Magento Commerce

Adobe

Why Magento Commerce Is Better on the Cloud

Moving to Magento Commerce with pre-integrated cloud services can fuel faster growth and lower your TCO

Consumers are shopping online more than ever before. Digital commerce grew 76.2 percent YoY in June 2020, and it's likely to keep growing.[1] In response, businesses of all sizes are adding new web stores and enhancing the ones they have. To succeed in this competitive environment, you'll need to scale as demand rises and pivot as customer needs change—both while keeping costs low.

This usually means moving to the cloud, because running your Open Source (OS) commerce platform on premises can be costly and time-consuming. A local OS platform can be difficult to scale, too, often requiring a major investment in infrastructure as well as IT staff to deploy OS software with new releases, upgrades, and security patches. As your business evolves, you'll need to buy more equipment and hire more people.

This fact sheet will summarize why you should switch to Magento Commerce on cloud and where you can go to learn more.

Speed: get faster to grow faster

Nobody has patience for slow web stores, and that's especially true on mobile. As a mobile customer's page load time lengthens from one to five seconds, the probability that they'll digitally "walk out" of your store increases 90 percent.[2]

Magento Commerce on cloud is designed to maximize performance, which can improve conversion rates and reduce bounce rates. By deploying to cloud, customers can drop page load times by three seconds or more.

Surge protection: respond to spikes in traffic and transactions

The global pandemic has changed online shopping behavior. It has led to big surges in traffic and transactions for a wide variety of websites—and that's on top of normal seasonal changes in demand, which can be huge. Traffic levels in the week before Christmas can be 800 percent higher than during normal periods.[3]

If your digital commerce platform can't handle surges in traffic and transactions, your website may slow down or even crash. This kind of unexpected downtime can lead to customer dissatisfaction and lost revenue.

That's why Magento Commerce comes with "surge protection" service level agreements (SLAs) designed to handle sudden increases in store activity and prevent downtime. Our 99.99 percent—or four nines—services and support guarantees are across the entire stack, which means that your website will deliver an exceptional customer experience, even during unusual spikes in demand.

Lower TCO: manage costs as you expand

Growing an on-premises digital commerce environment is expensive. It typically means investing in new hardware, software, and networking components based on traffic and transaction forecasts. You'll also need skilled IT staff, who may be hard to find. But this kind of investment can be risky. If your forecasts are off, you can end up with a lot of extra capacity—and increased maintenance costs.

Magento Commerce on cloud eliminates the need for costly equipment and frees your IT team from maintenance tasks like installing security patches, deploying software upgrades, monitoring the health of the application, and more. Most businesses that transition from on-premises to cloud end up spending less overall—even if they were running Open Source software. Plus, your IT staff will be able to focus on applying technology to business challenges rather than putting out day-to-day fires.

Rich feature set: deliver an amazing customer experience

Magento Commerce on cloud comes with built-in features not included with Magento OS. Get everything you need to deliver a great customer experience right out of the box.

Pre-Integrated cloud services

Our pre-integrated cloud services give you the same benefits you get from leading SaaS providers—built-in security, performance monitoring and optimization, managed cloud infrastructure—all without sacrificing the flexibility that makes our commerce platform unique.

Page Builder

The tool enables you create, stage, and publish new content with little to no coding. Plus, it's integrated with Adobe Stock so you can easily find and use attractive images. It dramatically reduces the time and cost required to craft content for all of your personas.

Did you know?

165%

is the average 3-year ROI for businesses switching to Magento Commerce on cloud

Product Recommendations powered by Adobe Sensei

This new machine learning-powered capability makes it easy to set up personalized product recommendations that increase customer conversions.

Hybrid functionality

Magento Commerce is available with full-featured B2C and B2B commerce capabilities, so you can manage all your businesses on one platform. That lets you spend more time improving your customer experience and less time administering the site.

Ready to learn more?

Magento Commerce on cloud comes in two versions— Starter and Pro. Discover which one is right for you.

Learn more about Magento Commerce

Explore features exclusive to Magento Commerce

Get in touch with our team

[1] Adobe Digital Economy Index, June 2020.
[2] Google/SOASTA Research, 2017.
[3] "10 of the best digital marketing stats we've seen this week," Econsultancy, October 27, 2017.