



MAGENTO GUIDE

The Merchant's Quick Guide to Upgrading to Magento Commerce 2

CONTENTS

WHY YOU SHOULD UPGRADE

- [Commerce Challenges](#)
- [Why Upgrading Makes Sense](#)
- [Magento Commerce 2 Overview](#)
- [Next-Generation Capabilities Only on Magento Commerce 2](#)

PLANNING YOUR UPGRADE

- [Planning Questions](#)
- [Upgrade Process Overview](#)
- [Common Upgrade Questions](#)

THE WHY

COMMERCE CHALLENGES

Merchants have always faced challenges in retail, but the digital age has increased pressure on them to change faster, more often, and in unpredictable ways. Failure to change and anticipate customer shopping behavior has leveled the playing field for even the biggest, most established brands. You need to be able to provide robust, personalized experiences across all touchpoints, with no lapses in performance and uptime. You need to be able to see and easily interpret your data to make the right decisions and you need to be able to make site changes quickly. And you need to innovate faster, without limits, to stay ahead of your global, copy-cat competitors, despite facing budget and headcount limitations.

WHY UPGRADING MAKES SENSE

Since change and adaptation to new customer behaviors is the norm, being on an older platform makes accommodating or imitating new technology and behaviors more expensive and time-consuming, or may simply not be possible. Additionally, as more and more developers move their focus on new technology, the scheduling and cost of retrofit projects may be prohibitive. By upgrading, you're future-proofing your business and giving yourself the ability to better service changing customer needs

MAGENTO COMMERCE 2 OVERVIEW

Magento Commerce 2 was architected for rapidly changing times, and its modular, modern architecture can give you more fine-grained control to adjust to changing competitive pressures and business needs. Its global CDN (content delivery network) and secured cloud infrastructure offer unmatched speed in the industry, and its 99.99% SLA (Service Level Agreement) means services are operational for 99.99 percent of any given calendar month. Cloud elasticity, database scalability, and peak volume allowances mean Magento Commerce 2 can also grow and change with your business.

NEXT-GENERATION CAPABILITIES ONLY ON MAGENTO COMMERCE 2

Deliver Better Shopping Experiences

- Customizable, pre-built responsive themes provide an optimized starting point for your site
- Advanced page building delivers powerful, intuitive content development capabilities
- Content staging and preview lets you easily create, preview, and schedule site updates to optimize your campaign timing and impact
- Pre-built integration with enterprise CMS services enables contextual commerce and personalization at scale

Expand Your Market Presence with Ease

- Integrated Magento Social magnifies your commerce presence through social channels
- Integrated Magento Shipping provides easy access to global shippers to simplify expansion
- Global cloud service powers you to easily and quickly expand into new geographic regions
- Included dotmailer delivers smarter, faster email marketing campaigns utilizing live Magento store data

Empower Non-Technical Teams

- Content staging and preview simplifies the site update process, removing IT as a dependency for implementation
- Easy-to-use content creation enables marketing teams to build, launch, and manage custom content without IT
- Intuitive administration panels with customizable user experiences streamline the way teams work

Drive Conversion and Repeat Purchasing

- Redesigned two-step checkout and an Instant Purchase option speed up order conversion by reducing checkout steps and utilizing saved payment and shipping information
- Enhanced PayPal buying experiences drive faster checkout through overlay windows that can access PayPal-stored payment methods, all without leaving the merchant's site

Enhance Your Speed, Scalability, and Security

- All-in-one Magento-optimized technology stack provides the best, most secure technology for Magento
- 99.99% full stack SLA provides peace of mind
- Global CDN ensures speedy content delivery to meet user expectations
- Peak volume allowances let you plan and pay for average volume instead of peak volume
- Continuous software-hardware evaluation results in optimized commerce performance, including extensions

Unleash Your Development Teams

- Magento-managed cloud infrastructure results in fewer relationships and technologies to manage
- Reduced need to support marketing and website campaigns frees your IT team to focus on strategic projects
- Widely adopted technical methods and best practices result in faster development and testing time, improved code quality, and more time to focus on innovation

Boost Your Selling Capabilities

- Native B2B capabilities enable you to seamlessly create new online sales opportunities alongside B2C operations
- Virtually limitless third-party integrations with faster and more efficient APIs enable new capabilities and workflows

Improve Your Data Intelligence

- Magento Business Intelligence Essentials is included, providing enterprise-grade analytics and insight from unified data sources, while enabling customized dashboards and KPIs

Utilize True Omnichannel Capabilities

- Seamless integration with Magento Order Management delivers real operational efficiency while creating shopping services that delight customers (e.g. ship-from-store, ship-to-store, pick-up in store)

Magento Commerce 2
Revenue Gains:
When upgrading to
Magento Commerce 2,
clients of our Global Elite
Solution Partner Corra
saw on average:
+8% Conversion Rate
+18% AOV

PLANNING YOUR UPGRADE

PLANNING QUESTIONS

Here's a quick list of questions you should ask as you plan your upgrade:

Site Cleanup — What can I keep and what can change? What new things do I want to implement? (e.g. what changes do I want to make to taxonomy and product structure, or changes to content)

Analytics Check — What are my current KPIs? What does my data tell me about how my site could be improved? Are there new KPIs that I want implemented for my new site?

Extensions — Do I still need them? Which Magento Commerce 2 extensions cover my needs?

Integrations — What third-party systems (e.g. ERP, accounting), do I integrate with? Do they have Magento Commerce 2 connectors or are custom integrations needed?

Training — Does the upgrade team have the right knowledge and training? What's my plan to train end users on how to use the new admin before it goes live?

Upgrade Team — Who will be dedicated to the upgrade project, both in-house and external experts? Do they have the necessary support from leadership and other internal teams?

UPGRADE PROCESS OVERVIEW

If you've upgraded Magento Commerce before, the process for Magento Commerce 2 will be familiar.

- **The process begins** with in-depth planning (AKA implementation planning) which includes requirements gathering (what does your business need and want for and from the new site?), budget and timeline planning, and resource planning. Next, your development team will create a development site to make sure your requirements are met and to do quality assurance and UAT testing.
- **While building the site**, you'll have the opportunity to update content, prepare marketing campaigns, manage URLs and necessary redirects, and fine-tune your SEO. This is also when you should be training your staff on using the new site and having them help you run end-to-end customer experience checks to make sure everything looks and acts as it should when you launch.
- **Before you launch**, you should practice deploying your Magento Commerce 2 site to make sure the process will go smoothly. You should also, check in with your marketing team to make sure any automation they're running isn't affected by the deployment.
- **Post launch**, it's always wise to do another round of user testing to make sure everything is working properly. Big changes in your analytics can also reveal any performance and customer experience issues.

Note: *Upgrading has a different data migration process. Since the new Magento Commerce 2 site will be running on a new database and new code, it's best to upgrade using a separate development site that is separate from your live site and existing development sites.*

COMMON UPGRADE QUESTIONS

Q. How long does a typical upgrade take?

A. It depends. There are a lot of variables, and if you're also doing a redesign, it will take longer. After the discovery process is complete, your implementation team will be able to give you a more accurate timeframe for your project.

Q. How much does it cost to upgrade?

A. Again, it depends on your current situation and your requirements for your new site. The good news is that generally as partners and developers have become more familiar and adept with Magento Commerce 2, upgrade costs and projects lengths have come down. We recommend consulting with a [Magento 2-certified Solution Partner](#) for an estimate.

Q. Are Magento Commerce 2 versions of my Magento Commerce 1 extensions available?

A. Virtually all business-critical needs are covered. From content and customizations and shipping and fulfillment to site optimization, we've seen a dramatic increase in the number, and diversity, of extensions in [Marketplace](#) as merchant adoption of, and partner familiarity with, Magento Commerce 2 has grown. Examples of leading global technology companies who have created extensions include:

- PayPal
- dotmailer
- TaxJar
- Nosto
- Adobe
- Fastly
- Vertex
- Amasty
- Celebros
- Logicbroker

Also, quality assurance checks implemented for all Magento 2 extensions ensure consistently high product quality, so there is a very high probability that your extension or a high-quality alternative to your extension is already in Marketplace.

Many merchants have found that the native capabilities in Magento Commerce 2 have reduced their need and reliance on extensions, simplifying development and maintenance operations and improving overall performance. If you haven't already, engage in thorough upgrade planning to uncover these types of opportunities.

Q. What if my extensions and integrations are not compatible with Magento Commerce 2?

A. Magento Commerce 2 can be customized to work with most software and systems. These customizations would be developed during the upgrade process.

Q. How will my SEO be impacted in moving from Magento Commerce 1 to Magento Commerce 2?

A. With proper planning, your SEO should be improved. Our partner Corra recommends:

- Creating a succinct 301 redirect plan
- Building a strategy around URL taxonomy
- Doing an XML sitemap check
- Working with tag management (e.g. Google)
- Discussing in detail with your implementation team

If you're ready to upgrade, we're here to help!

Email us at inquiries@magento.com or call 855-733-5533.

ABOUT MAGENTO: Magento powers commerce without limits. Trusted by more than 260,000 businesses worldwide, Magento Commerce is the leading provider of open omnichannel innovation to retailers, brands and branded manufacturers across retail B2C and B2B industries. In addition to its flagship open source digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions empowering merchants to successfully integrate digital and physical shopping experiences. With over \$101B in gross merchandise volume transacted on the platform annually, Magento Commerce is the foremost provider to the Internet Retailer Top 1000 and the Internet Retailer B2B 300, counting more than double the clients to the next closest competitor. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.