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7 Secrets to a Successful Migration

How Beer Hawk migrated from Magento Open Source to Magento Commerce and accelerated revenue growth.

Beer Hawk is a fast-growing online beer boutique.

Their mission is to serve the beer-curious: casual beer drinkers who are keen to experiment with new flavors and learn about beer. Founded in 2012, Beer Hawk has had an extremely rapid growth trajectory, with sales sometimes doubling year over year.

When Beer Hawk first launched their online store, they ran it on Magento 1 Open Source Edition. That worked well during their first few years in business, while they were beginning to build their customer base. But soon they needed more—more scalability, more personalization, and a more distinctive experience.

To meet these goals, Beer Hawk migrated from Magento Open Source to Magento Commerce 2. Working with Pinpoint Designs, a UK-based Magento partner, Beer Hawk completed their migration, in just three months.

This eBook covers 7 secrets to a successful migration courtesy of Beer Hawk and Pinpoint.

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Beer Hawk completed their migration in just three months.

Secret #1: Get your internal and external teams to operate like one team.

Both Beer Hawk and Pinpoint had development teams working on the migration project, and both teams had unique strengths and weaknesses. Beer Hawk's developers did not have Magento migration experience and preferred the Agile approach to development. On the other hand, the Pinpoint team was very experienced with Magento migrations and typically used a more Waterfall methodology.

For a more efficient migration, the two teams agreed to standardize on Agile and attend weekly update meetings together. The Beer Hawk team also worked closely with the Pinpoint team to gather a better understanding of Magento 2 and the migration process. At the end of the project, Beer Hawk gained enough experience to feel comfortable working with the platform and handling deployments.

MIGRATION IN A HALF-PINT GLASS.

The short version of Beer Hawk's migration to Magento Commerce:

The goal: Offer a more personalized and distinctive experience to a lot more customers

The migration: Move from the Open Source Edition of Magento 1 to Magento Commerce 2

Timeline: Three months

Migration partner: Pinpoint UK

Technology partners: Antavo, dotdigital, Klevu, Nosto

Benefits:

· B2C revenue was up 58%

· Page load decreased by 39%

· Conversion rate increased 29.4%

· Average order value was up 9.11%

Secret #2: Make your data a priority— and use the migration as an opportunity to improve your data set.

Beer Hawk and Pinpoint agreed to audit Beer Hawk's open source data as part of the migration process. This audit uncovered duplicate and incorrect data that either did not need to be migrated or could be corrected as part of the migration process. For data that fell into a "gray area," they considered tradeoffs between improving their data and completing the migration on time.

"Be aware of any issues lurking in your Magento 1 data and decide what you can tolerate and what needs to be addressed premigration."

Mark Roberts, Co-founder, Beer Hawk

Secret #3: Involve all your critical stakeholders.

When Beer Hawk first implemented Magento Open Source, their development team did not work closely with customer service or marketing when defining system requirements, so basic marketing activities, like scheduling a promotion or swapping out a banner, couldn't be done without help from a front-end developer.

The Beer Hawk and Pinpoint teams took a distinctly different approach with the Magento Commerce migration. They worked with Beer Hawk stakeholders across the board to define functional requirements and include target KPIs in their plan. For example, a key KPI was to decrease page load time, which by itself can improve Google search rankings.

MAGENTO PAGE BUILDER MAKES CONTENT UPDATES FAST AND EASY.

Content updates are critical for Beer Hawk, which prides itself on connecting customers with the latest beers and home brewing equipment. Beer Hawk relies on Page Builder for fast, efficient content updates.

Page Builder is a content publishing solution available only with Magento Commerce that lets you add new content and edit existing content without writing any code. With Page Builder, you can swap products, change banners, add videos, and design new pages with drag-and-drop layout components.

Learn more about Page Builder >

Secret #4:
Don't do it alone.

Because Beer Hawk's development team was new to Magento Commerce, they chose to partner with Pinpoint, an award-winning full-service eCommerce agency based in Leeds, Manchester, and London.

In addition, Beer Hawk sought help from third-party software providers with Magento-compatible products that could help them improve the customer experience. Many more advanced solutions are available for Magento Commerce 2 than for Magento Open Source. Beer Hawk chose the following extensions:

- Antavo for modern customer loyalty
- dotdigital for personalized email marketing
- Klevu for intelligent onsite search with machine learning
- Nosto for personalized promotions

Secret #5: Document requirements, even if you're Agile.

Agile is an iterative development framework, which is inherently flexible. However, using Agile doesn't absolve you from documenting your requirements. In fact, extremely detailed requirements can accelerate your Agile development process; it's a classic case of start slow to go fast.

"In hindsight, the documentation really sped up time even though I was skeptical at first." **–Mark Roberts, Co-founder, Beer Hawk**

Pinpoint recommended Beer Hawk hold a MoSCoW session with key stakeholders (Secret #3) to both define and prioritize requirements for the migration. MoSCoW is an abbreviation for Must, Should, Could, and Won't (this time). Each of these categories represents sets of requirements in decreasing order of priority, with Must being must-have features and Won't being low-priority features that can be tackled in a second phase.

The MoSCoW session allowed stakeholders to more clearly define their needs and achieve a consensus around high-priority features—and enabled developers to establish a phased schedule.

Secret #6: Don't be afraid of an aggressive schedule.

Because Beer Hawk's business is very seasonal, they had to work the migration schedule around their big Father's Day and Christmas season sales spikes. The Pinpoint and Beer Hawk teams were ready to start work on the integration around January 2, 2017, which meant they had to be done by the end of March to guarantee the new system would be ready for the lead-up to Father's Day in June.

By designing a phased schedule around critical requirements (see Secret #5), Beer Hawk was able to move quickly and deliver a fully responsive site for their retail and wholesale customers.

BEER HAWK ENHANCES THE CUSTOMER EXPERIENCE WITH AI.

Beer Hawk's specialty—in their own words—is "hunting for the world's best beers." Their webstore features a dizzying array of beer choices—and uses artificial intelligence (AI) to help customers navigate them.

As customers browse online, Beer Hawk's Magento Commerce platform relies on AI to analyze hundreds of data points and serve up individualized marketing in real time. It also takes advantage of machine learning to better understand the true intent of buyers who search on the site, making results much more accurate—and customers way more likely to convert.

It's turning browsers into happy, beer-drinking buyers. **And it's only possible because Beer Hawk made the switch from Magento 1 Open Source Edition to Magento Commerce**.

Secret #7: Prioritize action over perfection.

Beer Hawk's culture prioritizes action over perfection. They value people, customers, and beer—in that order—and the agencies they work with are aligned with those goals. When applied to the Magento Commerce upgrade, this meant launching new features as soon as they would benefit the customer, not when they were 100% bug free.

How did this approach work? According to data collected 6 months after the migration:

- B2C revenue was up 58%
- Page load decreased by 39%
- Conversion rate increased 29.4%
- Average order value was up 9.11%

Based on these results, the Beer Hawk and Pinpoint teams were ready to raise a glass to their success—and share their experience with others.

SAVE THE DATE.

It's time to start planning your upgrade.

Support is ending for Magento Open Source 1 Edition in June 2020.

Learn more about the differences between Magento Open Source and Magento Commerce >

Pinpoint Designs is a multi-award-winning Magento eCommerce agency based in Leeds, London, and Manchester. To learn more, visit: **pinpointdesigns.co.uk**

Beer Hawk is the UK's premier online beer shop with more than 1,000 delicious craft brews to choose from. To learn more, visit: **beerhawk.co.uk**

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

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