E-Commerce in Europe: Powering growth via partnerships

CREAMARKETING

25 years of web knowhow

Stripecon 2023, Hamburg

Niklas Forsdahl & Kalle Smeds

Introduction
What happened after Stripecon in Stockholm 2022?

Analyses of needed features to existing Silvershop

Accessibility & Stripe.com
Case; Sloyd.fi

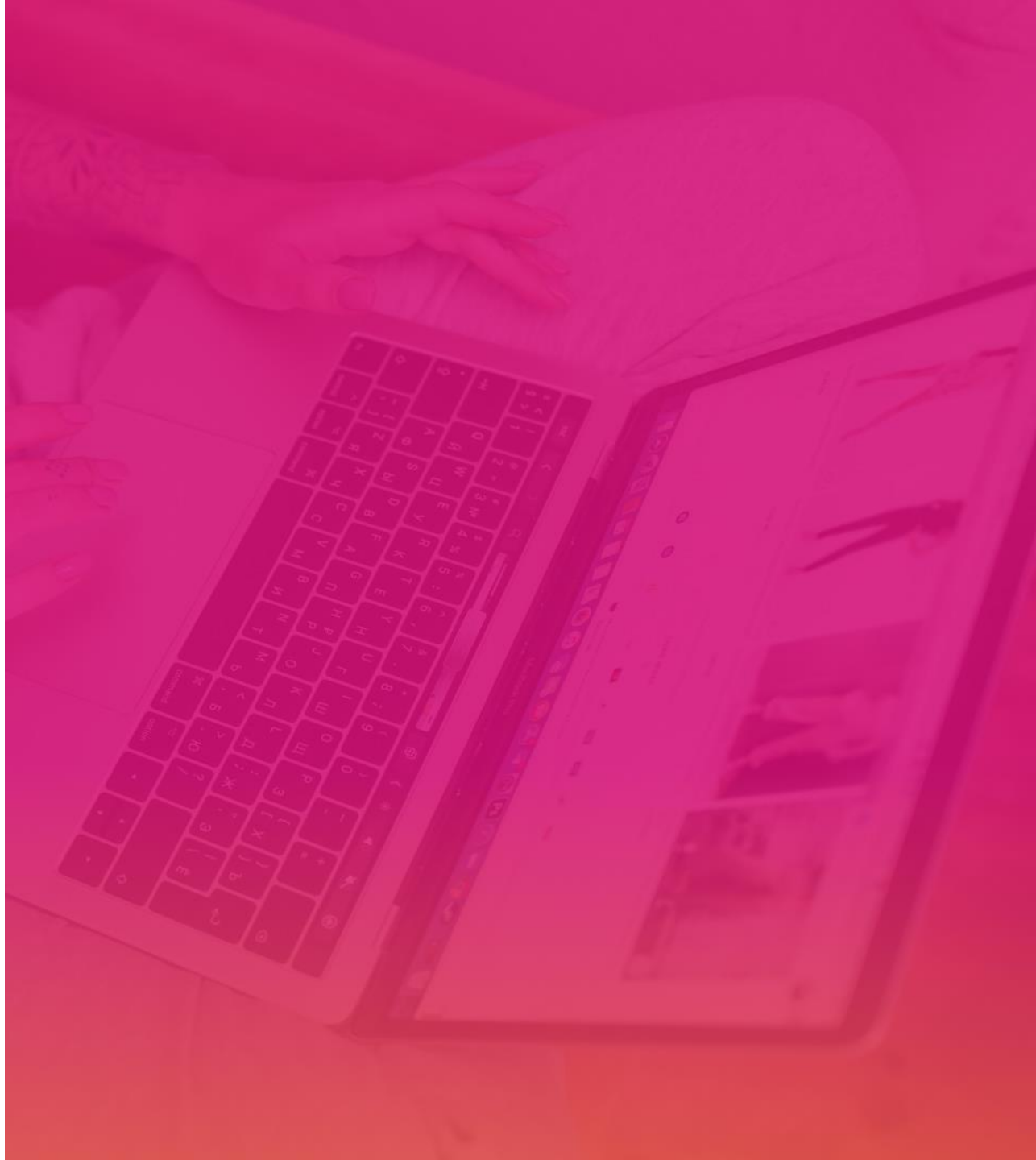
Multiple currencies
Case; aveo.fi & aveohome.se

Initial cooperation through Private Packagist

Transferring of Creamarketing modules and code to open source

Silvershop Roadmap

Discussion



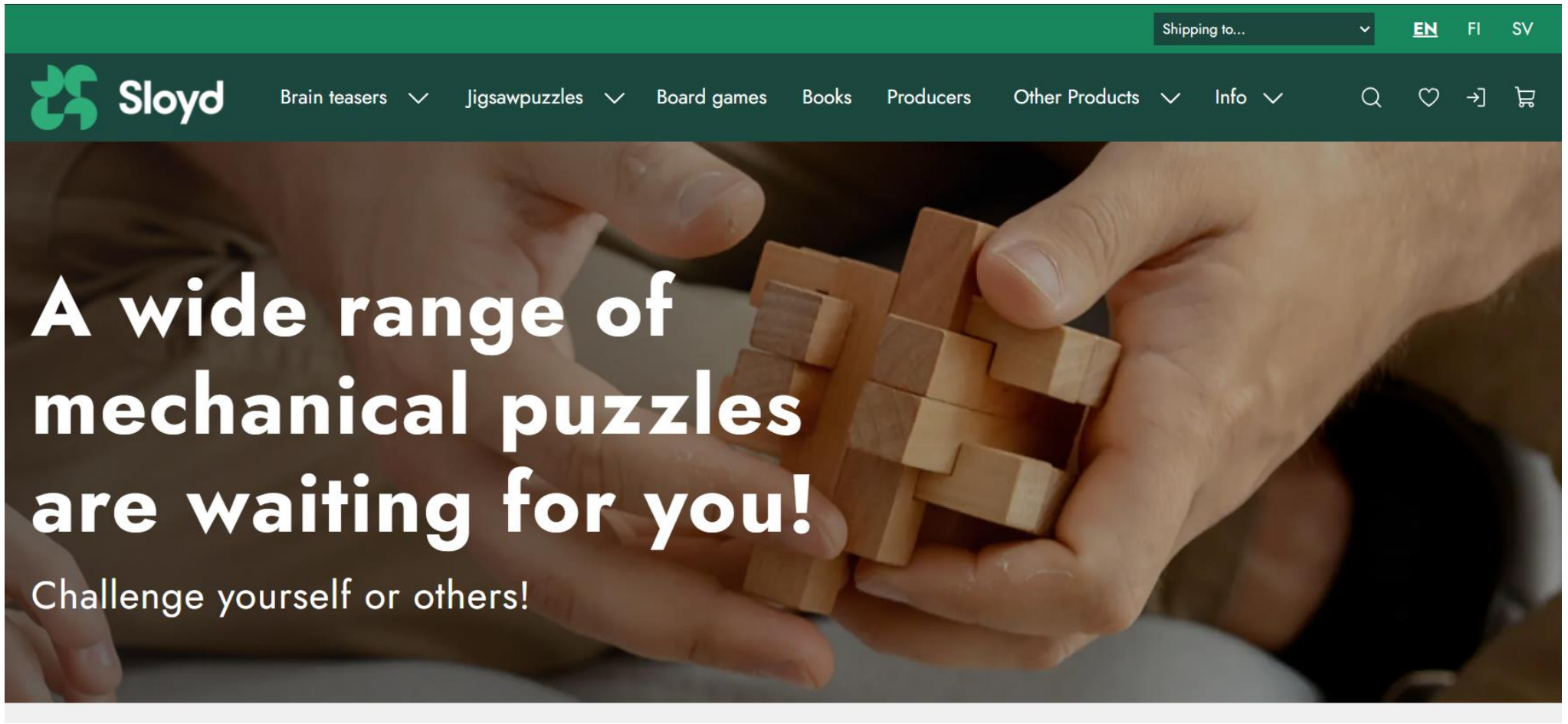
Introduction

- Contacts from Silvershop users in Austria and Germany
  - Weekly meetings with the group
- Meeting with Will Rossiter (Silvershop maintainer)
  - Niklas and Werner are now also maintainers of Silvershop core
- Meeting with Jackson Darlow at Silverstripe
- Participation on Silverstripe Innovation Week (July 2023)

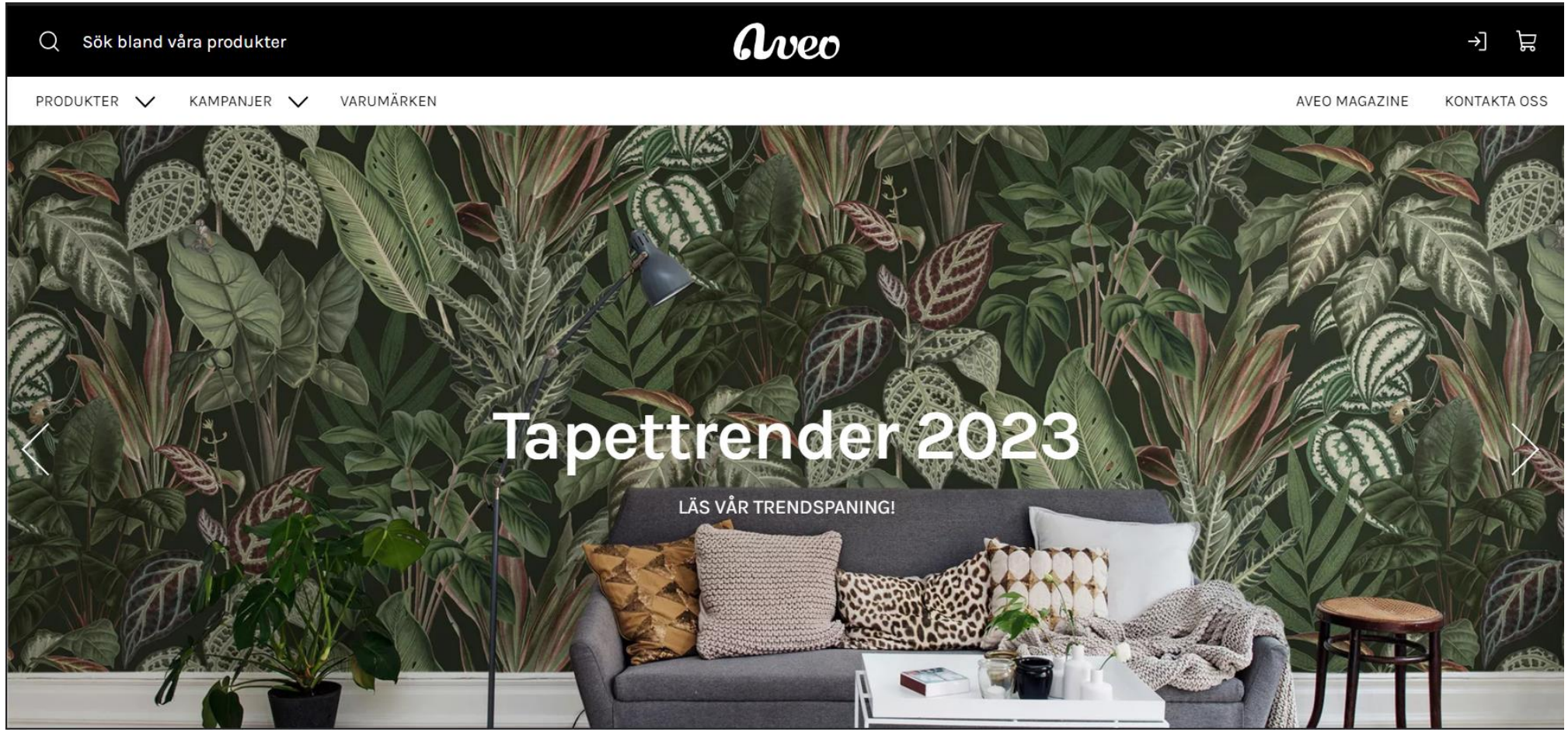
Analyses of needed features to existing Silvershop

- European payment gateway
  - Stripe
- GDPR-related functionality
- Accessibility (European Accessibility Act, EAA)
- Country specific VAT
- Multiple currency support

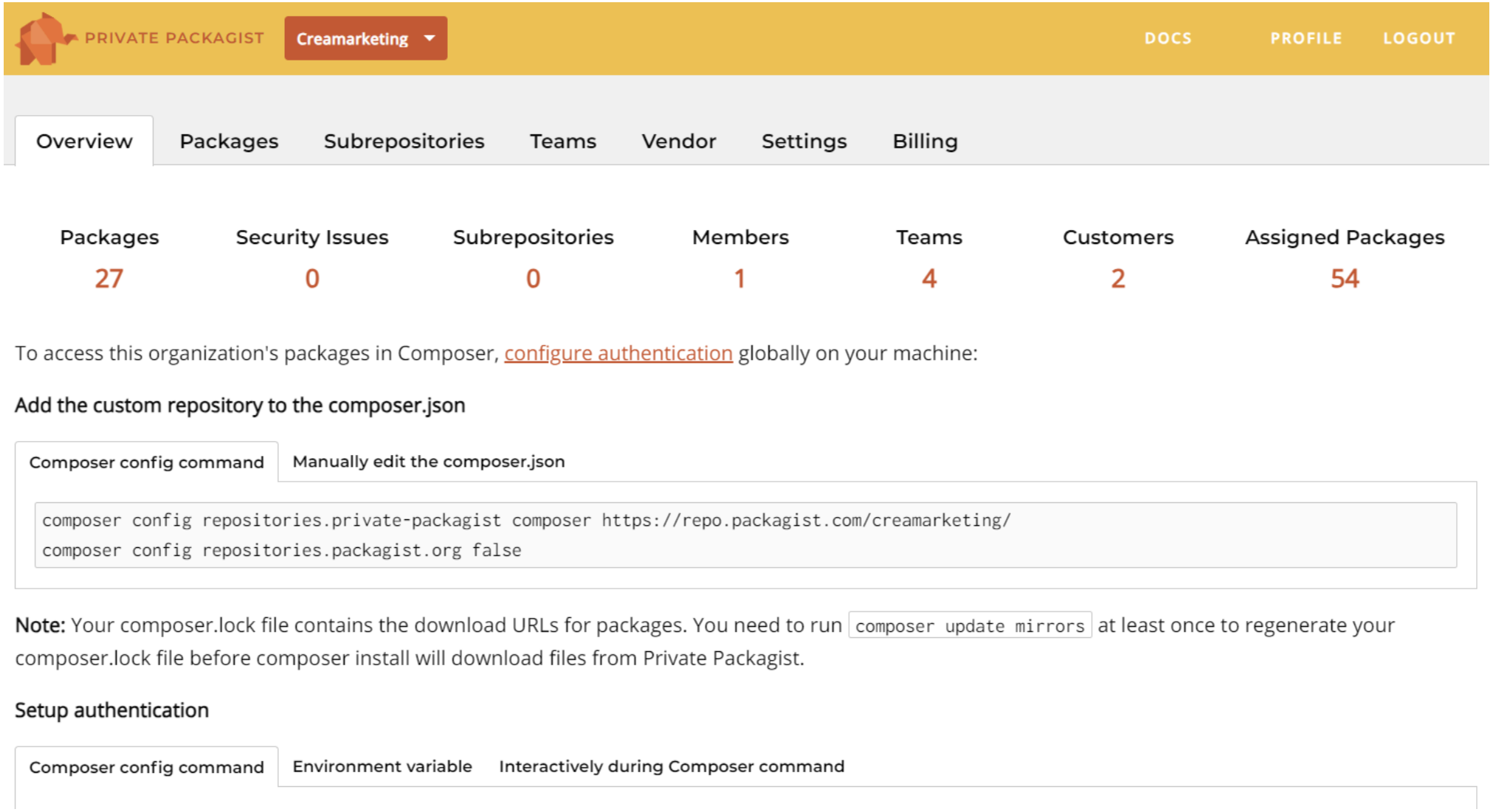
Accessibility & Stripe payment gateway - Case; Sloyd.fi



Multiple currencies - Case; aveo.fi & aveohome.se



Initial cooperation through Private Packagist



Transferring of Creamarketing modules and code to open source

- How to find time and resources for the work needed?
  - Existing client projects ”steal” all the resources (and a little bit more…)
- Small baby steps are already taken, but the majority of the work still remains to be done
- The work require commitment and a long term perspective
  - Different skills are needed
  - Silvershop roadmap, 3 years plan

Silvershop

Product Roadmap

Last Updated:
September 12th, 2023

Development

2023

- Establish "Europe-team"
- Defining core functionality of EU-shop
  - payments options
  - legal aspects

2024

- Standard theme
- CRM & Marketing automation
- Integrations to external systems

2025

- Market place
- Language packs

Community

2023

- Adding new features to existing Silvershop
- Workshops
- Documentation
- Testing

2024

- Community growth
- Joint projects
- Adding more (all) of Creamarketings features
- Documentation
- Testing

2025

- Supporting the new users
- Adding new features from new community members

Marketing

2023

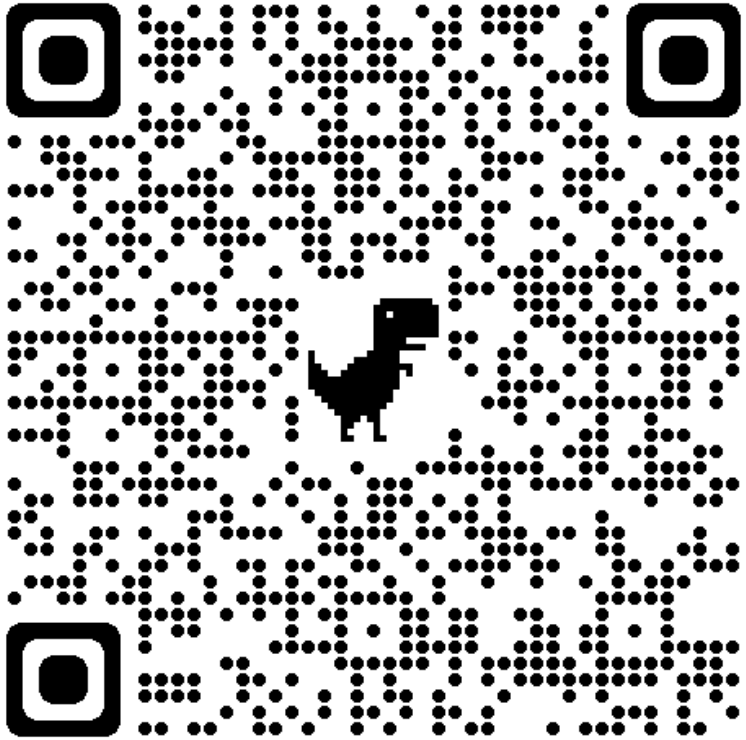
- Market research
- Benchmarking
- Presentations and invitations to join the project

2024

- Marketing website
- Demo webshop site

2025

- Joint marketing efforts from community members

Silverstripe AI Workshop

We are planning an online workshop about using latest AI tools to improve your dev work. Please signup, we'll be in contact with you