

# E-Commerce in Europe: Powering growth via partnerships



*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**

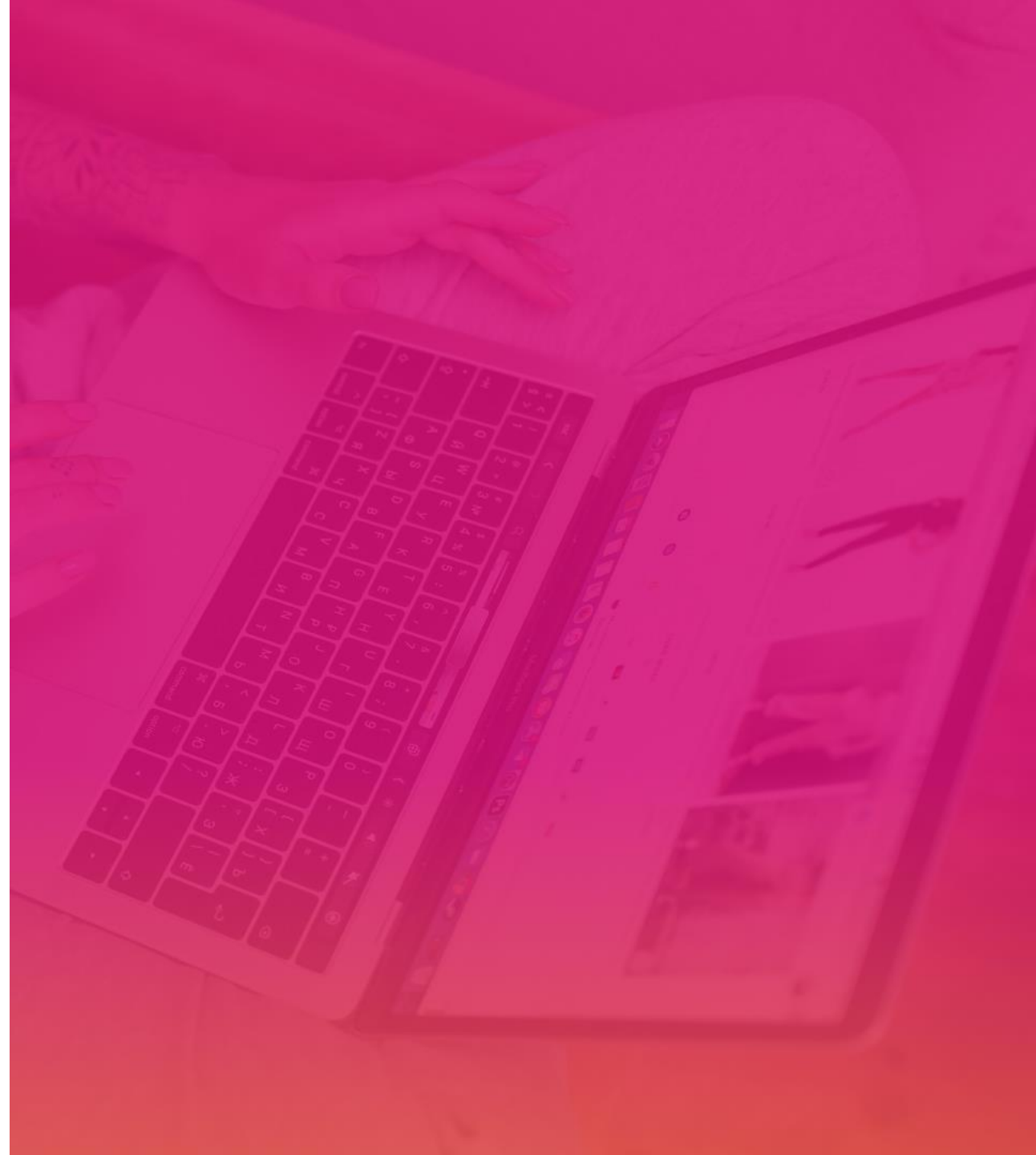
Case; aveo.fi & aveohome.se

## **Initial cooperation through Private Packagist**

**Transferring of Creamarketing modules and code to open source**

## **Silvershop Roadmap**

## **Discussion**



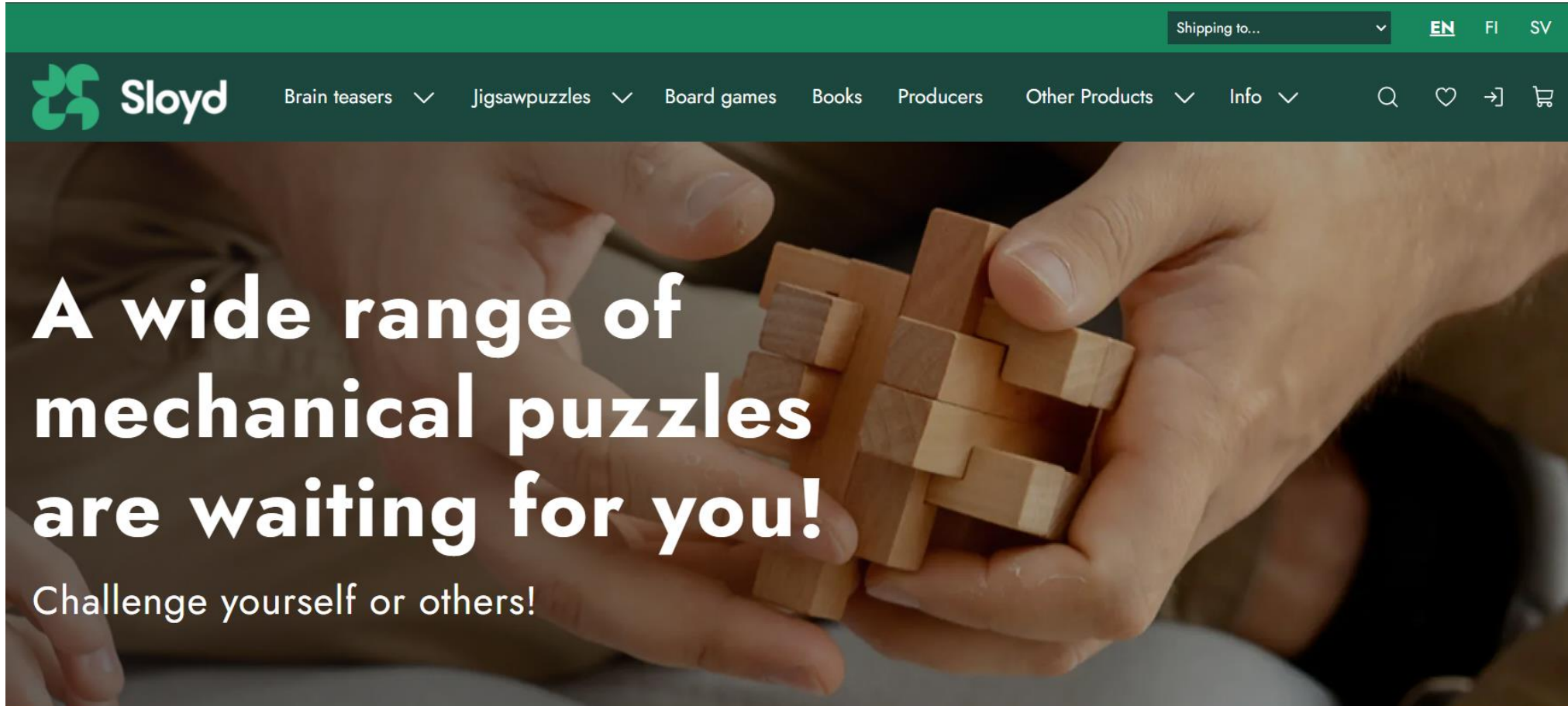
# Introduction

- 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



The image shows a screenshot of the Sloyd website. The header is dark green with the Sloyd logo on the left. Navigation links include 'Brain teasers', 'Jigsaw puzzles', 'Board games', 'Books', 'Producers', 'Other Products', and 'Info'. There are also icons for search, heart, and cart. A 'Shipping to...' dropdown menu is visible in the top right corner, along with language options 'EN', 'FI', and 'SV'. The main content area features a background image of hands holding a wooden mechanical puzzle. Overlaid on this image is the text: 'A wide range of mechanical puzzles are waiting for you!' and 'Challenge yourself or others!'.

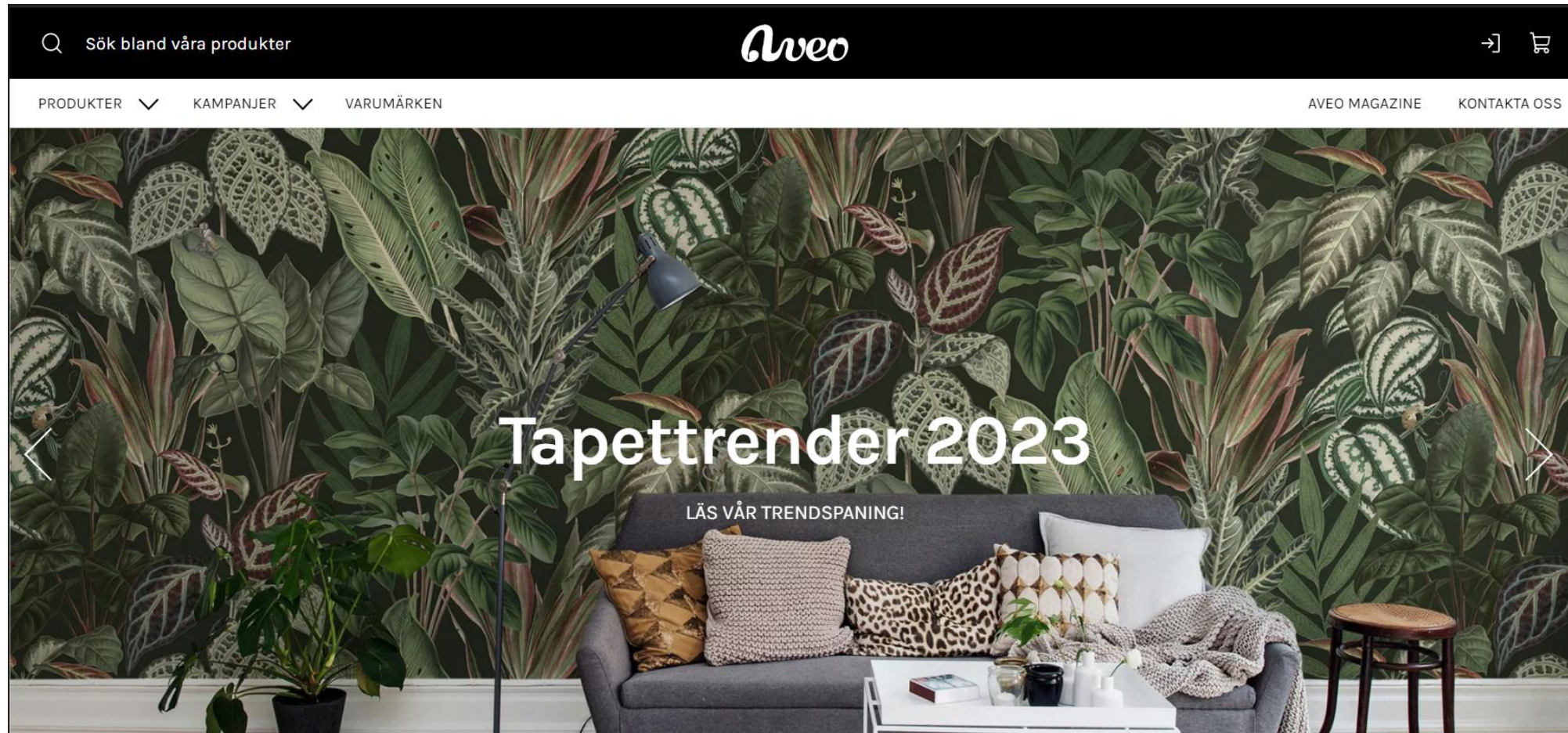
Shipping to... EN FI SV

**Sloyd** Brain teasers ▾ Jigsaw puzzles ▾ Board games Books Producers Other Products ▾ Info ▾

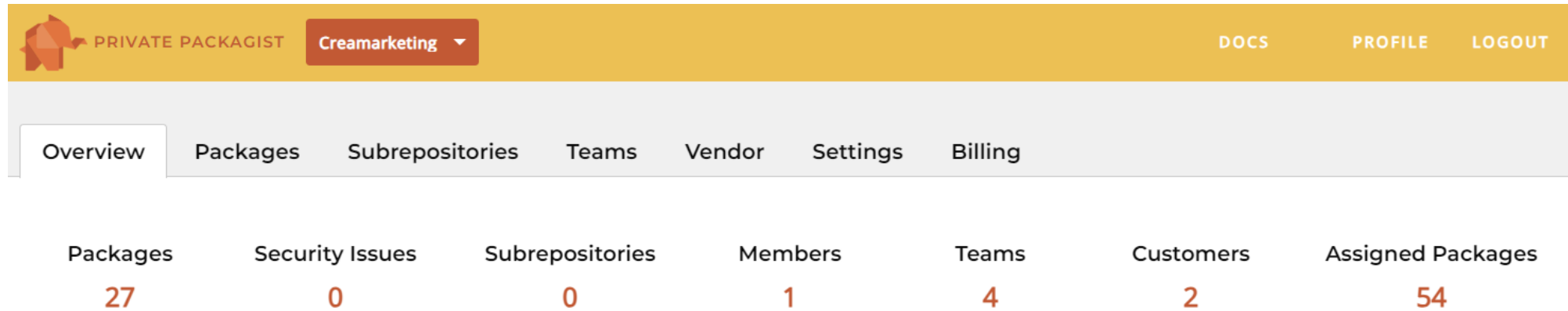
**A wide range of mechanical puzzles are waiting for you!**

Challenge yourself or others!

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



# Initial cooperation through Private Packagist



The screenshot shows the Private Packagist dashboard for the organization 'Creamarketing'. The top navigation bar includes the organization name, a dropdown menu, and links for 'DOCS', 'PROFILE', and 'LOGOUT'. Below this is a secondary navigation bar with tabs for 'Overview', 'Packages', 'Subrepositories', 'Teams', 'Vendor', 'Settings', and 'Billing'. The main content area displays a summary of organization statistics:

Packages	Security Issues	Subrepositories	Members	Teams	Customers	Assigned Packages
27	0	0	1	4	2	54

To access this organization's packages in Composer, [configure authentication](#) globally on your machine:

## Add the custom repository to the composer.json

Composer config command

Manually edit the composer.json

```
composer config repositories.private-packagist composer https://repo.packagist.com/creamarketing/  
composer config repositories.packagist.org false
```

**Note:** Your composer.lock file contains the download URLs for packages. You need to run `composer update mirrors` at least once to regenerate your composer.lock file before composer install will download files from Private Packagist.

## Setup authentication

Composer config command

Environment variable

Interactively during Composer command

# 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

