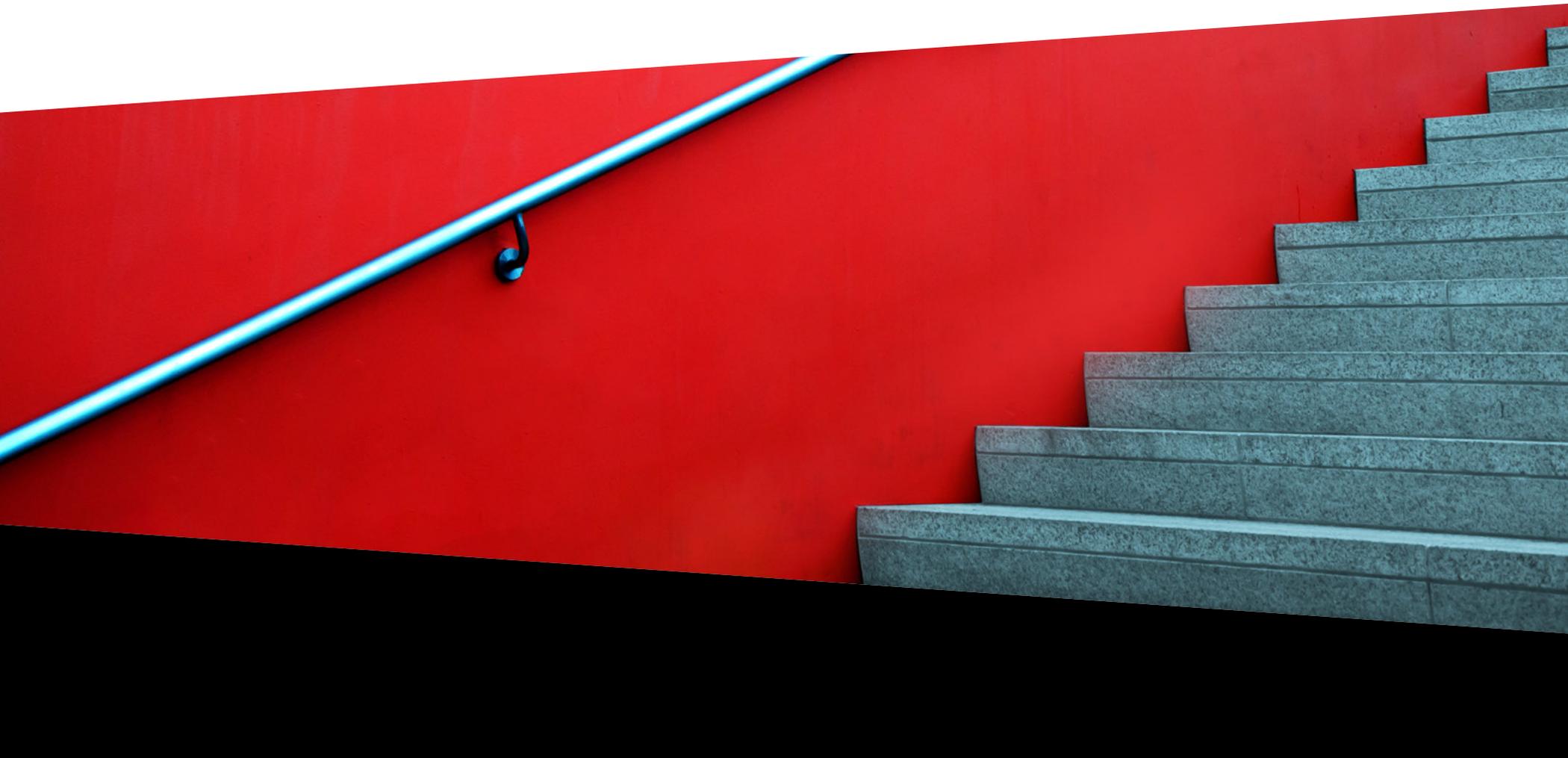


5 Reasons to Upgrade Right Now

Moving from Magento Open Source 1 to Magento Commerce can build your business and reduce risk.



Don't wait. Plan your upgrade to Magento Commerce now.

You've probably been thinking about upgrading to Magento Commerce for a while. Your business is growing, and you need to deliver a truly advanced shopping experience—something that will launch you far ahead of the competition. And Magento Commerce is one of the most forward-looking commerce platforms available today. Faster content publishing, AI-based personalization and loyalty solutions, and cross-border selling are just some of the features it offers. **So why are you waiting?**

Perhaps you worry that upgrading will be expensive or time-consuming. Or maybe you're uncertain how much Magento Commerce will do for your

company's bottom line. Either way, it's time to stop thinking and start doing. Magento Open Source 1 will reach end of life in June 2020. Updates and security patches will stop. This means your store could be vulnerable, and you will have to prove compliance with PCI and other standards.

If you plan your upgrade now, you can avoid these risks and take advantage of Magento Commerce features that can transform your customer experience. **This eBook covers 5 reasons why you should begin planning your upgrade to Magento Commerce right now.**



of sites hacked in last two years were running outdated, unpatched software.¹

¹ ServiceNow 2018.

1 Your web store must be secure and PCI-compliant to thrive.

Compliance with Payment Card Industry Data Security Standard (PCI DSS) is critical to your store's success. If you run Magento 1 after June 2020, you will be responsible for re-certifying your compliance with the standard. Penalties for noncompliance can be severe and may include fines or removal of credit card processing ability.

Bear in mind, Magento 1 is 10 years old, the technologies supporting it are aging, and they are significantly more vulnerable to security issues than the

technologies used in Magento Commerce, which was designed with a modern security architecture.

In addition, data breaches can seriously damage your business. Worldwide, the average cost of a customer data breach is \$3.86 million, up 6.4 percent from 2017.² Plus, British Airways³ and Marriott⁴ were fined \$220 million and \$123 million, respectively, for recent GDPR-related security breaches.

2 Your Magento 1 extensions may be reaching end of life, too.

Many Magento 1 merchants run 50 or more extensions. When Magento 1 reaches end of life, many software developers and agencies may phase out maintenance and support on their Magento 1 extensions. This means your extensions may miss security patches and other critical updates—which can put your business at risk (see #1).

The global average cost of a customer data breach:

\$3.86
MILLION

SAVE BIG BY CONSOLIDATING EXTENSIONS.

Because Magento Commerce has many more essential features built in, businesses that make the switch from Magento 1 typically see dramatic reductions in the number of extensions they run.

In our experience, merchants that go from more than 50 extensions to less than 10 can dramatically lower maintenance, support, and licensing costs.

²Ponemon 2018. ³Tech Crunch 2019. ⁴Digital Trends 2019.

3 The most innovative extensions work with Magento Commerce.

Most of today's most game-changing extensions are not available for Magento 1. But software developers are creating new, innovative solutions for Magento Commerce, including:

- Intelligent search using machine learning
- Personalized email and loyalty programs
- Dynamic and contextual content
- Virtual fitting rooms
- Subscription sales
- Installment-based payment

With Magento Commerce, you can create a unique and thoroughly modern customer experience that your customers will love.

UPGRADE TO WIN

The latest research suggests that most businesses that migrate to Magento Commerce grow their revenues while reducing operating costs. Stax Research surveyed 17 merchants that upgraded to Magento Commerce. One year after completing the upgrade, the merchants reported:

Content development costs dropped by



Downtime dropped by



Conversions rose by



Site traffic rose by



Mobile revenues rose by⁵



The sooner you upgrade, the sooner you can reap these benefits.

⁵Stax Research, 2019.

4 Upgrading to Magento Commerce is a fast path to all the benefits of the cloud.

If you're running Magento Open Source, you're managing and maintaining your own infrastructure and related resources, which can be both complex and costly. In addition to maintaining, securing, and monitoring servers, network infrastructure, and more, you likely have to work with multiple vendors and keep track of numerous support contracts and warranties.

By upgrading to Magento Commerce, you can take advantage of the cloud. Magento will manage your infrastructure while maintaining enterprise-grade SLAs. You'll spend less time and money managing infrastructure. And, with one support contact, you will spend a lot less time managing technology vendors and licenses.

Moreover, a modern cloud solution can deliver better performance than what you can achieve in house. You may reduce the risk of site crashes during busy shopping periods (like cyber Monday). You can also accelerate page speeds, which can improve conversions and even your Google ranking; for example, Google considers mobile page speed when determining rankings.⁶ And page speed is also a key component of the Quality Score algorithm that determines AdWords pricing.⁷

WHAT ABOUT MAGENTO OPEN SOURCE 2?

Remember: Magento Open Source 1 is reaching end of life, but Magento Open Source 2 is in its prime. Development of Magento 1 was stopped with the release of Magento 2, and although patches and security updates are still distributed regularly, these too will stop in June 2020.

But if you're running Magento Open Source 2, you will continue to receive regular patches and updates as usual.

⁶Search Engine Land, 2018. ⁷Wordstream, 2018.

5 Merchants should not wait until the last minute to upgrade from Open Source.

It's human nature to wait until the last minute. But that doesn't mean it's a good idea. Your favorite SI/solutions partner has other clients, many of whom may also want to upgrade from Magento 1. If you wait until the last minute to plan your upgrade, it may be more challenging to find the right partner.

In addition, if you get started soon on re-evaluating your customer experience and innovating for the next generation of commerce—both of which take time—you may complete your upgrade weeks or even months before your competitors.

Ready to get started?
[Learn more >](#)

IT'S LATER THAN YOU THINK.

Depending on your business model, industry, etc., upgrading to Magento Commerce can take anywhere from 3 to 12 months. And you won't really know how long your upgrade will

take until you start planning it. If you start planning, say, 3 months before Magento Open Source 1 goes end of life, you may find yourself caught between platforms.

**The bottom line? Don't put it off.
Start planning your upgrade now.**



ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

magento.com