



The ROI of Migrating to Magento Commerce 2.

Migrating to Magento Commerce 2 can cut costs and deliver major ROI.

Welcome

Agenda

- New features in Magento Commerce 2
- Magento Commerce 2 demonstration
- How Magento 2 drives ROI
- Resources to support your migration
- Questions

Speakers



John Glasgow
Director of Commerce Strategy
Adobe



Corey Gelato
eCommerce Strategy Consultant
Adobe

Magento Commerce 2: It's time.

Since Magento Commerce 2 has been released, new functions and features have been added that deliver a high ROI.



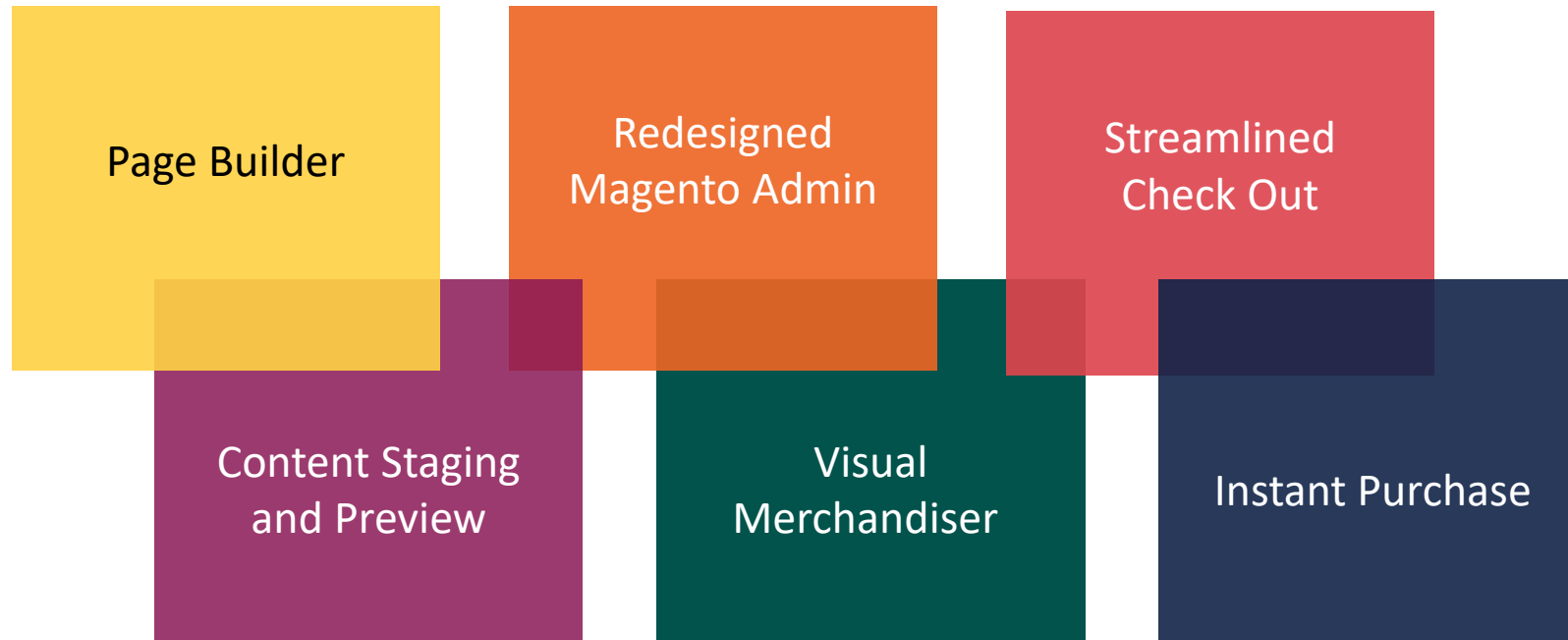
If you thought you knew Magento Commerce 2, think again.

Highlights from Magento Commerce 2

Feature	Magento Commerce Version				
	1.14	2.0	2.1	2.2	2.3
Page Builder- drag and drop editor					★
PWA Studio					★
Multi-Source Inventory Management					★
B2B- ready functionality and APIs				★	★
Instant Purchase				★	★
Content staging & preview			★	★	★
Magento-optimized cloud hosting			★	★	★
Mobile Optimized Themes		★	★	★	★
Streamlined checkout		★	★	★	★
Redesigned touch enabled admin		★	★	★	★



Magento Commerce 2: Demonstration



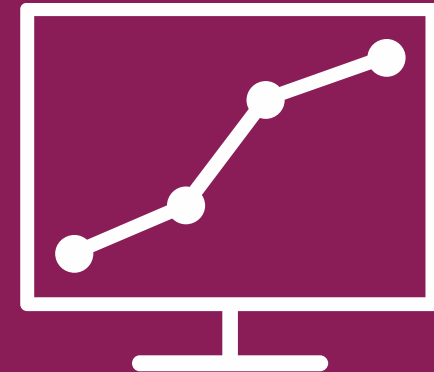
Did you know? Magento Commerce 2 can manage multiple brands with one instance.

“We looked closely at Shopify but it doesn’t have the ability to manage multiple stores in the way we wanted.”

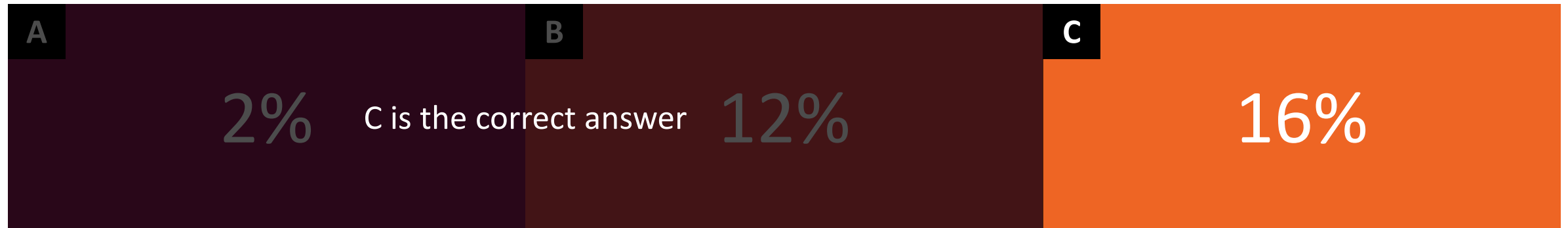
Senior Marketing Manager, Food & Beverage Retailer

Magento Commerce 2 delivers high ROI.

Stax Inc. interviewed 19 merchants that upgraded to Magento Commerce 2. On a revenue-weighted average basis, respondents realized a 3-year **ROI of 165.3%**.

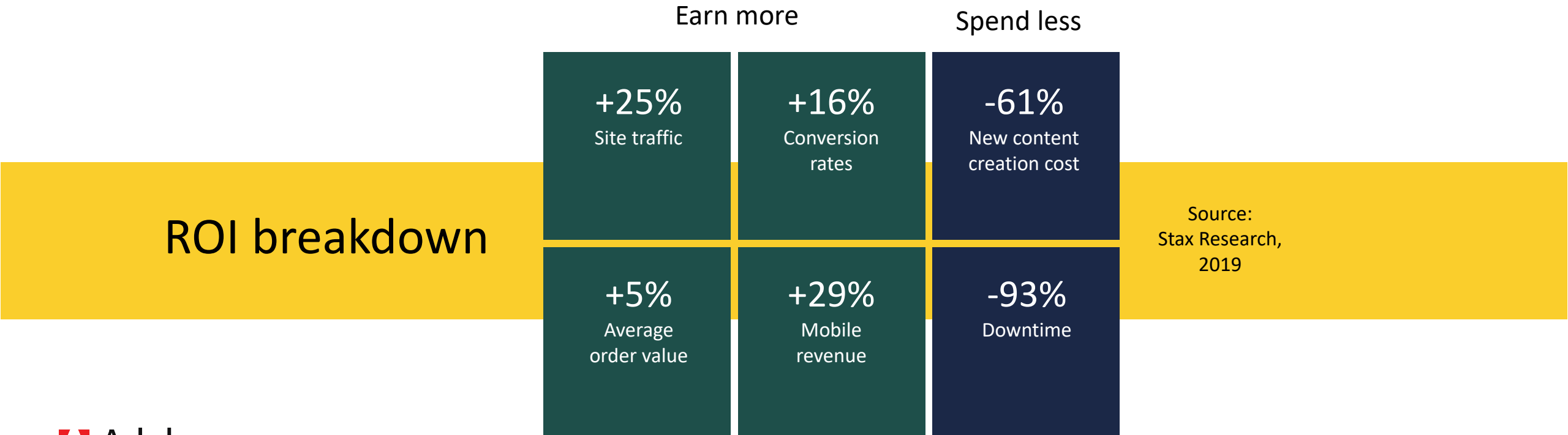


Did you know? Switching to Magento Commerce 2 increases conversion rates by...



Magento Commerce 2 delivers high ROI.

It's official. Merchants that switched to Magento Commerce earn more and spend less.



Magento Commerce 2 lets you personalize the buyer's journey, which boosts conversions.

“The way that we can post our products [on M2] was extremely important. We would expect conversion rates to be worse on another platform.”

—Head of Customer Experience,
Footwear Retailer

Conversion rate increases primarily came from M2's ability to personalize buyer journeys and checkout optimizations (i.e., 2-step checkout and instant purchase).



Magento Page Builder cuts content creation costs.

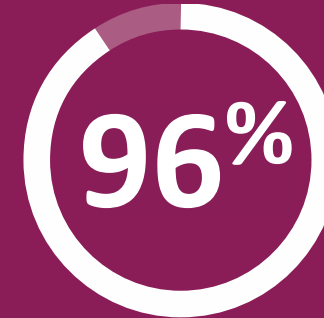
“We were at least 50% more efficient in our first year. Immediately, we were able to free up an entire full time position because of M2.”

Fashion & Beauty Retailer



Replacing custom code with extensions for Magento Commerce 2 drives big savings.

When you upgrade to Magento Commerce, you may replace custom code with 3rd party extensions.



Survey respondents saved an average of 96% in development and maintenance costs when purchasing an extension to replace custom code.

It's time to migrate now.

Magento Commerce 1 will reach end of life in June 2020. Begin planning your upgrade today.

For more information,
contact your Customer
Success Manager

You have support for your migration.

Relationship-based Resources and support

- Customer Success Manager
- Magento Technical Support
- Your Solution Partner
- Magento Professional Services
- Complimentary customized ROI Evaluation

Online Resources / Tools

- [Migration Website](#)
- [Magento Resources](#)
- [Magento Data Migration tool](#)
- [Magento U](#)
- [Developer Documentation](#)
- [Knowledgebase](#)

For more information, contact your Customer Success Manager

Questions