

# LS eCommerce

## Your advantage in an online world

### Webinar Q&A - April 20, 2020

---

**Presenter: Petur Thor Sigurdsson**

**Q: How does calculate basket perform when many users are online at the same time . No lockings ? No lost carts ? Also What happens if the NAV service dies.**

A: We have introduced the ability to scale out on service tiers. We now have two different connections into LS Central so if you check out the architectural drawing, we have the Omni server in the middle, so when we have requests from the eCommerce platform the Omni server relays those into LS Central. So there are effectively two connections from the Omni server into LS Central. One is the basket calculation connection and that connection we can scale out indefinitely by adding more and more service tiers. Just so you're aware, adding more service tiers is included in the licensing mechanism and the only cost is effectively IT-based to add more service tiers. Then we have a second connection into LS Central which is what you might call the real-time connection; meaning that through this connection we are posting the transactions and this is a dedicated posting connection into a LS Central that is not cluttered by calculation requests. So in this regard we can scale indefinitely out on the service tiers that handled the basket calculation and then we have a dedicated connection into LS Central for posting the transactions. Furthermore, we are also planning to be able to write transactions temporarily to staging tables, should the Omni server not be able to reach LS Central. So if LS Central is not able to respond during a posting process, then the system will write the transaction to a staging table allowing LS Central to retrieve it and post it when it's idle and able to process it.

**Q: How is the LS Retail Extension for Magento licensed and priced? Is it on top of the eCommerce license ?**

A: No, the LS Retail extension for Magento bears no additional licensing cost. The only thing we license is the use of our eCommerce API, so the way it works is that there's no licensing cost to the extension itself. However, we need to look at the bigger context, namely which version of Magento you choose. If you go with the open-source version of Magento and run our extension there no additional licensing cost apply, but if you choose the commerce version of Magento, then you pay licensing cost to Magento.

**Q: How much time, roughly, would you estimate an implementation project takes?**

A: This is entirely based on the scope of the project. Our extension should be capable of handling basic eCommerce, so a basic eCommerce project with no special features should be readily available out of the box. This is our intention and then it depends on the scope of the project how long it will take. Some businesses like to create something spectacular on their eCommerce site, and then we might have a situation where it makes sense to seek out a an independent Magento agency to further build on our source code. In such cases it is not possible to predict a timeline, but our objective is that our Magento extension is capable to take a basic eCommerce business live, as a turnkey solution. The time it takes to then deploy

this turnkey solution, depends on a few factors. An experienced Magento developer will be able to install all the needed components on a production server within a day, but in real life there is always a certain „back and forth“ between the customer and partner on the layout and content. We would therefore estimate the total time to be around 2-3 weeks, with everything included.

**Q: What version of LS Central is required to make the link?**

A: It all revolves around the Customer Orders module in LS Central. LS eCommerce is heavily dependent on the features found in the Customer Orders module and therefore we need a version where this module has some maturity. We recommend that you should have version 14.0 or later of LS Central for this to work smoothly, but please also know that we have deployed LS eCommerce with older versions of LS Central and LS Nav but you must be advised that the partner will then need to do downporting of LS Central features for everything to work smoothly.

**Q: Is it possible to modify the Magento extension?**

A: Yes absolutely. We release the full source code of the Magento extension so all modifications are possible.

**Q: Is there an LS eCommerce integration with LS One?**

A: Not yet, unfortunately, but we have it firmly on our roadmap.

**Q: Are there any differences in the features that are supported by the Magento front-end and the other three?**

A: Technically – no but with one exception. The collaboration and the partnership we have with the other eCommerce vendors dictates that we will follow each other. They will develop support for the features found in LS eCommerce and, equally, LS Retail will follow new additions to their eCommerce platforms. In theory there should be no differences, but of course it all comes down to development timelines and cadences so it's safe to assume that our Magento solution will always have all the features readily *available* and then the other will catch up if they are not exactly in our cadence. The exception though is Shopify. Shopify as an eCommerce platform is slightly less suited for customizations than the other two and therefore needs to handle some of the features a bit differently. Please reach out to VL Omni on the full feature set of the Shopify integration.

**Q: Are you planning to extend sourcing options for eCommerce orders?**

A: Yes, absolutely and this comes directly into the Customer Orders module, so we make use of the options that are found there.

**Q: Is there any connector or extension that VL Omni has built for Shopify or is it based on project that they will be doing the development?**

A: Kind of both. VL Omni are in the middle of of the first project but but the objective is to build a connector or an extension that can be reused and is then a formal product that can then be reused all over the place.

**Q: Is the latest version of the Omni server is backward compatible to older versions of LS Nav (2016 & 2017)?**

A: It depends on whether the objective is to be able to use the latest version of the Omni server with all our LS Nav versions, as we have been doing a lot of changes in the Customer Order module. Please send me a private e-mail and I'll hook you up with the developer to get the exact answer to this question.

**Q: Is this available in LS Central only? As in India the existing version is LS Nav 2016.**

A: Our eCommerce offering is truly based on unified commerce and hence we need the Customer Order module and a sufficient maturity state of that module. We have done installations or deployments where we have gone with older versions but this requires work on behalf of our partners, so send me an email on the matter and we'll pursue it further.

**Q: Is it possible to create in the LS Magento demo, a scenario of prepayment online and pick up in-store?**

A: It is not supported on our demo site as such, but we are doing it for a customer here in Iceland where we have a click and collect scenario: prepay online before picking up in the store.

**Q: Is there a place for a dedicated PIM solution in this setup?**

A: Yes, there is - but perhaps not a dedicated place. What we've done in LS Central and on the item card is - I'm not going to say that we have created a miniature PIM system - but we've done a lot of additions to insert in the elements that you find in a PIM system, so we believe that we have added all the necessary data elements in the item card in LS Central. We fully realize that this is not a PIM solution, so videos, audio files, PDFs those are table data elements that are missing from our item card. It is perfectly valid and perfectly acceptable practice to insert a PIM solution in a setup like this to further enrich the data. If we look at, for example, Dynamicweb they have a PIM solution that goes elegantly into this scenario and with the other solutions then you can basically employ all kinds of PIM solutions to further enrich the data if that is what's needed.

**Q: Can we get the source code for Magento, so we can modify websites as per our design?**

A: Yes you can get the source code for Magento to modify the design.

**Q: Why is licensing POS-specific? Can we effectively buy only one license (1 POS) even if the number of POS Terminal is 20 plus?**

A: This boils down to scalability. Previously we had a one-tier licensing model: essentially the same licensing model for all sizes of customers but we went down to a base price and a per-POS model to scale the price model more effectively towards smaller businesses. So the number of POSs is a size quantifier on the size of the business in order to have the price for the eCommerce solution proportional to the size of the business. We measure the size of the business and the price of the eCommerce license in the number of POSs.

**Q: How does the licensing work pertaining to LS Central?**

A: The licensing for eCommerce is found in the respective price lists for LS Central. We have a base-price and then a number of POSs price on top of that and this is simply a software enhancer on top of LS Central so it is additional to the LS Central license.

**Q: Will this integration support Pick from stores?**

A: Yes. Click and collect is supported.

**Q: Roughly how much does it cost between an open platform Magento implementation vs the eCommerce Magento in terms of the product?**

A: I cannot answer this question because for the commercial version you must approach Magento and they will put a price tag on the solution. The criteria they use, as I understand it, are the size of your company and the eCommerce turnover. Please approach Magento directly for further information.

**Q: From where we can get PDF/Training Material to set up?**

A: We have revamped the LS Retail Portal site for LS eCommerce <https://portal.lsretail.com/Products/LS-eCommerce> (login required). This is a good first stop for basic information.

**Q: We have one opportunity, how can you help in our 1st implementation?**

A: You can reach out to me by e-mail ([petur@lsretail.com](mailto:petur@lsretail.com)) and we'll do our best to provide support in your implementation.

**Q: Do you have experience with WooCommerce?**

A: No, not personally, but WooCommerce is one of the third-party eCommerce platforms where we have a company doing an integration to LS Central from WooCommerce, so this has been done. This is the responsibility of a third-party software house so LS Retail has no experience but we can point you in the direction of the company that did this.

**Q: Is it possible for the buyer to choose a pickup location?**

A: Yes, you can with the Click and Collect procedure. You can effectively choose the store that you would like to pick up the items from.

**Q: Is there a default skin for Magento that LS Retail recommends?**

A: The skin that we use by default is the Porto theme and that is a set of themes that we think is excellent. So there are a number of themes in the Porto portfolio and one of these skins would be an excellent choice, but skin is a skin, so if it follows the industry standard then you can select whatever skin you want from a reputable manufacturer or a developer.

**Q: What are the main changes of Customer Order module?**

A: This question has to do with support of older versions of LS Central or LS Nav, so please [reach out by e-mail](#) and we will involve the LS Central team to further educate you on what might be needed in order to support an older version or your older version of LS Central or LS Nav.

**Q: Does LS eCommerce support any payment merchant?**

A: Yes, the way that we approach payments and shipments is that all the eCommerce platforms that we've mentioned in this presentation they have an ecosystem around them and in this ecosystem you will find many or even countless payment and shipping modules. With Magento, for example, you have dozens of payment merchants readily available in the Magento ecosystem that you can pick and choose from. The only consideration to bear in mind when choosing a payment merchant or PSP (payment service provider) is whether you would like to facilitate the use of tokens. For example returning in-store what you bought online and then using the original payment token to do a reversal on the original card used. If you are looking at any sort of supporting features like that, the prerequisite is that we have the same PSP on the point-of-sale as we do on the eCommerce platform. For example choosing Adyen or Valitor on both channels but if that's not a concern then you are effectively at liberty to choose any payment service provider that you find within the ecosystem of the respective eCommerce platform.

**Q: How about BigCommerce support? Do we have any agency working on it?**

A: No, we don't have an agency working on it but VL Omni, the company that is creating the integration to ShopifyPlus have lots of experience with BigCommerce and have expressed an interest in creating an integration to BigCommerce as well, so let's see where that leads us in the near future.

**Q: Does LS Retail provide standard Jobs related to Magento for the replication?**

A: Yes. We use what are called cron jobs in Magento - to do all the replication from LS Central to Magento. It involves pulling the data from LS Central into Magento and the cron jobs are in charge of that and carry out that task and the cron jobs are readily available so every single piece of replication that we require for our solution to work is already predetermined and pre set-up and working.

**Q: I installed the LS Retail module in Magento demo store. Somehow, the Magento crashes when LS server is down?**

A: This question is more of a support request so with regard to installing the Magento demo store and hooking it up with with LS Central please [reach out to me](#) and I will connect you to our developers to provide support.

**Q: Is the LS Retail Magento module designed for multi-channel primarily?**

A: Yes and no. What we're doing is Unified Commerce, which is the logical next step of omni-channel developing over to Unified Commerce. You can use it in all ways but yes it is designed for Unified Commerce meaning that everything is driven from the same core system which is LS Central. All data is available in all channels there is consistency across all the channels so all prices and discounts will work equally well and and hold, whether it's in a brick-and-mortar context or in an eCommerce context. So Unified Commerce is the paradigm that we are chasing and following.

**Q: Can one Omni server connect to multiple Magento instances?**

A: This concerns a multi-store setup, if I'm not mistaken. We support multi-store both in LS Central and in our Magento solution, meaning that the same legal entity in LS Central can have multiple webshops and and setup, in fact indefinite numbers of webshops. For example to support multiple brands. In the past, we needed multiple Magento instances to support these multiple brands but we have just released support for what we call multi-store, meaning that the same instance of Magento can now host these multiple websites and we then reverse it to your question, saying that we would rather like a single Magento instance to be able to connect to multiple instances of the Omni server, if needed, but it is not a necessity. A single Omni server can service multiple websites running on the same Magento instance.

**Q: Is it possible to customize LS Central?**

A: Yes, you are able to customize all parts of the equation, all the components in our architecture. You can customize LS Central through extensions and events and then we release the source code for the Omni server and our Magento extension, so you can see you can create customizations basically as you wish.

**Q: How can we connect LS Central with Avensia Storefront? By the same connector module? Any instructions?**

A: Yes, the key element here is that every eCommerce platform uses our eCommerce API. There is a single entry point into LS Central for everything eCommerce, and every single eCommerce platform utilizes this. The way exactly to connect LS Central with Storefront is to set up LS Central with the Omni server. Then we would hook you up with the good people from Avensia Storefront who would instruct you on how to get started with their eCommerce platform. On the LS Retail portal you will find instructions on how to reach out to Johan Liljeros and Jörgen Bertilsson from Avensia Storefront, but you can also [reach out to me](#) and I can facilitate the introductions to them.

**Q: Is the licensing price you discussed per year or month?**

A: The prices I showed apply to perpetual licenses. Then we have another licensing model for our subscription and there we are working with yearly or monthly fees.

**Q: Is there currently an eCommerce connector to nopCommerce?**

A: The first eCommerce platform that we had an integration with was nopCommerce. Since that time we have completely reversed the responsibilities of who does the integrations. At the time we took care of the integration part; that is, we built the integration into the nopCommerce platform and now we have reversed this. We now only offer our eCommerce API and for all third party eCommerce platforms, the responsibility is now on their shoulders to integrate with LS Central. This makes much more sense since they are the experts in working with their own eCommerce platform instead of our own suite. To get back to your question, is there a connector to nopCommerce? No, not an official one that I know of but I know that we have a software-house dealing with nopCommerce that has at least built a skeleton. Please [reach out to me](#) and I can facilitate the introductions to this software-house for you.

**Q: The pricing of the promotion includes Shopify? When will Shopify be up?**

A: We are working on getting their first customer up and running so again the best thing to do would be to reach out to VL Omni. You find their [contact information on the LS Retail Portal](#). Or you can [reach out to me](#) and I will facilitate the introductions to VL Omni. It is best that they comment on how far they have come with the integration.

**Q: What is the URL of the customer journey documentation and videos?**

A: This material is not ready yet. We intend to respond the current demand for eCommerce by concentrating our efforts into help material that we will publish a.s.a.p. on the LS Retail Portal.

**Q: How do you sign up for the additional webinars?**

A: Go to our our website. [www.LSRetail.com](http://www.LSRetail.com) and under the events section you will find webinars that are open to the general public with registration link. Partner contacts receive a special invitation to register for webinars that are for partners only. Please contact [webmaster@lsretail.com](mailto:webmaster@lsretail.com) if you are with a partner and do not receive our announcements and invitations. You can also access previous webinars on our [portal](#).

**Q: How can I set up a demo in my system?**

A: This is actually the topic of our next webinar but there is no need to wait. The portal that I keep mentioning already has instructions on how to download our Magento extension and connect it either to our Virtual Machine that will be released for LS Central or just your local installation of LS Central. Again, please reach out to me and I can then facilitate introductions to our development team to help you along and to properly support you in this process.

**Q: Can we implement eCommerce as a standalone and then integrate later with our LS Suite?**

A: Yes this is possible. You have full flexibility on on how you go about with your eCommerce ventures, but what we describe here and what we offer is our out-of-the-box method on how to integrate with LS Central. Feel free to take your own route and create a standalone integration if you please. Let me know if I understood your question correctly. If not, please [reach out](#) to me by e-mail and I'll give a better answer.

**Q: Will LS Omni be installed locally?**

A: LS Omni is no longer a term we use in our branding – LS eCommerce is the way forward, but you have all the options there. The Omni server is simply a Windows service so it can effectively reside anywhere, in a cloud-hosted context or locally, it is simply a Windows service that you install somewhere in your IT infrastructure.

**Q: To integrate another eCommerce platform, you said your APIs are available. Where can I have access to technical documents?**

A: On our recently published [LS Retail portal page for LS eCommerce](#) you will find a chapter on how to go about with this. We have a development site where we keep our documentation of the eCommerce API along with instructions on how to create third-party eCommerce integrations but please [reach out to me](#) because I would like to introduce you to our developers to set up a technical kick-off meeting and to set this off on the right foot.

**Q: Are LS eCommerce and Magento the same thing?**

A: No. LS eCommerce is an umbrella term for what we are doing and the product name of what we are doing in terms of eCommerce. LS eCommerce specifically refers to the eCommerce API and how we allow eCommerce platforms to access LS Central. Then again we create our own Magento extension so the default eCommerce solution from LS Retail is Magento. You can say that LS eCommerce contains our eCommerce API and contains our Magento front-end, but you are free to choose another eCommerce front-end.

**Q: Regarding the licensing, you mentioned it is per POS, what are the functions added on POS from LS eCommerce?**

A: We may have some misunderstanding here so let me clear it up. There is a base price for the eCommerce license and then we have an additional price per POS. The purpose of this model is to quantify the businesses. Instead of having a single-tier pricing model for eCommerce, where every business was paying the same price we wanted to scale it appropriately to smaller businesses. The reference to the number of POSs only has to do with the size of the business and has nothing to do with the POS feature set.

**Q: Do you have a list of partners to implement the Magento suite?**

A: With our Magento extension, our target is that it should be ready to handle base eCommerce for a small store. Our extension, with the addition of a new theme for look and feel, should be sufficient to support basic eCommerce. Many stores, however, would like to create something spectacular on the eCommerce platform, or eCommerce front-end, or even do a number of customizations. They have two options: either employ our Consulting department and have our consulting services help you or you can seek the assistance of independent Magento software-houses. The list of such software service providers is found in the Magento environment. They have their list of system integrators that are able to take this forward and in all cases we release the source code of our extension and then allow either our Consulting department or a dedicated Magento software-house to further build on it.

**Q: Is the loyalty app now included in LS eCommerce?**

A: The loyalty app is still there and you can acquire the source code for the loyalty app, but this is not a product that we are maintaining any more. We envision that our customers would rather go with our eCommerce solution, since all of these platforms scale down to the phone form factor in a responsive manner and on top of that every feature that we had in our loyalty app is now readily available on our eCommerce platforms. We effectively have the exact same feature set, it's just housed now within our eCommerce solution instead of the Loyalty app.

**Q: Do you have a release date for the Shopify platform?**

A: Please go to our our portal where you find contact information for VL Omni. You can reach out to them with this question.



**Q: In the scheduled demo later in the week, will you show how to create everything from scratch?**

A: No, that is not possible in the timeframe that we are allotted, but this is the topic of our videos that are about to be produced and the eCommerce training courses to be added to the LS Academy framework. We will be busy in the next coming weeks creating this material to support our partners.

**Q: Is the integration with Shopify the same as with Magento?**

A: Yes and no. They both consume the same eCommerce API but there are some differences. Shopify, for example, does not have the same flexibility in customizations as Magento so there are elements where we do not have the exact same feature set in the Shopify integration as we have in the Magento integration. This is something that we would need to discuss further with you so please [send me an e-mail](#) and we can compare these two platforms in terms of what is supported on each.

**Q: Regarding Avensia Storefront, how are the promotions and campaigns set up in the LS Omni server? I am a newbie for the Omni server any instructions on how to do it?**

A: You do not set up these promotions and campaigns on the Omni server itself. If you're referring to the promotion or the campaign for our eCommerce offering that I just described to with the 50% off, then this is a licensing issue so what you will install is always the same, it's just how the licensing matters are handled. If you're asking how to set up campaigns and promotions in the retail functionality then it is just set up in the LS Central back-end and then flows through the Omni server to the eCommerce platforms, so there is no business logic that we set up or maintain on the Omni server itself.

**Q: Does LS eCommerce support Business Central in cloud only?**

A: No, absolutely not. You can deploy all of these solutions on prem as well.

**Q: Is LS Retail training free then?**

A: The material that we have released on our portal is free and we will add a lot of material there. As for LS Academy training courses, you pay a registration fee to take part. You can read more about training opportunities on the [LS Academy page](#) on the portal and we will add information about LS eCommerce training there.

**Q: Is the connector to Magento specific to any version of Magento?**

A: Yes it is. For version 2.x or more specifically 2.3.2 and later.

**Q: We have a WooCommerce front end - what can you tell us about this?**

A: You have access to our eCommerce API just as any third-party eCommerce provider out there, so you are completely free to use this API to access our features. If you like, you can build your own integration from WooCommerce to LS Central there is a company in Denmark that has already done this. I might be able to introduce you to them if you would like to reach out to them and ask how they did it, or whether they can supply you with a project or something like that. But this is our complete paradigm that you have this third-party eCommerce platform and you have the tools to connect to our eCommerce API to create the integration if you would like. The only license cost is then to access our eCommerce API.

**Q: Does LS Retail implement Magento?**

A: We implement our own extension into Magento which means that this is simply an extension into the Magento platform, so yes we do implement with our own development team our own extension into Magento.

**Q: Does LS eCommerce work with Magento Community or only Enterprise 1 or 2?**

A: Our eCommerce integration or eCommerce extension works both with the open source and the Community version. This is the new terminology. The old terminology is that it also works with the Community and the Enterprise Edition which are now known as the open source and commercial version and it's only for version 2. Magento has sunset version 1 so we do not support it.

**Q: What new features are available in LS eCommerce? Like for promotions or for any other module?**

A: The latest thing that we did in eCommerce was to support the multiple store, the concept of multiple stores. Our latest feature is the ability to support multiple eCommerce sites with a single instance of Magento.

**Q: Does the price you shared include the Magento platform implementation?**

A: It depends on how you approach it. The licensing fee that I highlighted earlier is for accessing our eCommerce API. If you then go with the stock standard Magento extension that we release, supporting just basic eCommerce, then there are effectively no further cost. It runs on the open source platform of Magento, so it doesn't bear any licensing cost to Magento, and if it's an out-of-the-box experience then there is no further cost, except perhaps for buying a new theme and hosting costs. You can also take an alternative route and go with the commercial version of Magento. This bears licensing cost and then you can assemble any kind of a project around your deployment which would bear additional cost.

**Q: If we choose another eCommerce platform than Magento what are the added charges?**

A: The licensing for our eCommerce is always constant. We only license the use of our eCommerce API. Then the variable is: which eCommerce platform do you choose? So in order to answer which cost is related with a certain eCommerce platform then the best thing to do would simply to reach out to the eCommerce providers for the supported platforms and get to learn about their products and get to learn about their licensing schemes.

**Q: Will LS eCommerce be in Spanish?**

A: You are capable of creating a Spanish language module within our eCommerce solution, so yes.

**Q: Does the integration allow selling activity products?**

A: At the moment our eCommerce API supports LS Activity but not in tandem with retail, not in tandem with eCommerce, this on our roadmap. We would like the eCommerce product to be able to sell standard retail elements as well as activity products. With [www.Utilif.is](http://www.Utilif.is), our first Magento deployment, what I would like is to be able to go to their website, I would like to buy a new pair of ski poles and book a slot on learning how to service my skis, to wax the

base, to sharpen the edges and so on. Everything in a standard eCommerce transaction. This is not yet supported but on our roadmap

**Q: Does the integration allows seamless selling of hospitality products for LS Central for hospitality?**

A: This is on our roadmap. Shortly before the summer, we will start to create a version of LS eCommerce for hospitality and specifically intended for this, so we have an eCommerce solution tailored for quick service restaurants to sell hospitality products.

**Q: If the customer already has a customized ecommerce website, as a partner, do we only provide the license for Omni server and they shall use the API in their website? Is no setup needed from our side?**

A: From the perspective of a partner, you need to facilitate the installation of the Omni server, but then again once the Omni server is in place then the API is exposed and then the customer, perhaps with their dedicated eCommerce software-house can do the development against our API.

**Q: Does the payment process in the Magento shopping cart, flow through the LS eCommerce API, or do I need to connect Magento to my payment gateway provider?**

A: What we do with our eCommerce solution is that all of our eCommerce platforms are of a sufficient size, meaning that all of them have an ecosystem around them. Within this ecosystems you will find dozens of payment modules. If we take Magento as an example: you have countless payment modules for basically every major payment service provider in the world. Here is how it works: you should select a payment service provider module within the Magento ecosystem. It makes no sense for us to channel this into LS Central and try to create integrations to all these providers from within LS Central, so we use the payment plugins that are already available in the ecosystem. This is how LS eCommerce is able to support all the payment plugin providers and all the shipping plug-in providers that you have in the ecosystem. There is some added complexity if you want to involve tokens for situations such as if you would like to return in-store what you bought online and be able to retrieve the token for the transaction and do a reversal on the original credit card used. The prerequisite for this to work to have the same payment service provider in your store through LS Pay as you do on the eCommerce platform, because tokens do not flow between payment service providers. They are always specific and local to each payment service provider. This is the only drawback, if you would like to support tokens in your business then you need to have the same PSP on both channels.