



# Magento Enterprise Edition 2.1

Magento Enterprise Edition 2.1 is the latest version of the world's most popular, next-generation open-core digital commerce platform. Magento provides unmatched flexibility to quickly and cost-effectively deliver engaging shopping experiences tailored precisely to your brand and business, and it puts you in control with all new capabilities to drive sustainable growth, improve business efficiency, and perform and adapt at scale.

## Key New Features

Magento Enterprise Edition 2.1 helps merchants accomplish more with their ecommerce site by boosting business user productivity and providing new tools for creating compelling shopping experiences.

- 1 Staging & Preview
- 2 Elasticsearch
- 3 PayPal Payment Enhancements
- 4 Business Management Tools

## Powerful Shopping Experiences Boost Conversion Rates and Sales

Magento Enterprise Edition offers shopping experience upgrades that increase engagement, conversion rates, and sales. Enhanced features include:

- **Responsive design reference themes** that enable merchants to create seamless shopping experiences across any mobile device in half the time.
- **A redesigned checkout flow** that is easier to customize and increases conversion rates by reducing the number of steps from 5 to 2.
- **One-click account creation and auto-recognition of registered customers** in checkout, reducing cart abandonment and improving order conversion rate.
- **New Staging and Preview** provides merchants with tools to efficiently create, schedule, and preview site changes to ensure high-quality, engaging shopping experiences.
- **Enriched product merchandising** with the ability to easily add rich, high quality video from YouTube and Vimeo.
- **Faster checkouts** with PayPal in-context checkout and saved credit cards. Easier PCI compliance with PayPal, Braintree, Authorize.net, WorldPay, and CyberSource integrations.

## Powerful Business User Tools Save Time and Improve Business Agility

Magento Enterprise Edition revolutionizes the merchant experience with enhanced business tools that improve efficiency and agility. New capabilities include:

- **Intuitive, easy to use Magento Admin experience** that saves time when managing day-to-day tasks and is intuitive for new team members to learn.
- **Drag-and-drop tools** that let merchants effortlessly customize and save Admin panel views for quick access to important product, customer, and order data.
- **New Elasticsearch** ensures high quality search results and is easier to set up, scale and manage. Supports 33 languages out-of-the-box.
- **Step-by-step product creation tool** that makes it easier to manage new and existing product information.
- **Improved product importing and exporting** that supports upsell and cross-sell products and is faster than before.

## Performance and Scalability Gains Accelerate the Shopper Experience

Magento Enterprise Edition delivers faster page load times and supports enterprise-level traffic to meet the needs of large and growing merchants. Enhancements include:

- **Pre-integrated Varnish** page caching to enable faster performance out of the box with minimal tuning.
- **Minifying JavaScript and compressing images** to reduce file sizes for faster loading.
- **Job queuing based on Rabbit MQ** to create new ways to optimize application performance for peak loads.
- **Extensive backend improvements** for faster Admin performance and support for more concurrent product and order updates.
- **Master databases for key subsystems** like order management, product management, and checkout so that they can be scaled independently to meet varying load requirements.
- **Support for multiple slave databases and MySQL Cluster** data sharding, to further scale for rapid growth.

## Open, Flexible Development Makes Customization Faster and Easier

Magento Enterprise Edition's architecture enables merchants to quickly bring to market innovative and unique shopping experiences. Architectural advances include:

- **Modern tech stack** based on popular PHP frameworks and coding patterns that are efficient for developers to use.
- **Modular code base** allows for fine-grain customizations and easily adding and tailoring functionality to meet merchant needs.
- **Extensive and more efficient APIs**, including new ones for promotions and taxes, to connect and operate at scale with any third-party solution.
- **Enhanced theming and layout framework** to quickly create and maintain site variations for seasonal campaigns, new product lines, and market expansions.
- **Automated testing** to improve code quality and speed up the QA process for a faster time to market.
- **Easier upgrades** so merchants can quickly add new functionality as it becomes available through multiple releases per year.



Call now to learn how Magento can take your business to the next level **1-877-574-5093**