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An Introduction to Magento

Magento is an Open Source e-commerce web application created by Varien, building on components of the Zend Framework. In addition to being open source, various commercial additions are available as well, from hosting plans to pre-built style templates. With Magento, you can get your e-commerce site up and running in minimal time. Magento also has integrated features reminiscent of modern e-commerce sites, including:

- Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories.
- Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories, products.
- Multi-Tier Pricing for quantity discounts.
- Bundled Products.
- Customer Group-specific pricing and group-specific tier pricing.
- Up-sells in Shopping Cart.
- Cross-sells on product pages.

This talk will go into the basics of installing Magento and getting a basic ecommerce site up in going in record time.

Posted by Solomon K. Chang at 13:00