

Ruby Extendable eCommerce Framework

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Category: [IT, New Media & Software](#)

Press release from: [Openstream Internet Solutions](#)



Openstream Internet Solutions is currently planing a new open source e-commerce framework based on Ruby on Rails together with 5 other developers from Switzerland, Germany, the US and the UK.

"What we've found lacking with the current crop of open source e-commerce systems are those features that help manage the internet marketing tasks, the other 60% of running a site. These include customer tracking (clickstream) and segmentation, conversion analysis and optimization (split and multivariable testing), customer lifecycle management and customer retention, merchandising (on-site promotions), advertising campaign management (pay-per-click, email campaigns) as well as links to back-office systems (accounting, fulfillment, shipping). Some of this overlaps with CRM, but its really focused on making the store manager's job easier through automation.

Taken all at once this can be quite overwhelming so we're looking at designing a very basic shopping cart framework that can be extended with these sub-systems over time, as desired.

Currently, we're in the planing stage and would like to encourage everybody who's interested to contribute ideas, suggestions, feature requests, etc. to get in contact with us at:

ecommerce.rubyforge.org/

You can do so by posting in our forums, by submitting new feature requests or by directly contacting one of the project admins."

Openstream Internet Solutions is specializing in dynamic websites, online stores and content management systems (CMS) on the basis of TYPO3, osCommerce and Ruby on Rails. Over the last years they have successfully realized small and medium-sized web projects for many renowned companies in Switzerland and abroad.

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[You can find this press release here](#)