



Make the right decision! Migrate your store to Magento 2 before it's too late

Complete step-by-step
Magento 2 migration guide.

**There are 241,126 websites using Magento today,
and only 52,912 platforms on Magento 2.***

And you?

Which group are you in?

* <https://trends.builtwith.com/shop/Magento-2> (situation as at 26 June 2019)

BACKGROUND

The support for Magento 1 will end in June 2020. Are you ready for migration?

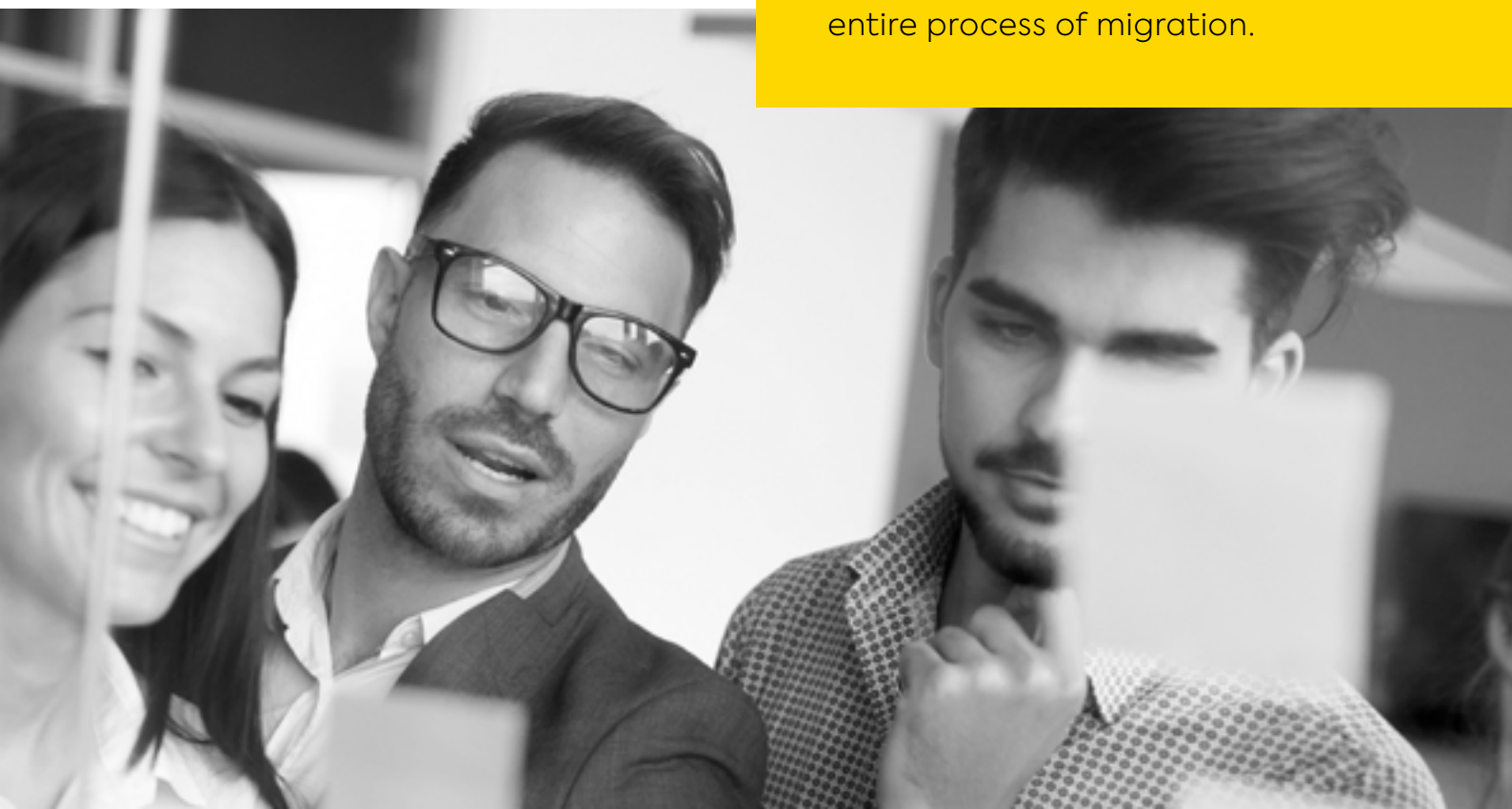
The appearance of the Magento platform in 2007 was a response to the needs of the market, where there were few platforms to serve the growing number of stores. The next breakthrough took place in 2015, when Magento announced the launch of a new version of the platform – Magento 2, and two years later declared the end of support for Magento 1.

What does it mean? No official support, no platform development, no security patches, no new features after this date. The conclusion is simple – merchants who decide to stay on Magento 1 take a lot of risk.

Simply put, the transition from Magento 1 to 2 is not only a matter of choice, but also a necessity to stay afloat on the competitive market.

Apart from the difficulties that have to be dealt with when migrating the system, a wide range of new chances opens up for merchants. How to recognise when the best moment for migration is? What is the best strategy to adopt? And what are the advantages of the new version? Let's find out.

This e-book is designed to highlight main reasons for upgrading to Magento 2, emphasise the risks associated with staying on the old version, and to briefly guide the reader through the entire process of migration.



WHY CHANGE NOW?

In theory, the transition to a newer version of the platform is not obligatory yet. In practice, however, this means that any problems that occur in the old version will have to be dealt with on your own.

THE MOST IMPORTANT THREATS THAT MAY AFFECT MERCHANTS WHO DECIDE TO STAY ON M1 OR DELAY THE DECISION TO MIGRATE:

WEAKER SECURITY

In June 2020 Magento will stop delivering security patches, and new firewalls for the software which means no protection to recently found vulnerabilities. In other words – by staying on Magento 1 you expose your shop and your customers to high risk.

NO MODULE UPDATES

A large number of Magento 1 modules will become out of date. Remember that many of them are crucial for the proper performance of the platform, and without their updates, the site may not work correctly.

LIMITED NUMBER OF DEVELOPERS

The number of certified Magento partners compared to the shops built on this platform is very limited. The longer merchants delay the decision to migrate, then the fewer experienced implementation agencies will be willing or able to take up this challenge in a given time.

NOT ENOUGH TIME

Your store may not manage to migrate before Magento 1 end-of-life. **Such process takes from 3 to 7 months**, depending on the number of developers involved.

It should also be taken into account the complexity of your store, the number of extensions, functionality, the number of SKUs and many other factors influencing the time needed to make a thorough upgrade.

HOW TO MIGRATE SAFELY TO MAGENTO 2?

Migrating from Magento 1 to 2 will not be a simple, fast and cheap process. That's why you need a reliable partner to work with.

The risk associated with not migrating to M2 is so high that for many merchants the main question about the migration should not be whether but when.

It is therefore necessary to take into account not only the complexity of your system when setting the date of release of a new version, but also sales peaks in the industry – then it is best to focus on ongoing tasks, and leave such large projects as migrations for a “less busy” period.

WHEN PLANNING THE MIGRATION FOLLOW THE STEPS BELOW:

- **Make a full backup of the store** – together with databases, files, system information.
- **Create a clone of the first version of Magento**, which will be used during the migration.
- **Perform an analysis of shop contents** and make the decision whether all of the information there is still needed.
- **Check whether the extensions used in Magento 1 are also available for Magento 2** (e.g. in the Marketplace).
- **Transfer data from the Magento 1 clone.**
- **Remove unnecessary or outdated data** (old passwords, logins, product browsing history).



HOW TO MIGRATE SAFELY TO MAGENTO 2?

After going through the entire preparatory stage, you can focus on the actual migration process.

FOUR PARTS OF MIGRATION PROCESS:

THEME MIGRATION

You can't migrate a theme from Magento 1 to 2. You need to create one that meets the needs of both system users and customers from scratch. You can do it yourself or buy one of the ready-made templates from Magento Marketplace and customise it.

EXTENSIONS MIGRATION

Extensions are an important component of an efficient shop – they provide new functionalities or enhance those already available. Remember that the extensions from Magento 1 will not work on Magento 2.

CUSTOMISATIONS MIGRATION

There are cases that a customised code used on M1 is compatible with M2 with a little help of the Code Migration Toolkit. However, the migration of the code may involve additional work by developers.

DATA MIGRATION

We are at the end of the road – you still need to transfer your data and settings to Magento 2. For your convenience, use Magento 2 Data Migration Tool – with this tool you can migrate such important data as products, orders, categories, store settings and configurations, etc.



BENEFITS OF MIGRATION TO MAGENTO 2

Customers, merchants, e-commerce managers and developers can benefit from migration.

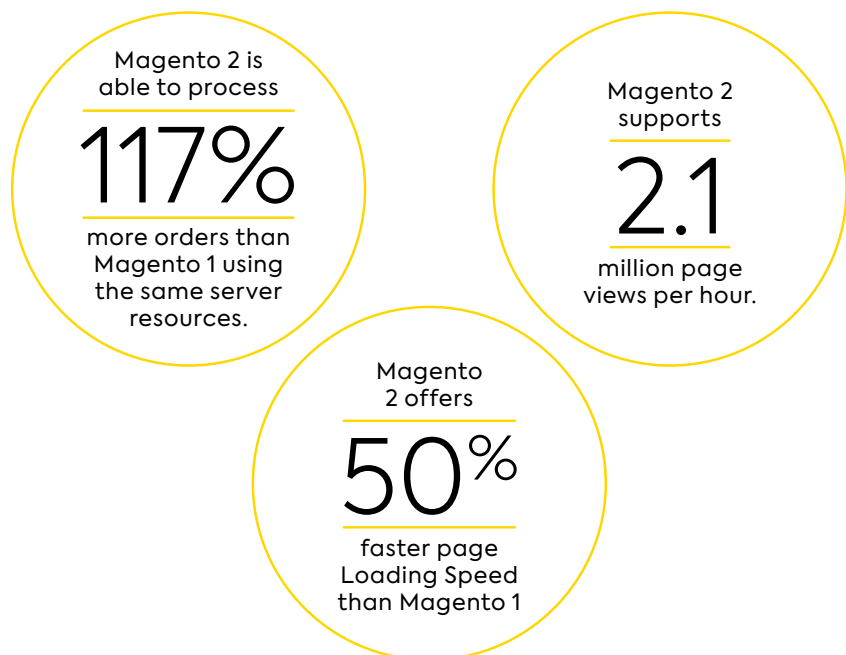
MAGENTO 2 IN NUMBERS:

Thanks to the applied technologies, Magento 2 better adapts to the customers' needs, improves their shopping experience, which directly indicates higher sales conversion.

It improves overall performance and security. It also gains with faster and more intuitive administration panel.

Magento 2 is also adjusted to the omnichannel and mobile environments.

These arguments should be enough to convince all those who hesitate to migrate.



MAIN BENEFITS



INCREASING WEBSITE'S SPEED AND PERFORMANCE

- **Faster server response.**
- **Increased database flexibility** and scalability.
- **Higher speed** thanks to full-page caching.
- **Faster loading** of the store's website.
- **Faster check out** of clients and guests.



SIMPLIFIED AND SHORTENED PATH TO PURCHASE

- **Magento 2 allows to continue shopping without having to fill in a login or registration form.**
- **Easy integration with payment platforms** and shipping companies.
- **Order summary on one card eliminates the risk of error.**
- **Reduced number of steps in shopping cart** check out (from six to two) – less risk of cart abandonment.



MOBILE FRIENDLY & RESPONSIVE DESIGN

- **Design adapted to mobile devices** with any screen resolution.
- **Magento 2 PWA Studio for better mobile experience** to boost conversion rates and increase engagement.
- **Tools for customising content** and adding local preferences.
- **Administration panel adjusted to touch screens** makes it easy to manage a shop from a phone or tablet.

MAIN BENEFITS



INTUITIVE AND USER-FRIENDLY ADMIN PANEL

- Magento 2 Admin Panel has been completely redesigned bearing in mind usability for the beginners as well as advanced users.
- The extended M2 dashboard shows: sales volume from the beginning, recent orders, average order value, main search terms, best-selling products and key customers, deliveries and quantities – which allows you to monitor the status of your business in real time.
- The panel can be adjusted to individual needs, which increases the efficiency of managing products, orders and customer data.



MORE EFFICIENT WEBSITE MANAGEMENT

- Ability to handle more daily orders and SKUs.
- Easier creation and management of content on the website.
- Alignment with omnichannel strategy – the new engine is adapted to combine on- and offline sales.
- Easier scalability – Magento 2 allows you to scale your database for optimisation during busy periods, such as holidays or sales.
- Enable more than one administrator to create and edit information on products without data conflicts.



MORE ADVANCED REPORTING

- Updating of the report page in real time.
- Advanced reporting functions available in Magento Admin allow you to create twenty reports, including the number of orders, AOV (average order value), number of registered accounts, or orders for products (including bestsellers).



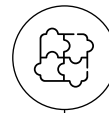
IMPROVED SEO COMPONENTS

- Creating search engine friendly URLs.
- Snippets that improve search results in SERPs.
- Native support of XML sitemaps.



GDPR COMPLIANCE

- Magento 2 out of the box helps meet GDPR requirements.



CHEAPER EXTENSIONS

- Installing and updating new extensions has become easier and cheaper. Composer reduces implementation costs as it is the package manager who is responsible for installing and updating the package.



TOOLS FOR MARKETING AUTOMATION

- With the built-in Dotdigital tool users can connect customer data, powerful insights, and automate intelligent messages across email, SMS, social, and more.



WIDE RANGE OF B2B FUNCTIONALITIES

- Efficient management of company accounts – possibility of categorising and organising customer's information as needed.
- Fast purchase by entering the SKUs or uploading a CSV file with the required data.
- Better management of purchasing conditions for B2B customers.
- Customised catalogues and price lists – makes it possible to control prices, products, and categories shown to customers; to create different price lists, and to assign them to B2B clients.



SYSTEM ARCHITECTURE BASED ON THE LATEST TECHNOLOGIES

- Including: PHP 7.2, Composer, RabbitMQ, REST API, Elasticsearch, PWA. These technologies have a significant impact on increasing the speed of the store.
- Possibility of split databases into e.g. orders, catalogue (database sharding).
- Reduced unnecessary search engine operations on the client's side thanks to the improved JavaScript.
- Better caching for static content; native support for CDN.
- Ready-made tools for easy creation and implementation of a store in the Magento cloud infrastructure.

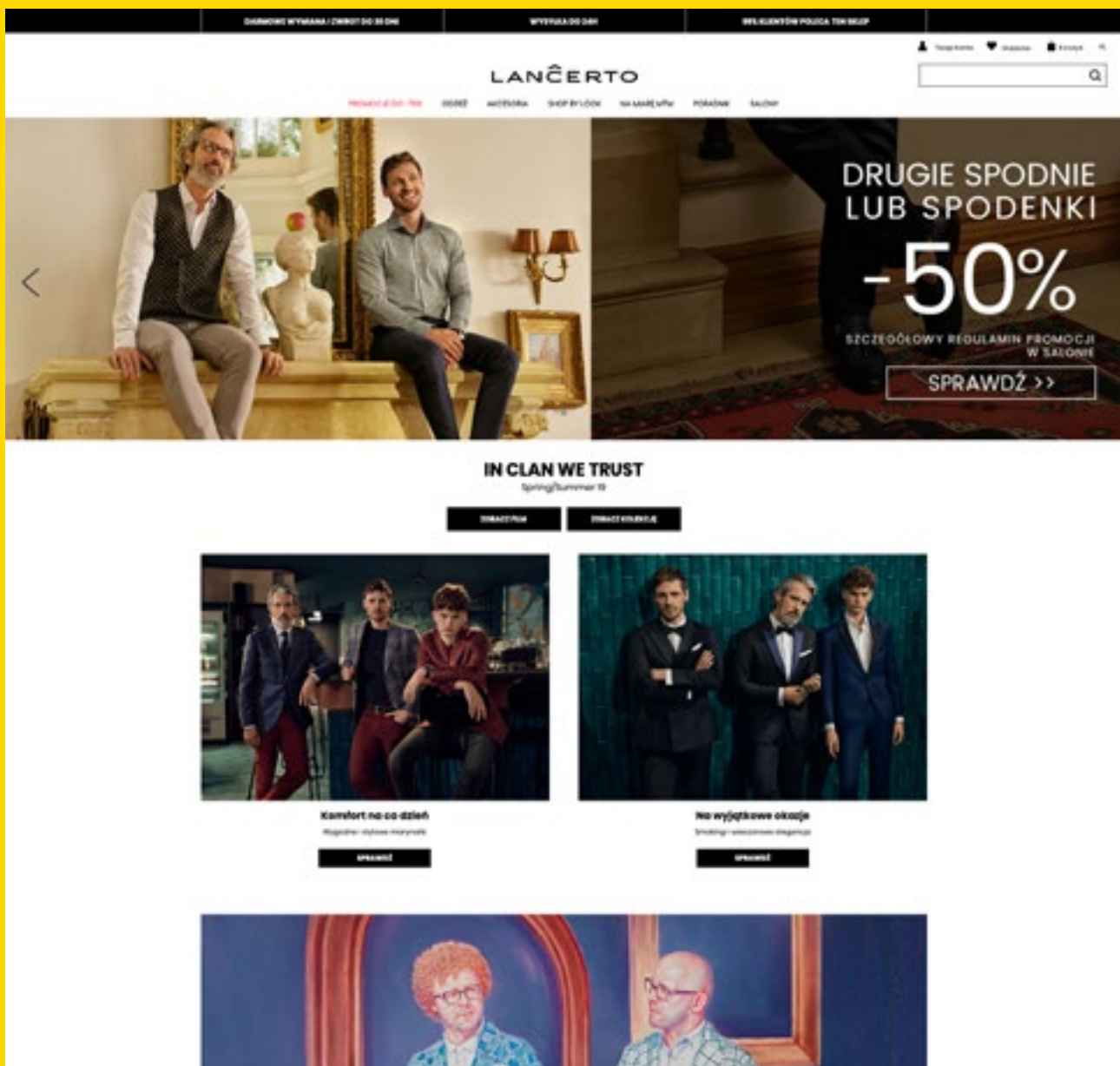
MIGRATION

CASE STUDY: LANCERTO

In 2016, the brand launched its first online shop based on Magento 1. After two years, the company decided to upgrade the platform to Magento 2.2.5 to improve the store's functionality.

Lancerto is a men's fashion brand, specialises in premium, tailor-made clothing, which has been on the market since 2008. The company offers formal and smart casual clothes (suits,

jackets, trousers), and has a nationwide sales network with locations in shopping malls of the largest Polish cities (43 stores).



MIGRATION CASE STUDY: LANCERTO

THE MAIN GOALS OF THE MIGRATION TO MAGENTO 2:

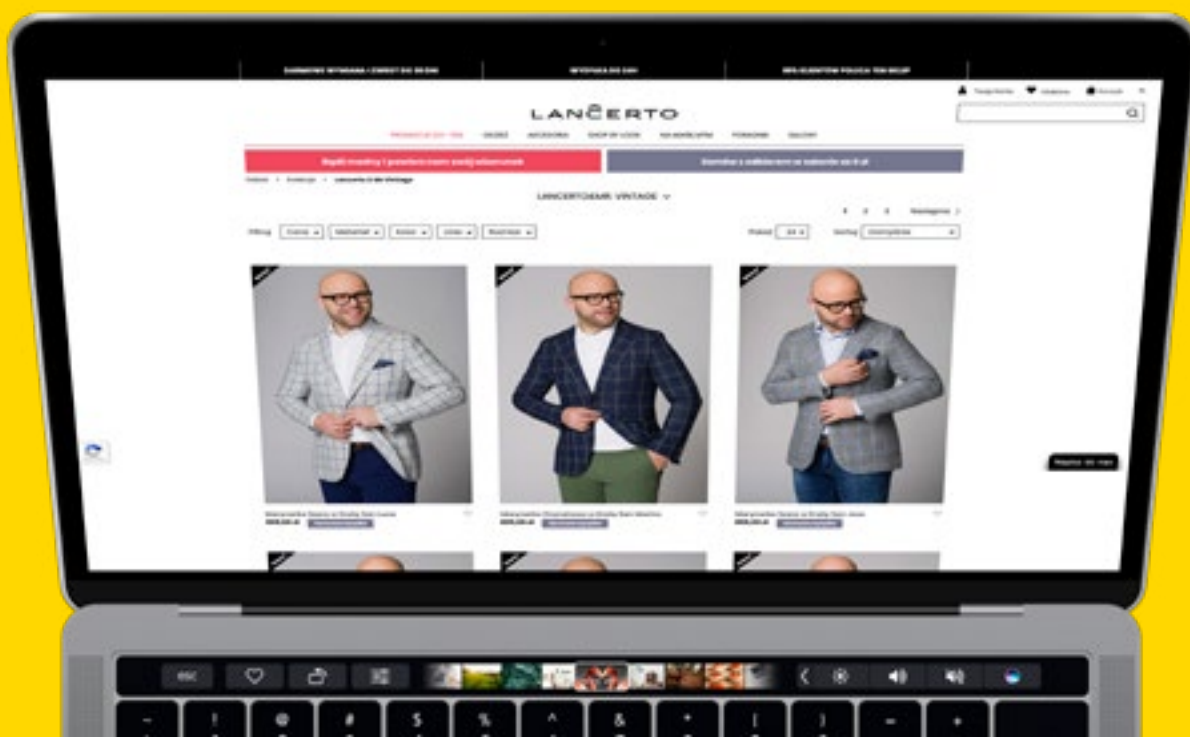
- **refreshing the store's website layout** to make it more modern and user-friendly
- **improving the customer experience** by simplifying the checkout process

CHALLENGES:

- **short time for migration to Magento 2.2.5**
- **the need to add a lot of features that were created from scratch** (they were not native Magento functions) within 4 months
- **long check-out process in the old version of the shop** due to its overloading with numerous and complex operations, for which the ERP system was not adapted
- **slow loading of website** due to the low engine performance and the lack of good enough cache mechanisms in Magento 1

We had four months to analyse, integrate with the ERP system vendor and implement the system in production, which with such a complex project and a large number of people involved is quite a challenge. Our many years of experience in the migration to Magento 2 allowed us to implement a system tailored to the customer's expectations.

Barbara Caban
E-commerce Project Manager at Strix



MIGRATION

CASE STUDY: LANCERTO

WHAT HAS BEEN IMPROVED?

- **Bilateral integration with the ERP system** – the shop sends information on status changes to the ERP system, and receives data about products, inventory, statuses, showrooms from it.
- **Fit Finder tool** – a feature that allows customers to better adjust the size of clothes. Using this solution improves the shopping experience increases conversion or reduces number of returns.
- **Checkout in one window** – an important change in the store design was the shortening of the purchasing process. To do this, we combined a native Magento shopping cart with a dedicated checkout. From now on, the user can verify the order, enter the shipping address, choose the delivery and payment method in one window.
- **Useful menu** – the new menu has been separated from the native menu available in Magento 1 which allows for better organisation of work.
- **Banner in the listing category** – possibility to recommend additional products or promotions to users.



RESULTS

- implementation of a fully responsive version of the store
- **20%** – number of sessions increased
- **4 months** – time spent on moving the service from Magento 1 to Magento 2.2.5.
- **14%** – number of transactions increased
- **47%** faster page loading

IS IT WORTH THE EFFORT?

Yes, it is! Taking into account all of the above, it is clear that Magento 2 offers much better solutions than Magento 1 in all aspects.

It is a more technologically advanced platform, which is perfectly suited for mobile and omnichannel environments. Despite the unquestionable benefits of moving a store to M2, the process itself will not be completely painless – and you should be prepared for that too.

By migrating to a newer version of the platform, the store is provided with greater security against hacking attacks (and e.g. leakage of customer data), and its efficiency and scalability are improved.

Each process, such as shop migration, is also an opportunity to diagnose the condition of the shop – to explore what worked and what did not in the previous version – and to develop good practices for the future.

KEY POINTS TO REMEMBER:

- **Don't wait any longer to migrate.**
It's already very late.
- **Don't forget about proper backups.**
- **Not everything will be migrated,** remember that Magento 2 is not a 100% clone.
- **Analysis and planning is crucial.**
Keep that in mind before migration.
- **Analyse what to move to Magento 2 and what leave behind.**
- **Choose a reliable partner** that will migrate your store.
- **Get rid of unwanted business flows and hacks in code.**
- **Don't skip any steps.**



CHOOSE THE TOP-NOTCH PARTNER

**We deliver. With a deep-rooted experience in Magento 2,
we have migrated dozens of sites from Magento 1
to Magento 2. On time. Successfully.**

We have more than ten years of experience working as Certified Partner, implementing e-commerce systems for large brands in Europe and worldwide as well as supporting them in everyday operations.

120+

Experienced specialists
consultants, engineers,
analysts, developers,
project managers
and UX designers.

50+

**Projects based on
Magento** platform,
successful implemented
in Germany, Poland,
Switzerland, Ireland
and USA.

5

Offices in Poland
(Kraków, Poznań, Rzeszów)
the Czech Republic
(Prague), Baltics (Vilnius)
and the United Kingdom.



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