



Magento **Live**

India | 2017



Successful Migrations on Magento

A teal graphic on the left side of the slide, consisting of a large teal triangle pointing right, and a white triangle pointing left, which is partially overlaid by the teal triangle. The white triangle is defined by thin black lines.

Max Yekaterynenko

Director Community Engineering

Ian Kinsella

Senior Director Sales, APAC

Digital Platform Delivering on Customer

Easier, faster merchandising



Peace of Mind



Growth



Understand My Business



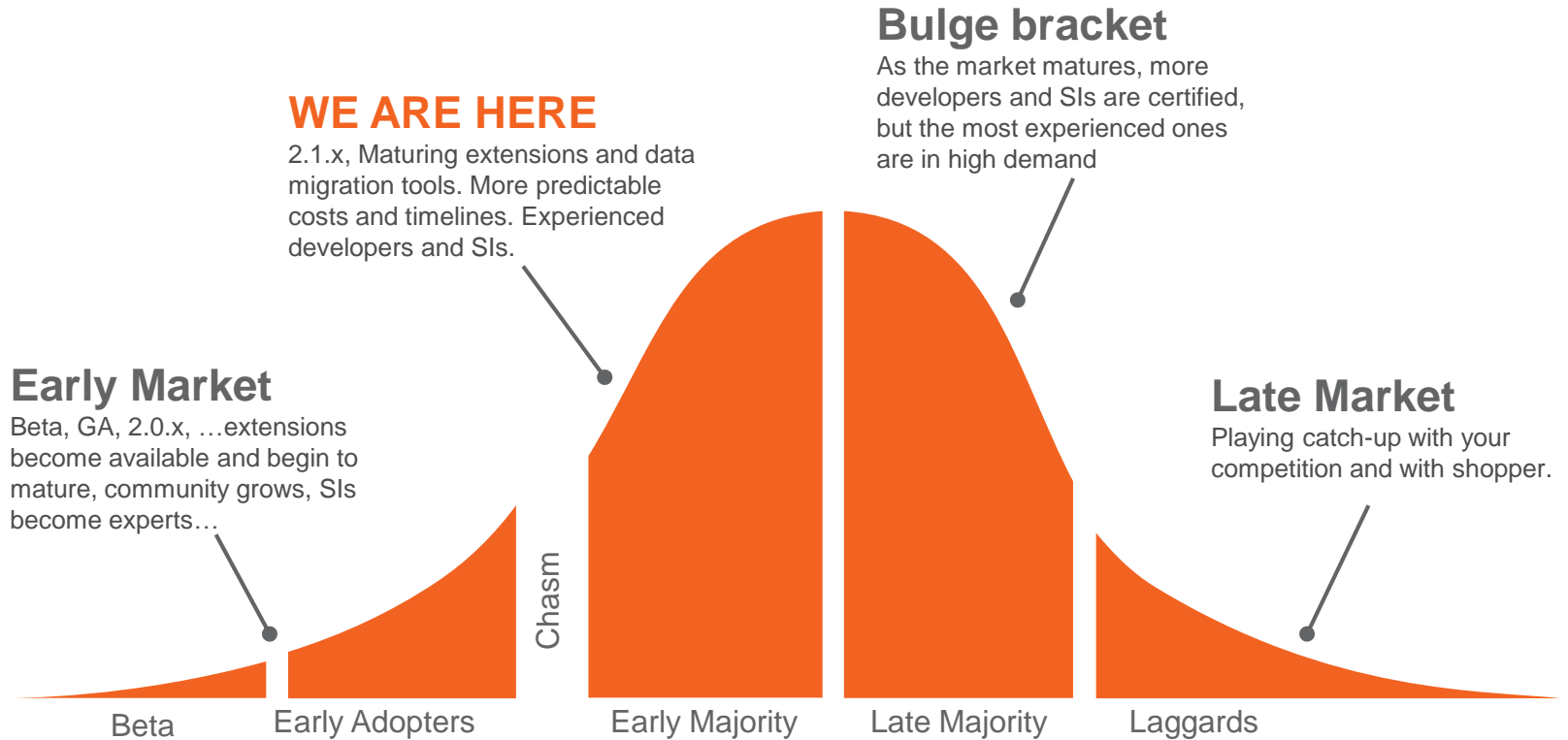
Drive Engagement



I Need Help



Magento Enterprise Adoption



Magento 2 Ecosystem Readiness

System Integrators



81% M2 Trained

Technology



3,900 Firms

Developers



~200,000

More than 11,000 full-time employees support the Magento platform

Magento 2 Enterprise Advantages

		Community	Enterprise
Business	Modern, flexible platform	✓	✓
	Dynamic merchandising		✓
	Advanced marketing		✓
	Customer loyalty		✓
	Regular feature releases		✓
Tech	Superior scalability		✓
	Deployment & performance		✓
	Dedicated support		✓
	All-in-One managed cloud service		✓

Magento 2 Enterprise Advantages

		M1 Enterprise	M2 Enterprise
Business	Modern, flexible platform		✓
	Performance quality		✓
	Intuitive user experience		✓
	Multi-level inheritances themes		✓
	Staging & Preview / Search		✓
	Flexible pricing model		✓
Tech	Superior Scalability		✓
	Backend code / modularity		✓
	Ease of migration		✓
	All-in-One managed service		✓

Magento 2 Enterprise Implementation Survey

Breakdown of an Ecommerce Project

Baseline or Core	Standing up and configuring Magento2
Front end development	M2's new front end framework for UI/UX
Customization	Customizations to code that extend functionality (modules)
Extensions	Installation, configuration and testing of extensions
Integrations	Data exchange using M2's web API





Two Response Profiles

Standard

Ground up Magento theming

Configuration rather than customization of business logic

Handful of popular and mature 3rd party extensions

Data exchange integrations via Magento APIs

Complex

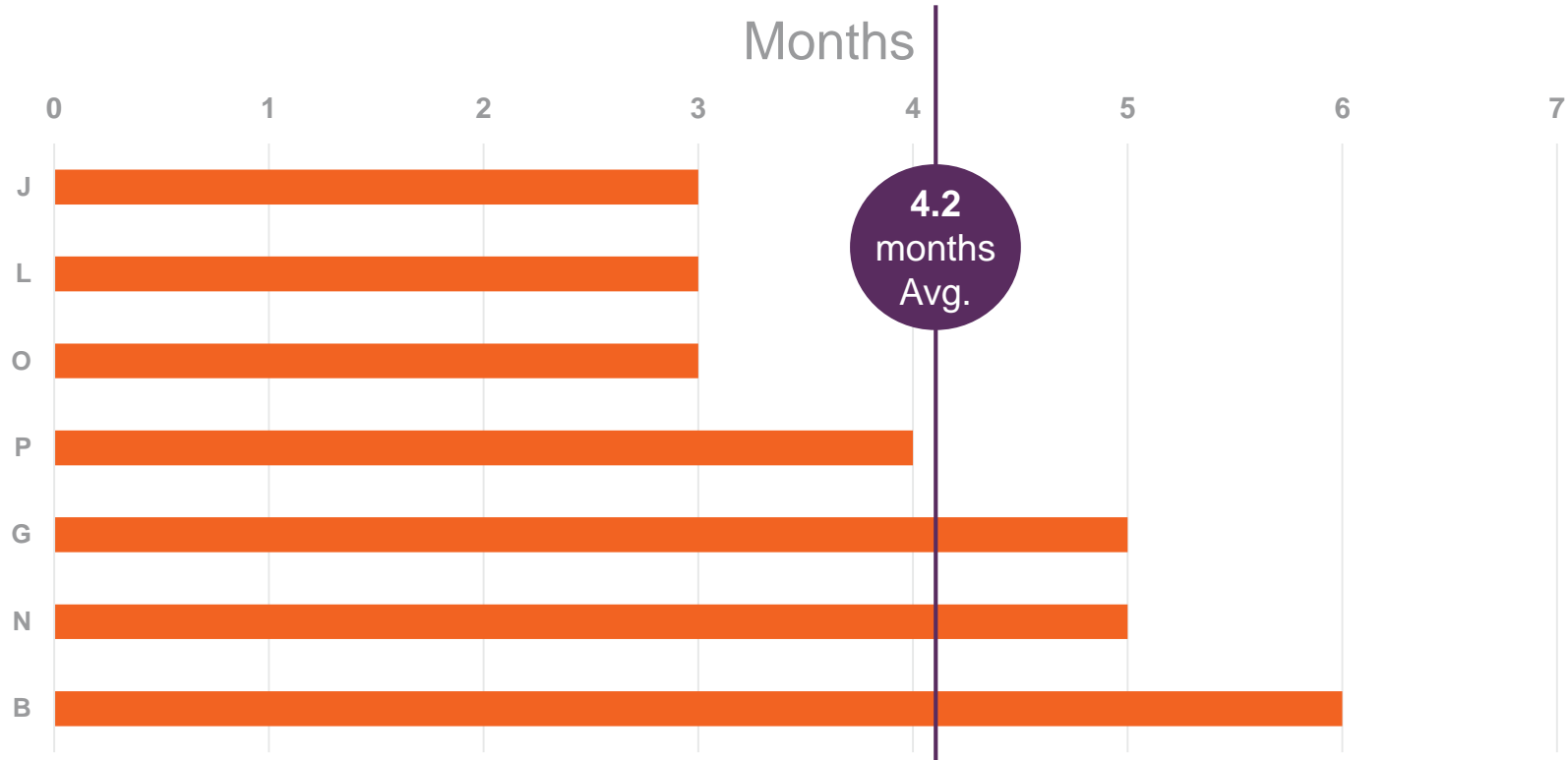
Complicated UX/UI / retrofits

Customization of business logic

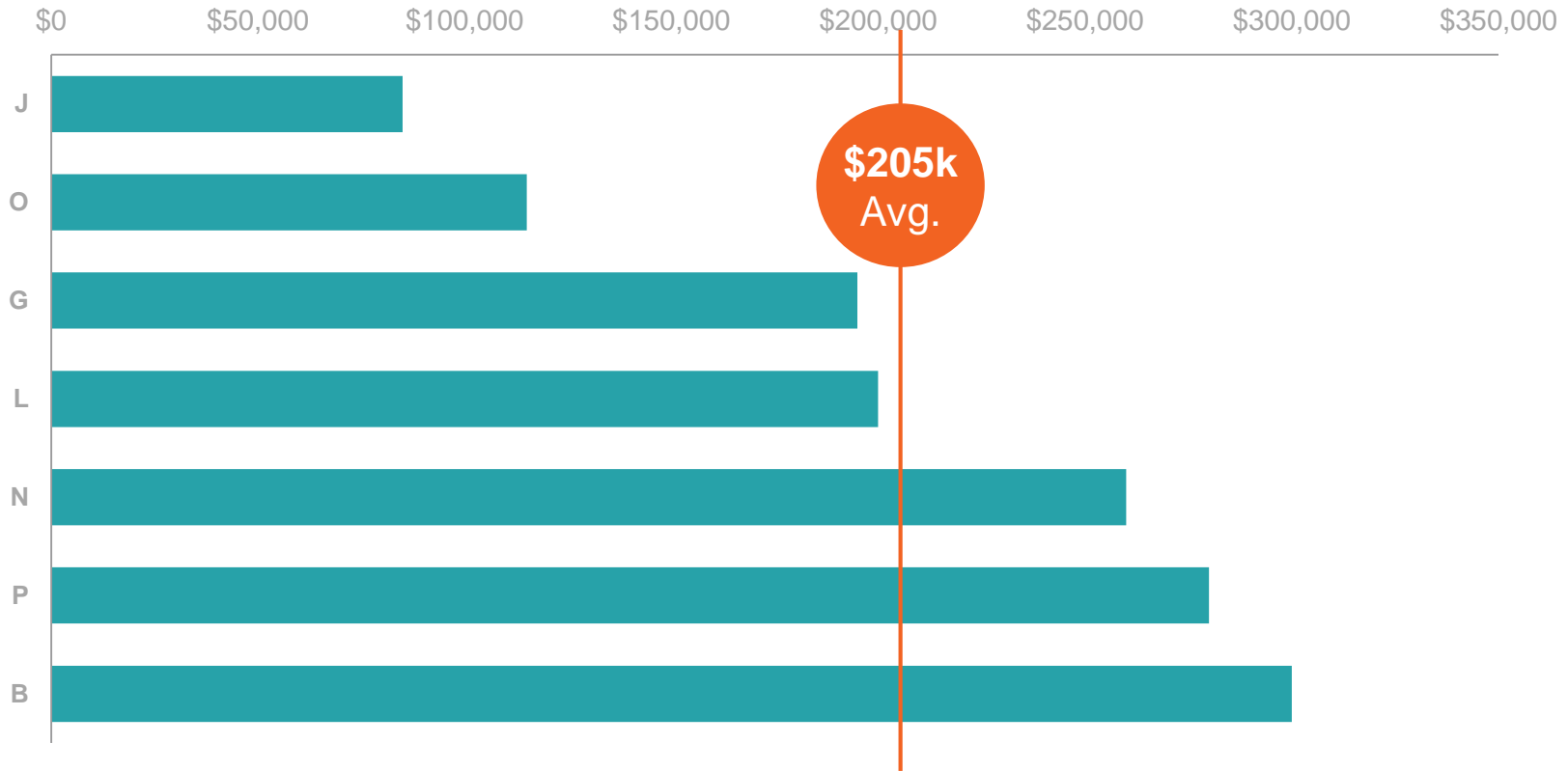
Early versions of extensions, many extensions, custom extensions

Complicated integrations

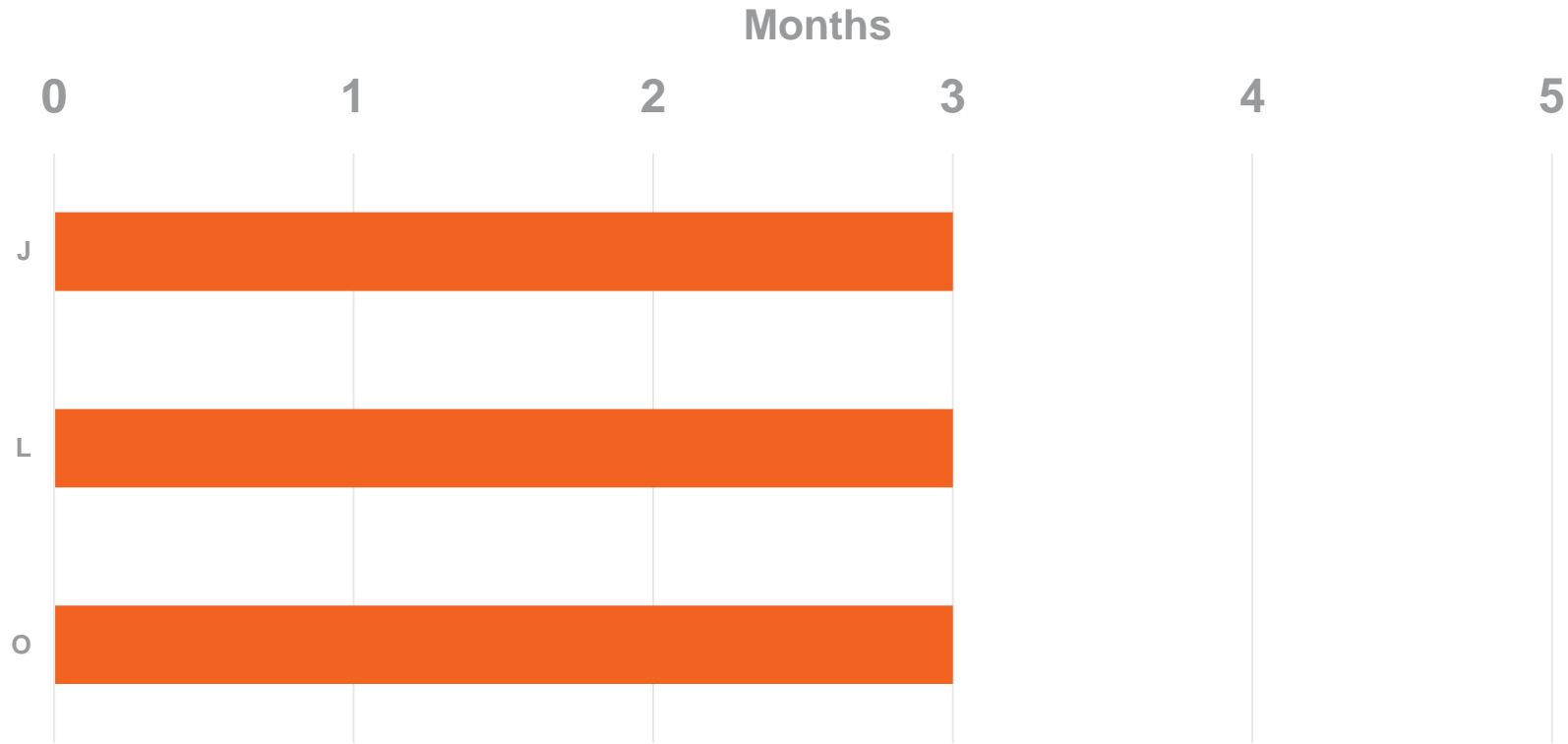
Time for **Standard** Implementation



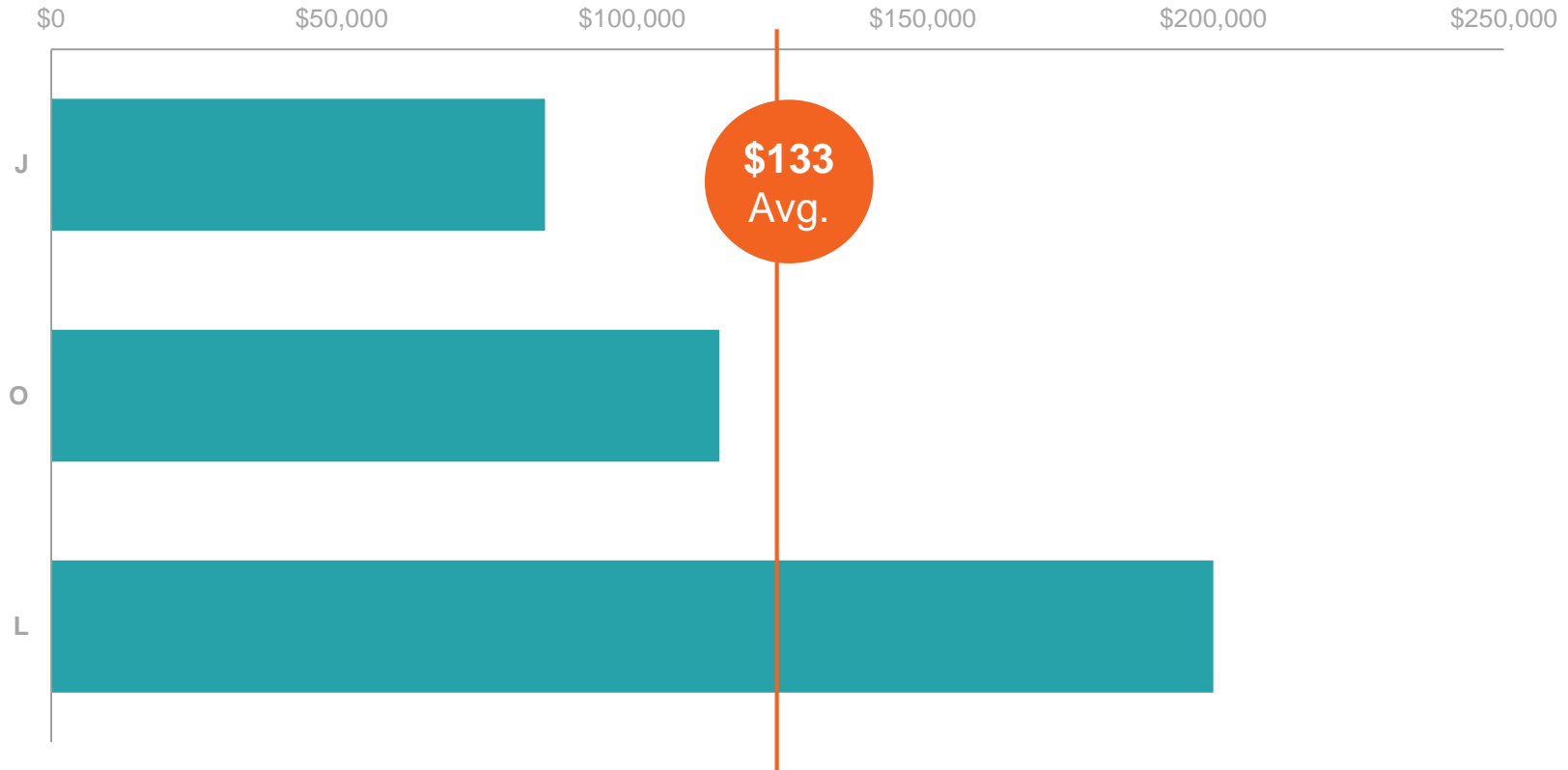
Cost of **Standard** Implementation



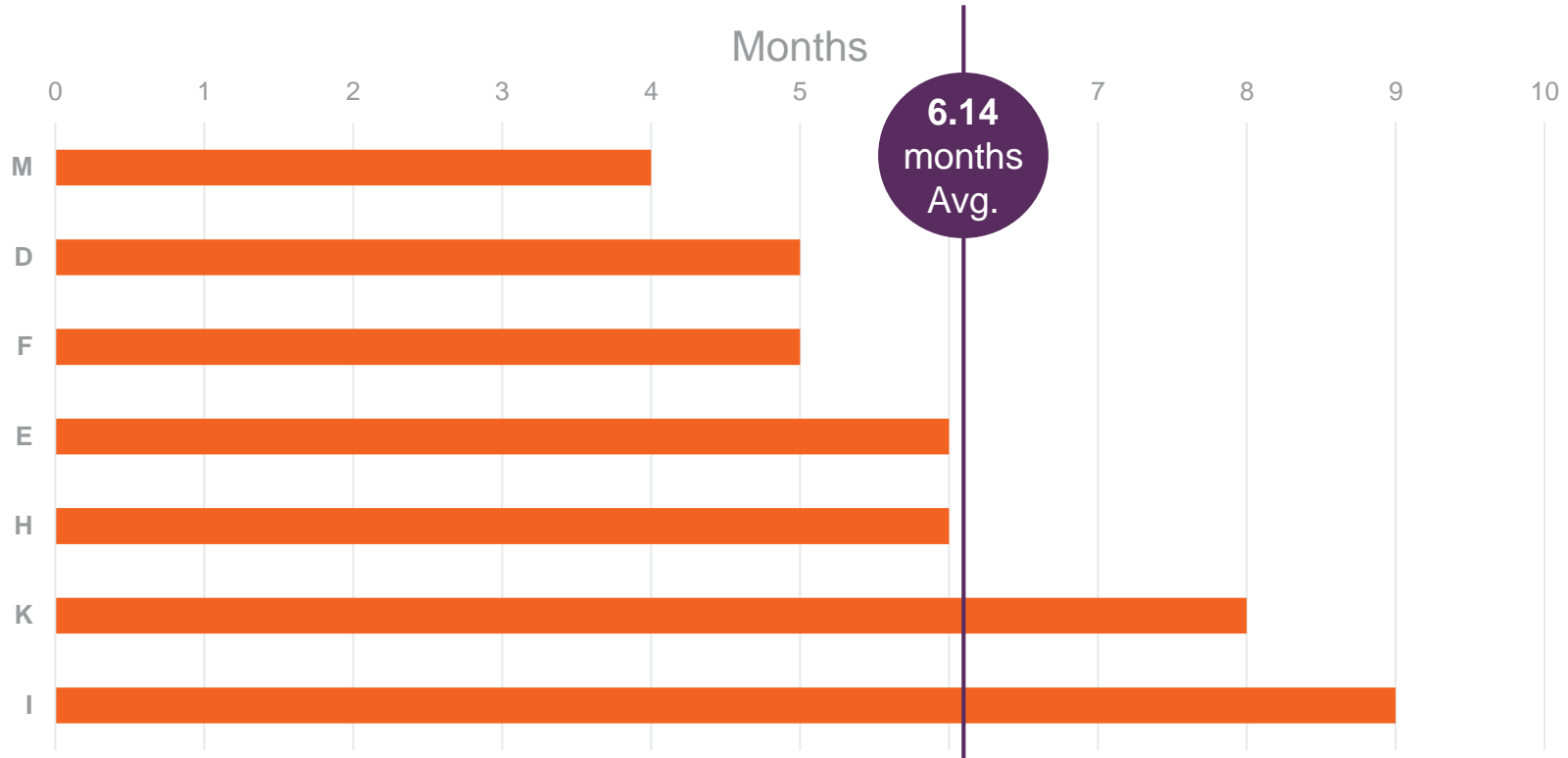
Time for **Standard** Implementation 2.1



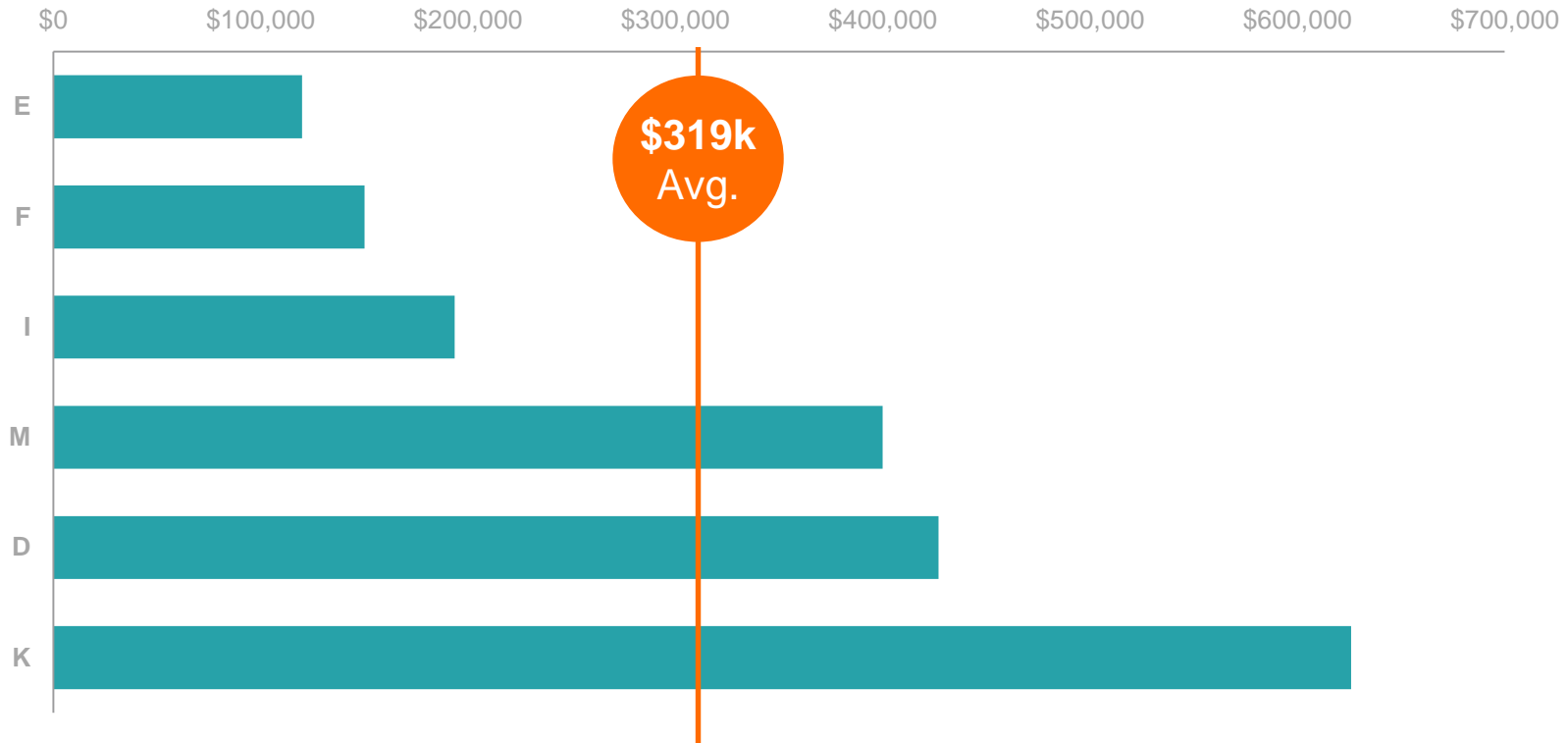
Cost of **Standard** Implementation 2.1



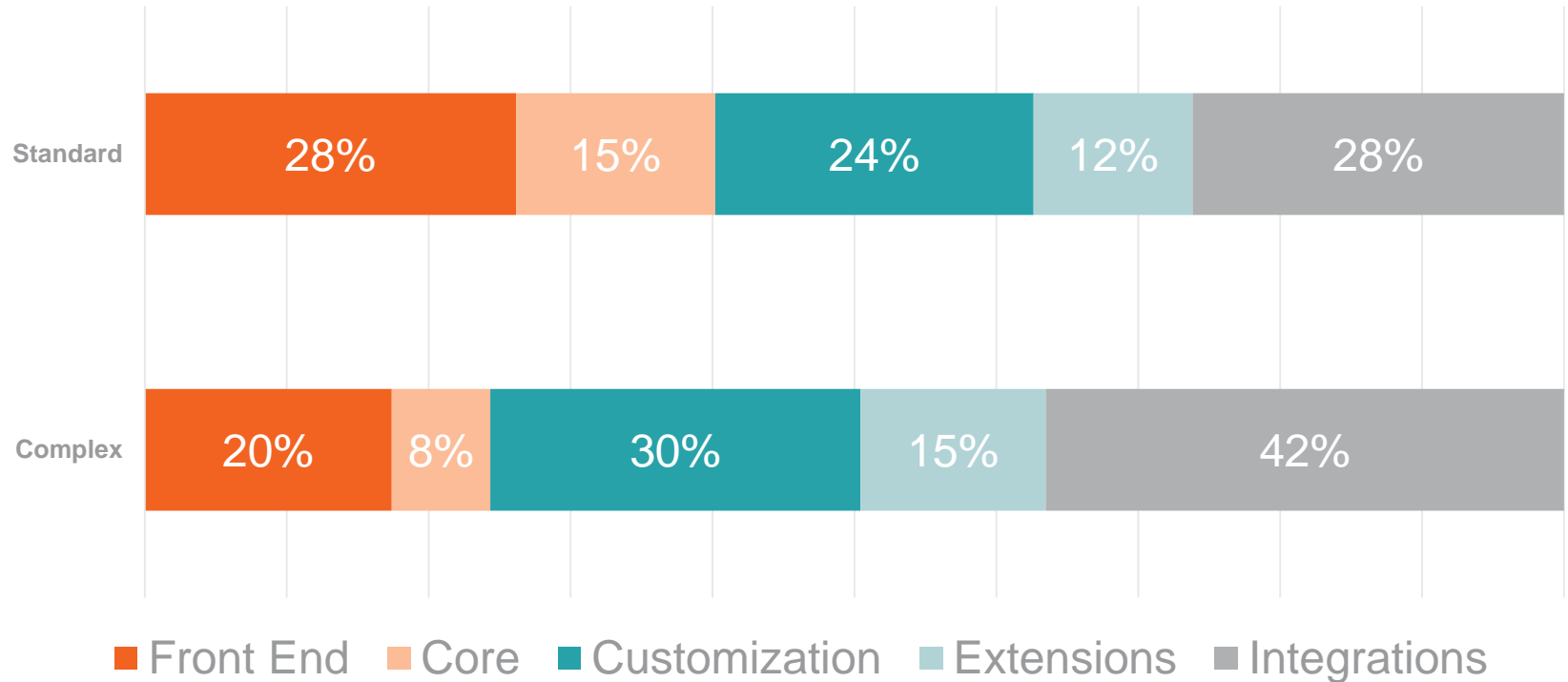
Time for **Complex** Implementation



Cost of **Complex** Implementation



Breakdown of effort





Drivers of cost and time

Not Significant

- Revenue
- Transaction volume
- Integrations via APIs
- Widely used and mature extensions

Significant

- Data Migration
- Complex UI requirements
- Theme migration
- Complex customization of business logic
- Experience of partner
- Early version of extensions
- When you implemented M2

Case Study: Oliver Sweeney

About Oliver Sweeney

Founded in Britain in 1989, Oliver Sweeney have been making shoes great for over 25 years. Taking inspiration from around the world and filtering it through a very British lens.

Vital statistics

- \$5,000,000 online revenue

- 20,000 online orders per year

- 5000 SKUs (shoes and apparel)

Was on bespoke e-commerce platform before Magento 2.0



Oliver Sweeney

Hours	1,600 (including internal)
Cost	\$427,000
Elapsed time	5 months
Integrations	Epos, CRM, OMS
Extensions	Zendesk, Amasty, Extento, Rocketweb, Dotmailer, SLI...
Hosting	Cloud Enterprise
Partner	Redbox

Highlights

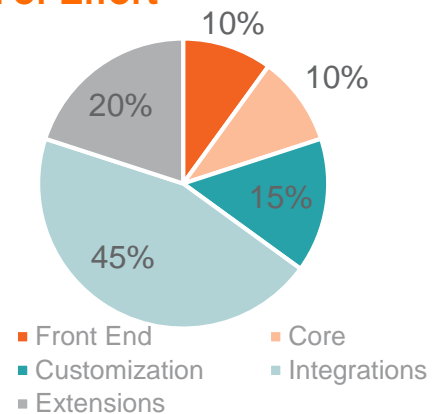
Speed and ease of deploying a new campaign

Stable platform

Drag and drop remerchandising

Great results

Distribution of Effort



Challenges

Early adopter of Magento 2 Cloud

Identified core bugs which took a while to resolve

Oliver Sweeney: Before and After Magento 2

	<u>Before (bespoke)</u>	<u>After (M2)</u>
KPIs	<p>Conversion Rate: 1.87%</p> <p>Cart Abandonment: 68%</p> <p>Bounce rate issues</p>	<p>Conversion Rate: ~2% +6.57% (mobile conversion rate: +21.5%)</p> <p>Cart abandonment below 55%</p> <p>Bounce rate: -6%</p> <p>Revenue up 14% vs. prior year</p> <p>Avg. Transaction up 9%</p>
Capability	<p>Slow merchandising</p> <p>Limited promotional options</p> <p>No real CMS</p>	<p>Drag and drop merchandising</p> <p>Promotion engine opened opportunities</p> <p>Ability to create new content easily, including landing pages etc.</p>

Case Study: Audio Advice

About Audio Advice

Audio Advice is a premier whole home high end technology and audio video retailer and integrator

Vital Statistics:

\$2,000,000 online revenue runrate

500 SKUs

\$700 AOV

Was on WordPress



Audio Advice

Hours	1,500
Cost	\$100,000
Elapsed time	8 months
Integrations	SKU Vault, WordPress
Extensions	ShipStation, LiveChat, Mailchimp, Windsor
Hosting	AWS
Partner	Kadro Solutions

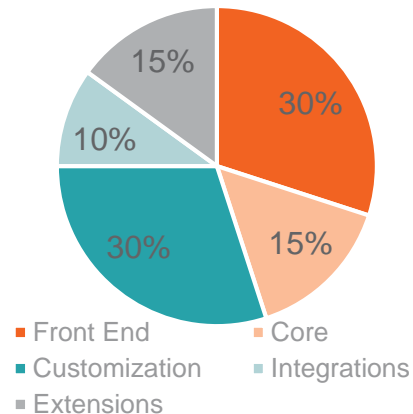
Highlights

Took advantage of the rich open-source community for extensions

Easily customize and extend

Sound Profile functionality helped them win important vendor relationships

Distribution of Effort



Challenges

Upgrade from 2.0 to 2.1

Core bugs in early versions

Extensions require regression testing

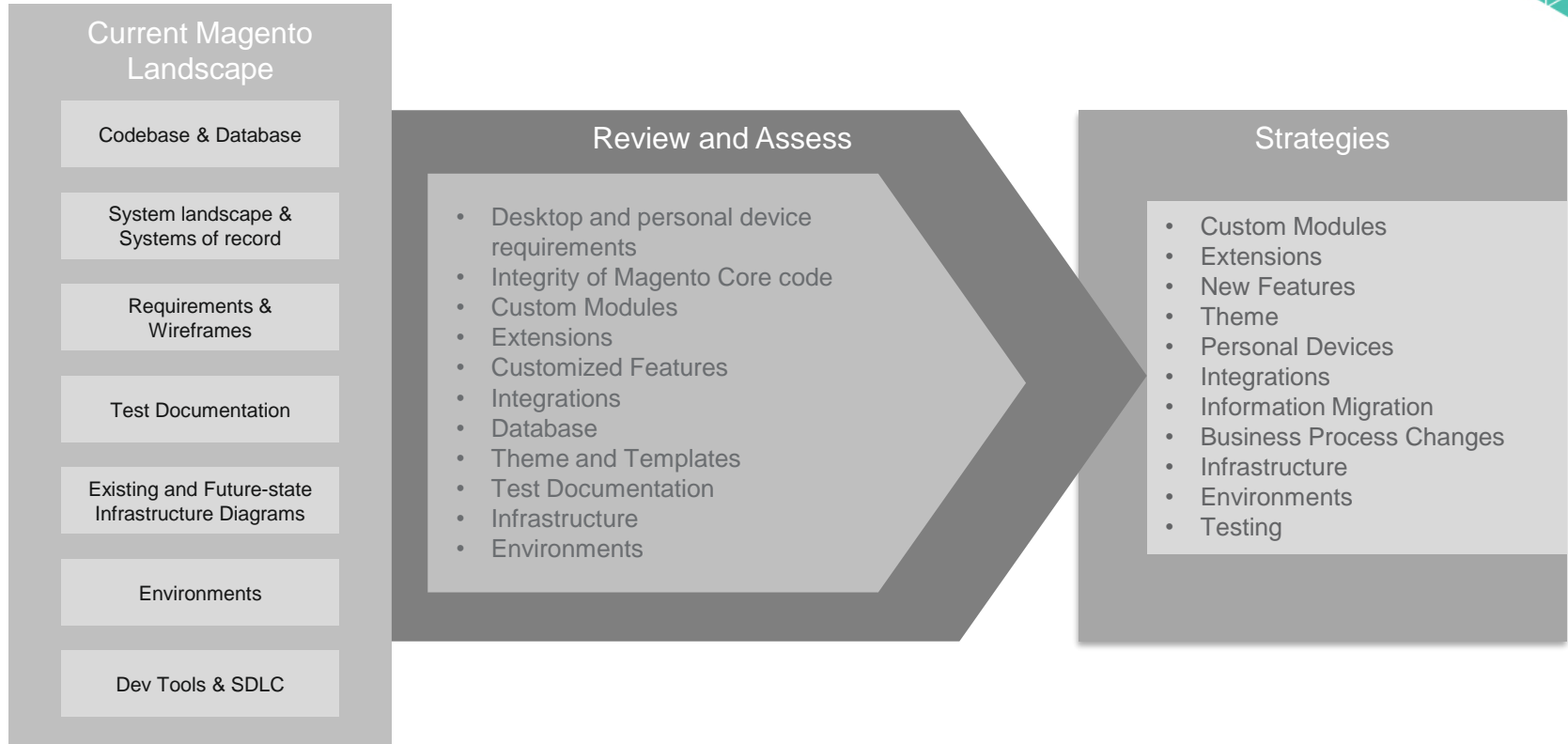
Audio Advice: Before and After Magento 2

	<u>Before (bespoke)</u>	<u>After (M2)</u>
KPIs	<p>\$0 in revenue</p> <p>10-12k sessions per month</p>	<p>\$2,000,000 online run rate</p> <p>Doubled traffic in the 1st month</p> <p>55k sessions after 4 months (5x)</p> <p>AOV exceeded plan</p>
Capability	<p>Wordpress</p> <p>No eCommerce</p> <p>Lead-gen only</p>	<p>Lift in retail store sales</p> <p>Prestige among peers and customers</p> <p>Won new high-end brands</p> <p>Personalized experience by sound profile</p>



Migrating from Magento 1 to Magento 2

Migration Analysis Methodology



Migration Analysis

Confidence is the feeling you have before you fully understand the situation.

- Unknown

Analysis Phase - Features

1. Requirements
2. Code Audit
3. Theme
4. Testing Process

Code Audit

- Custom development
- Third-party extensions
- Dependencies between extensions
- Un-used modules
- JavaScript functionality
- Business logic in templates

Requirements

- Obsolete customizations
- Magento native features and functionality in use
- Desktop vs. mobile, progressive enhancement
- Mapping requirements to tests and acceptance

Theme

- Identify theme requirements
- Create theme approach
- Theme is not migrated by tools

Testing Process

- Start early, understand what you've got
- End-to-end (integration) testing
- Written documentation and gap analysis
- Mapping tests to requirements?

Analysis - Supporting Elements

1. Landscape Diagram / Integrations
2. Data (size, scope, locations)
3. Environments

Strategy and Vision

If you aim at nothing, you will hit it every time.

- Zig Ziglar

New Features

- New in Magento 2
 - Or maybe just new to you?
- Return to native
- Demo, demo, demo for your business users!

Third-party Extensions

- Full inventory of installed extensions and versions
- Remove, return to native, upgrade
- Does it do everything it did in the Magento 1 version?

Custom Modules

- Code custom built to satisfy your requirements
- Remove or migrate
- Re-architect
 - Divide
 - Merge
 - Refactor

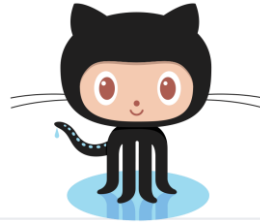
Theming and Personal Devices

- HTML, CSS, and JavaScript
- Build on a responsive foundation
- Single theme or global multi-store with unified branding?
- Supported devices and responsive break points

Non-code Related Strategies

- Integrations
- Information Migration
- Infrastructure and Environments
- Testing Strategy
- Business Process Changes

Automated Tools – Code Migration



code-migration

Magento 1 to Magento 2 code migration tool

● PHP ★ 142 🍴 45 Updated on Nov 8, 2016



<https://github.com/magento/code-migration>

Code Migration Tool

- Static file generation
- Maps types:
 - Models / Resource Models / Collections
 - Controllers
 - Actions
 - Blocks
 - XML
- Repeatable process

Automated Tools – Data Migration



data-migration-tool

Magento Data Migration Tool

● PHP ★ 103 🍴 62 Updated on Feb 22



<https://github.com/magento/data-migration-tool>

Data Migration Tools

- Store Configuration
- Products
- Customers
- Orders
- Promotions



Q&A