Fast-track your move to Adobe Commerce.

Learn eight proven tips and tricks for getting your webstore up-and-running in record time.
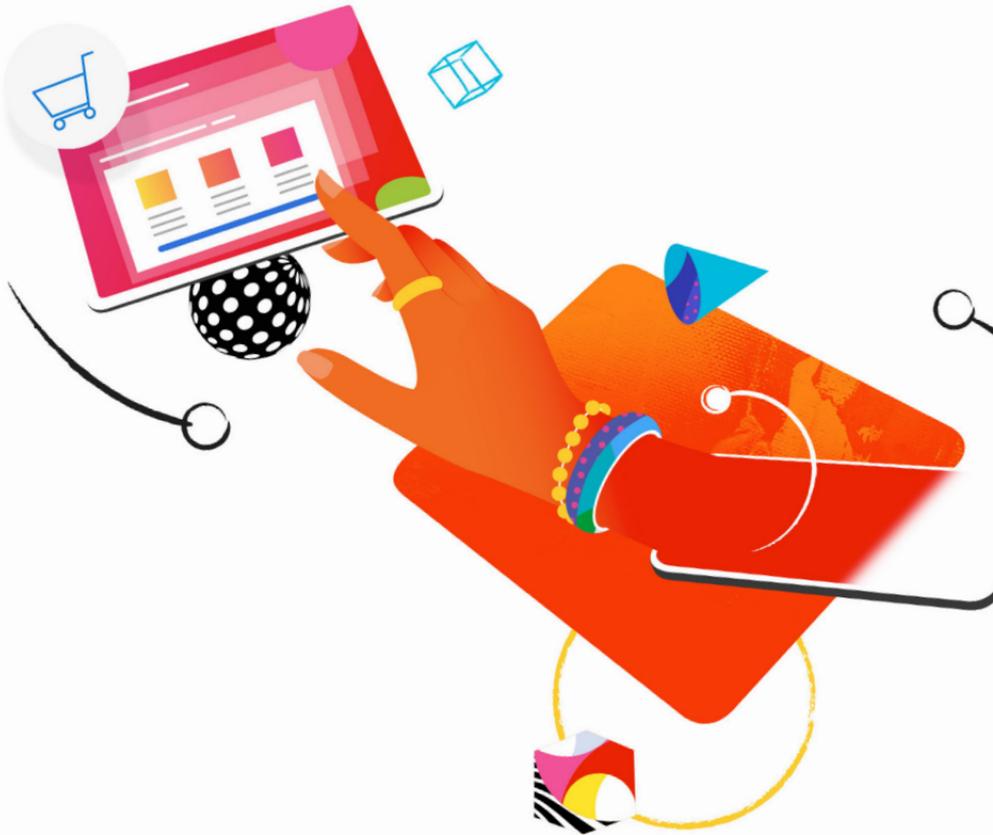
Sometimes you need to get a webstore online really fast.

Maybe you're facing a surge in demand and you need to move quickly from an open source solution to Adobe Commerce in the cloud. Maybe you're a brick-and-mortar shop and you need to upgrade your online presence. Or maybe you have a great idea you need to launch before competitors catch on.

If any of these situations apply to you, you're in luck. With Adobe Commerce, you can get to market super-fast without sacrificing core functionality you need for a great customer experience. In fact, many merchants have launched Adobe Commerce sites in under 30 days.

According to Brent Peterson, CEO of Wagento, "You could actually launch a site in 90 minutes if you needed to."

In this eBook, we will explore eight tips and tactics for launching a functional and engaging Adobe Commerce webstore in less time than you may think possible.

Your 90-minute Adobe Commerce launch checklist.

Want to try launching a Adobe Commerce website in under 90 minutes? If you have product information and images, a payment gateway, and shipping accounts, you can follow this simple checklist:

- Go to the admin panel.
- Choose a pre-made theme.
- Configure the home page.
- Set up your category pages.
- Add product descriptions and images.
- Set up payments.
- Set up shipping.
- Add an SSL.
- Test a purchase.

"It's very possible to set up a Adobe Commerce site in 90 minutes. I've done it myself," says Peterson.

Tip #1

Create a rapid deployment plan.

Launching quickly does not mean embracing seat-of-the-pants chaos. In fact, if you are trying to deploy on a tight timeline, you need a detailed plan. "A tight plan can make the difference between a fast implementation and a lengthy one," says Peterson.

At a high level, your rapid deployment plan should cover these points:

- **Design:** It should detail the site's look and feel, from its key brand and visual elements to the prepackaged Adobe Commerce theme you plan to use.

- **Features and functions:** It should document the key features and functions essential for launch and those that can wait. Plus, it should identify the extensions you will use to customize your store with additional functionality.

- **Development:** It should define any custom development that's necessary for your site to run smoothly. Ideally, in a rapid deployment plan, development should be minimal.

- **Data:** It should identify data that's essential for the webstore to work, such as product information from your PIM system or fulfillment data from your ERP.

- **Integration:** It should explain how your Adobe Commerce webstore will connect with plug-ins and other company systems. If possible, you'll want to use pre-built connectors for any needed systems integrations and consider batch uploads for data that isn't needed in real time.

- **Configuration:** It should explain rules for key processes like payments, shipping, and returns that will need to be configured in Adobe Commerce.

In addition to all of the above, your deployment plan should include a detailed schedule with milestones and deadlines.

Think Waterfall, not Agile.

Agile is an iterative development methodology that's very popular today. One of its strengths is allowing teams to collaboratively perfect functionality through multiple fast-paced development cycles or "sprints."

However, if you're trying to get your Adobe Commerce site up quickly, you may need a more streamlined approach.

Waterfall is a linear approach that calls for gathering requirements up front, at the beginning of the project, and then following a step-by-step plan. A systematic method like this can get your site operational very efficiently.
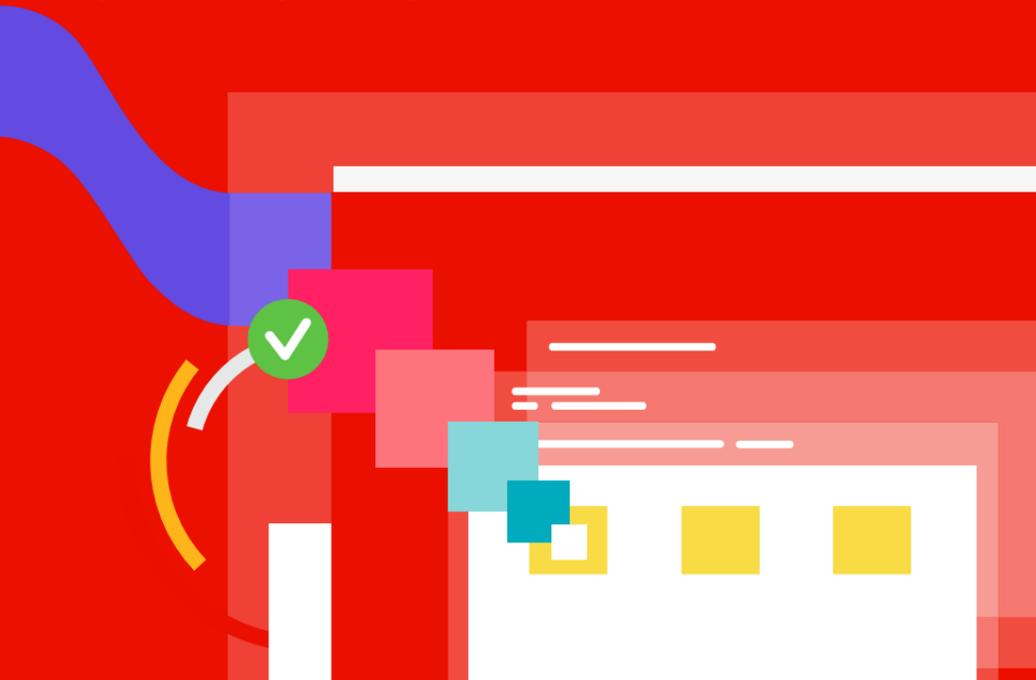
Tip #2

Ruthlessly prioritize features and functions.

"Generally speaking, the more features and functions you have, the longer your deployment timeline will be," says Peterson. "Minimizing the number of features and functions you launch with is perhaps the single best way to make sure you get to market on time."

To do this, Peterson recommends you make a list of all the features and functions your stakeholders want. Next, divide the list into three buckets—must-have, nice-to-have, and phase 2. Then determine if you can get all of your "must-have" and "nice-to-have" features online on your preferred timeline. If the answer is no, start moving "nice-to-have" features into phase 2.

As you're doing this, it's important to focus on delivering a "minimum viable experience" rather than the best possible experience—there will be time for that later. You should also avoid the temptation to add features that may add value but don't speed the shopper's journey to the checkout page.

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Brent Peterson
CEO
Wagento

Tip #3

Start slow, then accelerate.

With an ambitious deadline, it can be tempting to cut corners, like skimping on documenting your requirements or on keeping all your team members up to date on project milestones. But setting a solid foundation up front will allow you to move faster later.

"It's important to take the time to make sure everyone on your team knows what they're supposed to be doing and when," says Peterson. In addition to building the plan defined in tip #2, be sure to:

- Clearly define roles and responsibilities.

- Communicate key milestones and deadlines to stakeholders.

- Set and validate expectations with all team members before work begins.

Tip #4

Avoid a "stakeholder through the heart" of your timeline.

Input from customers, marketers, sales, IT, finance, and other teams is critical to developing a solid set of requirements. But it's also true that the more people who must approve website designs, features, and functions, the longer your deployment will take. "Extended cycles of 'review and revise' are a major cause of project delays," says Peterson.

Ideally, you should keep the number of decision-makers on your critical path to a minimum and give them clear direction for providing feedback. For example, you may ask IT to focus only on, say, security issues and not on site design. Or you may ask your brand person to review only logo usage rather than commenting on the artwork overall.

Tip #5

Don't give stakeholders too many choices.

Too much choice can be paralyzing. And this is as true for your stakeholders as it is for your customers. When you're asking stakeholders to review page designs, product displays, and other key site elements, ask them to evaluate one or two options rather than three, four, or five. "The more choices you offer, the more feedback you will have to manage," notes Peterson.

Also, as noted above, make sure stakeholders know the deadline for their response.

Tip #6

Don't overthink the design.

Aesthetics can be tricky—and extremely contentious. Reconciling differences of opinion over site aesthetics can add days or weeks to your project, especially if you are building a design from scratch and have the option to change virtually everything.

"Instead of building a custom design," explains Peterson, "I suggest adapting an existing theme with your brand font and imagery. This can shave days or even weeks off your timeline." Plus, there are many themes available in the Adobe Commerce Marketplace.

Tip #7

Always ask, "Do we really need it?"

At its core, launching quickly is all about determining—and then focusing on— what's essential. "When it's critical to launch a site quickly, we always ask this question: 'Do we really need it?'" says Peterson. This question can be applied to virtually any aspect of your deployment. For example:

- **Design:** "Do we really need a custom design, or can we use a template?"

- **Data:** "Do we really need that data, or can it wait until phase 2?"

- **Functionality:** "Do we really need that feature? Can customers shop without it?"

- **Integrations:** "Do we really need that integration, or can we update the ERP and other systems manually?"

Tip #8

Don't be afraid to revise your plan.

Sometimes, despite your best efforts, things don't always go according to plan. If you find your deployment lagging, you may need to revisit your feature list. "Typically, the best way to accelerate your plan is to move features into the 'nice-to-have' bucket," observes Peterson.

Get started

If you want to learn more about upgrading to Adobe Commerce—and doing it fast—explore our helpful resources below:

Learn more about Adobe Commerce

Learn more about Magento Open Source in Adobe Commerce

ADOBE EXPERIENCE CLOUD

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed explicitly for customer experience. So each product is infused with artificial intelligence and works seamlessly together, but also integrates with your existing technology and your future innovations so you can consistently deliver the right experience every time.

ADOBE COMMERCE

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.