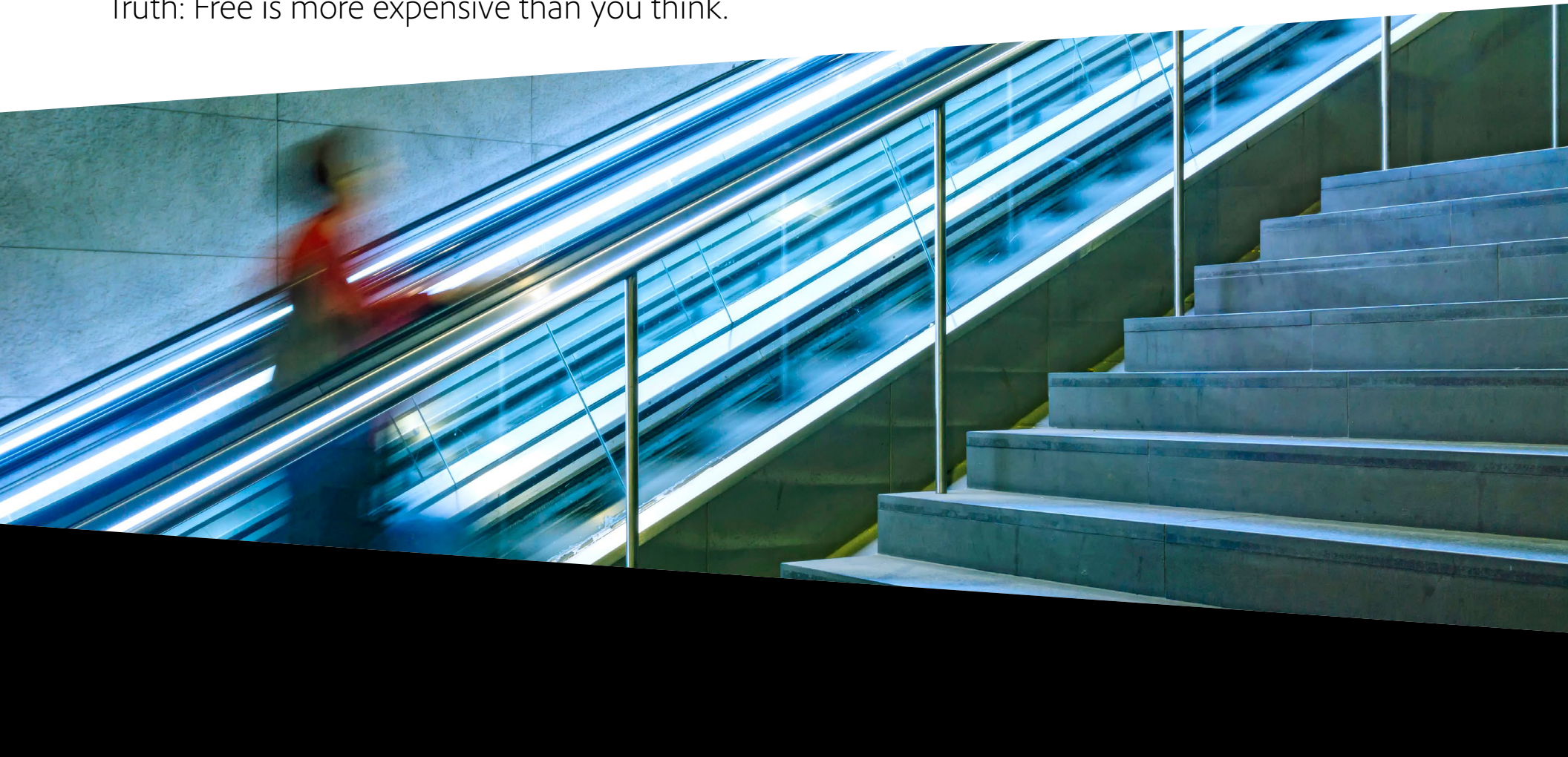


# Myth: Magento Open Source Is Always a Better Value Than Magento Commerce.

Truth: Free is more expensive than you think.





# The case for Magento Commerce.

A lot of businesses that want to get started with online commerce turn to Magento Open Source. Thousands download and test it every month. And it's free. It even has a large and enthusiastic community of more than 300,000 merchants and developers. If you're somewhat new to eCommerce (and even if you're not), it can seem like a no-brainer.

But some small businesses—especially those on the fast track to growth—may actually do better with Magento Commerce. Because it comes with more features built in, you can spend more time and money on your business strategy and less on fine-tuning your commerce platform.

This eBook aims to shed light on the proposition that Magento Open Source is always the better value for growing businesses. Spoiler alert: The truth is out there—and it's more complicated than you think.



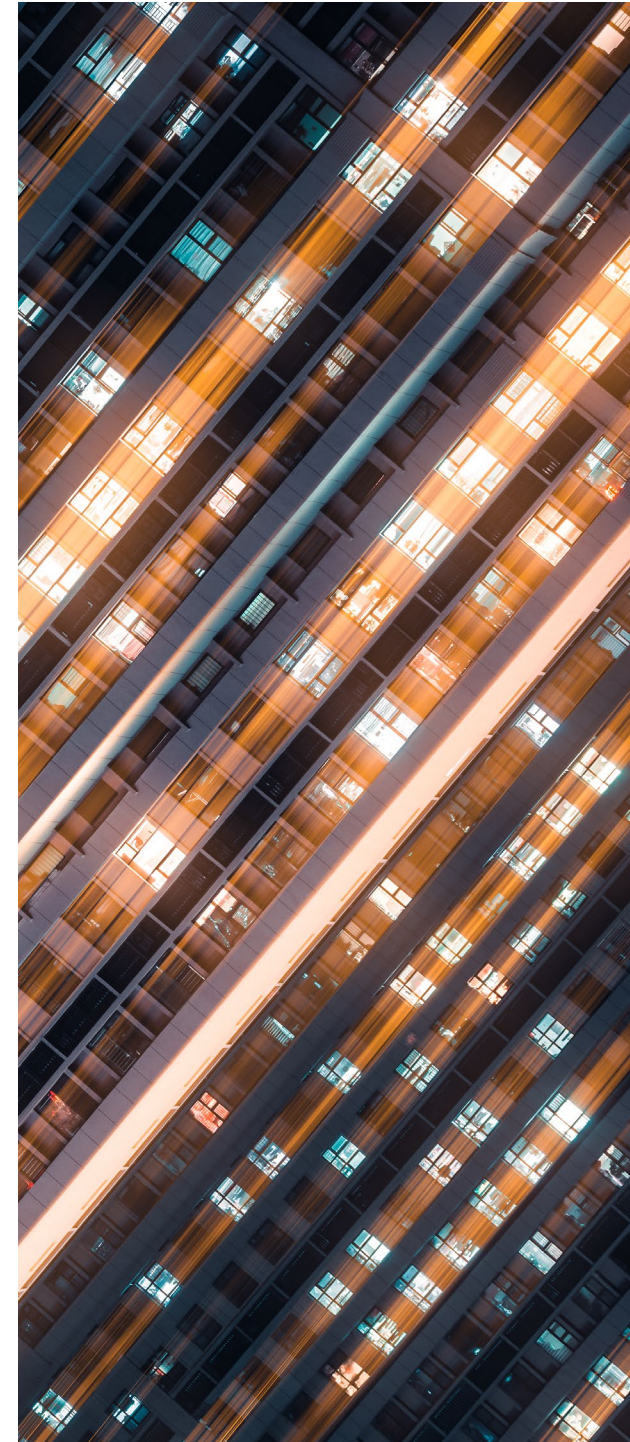
# Myth: Magento Open Source is always faster to implement.

When you're entering (or creating) a market, speed is critical. Getting to market before your competitors can be the difference between owning a market and falling behind. Magento Open Source can take time to implement, especially if you're installing it yourself. And it may not have all the features you need.

Magento Commerce comes with a full range of features right out of the box. Also, Magento Express Packages, available from a wide range of solution providers, are designed to get you to market faster.

## TRUTH

With Magento Commerce, you can usually get to market faster.



# Myth: Magento Open Source is always the best way to design an original customer experience.

One way to stand out in today's marketplace is to create an original user experience. For example, Coyuchi applied a subscription model to a whole new market: bed and bath. But an excellent user experience is a lot more than the user interface. It's also payments, shipping, inventory management,

and fulfillment workflows. Together, they're collectively known as the commerce "backend."

When you're working with Magento Open Source, you may need to spend more time testing and customizing your backend.

And development time and costs can be considerable. With Magento Commerce, you can quickly configure a flexible backend and focus more effort where it belongs: on the customer experience.

Coyuchi applied a subscription model to a whole new market: bed and bath.

[Read the full story >](#)

## TRUTH

With Magento Commerce, it may be easier to prioritize the customer experience.

## Myth: Magento Open Source can scale just as fast as Magento Commerce.

One of the most exciting things about being a smaller business is experiencing triple-digit and even quadruple-digit growth. And Magento Open Source can scale up to support very large commerce operations. But it definitely takes time. You'll most likely need to add new features and functions, such as local shipping options. And you may find yourself adding

numerous third-party extensions to capture all the functionality you need.

Magento Commerce is built for rapid scalability, so you can quickly "turn on" new features that are already built in. For example, if you add a storefront in another country, you can immediately take advantage of international shipping options.

Magento Open Source can scale up to support very large commerce operations. But it definitely takes time.

### TRUTH

With Magento Commerce, you can add new countries and brands faster and with less risk of missed opportunities.

# Myth: Magento Open Source and Magento Commerce offer the same performance benefits.

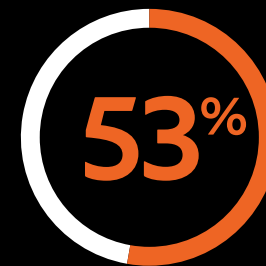
As you grow and market your business more aggressively, you may see traffic surges. Website traffic can increase by 30 times during a large shopping event such as Black Friday or Cyber Monday.<sup>1</sup> Or you may produce a video or blog post that goes viral.

But your marketing efforts will be wasted if your eCommerce platform cannot handle the influx of traffic. Slow page times discourage users. For example, 53 percent of people will leave a mobile page if it takes longer than 3 seconds to load.<sup>2</sup> And website crashes can turn off customers and lead to negative buzz.

With Open Source, you are responsible for managing your infrastructure. You'll have to work with your cloud service providers to establish a plan for dealing with traffic surges. Magento Commerce Cloud is designed to scale fast. Instead of dealing with multiple vendors, you can increase performance by picking up the phone or sending a quick email.

## TRUTH

With Magento Commerce, you have significantly less risk of site crashes and slow speeds due to traffic surges.



of people will leave a mobile page if it takes longer than **3 seconds** to load.<sup>2</sup>

# Myth: Support isn't that important.

Magento Open Source does not come with support. Most days, this isn't really an issue—but when something goes wrong, it can be critical. Open Source users are responsible for fixing their own problems. The Magento community is enormously helpful, but there are no guarantees.

Magento Commerce comes with responsive support, which means your issues are addressed quickly by experienced Magento developers and technicians. Your issues get fixed before they affect the customer experience.

## TRUTH

With Magento Commerce, problems get fixed faster—before your customers can see them.

## READY TO TRY MAGENTO COMMERCE?

Magento Express Packages are a fast and flexible way to tap into the power of Magento Commerce and get expert help from a solution provider who knows your industry.

[Find an Express Package that's right for you >](#)





## ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento 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, all available for download on the Magento Marketplace.

[www.magento.com](http://www.magento.com)