Magento Plugin for eBay
What is Magento?

- Open source e-commerce web application currently used by merchants worldwide
- Acquired by eBay in 2011
- Default store and customized stores
Objectives

- Allow merchants to simultaneously post items on eBay as well as on their own website
- Support all the features supported by eBay (such as Category attributes ..)
- Avoid Using M2E
- Increase MIP’s General Merchandise Volume (GMV)
Some Magento Merchants

source : magentocommerce.com
How will the integration happen?

- MIP: Merchant Integration Platform
  -> Platform allowing onboarding of large merchants onto eBay
MIP structure

1. Inbound Data Files
2. Admin App
3. eBay Listings
4. eBay Sales
5. Outbound Order Files

MIP Cloud Storage
Inbound and Outbound Feeds

- From merchants to MIP, mainly:
  - Product Feed
  - Image Feed
  - Inventory Feed
  - Order Acknowledgment Feed
  - Shipment Feed

- From MIP to merchants:
  - Order Feed

All sent at regular intervals, every 30 mins, via a Cron Job
Two distinct Cycles

Product Feed - Image Feed - Shipment Feed - Order Ack

Inventory Feed - Order Feed

Arrows indicate the flow of information between the different stages.
ERD Diagram

- Merchant
  - UI
- Product database
- Order Database
- Order Feed
- MIP
- Order Ack + shipment feed
- Listener
- Plugin
- Product + Image feed
Demo

- 5 main modules for:
  - Generating and Sending product feed
  - Generating and Sending image feed
  - Generating and sending inventory feed
  - Reading order feed, generating and sending order ack feed
  - Generating and sending shipment feed

All based on Magento core code ONLY, to ensure compatibility with future versions
First Part

- Listing an item on eBay through Magento
- Removing a listing from eBay through Magento
- Single image and multiple images supported
Second Part

- Buying an item from eBay
- Buying an item from the merchant’s website
- Storing a mapping between MIP id and Magento id