

Icecat Release Notes July 31, 2020: 100th Scrum Sprint release!
Real-time XML alpha testing, JSON local specs support and
Malayalam added



We've released for the 100th time an Icecat update since we adopted Scrum! Fun fact: in case the [Scrum](#) framework would have existed from the start of Icecat's platform, we would have celebrated our 500th release instead :).

Near Real-time XML - alpha testing

Last year, we announced to switch to Near Real time XML generation, which allows to create timely and personalized XML. Updates don't need to wait in the queue first, before being published. First, 15 shops will be selected as test users for this new feature.

HP local index feeds

We added detection of invalid feeds from brands. When detected, we'll skip them and continue to process all other feeds. We are creating special little feeds from HP's feeds where we have only the following attributes: Brand, Brand part code, Country, Product name, Activities, and Release date. These index feeds are supporting our system and our users to understand in which markets a product is present. For each locale, a separate index is created every day.

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Malayalam	ML	Y	Arabic English	Arabic
United Arabic Emirates - English	EN_AE	Y	English	United Arab Emirates

Save backup languages

Added repository for United Arabic Emirates - English

Language name: United Arabic Emirates - English

Short code: EN_AE

Backup language: English

Country of language: United Arabic Emirates

And now you can get XML, JSON, Live in this locale as well.

Malayalam	ML	Y	Arabic English	Arabic
United Arabic Emirates - English	EN_AE	Y	English	United Arab Emirates

Save backup languages

JSON - added local specs

We didn't have support for local specs in JSON. After a quick sprint, we added this possibility. But, in the near future, this change will be made consistent with our XML structure.

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```

"SortNo": "0",
"PresentationValue": "HP DeskJet Ink Advantage 1115 All-in-One Printer; HP 680 Setup Black Ink Cartridge (~225 pages); HP 680 Setup Tri-color Ink Cartridge (tri-color composite yield ~100 pages); Regulatory flyer; Setup Poster; Power cord; USB cable [For ink volume and page yield information, visit hp.com/go/learnaboutsupplies]",
"RawValue": "HP DeskJet Ink Advantage 1115 All-in-One Printer; HP 680 Setup Black Ink Cartridge (~225 pages); HP 680 Setup Tri-color Ink Cartridge (tri-color composite yield ~100 pages); Regulatory flyer; Setup Poster; Power cord; USB cable [For ink volume and page yield information, visit hp.com/go/learnaboutsupplies]",
"LocalValue": [],
"Description": "",
"Mandatory": "0",
"Searchable": "0",
"Optional": "0",
"Feature": {
  "ID": "3421",
  "Sign": "",
  "Measure": {
    "ID": "29",
    "Sign": "",
    "Signs": {
      "ID": "",
      "Sign": "",
      "Language": "EN_MY"
    }
  }
},
"Name": {
  "Value": "Box contents",
  "Language": "EN_MY"
}

```

The screenshot shows a product page for an HP printer. A red arrow points to a progress bar on the left that is at 40%. The main content area shows 'Box contents' with a list of items and a 'Logistics data' section at the bottom.

Review links fixed

Got request from a user that in reviews we had broken link. Fixed it.

The screenshot shows a product page with a review section. A red box highlights a broken link: "Uk has collected 7 expert reviews for HP Pavilion 15-cc0xx series-p-1df54e7b-4b4e-bb92-1e2e-0b931616d331.html". A red arrow points to the broken link.

The screenshot shows the same product page after the link was fixed. A green arrow points to the now-working link: "Uk has collected 7 expert reviews for HP Pavilion 15-cc0xx series-p-1df54e7b-4b4e-bb92-1e2e-0b931616d331.html".

Front Office: Countries graph for Brand Rank page

Added a new feature to the brand rank page: showing a brand's datasheet downloads by

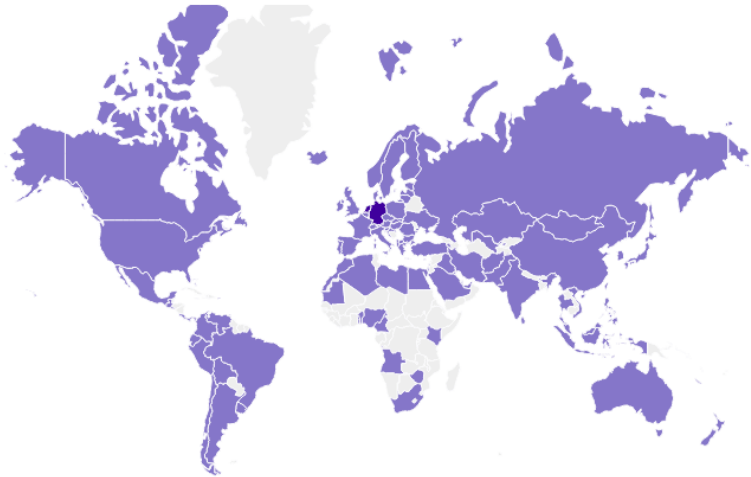
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country.

Downloads by country: ?

	Germany	18,160,742	20.93%
	Netherlands	11,603,807	13.37%
	International	9,973,243	11.49%
	Italy	5,748,606	6.63%
	Spain	4,009,319	4.62%
	United Kingdom	3,993,054	4.60%

More >>>



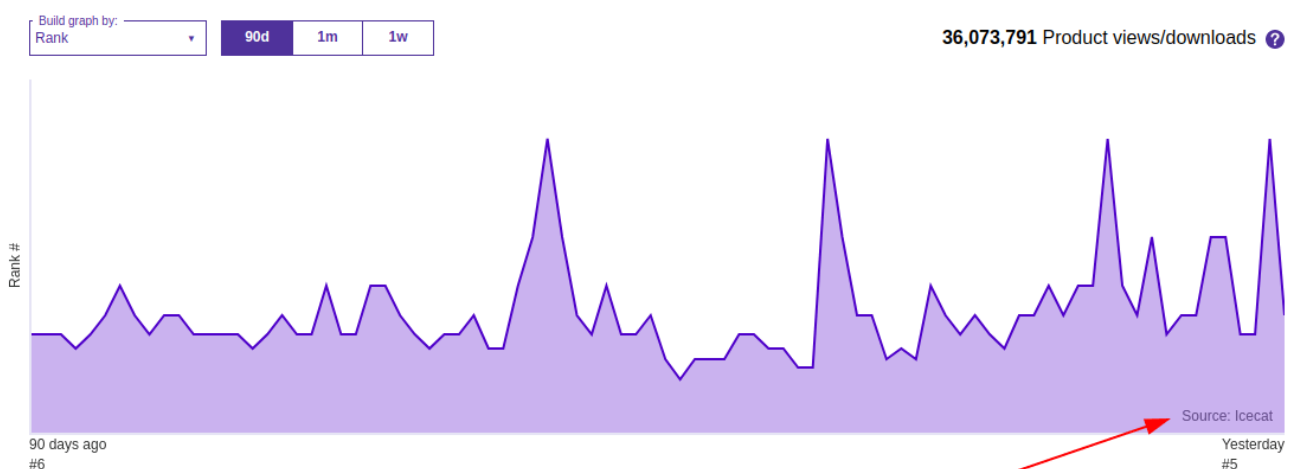
Front Office: Added “Source: Icecat” mark to the graph on the Brand Rank page



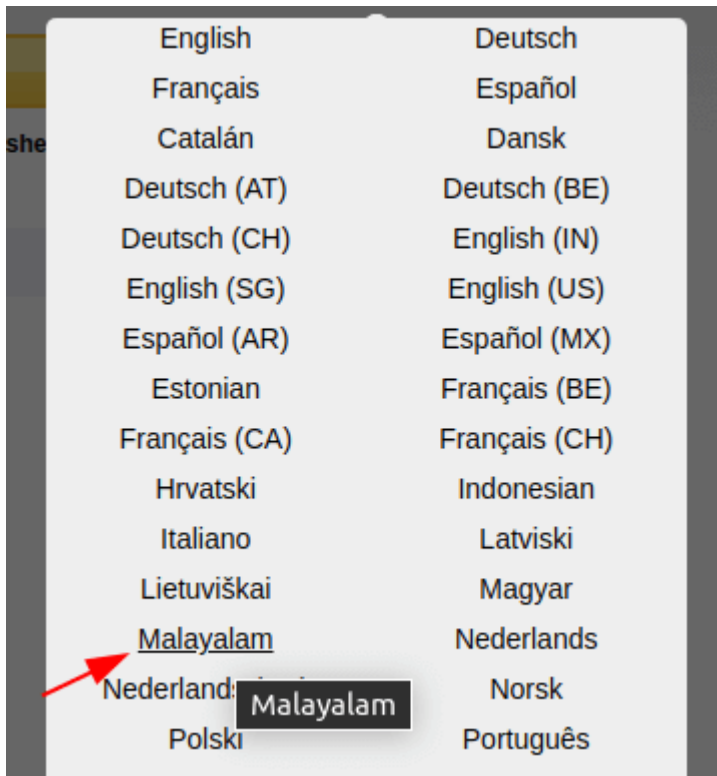
DELL: relative position in the global e-channel

Icecat rank:

6



Front Office: Added Malayalam language (Indian languages group)



Front Office: Used JSON granular call for Specs tab displaying on the product page

In the scope of the Front Office product page performance improvement, we speeded up the Specs tab loading time by using JSON granular calls. Now, even the biggest specification tables are loaded fast and do not affect the overall page load speed significantly anymore.

Front Office: Hamburger menu links

changes: removed “Product content by catalog” and change the links to “Invest in Icecat” and “About Icecat”

Removed the deprecated link “Product content by catalog” and changed the links for “Invest to Icecat” (<https://iceclog.com/category/invest/>) and “About Icecat” (<https://icecat.com/about.html>) menu items

Bugs fixed

- The brand name is written in lowercase in the page title if lowercased in URL
- Links to video are absent on the main page
- App_key is not always presented in JSON link (embed block)



Read further: [News](#), [hp](#), [languages](#), [release notes](#), [XML](#)

Vladimir Demchuk

