Driving Success from Magento 1 to Magento 2 – A B2B Migration

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Agenda

- About ClearBags

- When to Upgrade

- Evaluating the Risks

- Managing Complexity
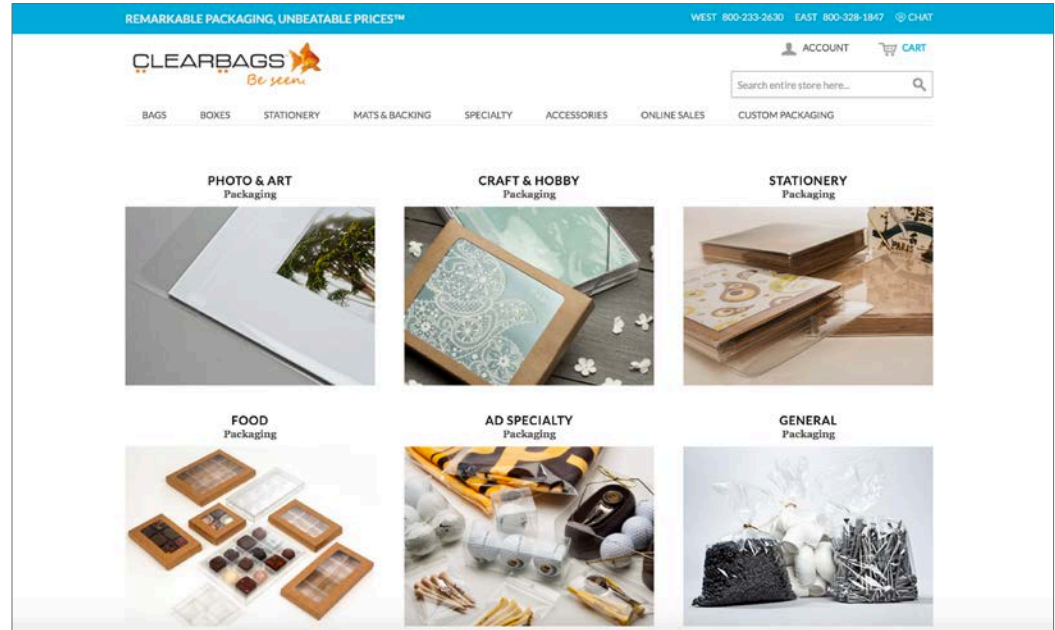
- Working with Developers

About ClearBags

B2B Product Packaging

Background on Magento 1

- June 2008:   Started Development
- February 2009:   Launched Site

- Launched without…
    - Hosting Companies
    - Development Agencies
    - Certified Developers
    - Documentation
    - Extension Vendors
    - Enterprise Edition

Commitment to Magento 2 Project

- Q2 2015: Started In-House Preparations

  Stopped Development on Magento 1

- Q4 2015: Selected Creatuity as Agency

- Q1 2016: Most Magento 2 Development Completed

- Q2 2016: Ongoing Data Migration and Clean Up

Start Now!

Support for Magento 1 Ends In 2018

- 3 Years After Magento 2 General Availability
- Project Upgrade Will Take Months
- Start by End of 2017 at the Latest
- Will Development Costs Rise?

Get Ahead Of The Crowd

Are You Actively Developing For Magento 1?

- New Magento 1 Customizations Have a 2-Year Lifespan
- Your Development Costs May Double:
  - You'll Pay to Develop It All Again on Magento 2

Save Money: *Develop* On Magento 2 Now

Are Your Key Extensions Available For Magento 2?

- Probably
  - Check the new Magento Marketplace!

- Beware
  - Magento 2 Extensions May Not Have All Features You Want Yet

Will They Be Ready In A Few Months?

Magento 1 versus Magento 2 Costs

- Magento 1 Lifespan Was Over 7 Years for ClearBags

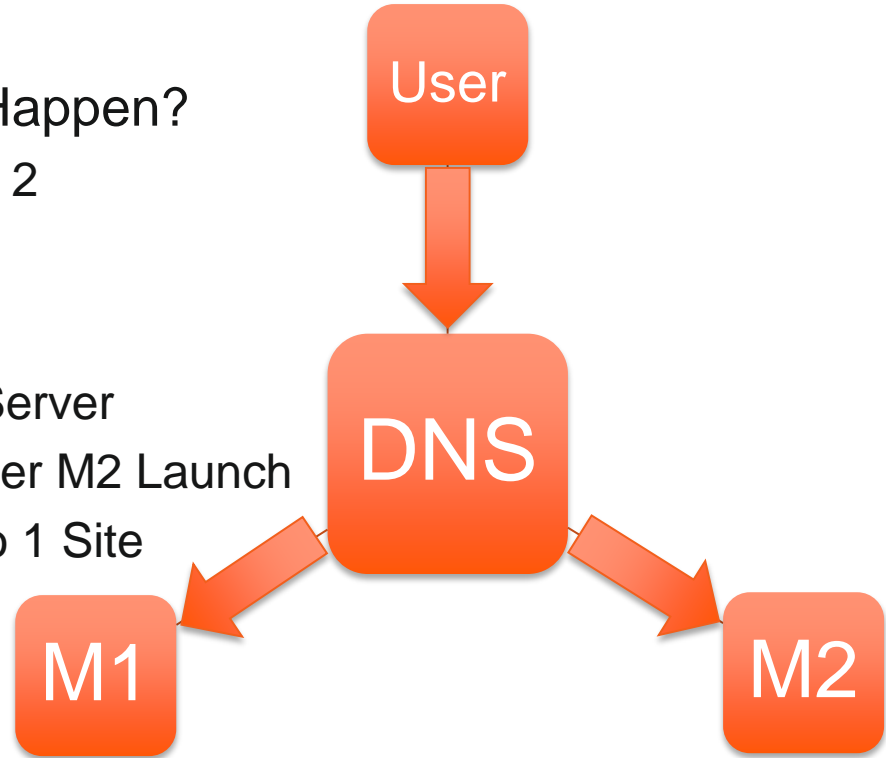- Up Front Costs to Migrate Were High
- But Consider the Platform Lifespan

Migrate Sooner For A Longer Lifespan

What If Something Goes Wrong?

Be Prepared for Your Launch

- What's the Worst that Could Happen?
  - Catastrophic Bug in Magento 2

- Solution
  - Install Magento 2 on a New Server
  - Keep Magento 1 Site Live After M2 Launch
  - Switch DNS Back to Magento 1 Site

User

DNS

M1

M2

MagentoLive
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Why Waiting Can Increase Costs

- Stampede to Upgrade Late 2017 and into 2018

- Opportunity Cost:
  - Missing Out On New Features Coming to Magento 2
  - Regular Feature Releases

- **The Longer You Support Magento 1, the More You Will Pay In Development Costs, As Not All Work Can Be Migrated to Magento 2**

Moving to Magento 2 Early Was A Better Financial Decision

Managing Complexity

Simplify, Simplify, Simplify

- Determine a Minimum Viable Product
- Decide What Can Be Left Out

Not Already Live?

Then You Don't Need It To Launch

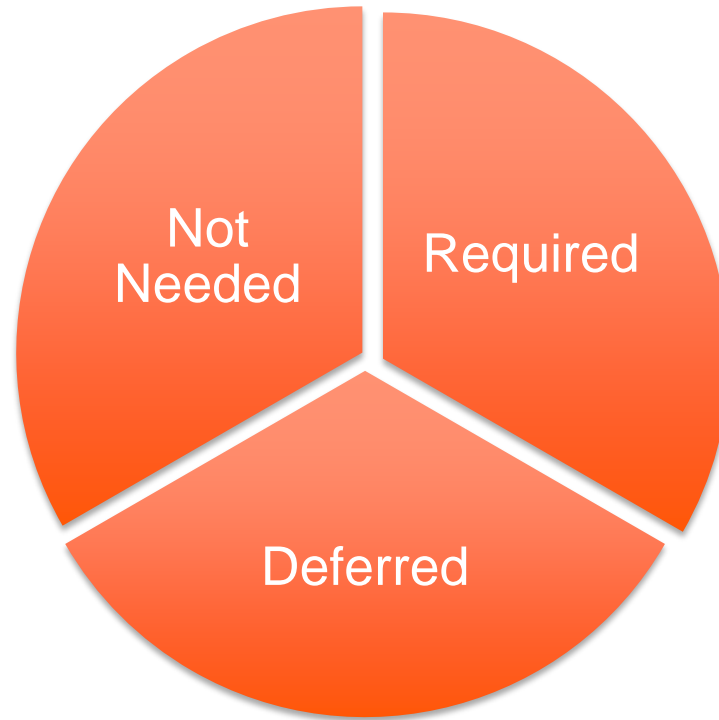# Magento 1 Site Audit

Obvious:

- Extensions
- Local Modules
- External Integrations

Also Check:

- Core Hacks
- Theme Modifications
- Non-Magento PHP

Identify All Existing Customizations

Sorting Out Existing Customizations

What Is The Impact On **Revenue**?

Requirements That Don't Need Development

- Many Features Will Be Native in Magento 2

  – Configuration vs. Development

- Some Features May Be In Magento 2 Enterprise Edition

- Some Features May Be In Upcoming B2B Module

- 3rd party Extensions from Magento Marketplace

The Impact Of One Extension

- ~50% of ClearBags Customizations Were for Shipping

- ShipperHQ Added Features We Needed to Their Extension

- Launched on Magento 1 Site in January 2016

- Single Extension Reduced Our Magento 2 Development by 50%

Working With Developers

Integration vs. Customization

- Internal Developers Handle Integration Between Systems
  - We Know Our Legacy Systems Better

- Agency Handles Customizing the Magento Code

Agencies Know Magento Better Than You

What I Looked For In An Agency

- Well Respected Company

- Right Size Company

- Track Record with Magento 1

- Experience with Magento 2 (in 2015)

- Excited and Invested in Magento 2

CREATUITY

What Will Development Cost?

- Impossible Question
- Too Many Unknowns

- Fixed Quotes Will Be Overpriced
- Rough Estimates Are Best

How Do You Work With An Agency To Control Costs?

Working With An Agency: Sprints

Previous → Current → Upcoming

Check In With Agency Frequently

- What Is Being Worked on This Sprint?

- What Is Planned for Next Sprint?

- Kill Work That Doesn't Matter

- Get Regular Demos of Previous Sprint's Work

Avoid Being The Roadblock

- Answer Developer Questions Rapidly

- Give Prompt Feedback on Every Release

- Keep the Money Flowing

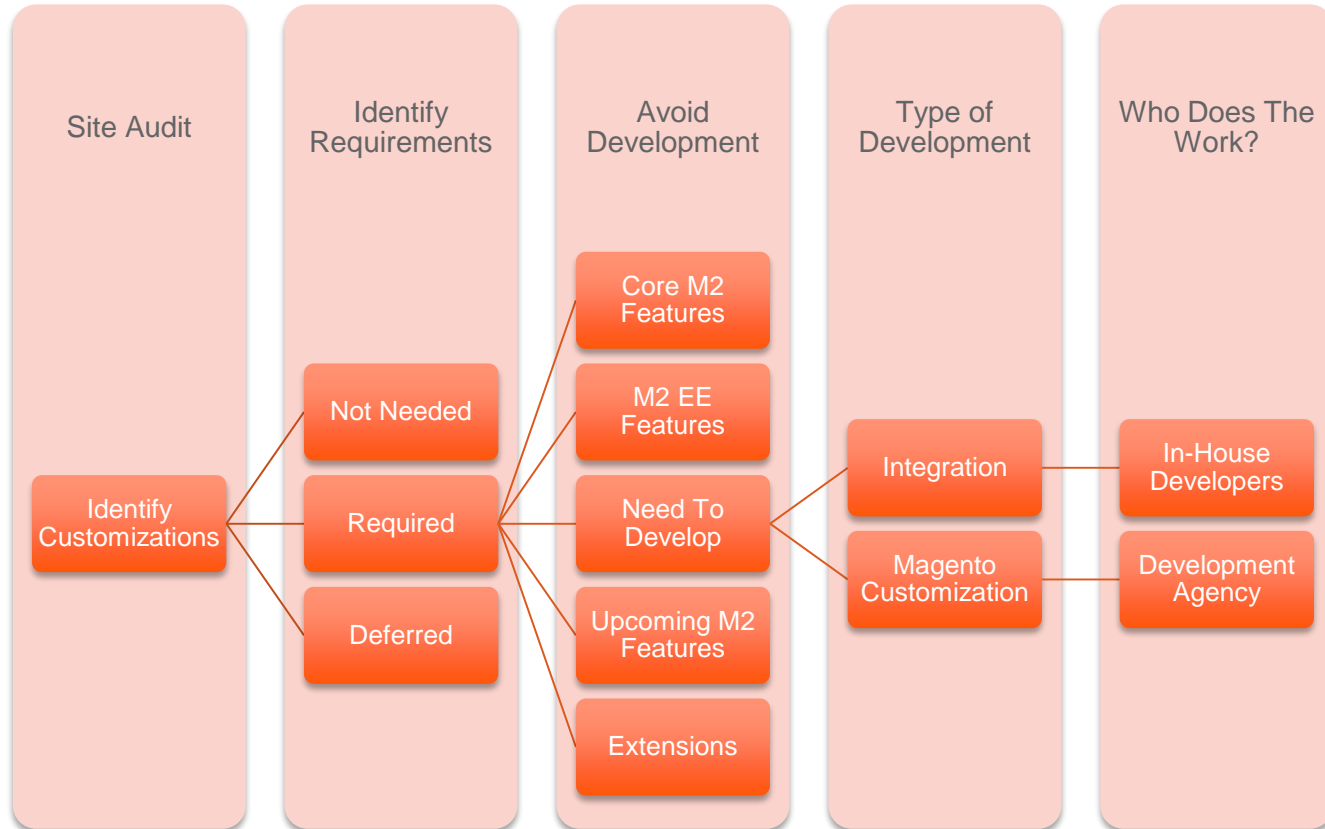# When Development Pauses, Costs Increase

How Did It Go?

- Most Magento 2 Development Work Wrapped Up in Jan and Feb

- Some Data Migration Issues and Bugs Took Longer

- Waiting for Some API Bugs to Be Fixed in Magento 2.1

- Waited on Extension Vendors Adding Magento 2 Functionality

- Overall, a Great Experience with Our Partners

We Are Almost Ready to Launch

Key Takeaways

Your Magento 2 Migration - At A Glance

Site Audit

Identify Customizations

Identify Requirements

- Not Needed
- Required
- Deferred

Avoid Development

- Core M2 Features
- M2 EE Features
- Need To Develop
- Upcoming M2 Features
- Extensions

Type of Development

- Integration
- Magento Customization

Who Does The Work?

- In-House Developers
- Development Agency

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Key Takeaways

- Stop Your Magento 1 Development

- Simplify

- Avoid Development Wherever Possible

- Focus In-House Teams on Integration First

- Build a Great Relationship with an Agency

- Don't Delay: **Start Now**

Stay In Touch!

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