



Transforming Your Business **M1 to M2**



Magento Presents:
Community Insights

Brought to you by:

ewave.



Magento is proud to present 'Community Insights' to help merchants develop strategies and tactics to better serve their customers.

The Magento Partner Community is a trusted network of consulting and technology companies that help merchants grow their business, and create engaging customer experiences with the Magento Platform. These organizations provide valuable insights and practical takeaways from their real world experiences with merchants like you.



Transforming Your Business **M1 to M2**





The Overview

With 260,000 merchants in more than 180 countries and over \$100 billion in gross merchandise volume every year, Magento has revolutionised open-source eCommerce.

In November 2015, Magento released the next generation of its enterprise-level commerce platform, Magento Commerce 2. The redeveloped platform delivers unparalleled scalability, supercharged out-of-the-box functionality, and seamless customer experiences across multiple channels and devices.

The launch was not merely an update to the existing platform, but a clear signal of Magento's intent to reimagine the commerce experience. By expanding the platform ecosystem

to incorporate capabilities such as a managed cloud hosting service and an improved extension marketplace, Magento's solution of open source commerce flexibility is quickly gaining market share.

As you would expect from any disruptive innovation, Magento 2 will eventually phase out its predecessor. Tens of thousands of retailers have already made the switch, but for those that haven't, it should be considered sooner rather than later.

As three-time Partner of the Year, and the most highly-certified Magento 2 team in the world, eWave has unmatched expertise in guiding brands and retailers through this critical business decision.

This white paper will cover

THE
Benefits

THE
Process

THE
Solution

[Check The Magento 2 Timeline](#) →

THE
 **Magento®**
Timeline

DEC 2015

Magento Launches
 Magento 2

JAN 2016

Magento Order
 Management Launches

APR 2016

Magento Marketplace
 Launches

JUN 2016

Magento Releases
 Magento 2.1

MAY 2016

Magento Launches
 Magento Cloud

AUG 2016

Magento Launches Magento
 Business Intelligence
 (Previously RJMetrics)

SEP 2016

Adobe Partnership
 announced for Enterprise
 CMS integration

DEC 2016

Magento Acquires Bluefoot
 CMS & Page Builder

NOV 2016

Acquia Partnership for
 CMS integration

MARCH 2017

Magento Recognised as a
 Frost & Sullivan Global Product
 Line Strategy 2017 Winner

APRIL 2017

Magento Commerce
 Introduces Magento
 Shipping

MAY 2017

Magento Named a Leader in
 Gartner Magic Quadrant for
 Digital Commerce

APRIL 2017

Magento Commerce
 Announces Digital Cloud
 for B2B Companies

T H E

Benefits

The redeveloped platform is a significant upgrade to a world-class commerce system, and includes capabilities that improve site performance, provide better visibility into business results, and drive differentiated omnichannel commerce experiences.

One of the biggest selling points of Magento 1 was its ability to grow with its customers. As you'd expect, Magento Commerce 2 has taken this one step further, and is completely unmatched in scalability. Out-of-the-box, the revised platform is powerful enough to process up to 39% more traffic than Magento 1, supporting up to 3.5 Million page views and over 250,000 orders per hour.

Nearly 50 percent of eCommerce traffic comes from mobile devices, and that figure is growing every year. Aligning with this consumer shift to mobile commerce, storefronts now incorporate mobile responsive templates, simplifying cross-device design. Out-of-the-box, users get responsively designed themes, simple video integration and a touch-friendly checkout process. All these improvements improve the functionality and performance of Magento Commerce 2 implementations on mobile devices, and have resulted in a direct impact on sales.

Of the 75% of carts that are abandoned, 20% didn't complete the purchase because checkout processes are too long or confusing. In an attempt to improve usability, the informed majority of Magento 1 store developments involve some element of alteration to the standard checkout process. The new configuration in M2 requires fewer steps and less customer information, resulting in a quicker and easier transition from cart to confirmation. Magento tests found that M2 can provide up to 51% faster end-to-end checkouts versus M1.

M2's new backend is also altogether more user-friendly than M1, and will significantly reduce time spent managing your online store through the removal of technical knowhow as a development bottleneck. With the ability to import products four times faster, customisable admin dashboards, content staging and the new inclusion of drag-and-drop UI layout editing - the upgrades will provide instant and significant benefits to non-technical teams, also freeing up the development teams to focus on more complex projects.

For those still on Magento 1, migrating needs to be seriously considered - and with almost 10,000 businesses moving to Magento Commerce 2 in 2016, the shift has certainly begun. Although Magento have ensured 1.x. licence holders that they will not be left out in the cold, innovation, security updates and development of third party extensions will sway towards M2 as uptake continues to grow. Support for M1 will eventually end, and it will pay to have migrated well before this happens.



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THE Process

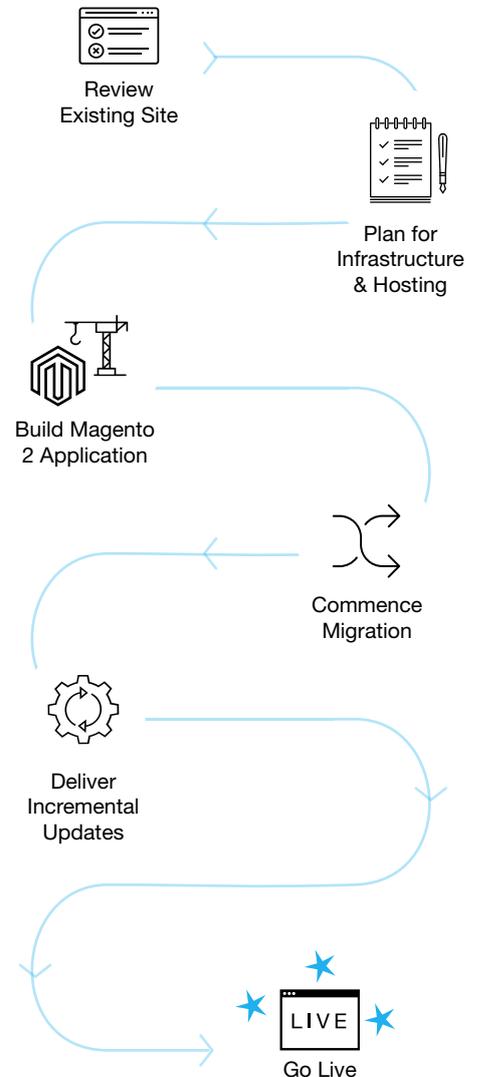
Magento Commerce 2 is a significant enhancement to the platform, and is built on technology vastly different from Magento 1. Any migration to Magento 2 requires a level of work, time, and financial investment not seen in minor upgrades between versions. Considering this, it's important for retailers to realise that a comprehensive assessment, review, and plan for migration is required for success.

Although extensions originally designed for Magento 1 are not directly supported by Magento 2, more than 80% of the most popular Magento 1.x extensions have received 2.x updates. Impressive as this extension overlap is, businesses looking to migrate to M2 must take every extension and integration into consideration.

It should also be noted that any migration would entail a complete review of a customer's existing implementation, including all extensions. This process often reveals many extensions are redundant, either because they are not used anymore or due to native M2 functionality superseding them. This reduces the need for custom code, potential for breakage, and drags on performance.

The complexity of the migration process is dependent on a number of factors, with specifications around performance, design, integrations, and extensions significantly affecting migration timeframes. The launch of Magento Commerce 2 has created countless opportunities, and merchants should be proactive in developing plans for a successful migration.

eWave are experts in guiding migrations, and provide tools which simplify and speed up the process while ensuring all products, customers, order data, store configurations, and promotions are efficiently translated to the new platform.



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THE Solution

As an Enterprise Solution Partner, three-time Magento Partner of the Year, and the largest M2 certified team in the world, eWave has unmatched expertise in delivering Magento platform migrations.

Due to the scale of the undertaking, any migration is a chance to reassess the entire digital commerce strategy. Using service design thinking, eWave develop end-to-end, integrated commerce solutions that align entirely with business goals and processes.

True commerce maturity is only achievable by establishing a rich ecosystem around the Magento Commerce 2 Platform, and we're here to guide your business to the next level.

Our expert team of migration specialists help merchants evaluate their current commerce solution, and develop a strategic plan of action to ensure a pain-free migration to Magento Commerce 2. eWave's unique software development and delivery methodology, minimises project timelines, and has earned us a reputation for delivering industry leading commerce solutions.

We appreciate that it's your business on the line, and understand the pain points of the migration process for merchants. Choosing a partner to guide your Magento Commerce 2 migration is a hugely important business decision, and eWave have a proven track record of delivering success.



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The Engine Behind Frictionless Omnichannel Experiences



As a frontrunner in the fashion footwear industry, Platypus prides itself on curating the latest and greatest footwear and apparel for all individual tastes.

With usability and conversion optimisation at the core of the strategy, eWave reimaged how customers experience Platypus products online through deep social integration and streamlined omnichannel capabilities.

Building on Magento 2 offered Platypus an engine with the performance and scalability to drive customer success long into the future.

[Read the Case Study](#)

Book now



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MAGENTO
ENTERPRISE PARTNER



THE WORLD'S LARGEST
CERTIFIED MAGENTO 2 TEAM

eWave's development resources are booked 6 months in advance, so we recommend scheduling your migration as soon as possible to ensure demand does not exceed supply.

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