



Smalltalking the web



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Who I am?

— [I talked about this just half an hour ago :)

What's iBizlog

— [Massive eCommerce for small business

Our target

— [Independent professionals

— [Small business (PyMEs)

— [e-commerce

Our competition

— [WebStore - Amazon

— [ProStores - eBay

— [Yola, NeoSitios, etc.

iBizLog - Some features

Business types

Style templates

Customizable on
certain plans

Messaging tools

Shopping cart

Payment types

Sales tracking

Social networking

Ranking system

Own domain

SEO by default

iBizLog - Numbers

— [Since we start (1 year):

— Over 1500 business

— Over 5,000 registered users

— 5 minutes average time on site

— 5 pages/visit

What is iBizLog ?



It is a simple and easy online system you can use to create your own website online in order to promote and sell your products or services. Create your website now! **START NOW !**

Live demo!

Have your WebSite



FREE

Create WebSite



Personal Identity and URL
Have your own URL for the website, with tailor-made settings and design.



Communication Tools
An easy and fast way to communicate with your clients and manage your orders.



Multilingual Menu
Your website will have menu and features in different languages to improve the communication with your clients.

Technology

— [GLASS

— [Linux CentOS (64bits)

— [Quad Core, 4GB

— [Hosting: LeaseWeb - Netherlands

Deployment

—— [It's a GLASS!

—— 3 Gems/1 Stone

—— Apache is going trough FastCGI

What we use (1)

— [Development on Pharo

— [Seaside 2.8

— Prototype/Scriptaculous

— jQuery (made by Sebastian Sastre and my self)

— [Magritte... a lot of Magritte. Any where. Any place.

— [AJAX... a lot too.

What we use (2)

— [ReCaptcha (Yes, integrated to Magritte)

— [ImageMagick (Integrated to Magritte too - this one was hard)

— [ShareThis (I did not find any sense on integrate this with Magritte, but give me some time)

What we did (1)

- [Home made data storage mechanism

- Very simple, but very reliable and customizable.

- We call it "Voyage"

- Can be used with plain memory, GLORP and, of course, Gemstone.

- [It works!

What we did (2)

- [Home made Seaside/AJAX component library

- You create components and forget about “html request blah” stuff.

- We call it “Dynamic-Components”, and now “Reef” (on Seaside 3)

- [Yes, already talk about this :)

- [It works too!

Problems found (1)

- [Gemstone people did a very good work providing a Squeak/Pharo compatibility layer
 - But there are some that were not migrated:
 - #ifNotNilDo:, #asMonth, #hour24, etc.
- [Some are present, but with different implementation
 - HTTP POST work in a very different way
- [Some others can't be migrated because the machinery is different:
 - OSProcess for executing external programs (ImageMagick).
- [Our solution: use our own abstraction layer for platform specific stuff

Problems found (2)

— [Hyper stop working with some charge

— [Our solution: Using FastCGI. It was straightforward, and it speed ups the application a lot.

Questions?

Thank you!
self registerAt: '<http://ibizlog.com>'