

Migration to Magento 2 for B2B and B2C Merchants

Produced by:



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INTRODUCTION

Throughout history, merchants have faced constant challenges to succeed and grow both in-store and online. And today's changing commerce environment is further intensifying the pressure that commerce leaders face.

Demanding customers, fragmented buying habits, rapid technological change and increased competition—these factors are forcing merchants to be more agile and to change more frequently and in often unpredictable ways. Failure to change and anticipate customer shopping behaviour has levelled the playing field for even the most established brands.

In order to remain competitive in the context of this changing commerce landscape, your business must adapt and innovate. You need to be able to provide robust, personalised experiences across all touchpoints, with no lapses in performance and uptime. You also need to make the most of your data to inform strategic decision-making and make bold changes to stay ahead of global competition.

And in the main, you need to be able to provide personalised and enjoyable shopping experiences in order to build strong, long-term customer relationships. To make this transition, you need an eCommerce platform that is robust, scalable and that allows you to deploy unified, personalised, compelling purchasing experiences.

[Magento Commerce 2](#) offers all this and more.

Built for these rapidly changing times, Magento Commerce 2's modular and modern architecture gives you the tools to adapt to changing competitive pressures and business needs.

Its global content delivery network and secured cloud infrastructure offer unmatched speed in the industry, and its 99.99% SLA means that services are operational for 99.99% of any given calendar month. Cloud elasticity database scalability, integrations and customisation mean that Magento Commerce 2 is the ultimate platform for expanding your store's capabilities and growth.

As we all know, [Magento will stop the support for Magento 1 \(for both Magento Commerce and Magento Open Source\) in June 2020](#). And though this seems like some time away, it's important to understand that the move from M1 to M2 is not a simple upgrade, but a re-build of the website. Depending on the complexity of your current eCommerce solution on M1, it could take several months to do the migration from M1 to M2.

99.99%

Magento services are operational for any given calendar month

In the meantime, remember that Magento is solely focused on adding new features only to M2. So if you're currently running on M1, now is the time to consider migrating in order to maximise the performance of your web store. After all, being on an older version of the platform makes accommodating or imitating new features and behaviors more costly and more time-consuming. And eventually, these won't be available at all.

Vaimo has been delivering Magento 2 projects since August 2016 and has experience with over 75 M2 projects in both the B2B and B2C business arenas. These have been delivered

on Magento Commerce (including Magento Commerce Cloud) and Magento Open Source platforms in more than 13 international markets.

Over this 2 year period we have learnt much along the way and have developed a number of best practices and processes to make migrations as smooth as possible.

In this whitepaper, we'll be looking at some key questions and takeaways surrounding M2 migrations to equip you with the knowledge and know-how to take your web store to the next level.

WHY CHOOSE VAIMO AS A SOLUTION PARTNER FOR YOUR M2 MIGRATION PROJECT?

75+

DELIVERED M2
PROJECTS

2+

YEARS OF M2
EXPERIENCE

13+

COUNTRIES WHERE VAIMO
HAS DELIVERED M2 PROJECTS

COMMON QUESTIONS – THE MIGRATION TO MAGENTO 2

With the support and updates for M1 coming to an end in June 2020, it is important that you start planning your move if you're currently operating on M1.

And in order to help you navigate the world of Magento migration, we've rounded up some of the top questions we've received from our clients in this process to make your life easier. Based on our experience, we've also noted a few questions that you may wish to ask yourself as you consider the move to M2 so that you're fully prepared.

What are the big data migration jobs involved in the move to M2?

The heavy lifting includes creating the store and web store architecture, and the products therein. Then the product (custom) attributes and customer lists need to be added, and the categories must be established. Finally, orders and customer data will be migrated to the new online store.

Can I reuse any of my existing website? What can I keep and what can change?

As M2 is a major upgrade/refreshment to Magento core architecture, existing features and modules will need to be reworked for M2. While design is something that can be translated to M2 (it can't be migrated), it is a great opportunity to refresh your eCommerce site design as a merchant. In terms of backend integrations, existing specifications and schematics can be used while re-working the module code itself.

When should I migrate to Magento 2?

It's certainly high time to at least be planning the move, but one important factor to consider is finding a solution partner that will have the capacity to help you in time and to your requirements.

What are the costs involved?

Migration from Magento 1 to Magento 2 should be viewed as a new website rebuild project and should be in a similar cost range as it cost to build the original site. Vaimo offers a service to evaluate the upgrade effort from Magento 1 to Magento 2 and provides the estimated costs as a result.

Why can't I stay with Magento 1 platform?

The majority of 3rd party technology providers are focusing on building and improving their modules for M2, not for M1. This means that innovation will occur on M2 at a speed that we've never experienced before and in more reliable fashion (as Magento has now more strict processes for the release of modules). If you stay on M1, you will miss out on these key new developments and the benefits that they can bring for your business.

Of course, one of the main reasons to move away from Magento 1 is that Magento will cease support for Magento 1 in June 2020. You can view Magento's support for various Major and Minor releases of Magento Commerce software [here](#).

What that means for you as a merchant is larger and more frequent security risks. The job of updating your system will fall to your solution partner and any maintenance work that's needed will have to be done through

them at their normal rates. For this reason, a move to M2 is essential in mitigating against security risks and ensuring maximum site performance.

QUESTIONS TO ASK YOURSELF

What new things do I want to implement?

Think about what new functionalities you want to implement in the near future. Perhaps you're thinking about a [PIM solution](#) in order to create business efficiencies.

Or maybe you'd like to integrate with additional platforms ([Yotpo](#), [Nosto](#), [dotdigital Group](#), etc) in order to provide your customers with an unparalleled 360 degrees shopping experience.

You may also be looking to implement a B2B platform for your business. Whatever your business requirements, consider these questions in terms of [the expanded functionalities offered by Magento 2](#).

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 my M1 extensions? Which native capabilities of Magento 2 cover my needs and help to reduce maintenance costs?

Integrations

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

Training

What's my plan to train end-users in my organisation, especially on how to use the new admin panel in M2?

Migration Team

Who will be dedicated to the migration project, both in-house and externally? Do they have the necessary support from leadership and other internal teams?

MAGENTO 2 FEATURES

Released in 2015, Magento 2 is quicker, smarter, and simpler than Magento 1.

Magento replaced the Magento Enterprise and Community Edition platform names with Magento Commerce and Open Source, respectively. As Magento 2 is a completely new platform, it's not an upgrade from Magento 1, but a re-build. 3rd party developers are continuously updating and launching their apps for Magento 2.

Magento 2 delivers many features and functions natively out of the box, which were offered through extensions in Magento 1. This gives your business the flexibility and agility required to deliver exceptional customer experiences and strong sales.

Virtually all business-critical needs are covered. From content and customisations and shipping and fulfillment to site optimisation, we've seen a dramatic increase in the number and diversity of extensions in Magento Marketplace. Examples of leading global technology companies who have created Magento 2 extensions currently in use include:

Also, quality assurance checks implemented for all Magento 2 extensions ensure consistently high product quality. There's a very high probability that your extension or a high-quality alternative are already in Marketplace. Many merchants have found that the native capabilities in Magento 2 have reduced their need and reliance on extensions, simplifying development and maintenance operations and improving overall performance in the process.

Though there are many advantages (especially on the technical side), we've rounded up the top features which in our opinion make Magento 2 especially awesome.



MAGENTO COMMERCE VS MAGENTO OPEN SOURCE: A COMPARISON

When considering your migration from your current Magento 1 platform to Magento 2, there are three potential options available depending on what you use today and your business aspirations: **Magento Commerce, Magento Commerce Cloud and Magento Open Source.**

In terms of licensing, the main difference between Magento Open Source and Magento Commerce is that Open Source is a non-hosted eCommerce platform you can download for free and host on your own on a server. However, this also means that the Open Source's feature set is far more limited, plus it doesn't include dedicated Magento support.

Magento Commerce 2 is the far more robust option of the two. As its flagship product, Magento builds more straight out of the box features into this platform (which we'll dig into below). Both more secure and operationally scalable than Open Source, Magento Commerce 2 is 100% open for customisation. It allows merchants to work on a better basis with supported functionalities and cleaner code which is better adapted to high demands of traffic and revenue. And one further thing to remember is that the extra investment in a higher specification platform is outweighed by a reduction in maintenance costs—

Magento Commerce merchants will require fewer developers for daily maintenance of the platform.



Magento Commerce Cloud:

Magento Commerce Cloud is a complete hosted commerce solution with a set of pre-integrated cloud services meant to give merchants benefits similar to those that you may find with SaaS providers- built-in security, performance monitoring.

MAGENTO COMMERCE 2 KEY FEATURES:

Deliver Better Shopping Experiences

- Customisable, responsive themes provide an optimised starting point for your site
- Content staging and preview lets you easily create, preview, and schedule site updates to optimise your campaigns
- Advanced page building delivers powerful, intuitive content development capabilities
- Pre-built integration with enterprise CMS services enables personalisation at scale

Empower Non-Technical Teams

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

Drive Conversion and Repeat Purchasing

- A new two-step checkout and Instant Purchase option speed up order conversion
- Enhanced PayPal buying experiences drive faster checkout through overlay windows that can access PayPal-stored payment methods

Enhance Your Speed, Scalability, and Security

- Magento Commerce 2 provides the best, most secure technology for Magento and up to 50% faster-loading pages than Magento 1.
- 99.99% full stack SLA provides peace of mind
- Continuous software-hardware evaluation results in optimised commerce performance, including extensions

Utilise Rich Snippets:

- While Magento 1 lacked rich snippets functionality, Magento 2 offers schema.org as a default template out-of-the-box, allowing merchants to display ratings, price, and other markups in search engines
- Rich Snippets help improve the click-through rate to your website, which also boosts SEO

Expand Your Market Presence with Ease

- 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

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

Implement B2B specific functionalities:

- Magento 2 offers everything merchants require to manage their B2B web stores for multiple brands, key accounts, or channel partners
- B2B features out of the box include Custom Catalogues & Price Lists, Multi-Level Accounts, Quote Requests, Quick Orders, Payment On Account, B2B Web flexible APIs for Integration to ERP systems and Advanced Reporting for B2B

Improve Your Data Intelligence

- [Magento Business Intelligence](#) Essentials is included, providing enterprise-grade analytics and insight from unified data sources
- Seamless integration with [Magento Order Management](#) delivers real operational efficiency while creating compelling omnichannel shopping experiences

Drive customer experience with Elasticsearch

- This powerful search engine is built to scale both horizontally and vertically and supports the world's most common languages
- All required search functions are built-in: search autocomplete, misspelling correction, searching by multiple content types and much more
- Speed up your catalogue's layered navigation, so that customers can navigate through catalogue pages faster and with ease

Manage content with ease

- Create, edit and delete updates to products (prices, page designs, descriptions, images and more), and categories (menu and display options), as well as CMS content
- Link up CMS/Product/Banner/Catalogue Rule/Cart Rule all to trigger changes at the same time
- Group individual updates into campaigns for easier process management

Improve Your PIM functionality

- Magento Commerce 2 offers an improved import functionality and easier and faster product creation
- New guided product creation workflows allow for easier, more efficient product creation
- Colour swatches can now be specified using a colour-picker, hex code, or direct image upload

TO LEARN MORE ON THE SPECIFICS OF THE MAGENTO COMMERCE 2 FEATURES, SEE MAGENTO'S FULL FEATURE LIST [HERE!](#)

If you're currently running on Magento Open Source and are considering an upgrade to Commerce, you can use the below table to compare between the two. And if you're having difficulty deciding on how to proceed, please don't hesitate to [contact your closest Vaimo office](#). We'll be pleased to hear about your digital aspirations and will provide recommendations based on our experience of driving success in digital commerce.

FEATURE	MAGENTO OPEN SOURCE		MAGENTO COMMERCE	
Add to Cart by SKU	No	✗	Yes	✓
Administrator Permission Roles on Website and Store Levels	No	✗	Yes	✓
Automated Email Marketing Reminders about abandoned carts and wish lists	No	✗	Yes	✓
Built in B2B Commerce functionality	No	✗	Yes	✓
Backup and Rollback	No	✗	Yes	✓
Cloud deployment process Improvements	No	✗	Yes	✓
Page Builder	No	✗	Yes	✓
Customer Attribute Management	No	✗	Yes	✓
Customer Segmentation, Targeted Promotions & Merchandising	No	✗	Yes	✓
Dynamic Rule-Based Product Relations	No	✗	Yes	✓
Full Page Caching	No	✗	Yes	✓
Gift Registry	No	✗	Yes	✓
Gifting Options	No	✗	Yes	✓
Integrated Signifyd fraud protection	No	✗	Yes	✓
Limited Catalog Access	No	✗	Yes	✓

FEATURE	MAGENTO OPEN SOURCE		MAGENTO COMMERCE	
Magento Commerce Starter (Cloud)	No	✗	Yes	✓
Multiple Wish Lists	No	✗	Yes	✓
Optimised Indexing	No	✗	Yes	✓
Order Archiving	No	✗	Yes	✓
PCI Compliant Environment	No	✗	Yes	✓
Persistent Shopping Cart	No	✗	Yes	✓
Price Rules, Coupons and Promotions	No	✗	Yes	✓
Private Sales	No	✗	Yes	✓
Return Management Authorisation (RMA)	No	✗	Yes	✓
Rewards Points	No	✗	Yes	✓
Scheduled Import/Export Functionality	No	✗	Yes	✓
Staging, Merging and Rollback of Content	No	✗	Yes	✓
Store Credits	No	✗	Yes	✓
Strong Data Encryption, Hashing, and Key Management	No	✗	Yes	✓
Support for Alternate Media Storage – CDN and Database	No	✗	Yes	✓



120+
CERTIFIED
DEVELOPERS

100%
COMMERCE
FOCUSED

450+
SKILLED
EMPLOYEES

400+
ECOMMERCE
SITES

VAIMO HELPS CLIENTS ALL OVER THE WORLD TO DRIVE SUCCESS IN DIGITAL COMMERCE

Vaimo is one of the world's most respected experts in digital commerce on the Magento and Adobe Commerce Cloud platform. As a full-service omnichannel agency, we deliver strategy, design, development and managed services to brands, retailers and manufacturers all over the world.

Our sharp focus, broad experience and deep expertise within B2B, B2C, PIM, Order Management and ERP integrations makes us a key partner for driving success in digital commerce. Our 10+ years track record of technical excellence coupled with our deep commitment to helping our clients succeed with business development, digital strategy and customer experience design is proudly manifested in our status as a Magento Global Elite Partner.

With local offices in 15+ markets across EMEA, APAC and North America and over 450 employees, we provide an international presence that allows us to cultivate close, long-term relationships with our clients. Learn more how we can help you by [getting in touch with Vaimo here](#).

About Magento

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions.

More information can be found at magento.com.