Smalltalking the web
Who I am?

I talked about this just half an hour ago :)

jueves 16 de septiembre de 2010
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

<table>
<thead>
<tr>
<th>Business types</th>
<th>Payment types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style templates</td>
<td>Sales tracking</td>
</tr>
<tr>
<td>Customizable on certain plans</td>
<td>Social networking</td>
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<tr>
<td>Messaging tools</td>
<td>Ranking system</td>
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<tr>
<td>Shopping cart</td>
<td>Own domain</td>
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<td></td>
<td>SEO by default</td>
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</tbody>
</table>
Since we start (1 year):

- Over 1500 business
- Over 5,000 registered users
- 5 minutes average time on site
- 5 pages/visit
Live demo!
Technology

- GLASS
- Linux CentOS (64bits)
- Quad Core, 4GB
- Hosting: LeaseWeb - Netherlands
Deployment

It’s a GLASS!

3 Gems/1 Stone

Apache is going through 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:

- OSPProcess 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.
Thank you!

self registerAt: 'http://ibizlog.com'