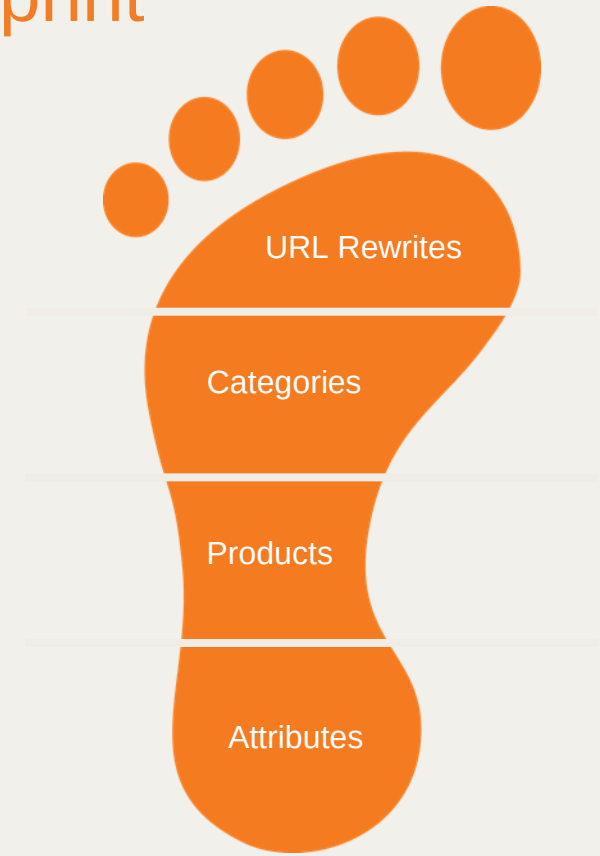
How the application handles a high volume of websites

Single Website

Multiple Websites

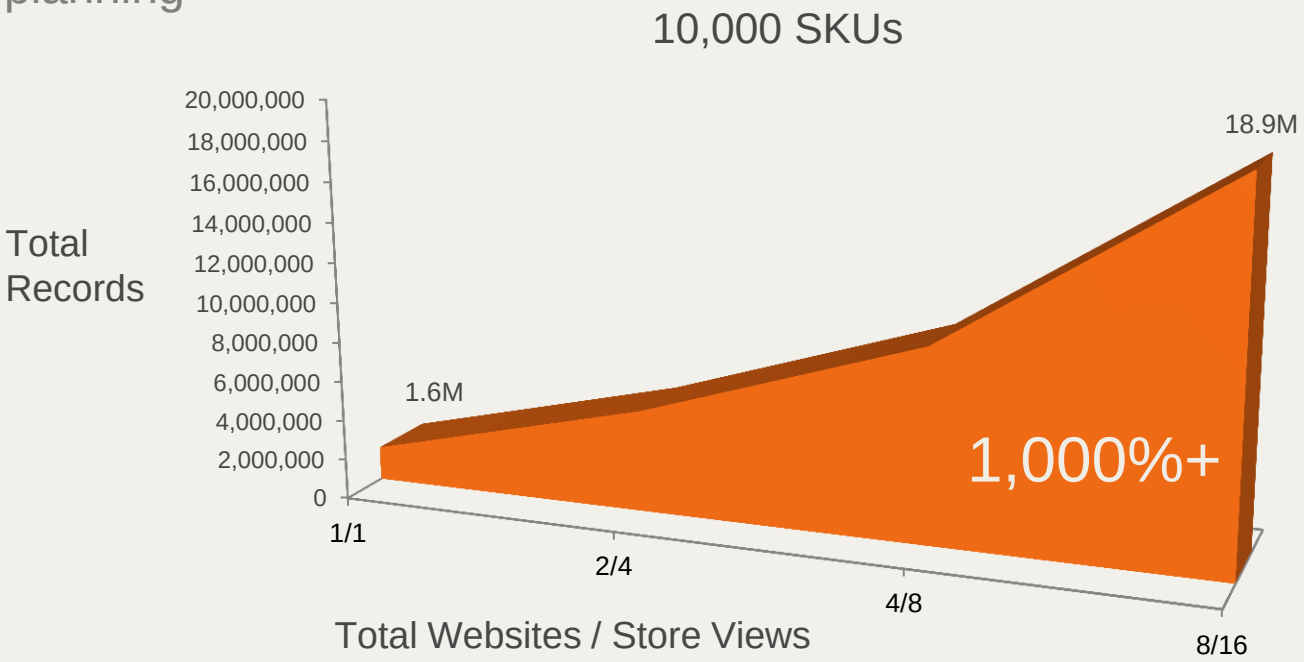


Defining the Footprint



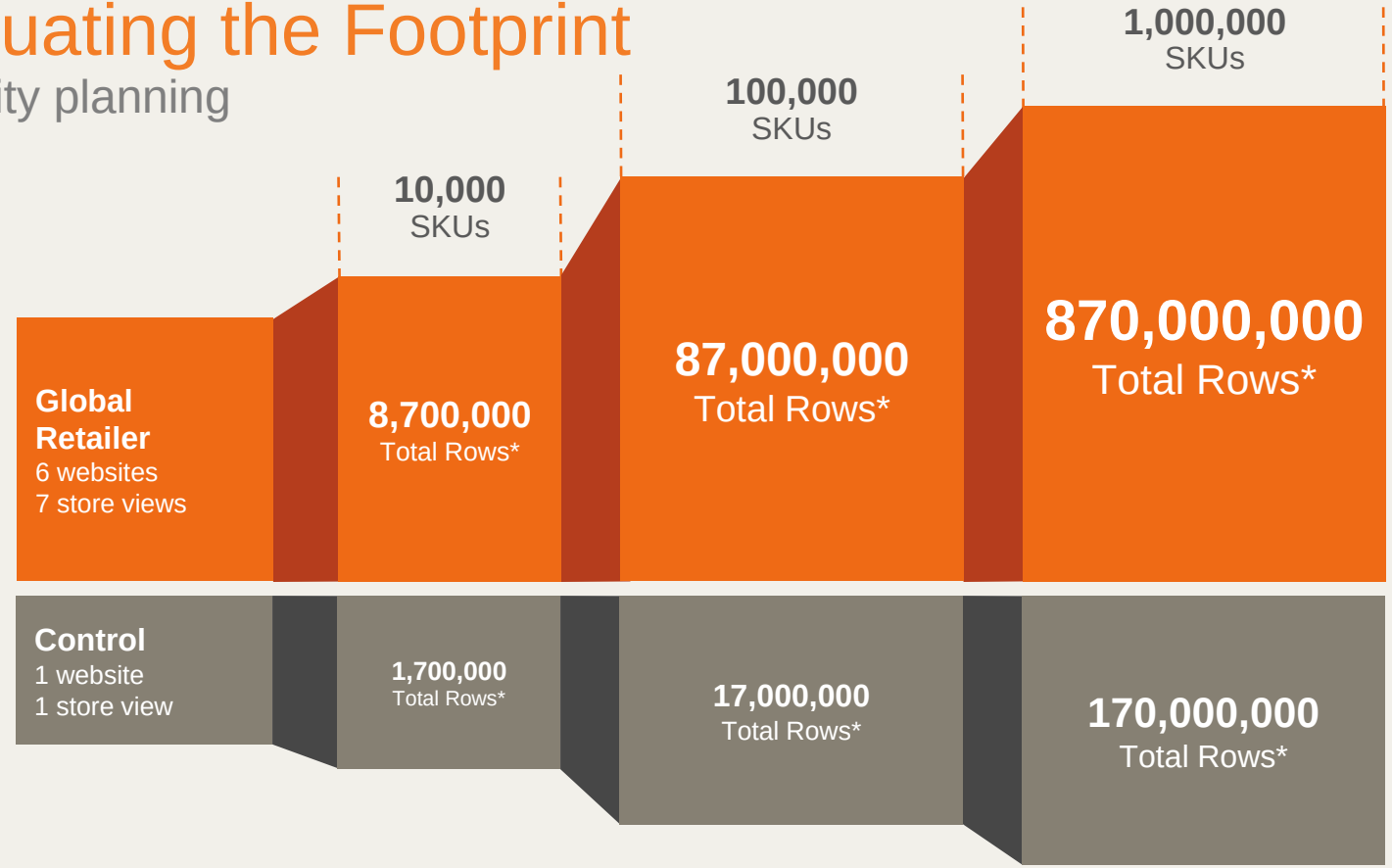
Evaluating the Footprint

Capacity planning



Evaluating the Footprint

Capacity planning



* Total Records number is approximate.

Other considerations

Other things to consider

- Hardware size, speed and configuration
- Magento application configuration
- Advanced cache configuration

Q&A