



 **Magento**[®] Magento Commerce for Small Business


Magento vs Shopify

A Comparison Guide



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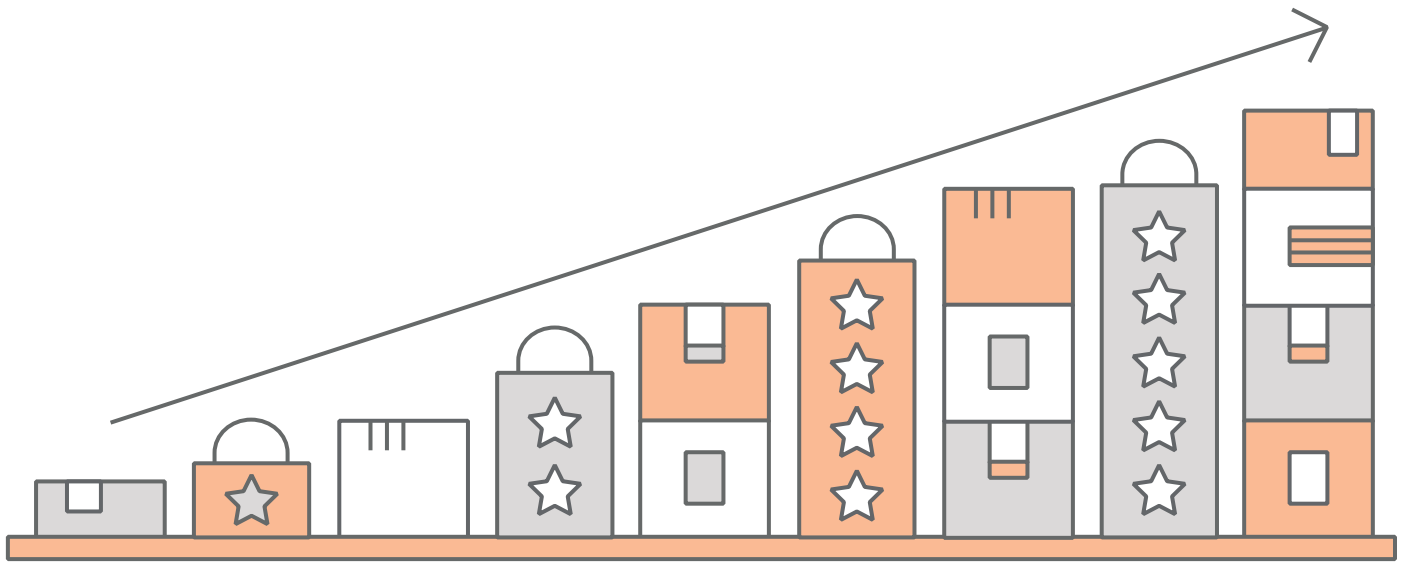


The Importance of Choosing the Best Commerce Platform

Selecting a digital commerce platform can have a huge impact on your business. A flexible, end-to-end solution can give you the power to deliver great customer experiences, ensure site functionality, increase revenue, and ultimately grow your company.

In this guide, we'll explore five key areas to consider when assessing commerce platforms and planning for future growth.

Conversion and Revenue Growth



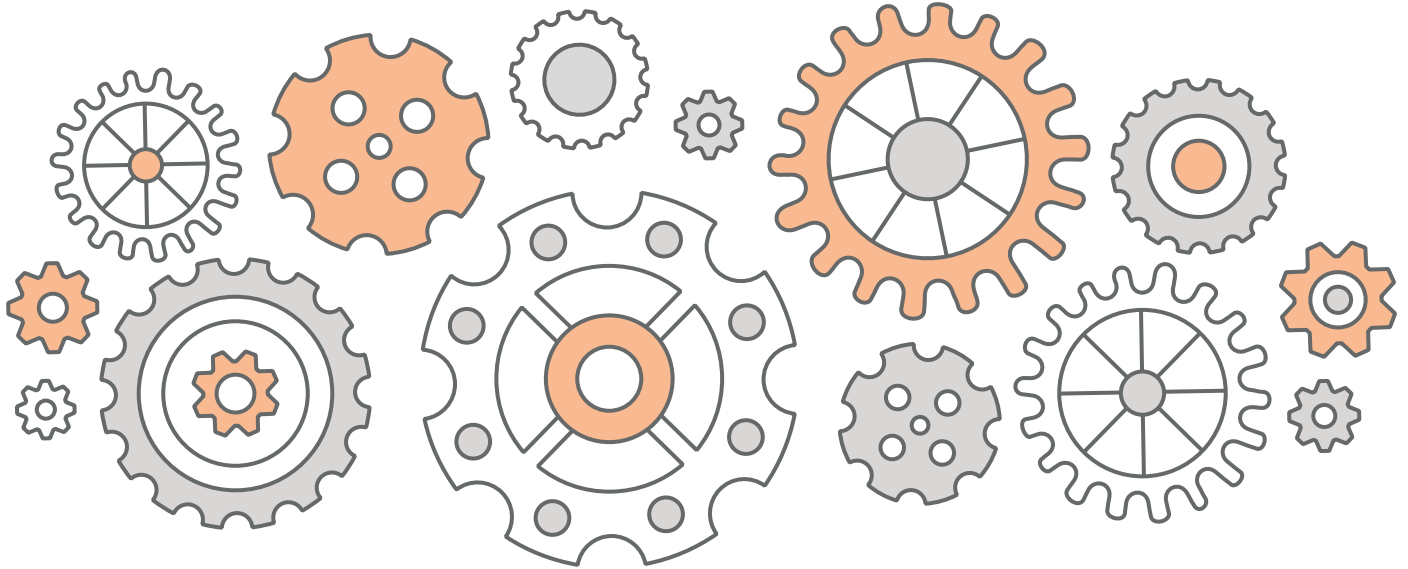
MAGENTO

- To date, 202 Magento customers are in the Internet Retailer Top 1000 list.¹ For four years in a row, Magento has held the #1 spot on the Internet Retailer 1000 list.²
- Merchants that use Magento grow **3x faster** on average.²
- Using Magento, businesses can deliver the exact experiences their customers demand, while differentiating their brands, with a completely flexible feature set.
- Magento allows you to fully customize your checkout experience/shopping cart.
- Integration with existing systems allows you to grow your organization with your sales.
- Time-to-value/investment payback is approximately **5.2 months**.³

SHOPIFY

- To date, only 12 Shopify customers have appeared on the Internet Retailer 1000.
- **Business growth is constrained** for merchants that use Shopify, due to limits on the choices available to build fully custom experiences.
- Templates and features are **built for smaller, lower-complexity merchants** who do not have the need for differentiation.
- Credit card and checkout pages cannot be customized. Shopify only offers one checkout template, stifling the reduction of dropoff.
- Integration with other systems is **limited** to Shopify API.

Flexibility and Customization



MAGENTO

- **Full-scale customization** enables unique storefront creation.
- A **flexible, open platform** allows you to quickly bring innovative and unique shopping experiences to market.
- Magento uses the **popular PHP codebase** (e.g. Facebook) supported by 205,000 developers worldwide.
- A high quality extension marketplace provides **unlimited abilities to expand** store capabilities, with one click.
- Powerful business user tools help larger, more complex stores save time and improve business agility.
- The platform **integrates** with all existing applications (e.g. CRM, CMS) and systems (e.g. ERP, PIM, AMS).

SHOPIFY

- Being constrained by Shopify's templates and API means there is a **finite set of functionality** that merchants can change.
- **Source code is not accessible**, making deep integration and custom changes that surpass competitor functionality impossible.
- Shopify uses a proprietary coding language that has **limited developer support**. It can be challenging for merchants to find developers to assist with projects.
- Features required by large and growing companies—such as order management, complex product catalogs, subsite functionality, etc.—are not supported.
- The ability to integrate with other business systems is limited.

Performance



MAGENTO

- A global footprint with **Cloud services built for scalability** ensures performance wherever customers are located. Hosting with Magento is backed by Amazon Web Services.
- Magento allows you to select the technology stack that works best for your companies. **Optimizations can be tailored** to the specific needs and business goals of individual stores.
- **Hosting and network reliability** is under the control of each individual company.

SHOPIFY

- A shared hosting environment/infrastructure means that peak demand on one merchant can **slow down** other stores, as well.
- View outages and issues at status.shopify.com/history. More than 100 points were cited in 2016.
- Shopify's **technology stack is locked down**, so when its technology partners experience downtime, customers' stores are affected (i.e., the recent DNS outage).

Global Commerce



MAGENTO

- One Magento instance can **support multiple sites, multiple languages, multiple local payment methods**, and global shipping providers.
- Magento is a global platform with support and representation in **all major geographies**. It has 250,000 merchants across the globe.
- With more than 200,000 developers worldwide, you're set up for success anywhere on earth.
- Fifty percent of Magento customers are international, and more fast-growing companies use Magento than any other platform (202 on the IR Top 1000).*

SHOPIFY

- Shopify **does not offer built-in support** for multiple languages, multiple currencies, or localized payment methods.
- Shopify's **focus is North America**, with lack of local support across global locations.
- Few large and/or global companies use Shopify.

B2B Capabilities



MAGENTO

- On the Internet Retailer B2B E-Commerce 300 list, Magento is #1, with 42 merchants.
- Whether you sell to businesses, direct-to-consumer, or both, Magento is engineered to support your specific commerce needs.
- A **wide range of B2B-focused capabilities** are supported, including: contractual pricing, private sale, unlimited product attributes for upsell and cross-sell, order by SKU, buying permissions, bulk product pricing, and B2B customer portals with access control.
- We have a broad number of B2B extensions that provide the most common B2B functionalities without writing a single line of code.
- All common payment methods, from credit card to invoicing and recurring payments, are supported.
- Magento **integrates with any existing backend systems** and has hundreds of vetted extensions for out-of-the-box feature and integration enhancement.
- Merchants can host on their own infrastructures if they prefer not to have data in the Cloud, or use Magento's secure and highly scalable Cloud Commerce environment.
- Magento integrates with any existing backend systems or ERP (e.g. SAP, NetSuite, etc.) and has hundreds of vetted extensions for out-of-the-box feature and integration enhancement.

SHOPIFY

- A **limited number of extensions** are available to support B2B experience.
- Templates and apps are not designed to cover the complexity of a B2B business.
- The platform is only hosted in a shared environment where your data lives on Shopify's servers.

Learn More



Questions?

We've got a team of friendly commerce experts ready to answer them! We don't bite, but we will help you grow your business.

✉ EMAIL

inquiries@magento.com

🏠 VISIT

magento.com

▶ SEE A DEMO

📞 CALL

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Stat Sources

1. 2016 Internet Retailer Top 1000 Report 2. Internet Retailer Top 1000 2013, 2014, 2015, 2016 3. Forrester Total Economic Impact™ Study Prepared For Magento May 2013."

About Magento Commerce

Magento Commerce is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than \$155 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce 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 available for download on the Magento Marketplace. More information can be found at magento.com.