

Importing Products, Categories and Customers into Magento

Best Practice

Overview

- Introduction
- Import Methods
- Fast Simple Import
- Live Presentation
- Advanced Features
- Discussion



About me

- Andreas von Studnitz
- Located in Aachen, Germany
- Magento Development since 2008
- Freelancer since 2009
- Co-Founder of integer_net GmbH in 2012
- Active member of the German Magento Community



Introduction

- Task: Importing Data into Magento
- Different Entities
- Different Sources
- Problem: Indexing

Method 1: Manual Input

- No Technical Knowledge required
 - No Development Costs
 - Supports all Data Entities
 - Indexing integrated
-
- Error-prone
 - Slow

Method 2: Magento Models

```
$product = Mage::getModel('catalog/product')
    ->load($productId);
$product
    ->addData(array(
        'sku' => '12345',
        'name' => 'Product 1',
        ...
    ))
    ->save();
```

Method 2: Magento Models

- Reliable
- Supports all Data Entities
- Customizable to any kind of input data
- Indexing integrated

- A lot faster than Manual Input, but still:
Slow

Method 3: DataFlow

- Easy to use in Backend
- Hard to use in individual Workflow
- Supports Customers and Products only
- Slow

Method 4: ImportExport

- Fast
- Standardized
- Imports from CSV Files only
- Supports Customers and Products only
- Complicated Data Format
- You have to take care of Indexing yourself

Method 5: Raw SQL

- Very Fast
- Flexible: imports from any Source
- Supports all Data Entities

- Requires deep Knowledge of Magento Database Structure
- Database Structure Subject to Change
- You have to take care of Indexing yourself

Fast Simple Import

github.com/avstudnitz/AvS_FastSimpleImport

Fast Simple Import

Goals:

- Faster Import than with Magento Models
- More flexible than ImportExport
- Easy to use for developers (like me)

Approach:

- Array Adapter for ImportExport
- Callable from any Magento Code (Command Line, Cronjob, own Module)

Fast Simple Import - Example

```
$data = array(  
    array(  
        'sku' => '12345',  
        'name' => 'Product 1',  
        ...  
    ),  
    ...  
);  
Mage::getModel('fastsimpleimport/import')  
    ->processProductImport($data);
```

Fast Simple Import – Live Presentation

Fast Simple Import – Advanced Features

Partial Indexing of imported entities only

```
Mage::getModel('fastsimpleimport/import')  
->setPartialIndexing(true)  
->processProductImport($data);
```

Fast Simple Import – Advanced Features

Create options for predefined select attributes automatically

```
Mage::getModel('fastsimpleimport/import')  
    ->setDropdownAttributes('color')  
    ->processProductImport($data);
```


Fast Simple Import – Advanced Features

- Import of Bundle Products
- Import of Categories
- A few bug fixes for ImportExport
- Assign Categories by ID
- Download Images with HTTP
- Improved Error Messages

Thanks to Daniel Sloof

Thanks to Paul Hachmag

Thank you

Links:

github.com/avstudnitz/AvS_FastSimpleImport

www.integer-net.de/download/ImportExport_EN.pdf

www.webguys.de/magento/turchen-19-produktimport-mit-der-importexport-schnittstelle/

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