

Magento™ creates huge success with enterprise e-commerce platform & community built on Zend Framework



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Roy Rubin,
Chief Executive Officer,
Varien, the Magento™ company

Customer: Magento™ open-source eCommerce Platform

Geography: Worldwide, offices in Los Angeles

Industry: e-commerce web

Challenges:

- "Costs associated with training new developers" were too high.
- Supporting their own in-house framework without the wisdom of an open-source community was proving to be difficult.
- Needed a "professional framework which had support," a company standing behind it that Magento contributors could go to for support.

Solution: Zend Framework and PHP 5

With clients that process more than 10,000 orders/day using multiple servers and cluster architectures, the Magento project has absorbed the wisdom that only comes from repeatedly solving challenges that face enterprises building reliable, secure, and high-availability web sites and services. Varien, the Magento company, has been in the business of building e-commerce solutions since 2001 and has seen significant adoption of the Magento eCommerce Platform.

The Magento engine uses PHP 5 and Zend Framework because of the large open-source eco-system that supports and enhances their investment in Zend Framework. "We considered Java & Struts, and had many discussions among our team on which technology to use for Magento, but once we knew Zend was behind the open-source Zend Framework project, encapsulating and supporting the features we needed for our large corporate & enterprise clients, we immediately chose Zend Framework. We're extremely happy with our decision," said Roy Rubin, CEO at Varien.

Since Magento is open-source, Varien knew that the code base used to develop it must be well documented and easily understood by a large community of developers. PHP 5 and Zend Framework provided the perfect fit for building Magento. Since its introduction, thousands of customers have chosen Magento to build their e-commerce solutions.

The Challenge

Originally, Varien had their own homegrown, in-house framework and found themselves with a workable, but not optimal solution. Varien had chosen PHP for its lower learning curve, stronger community support, and lower costs for maintenance. However, their in-house framework had inherent challenges:

- Hiring talent to use in-house framework challenging—not considered a 'career-builder'
- Two months or more of training was often necessary to get new staff up-to-speed
- Supporting their own in-house framework without collective open-source community wisdom proved to be difficult

Says Yoav Kutner, CTO, "We were happy with our framework, but the costs associated with training new developers were not worth it. We needed a professional framework which had support, would continue to evolve outside of our company, and had a strong community of developers already versed in the code."

The Solution

The *Magento*™ project chose to go with industry standard PHP 5 and Zend Framework to provide them with an extremely simple, object-oriented, and flexible solution that encapsulates best practices, agile & testing methodologies, and that would result in very rapid development of enterprise-grade web applications. The project's development teams as well as their e-commerce clients benefit from Zend Framework because it provides them with all of the following:

- Widespread *community support* gives Magento contributors and users an open source framework with a wealth of documentation and momentum behind it. This enables Magento to grow as project developers contribute to the Magento code base and don't need to learn an unfamiliar framework. This benefit also applies to new staff as well, because Varien can **more easily find developers that are already familiar with Zend Framework**.
- An *object-oriented library* of code that gives them a simple and painless **transition to data-using web services**. Web services are especially important in e-commerce where the sharing of information between various fulfillment, payment, and other programs is integral to successful business practices and work flow.
- A *use-at-will architecture* that enables Magento developers to use Zend Framework for the functionality they need and not be burdened by any parts they don't. **Flexibility is an important part of the design** of Zend Framework and this philosophy continues to guide the ease-of-use and modular nature of future enhancements as well.
- *Licensing* that protects the entire ecosystem of products that get built upon the Magento code base, **allowing end-user clients and customers to build, extend, and deploy** unlimited applications on their Zend Framework & Magento codebase without concern for intellectual property issues.

"We picked Zend Framework not only because it had a committed company behind it," said CTO Yoav Kutner, "but because it also had a strong community. We saw that Zend Framework would continue to evolve and Magento would benefit as an open-source product in its own right, because it would use an increasingly standard code base."

With a clear roadmap for companies to depend upon in the future, Zend Framework is the leading open-source PHP framework and it has a flexible design that lets you easily build modern web applications and web services.

The Result

The *Magento* project — www.magentocommerce.com — has built an industry-standard e-commerce engine with Zend Framework that is reliable, secure, and engineered for performance and that integrates with multiple online properties, call centers, and point-of-sale retail systems.

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"We made the decision to go with Zend Framework to enhance our PHP development. By switching from our own framework to the open-source Zend Framework we have been able to significantly reduce our development time and better service our clients."

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For more information please see: framework.zend.com