Replatforming to Magento 2

The commerce of tomorrow is taking off

Contents

The right platform does the job!

What matters when choosing an ecommerce platform

Choosing the right platform is a crucial factor in the success of independent retailers. If you want to leave a lasting impression on your customers and have an eye to the future, you need a comprehensive and flexible cloud-based solution. The right software provides increased efficiency and opportunities for growth in ways we don't realise. But what should traders look for when choosing a platform?

At a time when customers can order most of the products they want from Amazon 24/7 wherever they are, it is getting increasingly difficult for traders to compete against the giants of the sector like Amazon, Alibaba etc. Only an exceptional and seamless shopping experience will make customers want to buy from a particular shop on a long-term basis.

315,000 shops around the world are based on Magento.

Create exceptional customer experiences with experience-driven commerce

With its experience-driven commerce approach, Magento provides both B2C and B2B merchants the tools they need to give their customers an unrivalled, individual customer experience. Magento provides a high level of performance and makes shops ready for the future with solutions like PWA Studio and integrated business intelligence. In addition, extensions that have been developed in-house, e.g. for payment and shipping, make for smooth processes, whereas other shop systems that rely on third-party solutions often have to struggle with compatibility problems.

Be prepared for future growth

A shop platform must be able to cope with flexible scaling as it grows in the future. Merchants who rely on the wrong commerce platform often face the problem that their shop cannot keep pace with their plans for growth. If the shop grows, they have to look around for alternatives. In contrast, the Magento platform is set up for unlimited growth whilst still offering extensive opportunities for personalisation. Traders do not have to deal with any restrictions if their business volumes grow. If more brands are added to the company, these can be managed centrally. Switching to a new platform is just as unnecessary as setting up additional channels for each brand. Thanks to the comprehensive multi-client capability, almost any ecommerce

scenario can be mapped with one installation. Regardless of whether they want to map different shop front-ends with different URLs and different target groups (B2C, B2B or a combination of the two) on one platform. Magento includes all of the essential functionalities out-of-the-box.

A community that is continually developing the platform for each customer in a targeted way.

The Magento community includes 260,000 developers around the world, who develop customer-specific expansions and so provide continuous progress. With their experience, the Magento solution and our technology partners are able to deliver made-to-measure projects for companies of any size and in any sector. No other shop platform has such an extensive global community like this. This is also why no other community has such extensive experience in supporting traders as they set up a successful e-commerce website. In total, the Magento community has over 415,000 members and around 1,100 partners, who network with each other at more than 350 annual events. These have already led to the creation of almost 5,500 extensions, which are available on the Magento Marketplace. There are plenty of reasons why 315,000 shops around the world are based on Magento.

The Magento community

415,000
Members

260.000
Developers around the world

1.100
Partners

350
Annual events
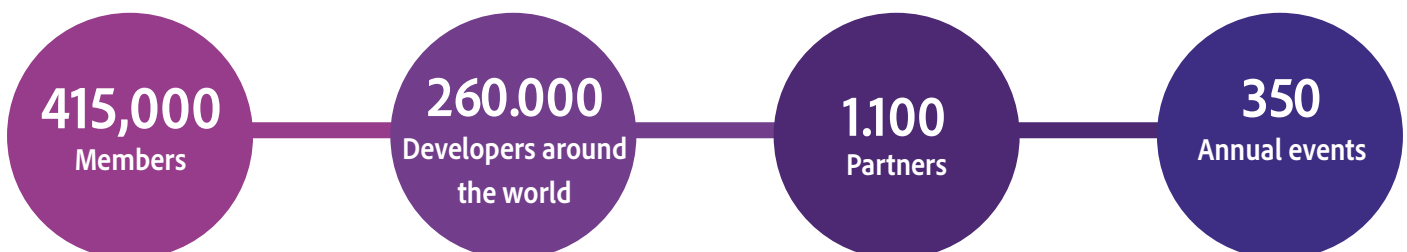
What does Magento 2 offer?

A mature platform that equips merchants for tomorrow

Back in 2015, Magento presented a complete redevelopment of its platform. With its state-of-the-art technologies and the software architecture this requires, Magento 2 enables a much higher level of flexibility, which means that merchants are ready to face the future. The new platform offers numerous features for true experience-driven commerce and unrivalled shopping experiences. Magento 2 has continued to be developed in subsequent years based on feed-back from traders of all sizes in a wide variety of sectors and countries, which means that today it delivers perfectly on the requirements merchants will need tomorrow. Magento 2 is already being used successfully in every continent of the world.

Don't be a guinea pig!

It has taken years for other platforms to become fit for the future. When completely revised versions are published, these are inevitably accompanied by teething problems. Companies that rely on shop software that has just been updated will feel the impact of these problems.

Anyone who wants to migrate their shop to a new platform has a choice: Either put a completely new shop software package in place, which is bound to need some time before the required level of stability can be guaranteed, or go for a mature product like Magento 2, which has been tried and tested for years. With Magento 2 merchants can take off immediately and don't have to act as guinea pigs.

The benefits of Magento 2 at a glance:

Better performance

On average, websites based on Magento 2 load 20 percent faster than Magento 1 sites. Long loading times are some of the main reasons that purchases are not completed, which is why fast performance is crucial for online shops.

Easy payment

Every merchant knows that a fast payment process equals a higher conversion rate. Whilst it used to be the case that it needed six steps to pay for your shopping basket, Magento 2 offers a simple payment process that only has two steps. Magento 2 makes it possible for traders to save their customers' payment and shipping details, which means that these do not need to be re-entered for subsequent purchases. This means that the whole shopping experience is speeded up.

More intuitive user interface.

With Magento 2, merchants are able to manage their shops very easily themselves, without having to use the IT department's resources to do so. The user interface is intuitive and mobile-friendly, which means that even users who are not that tech-savvy are able to create pages and manage their shop's functions without any difficulty. Magento 2's backend seems to be so successful that even the competition has copied some of its features.

Ready for mobile commerce

In 2020 66 per cent of all online shoppers will already be using mobile devices to shop. To meet the requirements of mobile commerce, Magento offers its PWA Studio from Version 2.3, which traders can use to develop progressive web apps without any additional software tools. PWAs offer benefits and opportunities, which up to now have only been possible using native apps. These benefits include features like offline use, lower development costs and significantly faster loading times. Magento is the only shop platform that has invested in its own PWA integration and does not rely on a solution provided by a third party. Magento has already been working very closely with Google, who invented progressive web apps, for an extended period of time, which means that it is able to provide the best possible PWA experience.

From global community support to AI assistance

Why Magento is the first choice

• **Native cloud platform – no hosting stress:** Magento 2 has been specifically developed as a cloud platform and all of its functions and services have been set up for this. This makes it possible for the specific features of the cloud computing architecture to be used to the benefit of traders. The cloud-native approach makes a high level of flexibility, scalability and agility possible, which is the basic requirement for a unique and attractive shopping experience. Most of other platforms do not provide native cloud solutions with direct support from the manufacturer. The result of this is that traders have to host their own shop or use a hosting partner. This is an additional expense that is not incurred with Magento.

• **A PWA solution direct from us:** Progressive Web Apps combine the benefits of "classic" websites with the advantages of native apps. Traders no longer have to run a mobile version of their website alongside the desktop version in addition to an app, as the PWA automatic adapts the format to the specific end device whilst also providing the functionalities and performance of native apps. This reduces the costs involved with testing, it saves development costs and improves the shopping experience enormously.

• **AI assistance for exceptional customer experiences:** With Magento, merchants benefit from integration into the Adobe Experience Cloud. Companies that rely on the compatible cloud solutions have access to Adobe Sensei, which is a powerful tool that uses artificial intelligence and machine learning to create unique customer experiences. By using its AI functions, Sensei analyses the data provided by companies round the clock and will notify them if any anomalies or other important events occur. This also enables personalisation of content to a very high level, so

Native cloud platform – no hosting stress:

A PWA solution direct from us

AI assistance for exceptional customer experiences

Benefit from the experience of the Magento community

Free support

that customers are given a bespoke shopping experience that is unique to them. Sensei also supports companies with creating content by handling time-consuming tasks like editing images.

● **Benefit from the experience of the Magento community:** With Magento, traders have the experience and support of 260,000 developers around the world behind them. This is also the reason why Magento is perfectly tailored to the requirements of every single trader. The Magento partners do not just plan the projects with their customers. They also make sure that implementation goes smoothly. If a trader needs any additional functions, the partners are able to develop these on an individual basis. This structure does not just guarantee the best possible support for traders of all sizes in any sector, it also ensure continuous innovation.
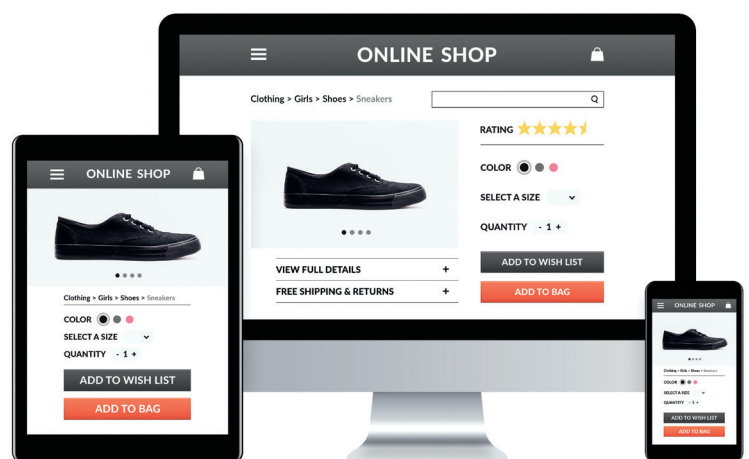
● **Free support:** With Magento, traders do not have to factor in additional costs for support. Companies can rely on getting the support they need to complete their project so it's exactly how they planned it. Magento gives customers the certainty they need with their investment from the outset, regardless of how much support they need.

Migrate to Magento 2 now

Roadmap for making the switch

The exact procedure for migrating to a Magento 2 shop, how long the process takes and what costs are associated with this depends on the specific structure and the individual requirements of the webshop. In addition to the design, interfaces to third-party systems like ERP, PIM or CRM and also individual functionalities such as configuration tools will have a particular effect on how complex the migration is. Below we have compiled a schedule so you can get a few initial pointers if you're looking at migrating to Magento 2.

• **Find the right Magento partner:** Migrating a shop onto a new platform often involves a complex procedure. However, with the right Magento partner at your side, the process of migrating is a challenge that can certainly be met. Many Magento partners have now started to specialise in supporting companies as they switch their shop to Magento 2. They know how to plan and implement the migration in a professional way so that there aren't any nasty surprises. The strength of Magento is also shown here by its community, which helps every company make the migration to Magento 2 a success.

• **Analyse the current shop:** The Magento partner who is helping you to complete the migration will start by looking at a summary of the special features and individual components of your shop. In your previous shop you may well have needed expansions provided by third parties or individual adaptations, which your previous shop platform would have been unable to map out-of-the-box. So with

any migration to Magento 2, checks need to be carried out as to which expansions can be replaced by any of Magento 2's standard functionalities and which requirements need to be met by existing Magento modules or if individual solutions need to be developed from the ground up.

• **Create the Magento 2 shop:** As soon as it becomes clear what the new shop is supposed to look like and which expansions that were used in the previous shop are surplus to requirements, as they are standard features of Magento 2, your Magento partner will start designing. The amount of work involved in the migration process depends on a variety of factors, including the requirements in terms of performance, design and expansions. It is standard practice to start by conducting tests at every stage of the migration, before going live. Once this test phase has been successfully completed, then all of the datasets will be migrated - from the customer database through to

As **Magento 2** has long since outgrown its infancy and also any initial teething problems, as well as having continuous improvements made ever since it was launched - there won't be any unpleasant surprises with migrations to **Magento 2**.

the product catalogue, orders and website configurations.

• **Going live:** Some fine tuning may still be needed right up until the new online shop goes live. If need be, your Magento partner can still make changes to the migrated data and subsequently transfer orders and reviews that have been updated in the Magento 1 shop to the Magento 2 shop. After this, the Magento 2 website will finally be up to date and you can go live.

"Having been a Magento Enterprise Solutions Partner for many years now, we already have a lot of experience in successfully migrating to Magento 2, even with complicated shops." The strength of Magento 2 is not least the fact that the platform has been tried and tested for years. As Magento 2 has long since outgrown its infancy and also any initial teething problems, as well as having continuous improvements made ever since it was launched, no traders will have to deal with any unpleasant surprises if they migrate their shop to Magento 2. On the other hand, if this migration is to a freshly updated platform, then there will be more frequent difficulties, especially in the first twelve months. This has nothing to do with the specific software involved, it's just a fact of life that new software always needs a certain amount of time for any teething troubles to become apparent during practical operation before these problems are ironed out. As such, a company should be aware of this from the outset when selecting appropriate technologies," explains Josef Willkommer, co-founder and managing partner at TechDivision GmbH.

Find the right Magento partner:

Analyse the current website:

Create the Magento 2 website:

Going live:
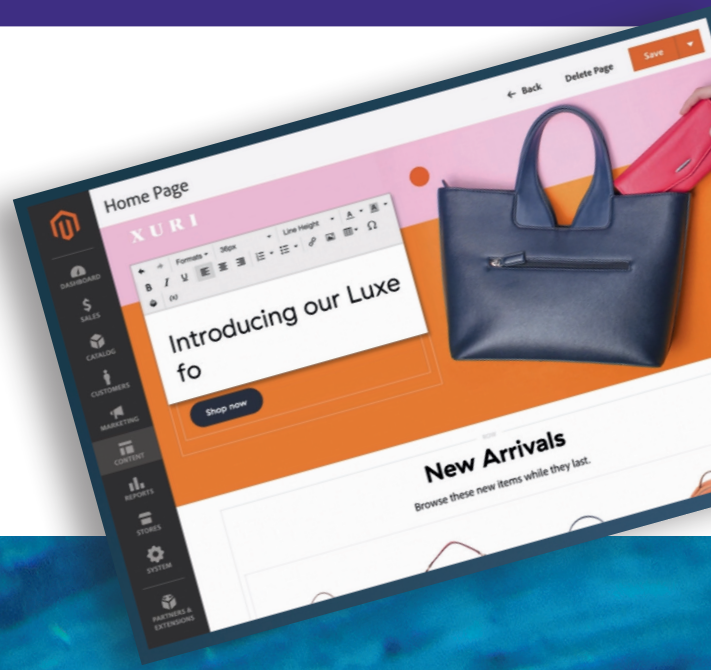
CASE STUDY: FASHION FOR BABIES AND CHILDREN

littlehipstar creates an award-winning shop by migrating to Magento 2

Better usability and faster checkout for an exceptional shopping experience

littlehipstar wants to improve the usability of its shop and be more appealing to its target group

littlehipstar has been selling high-quality and unique products for babies and children since 2013. As well as designer fashions for babies and toddlers, customers can also buy shoes, accessories, toys and decorations for children's rooms from hand-picked brands in the shop. The products that have been selected are characterised by their outstanding quality and unique design and are produced sustainably. littlehipstar delivers to customers right around the world from its distribution centre in Germany.

littlehipstar's aim in migrating from its Magento 1 shop to Magento 2 was to increase its conversion rate by giving its customers improved usability in the shop, simplifying payments and having shorter loading times. At the same time they wanted to update the design of the shop. They wanted to place more suitable content on the online shop to appeal to the target group as much as possible. One of the other main aims was to simplify product management by connecting the online shop that would be based on Magento 2 to Akeneo, which is a Product Information Management System.

Successful migration to Magento 2 without any teething problems

littlehipstar approached the Magento Enterprise Solutions Partner TechDivision with this list of requirements. With the migration to Magento 2, they also wanted the design of the shop to be completely refreshed. More content was integrated into the online shop to provide more information about the products so that it would be more appealing to littlehipstar's target group - mothers who like browsing for clothes for their children and want to get advice about these. Customers can now find a landing page for each product category, where a content block offers more detailed information and highlights some of the items in the respective category before the products are displayed. From the landing pages, users can then access the subcategories, where the icons correspond to an Instagram story, especially in the mobile view, to be more appealing to the target group.

Improving the maintenance of the products was a particular challenge. Previously, products had been created directly in Magento's databases. However, in future the intention was to introduce the PIM system Akeneo into the shop, which increased the complexity of the migration project. As a lot of products were already saved in Magento 1, it wasn't just the Akeneo PIM system that had to be installed and set up, the existing data also had to be migrated into Akeneo. So as part of the e-commerce project, TechDivision not only had to set up a new Magento 2 shop system, at the same time they also had to put in place a completely new PIM system along with the associated interfaces.

littlehipstar's Magento 2 shop wins a Shop Usability Award

littlehipstar considers the migration of its shop to Magento 2 to be a complete success. As well as the new design, which is more appealing to the target group, and the optimised product maintenance, it was also possible to put in place a clear three-step checkout process. The conversion rate is increasing thanks to the simplified payment process and also the faster loading times on the website.

There was such a big improvement in usability thanks to all of these measures that littlehipstar won the prestigious Shop Usability Award in 2019. The online shop was able to win two prizes at once there, as littlehipstar came first in the fashion category and was also declared the overall winner of the best online shop award for 2019. So the requirements of the relaunch were met very impressively.

> "Usability and an outstanding customer journey are the key to success. **Magento 2 gives us all the tools we need to give our customers the best shopping experience.** Thanks to the competent planning and implementation provided by our Magento partner, the new shop ran smoothly right from the start. It is easy to see that Magento 2 has been continuously adapted to the needs of traders and today offers everything an online shop needs."
>
> ADRIAN VOGEL, CTO LITTLEHIPSTAR

▶ **Award-winning usability**
▶ **Simplified checkout**
▶ **Faster loading times**
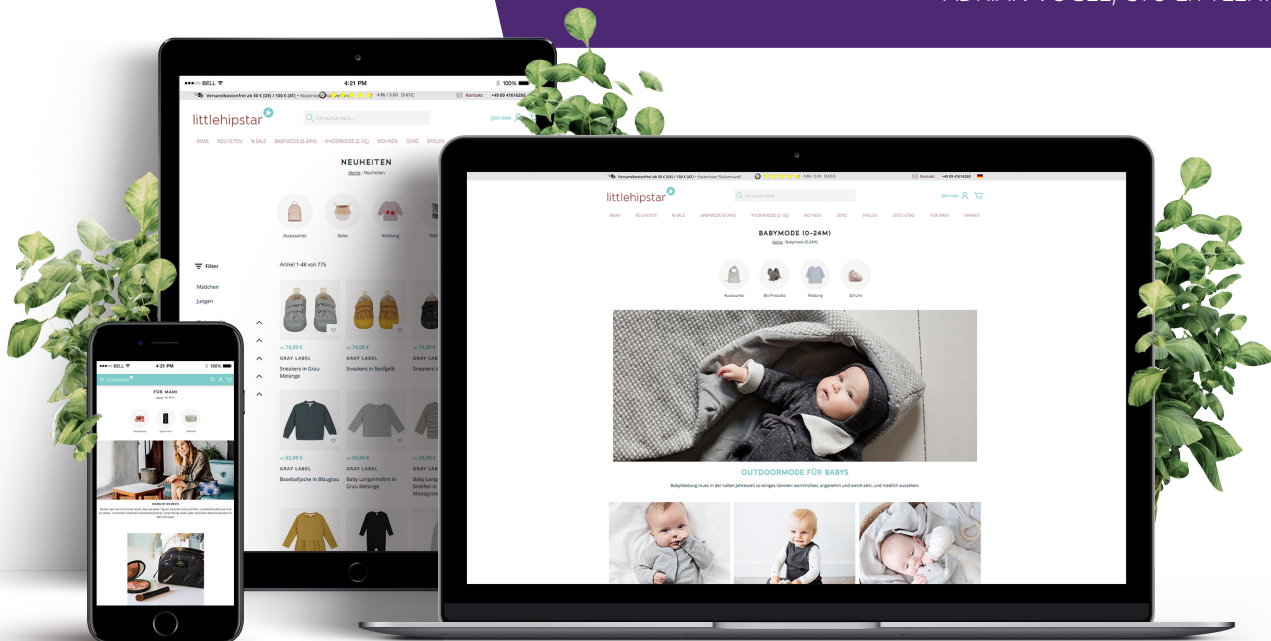
About Magento Commerce

Magento Commerce is an industry-leading commerce solution in the Adobe Experience Cloud, which offers small and medium-sized companies unmatched agility and scalability and allows them to market their products in a very differentiated way. Magento Commerce has recently been rated as the leader in the Gartner Magic Quadrant for Digital Commerce 2019 for the third time in a row and has a high-performing portfolio of cloud-based omnichannel solutions, which enables retailers to integrate digital and physical shopping experiences in a seamless way. Magento has been the leading provider in the Internet Retailer Top 1000 for seven years. The integration of Adobe Features in Magento Commerce also gives the shops operated by small and medium-sized companies the performance you would expect from a large corporation. Magento Commerce benefits from a global network of solution and technology partners, a community of developers that operates globally and the largest online marketplace for expansions, the Magento Marketplace.

You can find more information at https://magento.com/de.

Any questions? Our team of experts is happy to advise you free of charge without any obligation.

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