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Adobe

Time to migrate to Magento Commerce 2.



Magento Commerce

Magento Commerce 2 is here.

If you haven't migrated from Magento Commerce 1 yet, it's time to get onboard for a better experience for you, and your customers alike. But maybe you need a little help. We talked to Magento Commerce System Integrators about why migration is a good idea, what you have to do, and how to make it as smooth as possible.

Why do you need to migrate?

Magento Commerce 1 will retire June 2020. That doesn't mean your store will stop working, but it does mean no further updates, support, or security coverage. Magento Commerce will be focusing its resources on evolving, enhancing, and securing their new version to keep users at the cutting edge of web performance.



It's worth it.

In addition to support and enhanced security, Magento Commerce 2 offers an abundance of benefits.

It's faster.

Full-page caching built into the platform means pages load a lot faster (1-2 sec compared to 5-10 sec for non-caching pages). That boosts conversion and helps SEO. It can also handle multiple pages without slowing down, making it scalable for large stores and able to grow with an online business.

It's easier.

Streamlined admin functions make the whole experience easier and more intuitive for customers. Out of the box integrations, also known as Vendor Bundle Extensions, with a wide range of partners (including Klarna) mean you don't have to rely on third party extensions from the Magento Marketplace.

It helps you sell & deliver.

Payments and data management are easier and more secure. The new platform is Progressive Web App (PWA) ready. PWA gives your webshop the experience of a native app on any device. New features let you push products out onto social channels, and give you more robust shipping and ordering functions.

It transforms marketing.

Tailor site experiences to individual customer segments to increase conversion. Content staging lets you schedule content releases in advance to preview them before they go live.

It makes business bigger.

Vaimo recently measured average results for its clients who have made the move to Magento Commerce 2, comparing year on year metrics post-launch.

+31%

mobile transaction growth

+16%

conversion rate growth

+7%

transaction growth



Six expert tips to aid your migration.

1.

Make a plan today.

With June 30th, 2020 quickly approaching, bear in mind that migration is not just a simple upgrade. You will need to rework your Magento Commerce Core Architecture and align closely with your system integrator and third party technologies to create successful in-depth planning and clear communication guides.

2.

Review and clean your data.

If, like most merchants, you have legacy and unkept data, it's time to sort it out. Don't carry old data you don't want or need to your new installation. Take a look at your data, attribute setup, and navigation structure, then analyze how you can enhance them.

Migrating to Magento Commerce 2 can be the perfect opportunity to improve the experience of your site and implement CX enhancements that can drive more conversions. Through an in-depth CX audit, you can discover opportunities to remove friction in the purchasing journey and prioritize the enhancements that would lead to impactful results. We recommend triangulating quantitative and qualitative data from a suite of monitoring tools including heat maps, session recordings, and surveys.

– Corra

When you change your site it makes sense to prototype early starting with the more complex features. Tackling potential curveballs head-on at the start helps you avoid nasty surprises which mean extra cost or take valuable time to rectify.

– Kanuka.digital

Magento 2 is even more feature-rich than its predecessor, so it's a good plan to audit all the modules and extensions you use. With more functionality baked in, some of them may be redundant

– Fluid

We've found M2 payment integrations are generally quicker and easier than M1 payment integrations. In part because the M2 native checkout is more straightforward and more stable than M1's, and in part because the third-party tech ecosystem has gotten more sophisticated, and the extensions have higher quality coding than they used to.

– MediaSpa





Look at your data, customer behavior and research to build functionalities you really need, rather than just sticking with what you have. Try the MoSCoW model to revisit requirements for the new platform. Magento Commerce 2 is much more future-proof than the previous version: it's ready for developments like headless, PWA, multiple sales, communication channels, and new ways of content creation.

– **Youwe**

Today's online marketers play an increasingly creative role in the evolution of the online site experience, and demand access to powerful content creation tools that allow them to continuously design, test, and launch new site content. Magento realised their CMS was a pain-point for many merchant, and for many the biggest weakness with M1, so they purchased a new technology and have worked for quite some time to adopt it as their new native CMS-tool, named Page Builder.

– **Convert**

Think about migration as a rebuild, not just an update. You'll need to rework your core Magento architecture, features, and modules. So start discussing it with a solution partner as soon as possible to make sure your migration meets your requirements, and has a clear timeline.

– **Vaimo**



3. **Decide which features you use, and which you don't.**

Most retailers don't use all the functionality offered by a feature rich platform like Magento Commerce 1, and Magento Commerce 2 can do even more. Audit the modules you currently use and the third parties you currently work with to make sure you're getting the most from them. Also, remember that some modules may be redundant with the extra functionality baked in to Magento Commerce 2.

4. **See it as a fresh start.**

Don't just rebuild your existing store on a new platform, take the opportunity to build a website that reflects how your business has evolved since your last website build. Inject life into your content and create a website that will make your customers want to come back for more.



5.

Don't try to do it all at once.

Don't try and launch with the 'perfect' site. Instead, start with a minimum viable product (MVP) using out of the box Magento Commerce 2 functionality and only add third party extensions when you're sure the basics don't meet your business needs. Chances are you'll find an Magento Commerce 2 MVP is a dramatic improvement over M1, from both the front-and-back end perspective.

6.

Check your checkout.

Though checkout might seem like a small part of your migration, it's a vital part of your customer journey and needs to be done right. Think about how checkout adds to the value your customer journey. Providing a frictionless checkout experience can inspire repeat visits – and purchases.

Do a sample run of your new checkout process with a select customer group to identify any outstanding performance issues prior to going live.

Do an inventory of features and extensions you currently have, and try to figure out what to replicate on Magento 2 and what is just unnecessary or only "nice to have" but not mandatory.

– Techdevision

The new B2B suite includes all the self-service tools you need to manage company accounts, purchases, quotes, and credits. It's a strong addition to the platform.


– Redbox.

Though checkout is probably the most important part of the whole customer journey, it's often left to the end of a migration. It's worth thinking how your checkout adds to the journey and how to make it as fast and easy as possible for your customers to pay. Always test a new checkout with a small group of customers first so you can fix any bugs and make it perfect

– Itonomy

Magento Open source or Magento Commerce? The Cloud version of Magento Commerce comes with a lot of functionality out of the box. But think about upgrading to the license version, especially if you are also looking for B2B functionality."

– Visma

A woman wearing a bright yellow dress is sitting on a red, textured cushion that floats in a pool of clear blue water. On the cushion next to her are a pair of shiny, gold high-heeled pumps and a gold clutch bag. Her bare feet are extended into the water, creating gentle ripples. The scene is brightly lit, suggesting a sunny day.

Magento Commerce 2 offers everyone a richer, more secure online shopping environment. And with support for its predecessor ending soon, make the move and upgrade your store experience.

Happy upgrading!

About Klarna.

We make shopping smooth. With Klarna consumers can buy now and pay later, so they can get what they love today. Klarna's offering to consumers and retailers include payments, social shopping, and personal finances. Over 200,000 merchants, including H&M, Adidas, IKEA, Expedia Group, Samsung, ASOS, Peloton, Abercrombie & Fitch, Nike and AliExpress have enabled Klarna's innovative shopping experience online and in-store. Klarna is the most highly valued fintech in Europe with a valuation of \$5.5bn and one of the largest private fintechs globally. Klarna was founded in 2005, has over 2,700 employees and is active in 17 countries. For more information, visit klarna.com. More information can be found at klarna.com

About Magento Commerce.

Magento Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C and B2B industries and was recently named a leader in the 2019 Gartner Magic Quadrant for Digital Commerce. Magento Commerce boasts a strong portfolio of cloud-based 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 largest eCommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at magento.com.

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