



Prepare for a successful ecommerce switch.

Understanding the major phases of replatforming.



Plan ahead. Get ahead.

There are so many reasons you might need to switch ecommerce platforms. Maybe your business has grown exponentially, and your current platform can't handle the traffic. Maybe you're looking to wow customers with more personalized, real-time experiences. Maybe you're looking to expand your B2C ecommerce to the B2B channel—or vice versa.

No matter your reason for looking to replatform, it's important to consider the complexity of an ecommerce switch before beginning your implementation. In fact, in 2023, Forrester estimates that one-third of businesses will abandon or restructure their ecommerce migration halfway through because it has become too complex to execute or maintain.¹

There's no question about it. Migrating to a new ecommerce platform—as critical as it has become—is a large undertaking. But with the right preparation, you'll be able to implement an ecommerce solution that supports your growth and rapidly evolving needs at every stage.

1/3

of businesses are expected to abandon or restructure their ecommerce migration halfway through.

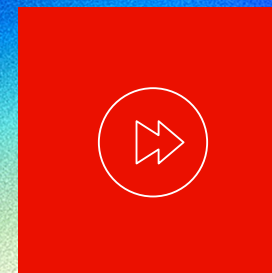
Predictions 2023: Commerce, Forrester



Why replatform?

The digital commerce landscape is changing — and businesses are looking to transform the way they communicate with customers. Here are the top reasons businesses are replatforming.

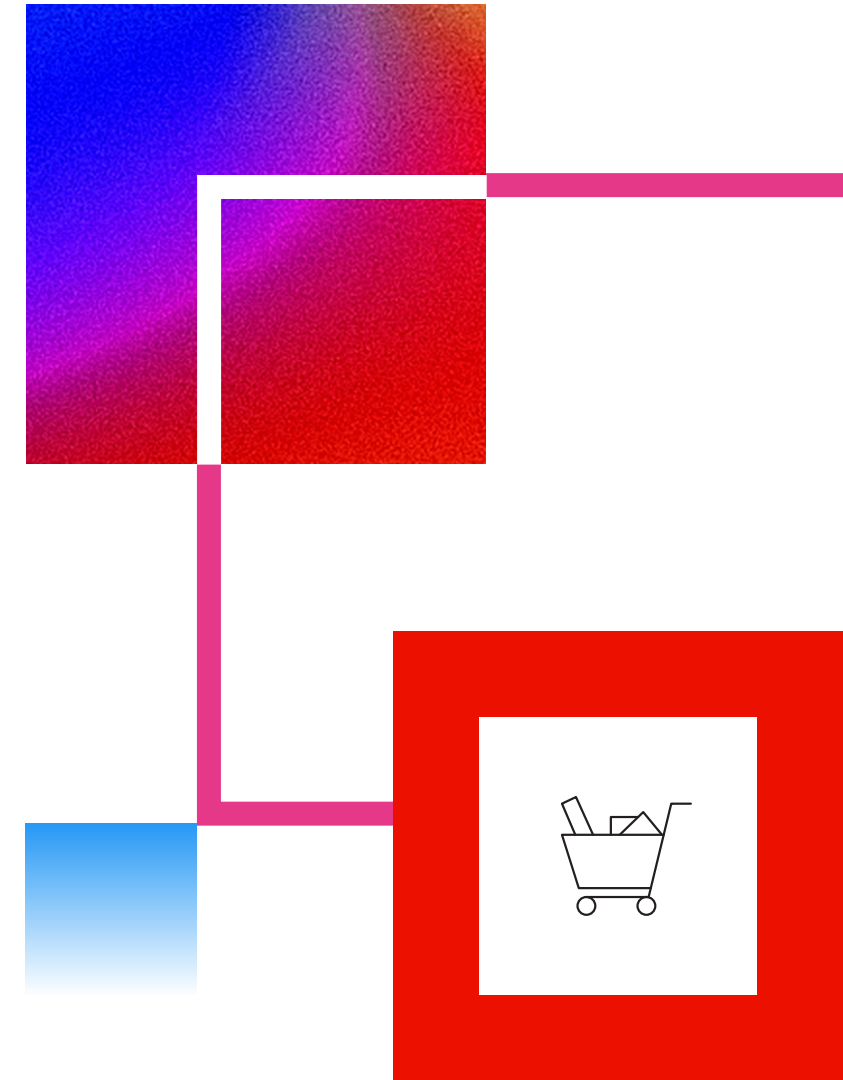
- Siloed data, lack of unified customer view, and lack of AI-guided decision making prevents personalized customer experiences
 - Data silos prevent 69% of ecommerce businesses from offering a complete, single customer perspective²
- They're facing increased competitive pressure for digital transformation
 - 64% of shoppers have switched to a competitor following a poor site experience³
- Business is moving faster than ever, and they need a platform that can keep up
- They've lost support from their current platform and are looking for a partner who has the knowledge and expertise to help them scale
- Their current ecommerce platform is costly to maintain, does not meet requirements, or lacks flexibility and potential to innovate



What keeps businesses from replatforming?

You may be asking yourself, “If replatforming is so great, then what makes it so difficult? What hurdles are forcing businesses to abandon halfway through?” Here are the biggest challenges to keep in mind.

- Replatforming can be a lengthy process and unplanned costs can add up quickly
- It requires expertise and a large effort to implement and maintain
- It can be costly to maintain existing custom integrations
- If your chosen ecommerce solution doesn't integrate easily with your pre-existing ecosystem, it may be hard to share data and deliver cohesive customer experiences



The steps to success.



ADD TO CART



Craft a roadmap.

Sure, there are challenges to switching ecommerce platforms, but as we mentioned above, preparation is key. And the first step to success is developing a roadmap that will keep you on track with your business requirements—from capabilities, to timing, to budget. Here are the three things you should do before diving in.



1. Evaluate your budget.

Decide how much you're willing to spend—in total—on a new ecommerce platform.



2. Know what you want.

Develop a clear idea of what you need from an ecommerce platform—and what would be nice to have. What is your end goal?



3. Understand your data.

Build a data strategy that identifies how you will manage and use your data—now and down the road.

Look for the signs.

Those looking to move to a new ecommerce platform are expected to invest between \$100,000 and \$1 million to do so.⁴ And the last thing you want is to invest in a platform that can't sustain your needs. That's why you should take the time to find a solution that is established, well documented, and can support you throughout the entire replatforming process.

5 questions to ask.

1. Does it check the boxes?

Do your research. You'll want to make sure the platform has everything you need—from cart pricing and promotions to multi-site geo capabilities.

2. Is it scalable?

Find out if the platform can grow with you. Can you add and integrate advanced services like live search, payments, and product recommendations without relying heavily on third party services?

3. Will they be a strong partner?

Does the platform offer the technical expertise to help you launch and scale your platform? A strong partner should guide you every step of the way toward meeting your goals.

4. Is it a proven solution?

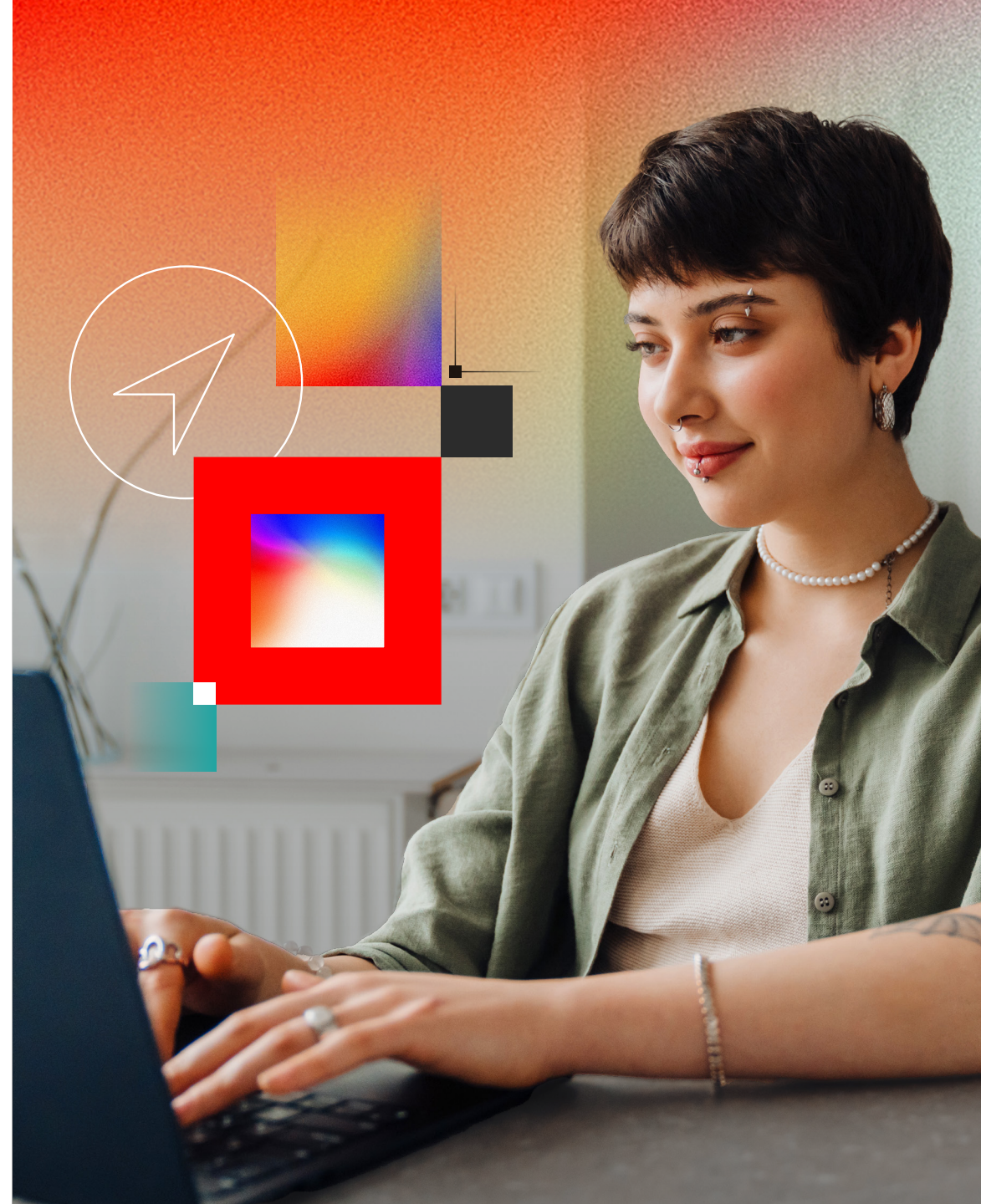
Look for an ecommerce solution that has a track record of success in helping other businesses replatform. With this big of a move, you'll want to work with seasoned professionals.

5. Will it reduce costs in the long run?

When an ecommerce replatform is strategized, designed, and implemented by experts, there's less risk of running into issues as you scale.

The 3 phases of replatforming.

Once you've found a solution that can support your ecommerce needs, you'll set off to accomplish the 3 phases of replatforming. The entire process can take up to 40 weeks, so you'll want a strong partner by your side from start to finish.



PHASE 1

Masterplan

The first phase of replatforming involves developing a detailed plan. During this phase, it will be helpful to look back at your roadmap—and seek expert guidance to help design a plan that works with your budget and integrates well with your existing solutions.

MIGRATION AND SETUP PROCESS

MASTERPLAN

Design and plan

4 WEEKS

IMPLEMENTATION

Develop and launch

20-30 WEEKS

RUN AND OPERATE

Grow and scale

4-6 WEEKS

PHASE 2

Implementation

Once you've solidified your plan, it's time to get to work. In the implementation phase, you'll design your new platform, integrate your core systems, and then move into custom development and quality assurance.

MIGRATION AND SETUP PROCESS

MASTERPLAN

Design and plan

4 WEEKS

IMPLEMENTATION

Develop and launch

20-30 WEEKS

RUN AND OPERATE

Grow and scale

4-6 WEEKS

PHASE 3

Run and operate

In the final phase of replatforming, you'll launch your new website and optimize experiences for different audiences. This requires regression and A/B testing, personalizing languages and geographies, and maintaining your platform and integrations.

MIGRATION AND SETUP PROCESS

MASTERPLAN

Design and plan

4 WEEKS

IMPLEMENTATION

Develop and launch

20-30 WEEKS

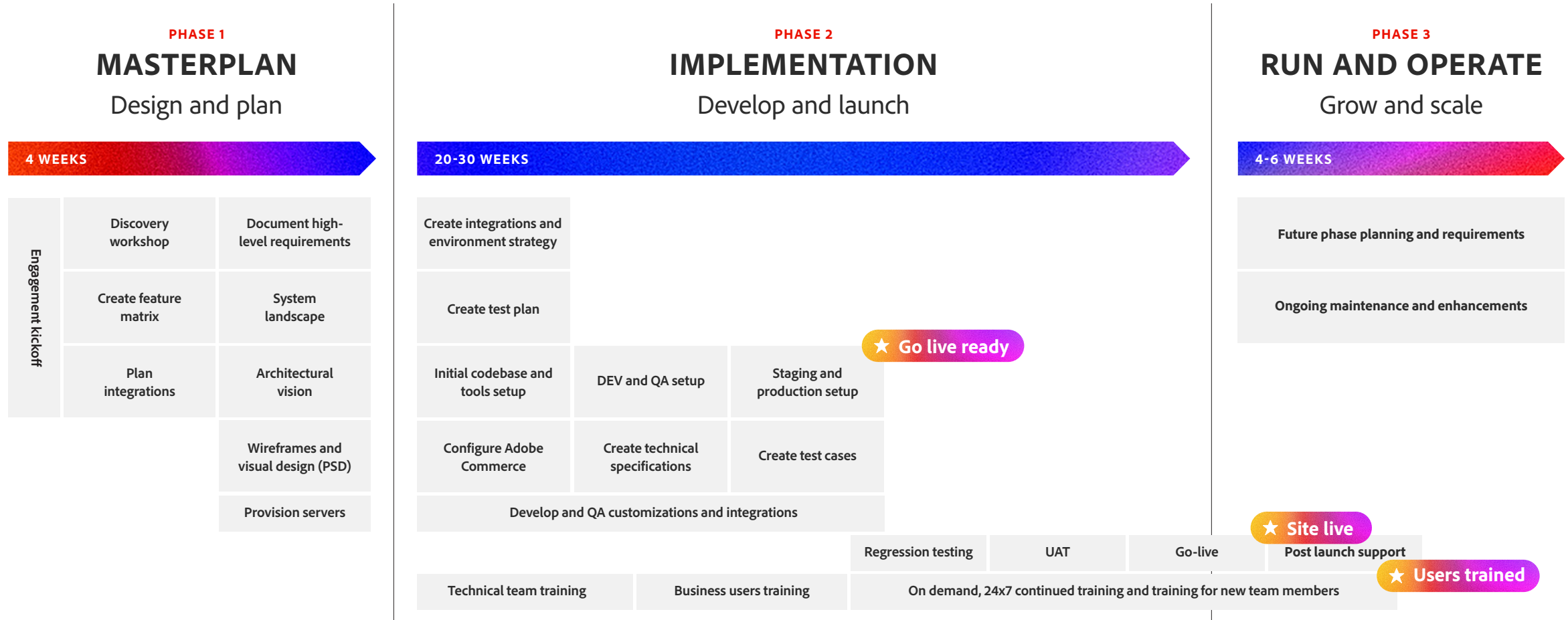
RUN AND OPERATE

Grow and scale

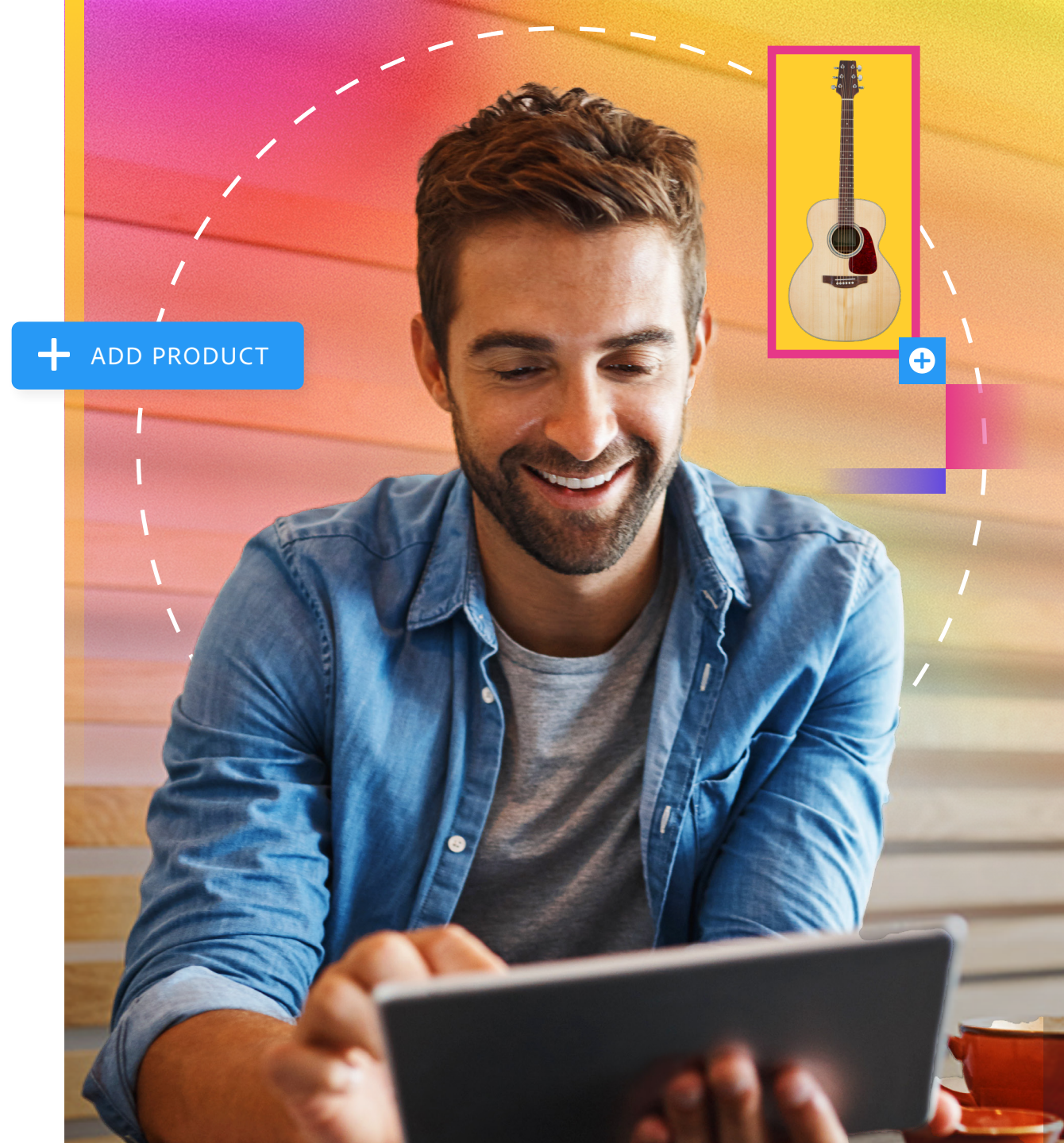
4-6 WEEKS

THE 3 PHASES OF REPLatformING

Migration plan template: High-level roadmap.



All signs point to Adobe Commerce.

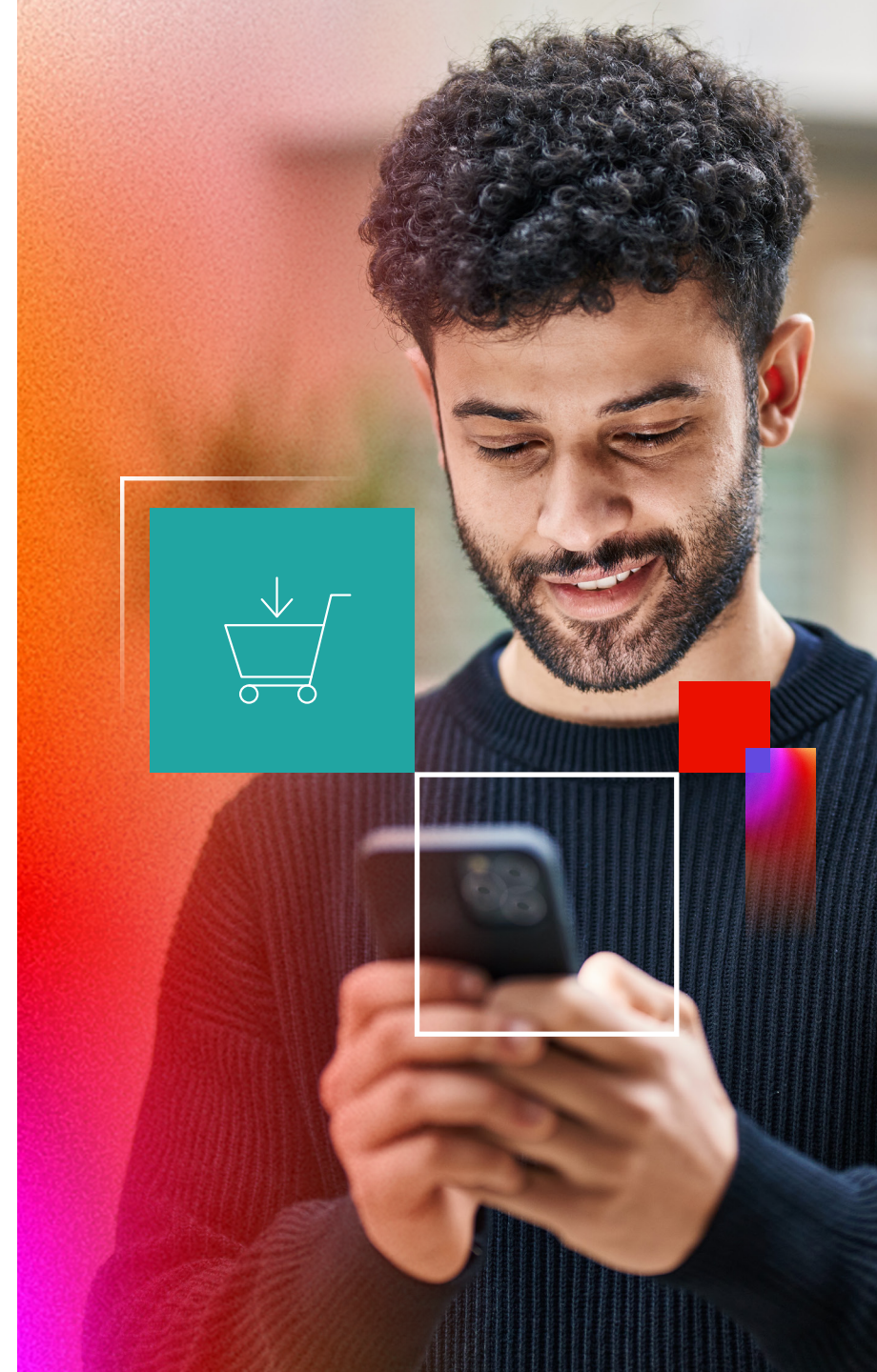


A single solution for powerful e-commerce.

Whether you're selling B2B, B2C, or even B2B2C, Adobe Commerce has the unified platform and support to make your ecommerce transition seamless.

Formerly Magento Commerce, Adobe Commerce is known for its open, flexible platform and ability to support complex, enterprise-scale commerce models across sites. As part of Adobe Experience Cloud, it also integrates with many other Adobe solutions, including:

- Adobe Experience Manager, our content management system
- Adobe Analytics, our in-depth data analytics system
- Adobe Experience Manager Assets, our digital asset management system
- Adobe Target, our AI-powered A/B testing and optimization system



Meet Adobe Professional Services, your ecommerce sidekick.

Choosing Adobe Commerce doesn't just come with a list of great features. It comes with a strong partner who will work with you throughout your entire ecommerce replatform—and beyond—to help you implement those features and achieve your goals.



Our position as **leaders in Customer Experience Management (CXM)** will place you at the forefront of long-term success.



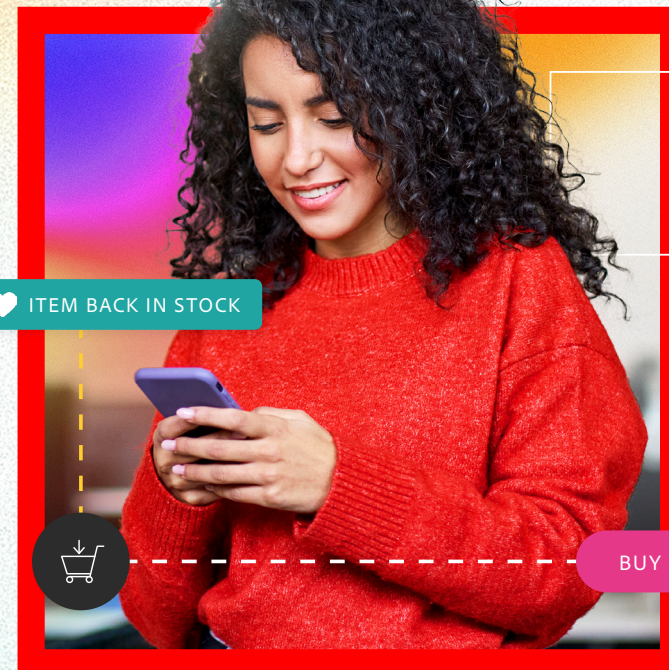
We have the advantage of unparalleled solution knowledge and close ties with the **Adobe Commerce product team**.



Our **phased delivery approach** ensures predictable executions, even in the most complex of engagements.



With a proven **track record of delivering success**, our teams work seamlessly within your organization's ecosystem.



Learn more about Adobe Professional Services and get in touch to learn how our experts can help you build an ecommerce platform fit for the future.

[Learn more](#)[Contact us](#)

Sources.

1. [Predictions 2023: Commerce](#), Forrester
2. [Breaking Down Data Silos for Increased Ecommerce Efficiency](#), Saras Analytics
3. [The 2022 State of Digital Customer Experience](#), Verint
4. [Nearly half of e-retailers are investing in their ecommerce platforms and 21% are looking to make a move](#), Digital Commerce 360

