



Magento 2

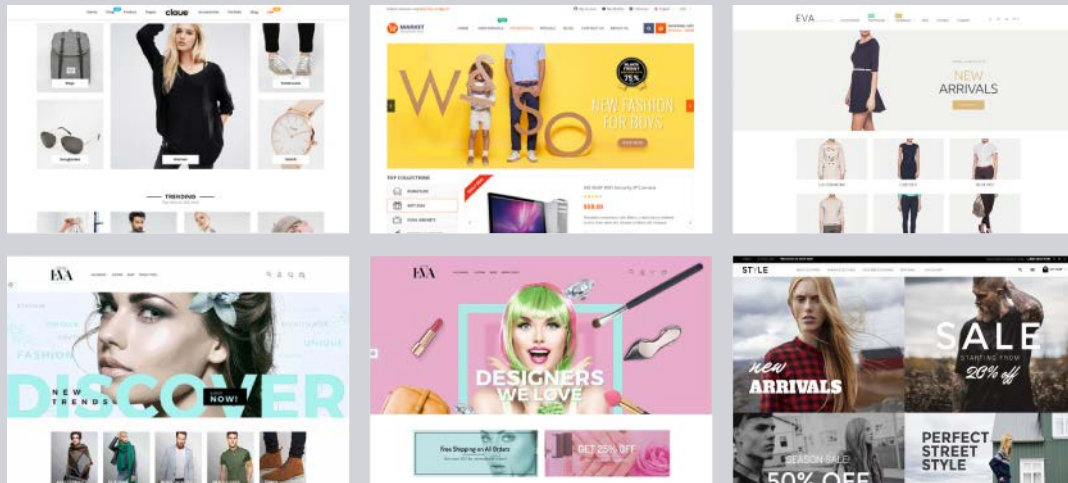
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## Hot Tips of Magento Migration

7-Step Guide

# 7-Step Guide to Magento Migration: Tips and Best Practices



## Why should I migrate from Magento 1 to Magento 2?

Magento 2 delivers a modern, scalable e-commerce solution for businesses of all sizes, and it offers unmatched flexibility and customizations. Compared to Magento 1, Magento 2 can process more orders per hour on the same hardware with faster server response times, which provides customers a stress-free experience.

By staying with Magento 1, you not only risk customer data, but you also lose your competitive edge because new features and innovations will only come out for

# Magento 2 features that are worth migrating for

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The latest Magento version comes supercharged with user-friendly, versatile features. Now that Adobe and Magento are working together, we'll see closer integrations with marketing and sales platforms.

## Full-page cache

Overall site speed and also 1-2 sec loading time compared to 5-10 sec without full caching.

## Powerful checkout

Streamlined, faster checkout reduces the chances that customers will abandon carts.

## Updated technology stack

PHP7, MySQL, Varnish, HTML5, CSS3, Knockout.js, and others.

## Turn-key solutions

Magento Commerce Cloud, formerly Enterprise Edition combines Magento Commerce, cloud infrastructure hosting, with added features such as Git integration, key development environments, staging, and live production.

## Mobile-optimized

Addaptive layouts are a huge plus — and the number of mobile users is growing every year.

## Pro Interface

Full customization of the admin panel for quick access to information — this increases productivity and product import is 4x faster.

## All popular 3-rd party integrations

Key integrations such as PayPal, Braintree, Authorize.net, Klarna, and others offer more versatility and are much easier to integrate. Payments in Magento 2 are also more secure.

## Better built-in search

Elasticsearch is available for Magento Open Source.

## Easy testing

The Magento Functional Testing Framework improves testing capabilities, logging, and debugging.

## Powerful Database

Database split feature boosts scalability and helps high-load projects to improve performance

## Easy CMS solution

Rich content features with Page Builder — WYSIWYG

## Powerful Frontend capabilities

Progressive Web App Studio allows developers to create ultra-fast storefronts.

# How much will Magento migration cost?

Magento 2 is a brand-new platform, which means you will have to invest a fair amount of money to get the most out of it. The cost to upgrade to Magento 2 depends on several aspects:

## 1. Redesign

The cost of redesigning your store on Magento 2 can vary depending on the complexity of the design. For example:

**A simple ecommerce website** is generally anywhere from \$3,000 to \$6,000.

**A medium-sized stores** will cost \$6,000 to \$15,000.

**An enterprise solutions** with more custom design features is \$15,000+

## 2. Extensions

After June 2020, Magento will delete all M1 extensions from the marketplace. Thankfully, most extensions are available for M2 so you won't have to waste time searching for new options. This makes the process considerably easier.

This is a list of extensions we installed for a client so you can get an idea of what you may end up paying.

Elastic Search .....	\$279	Follow up email .....	\$299
Layered navigation .....	\$349	Automatic Customer Group Switcher ...	\$169
Marketplace Multi-Vendor ....	\$349	Special Promotions .....	\$279
One Step Checkout .....	\$519	Magento 2 Google Tag Manager .....	\$219
Abandoned Cart Email .....	\$149	Out of Stock Notification .....	\$199
SMTP Email Settings .....	FREE	Magento 2 Mega Menu .....	\$139
Admin Actions Log .....	\$249		
		.....	
		Total: ~\$3,000	

## 3. Customization

Do you have custom coding for modules or extensions on your existing Magento 1 store? If you want it to work the same way in Magento 2, it has to be refactored or rewritten.

This isn't a money grab for developers — a lot has changed since Magento 1.x. Magento 2 supports PHP 7.x, new caching technologies, and a host of other things. You'll save more in the long run by optimizing the performance.

# How long will it take to migrate?

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A lot longer than you think.

It's difficult to say exactly how long it will take to migrate Magento 1 to Magento 2 without evaluating and planning. This is why the timing is so vital. If you start planning too late, you'll be caught between a rock and a hard place. So start planning ASAP.

Here's the breakdown of each stage of Magento upgrade:

Creating a migration plan	15d
Preparing a testing environment	1-2d
Installing extensions and custom development	15d
Data migration from Magento 1 to Magento 2	1-2d
Redesign	10-20d
launching plan and additional database synchronization	1-2d
Magento 2 store launch on a live server	5d
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Total Migration Time: 2-3 months	

# Will my store stop working during the migration?

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Our aim is zero downtime, but there will be some downtime (a matter of minutes). The process is fairly straightforward and developers that have experience shouldn't have any issues with the process.

Just to be on the safe side, you can prepare and send out an email to your customers to inform them of the day and time your site will be unavailable. Imagine their surprise when they see a beautiful, brand-new store.

# Can I migrate all my stuff (products, categories, content, blog, etc)?

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Yes, you can migrate almost everything. With the help of the automated Magento Data Migration Tool, you can migrate orders from Magento 1 to Magento 2 as well as products, customers, settings, store configurations, and promotions.

The only option to get the rest zoomed over is to do it manually. Manual migration is required for:

## **Extensions and custom code**

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## **Media on the file system**

Media assets include, for example, images for products, categories, WYSIWYG editor, and so on. You must copy these manually from the <your Magento 1.x install dir>/media directory to the <your Magento 2 installdir>/pub/media directory.

## **Storefront design**

Cascading Style Sheets (CSS), JavaScript, templates, and XML layouts are implemented differently in Magento 2 and must be migrated manually.

## **Layouts**

Layout updates implemented in Magento 1.x cannot be used in Magento 2. You must migrate the following manually: XML in CMS category pages in the Magento AdminLayout updates specified in widget instances.

# How to migrate Magento 1 to Magento 2: Success in 7 Steps

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Magento 2 migration includes four components: data, extensions and custom code, themes, and customizations.

## Step 1: Create a migration plan

Before any code is written, the stakeholders, internal team, and external team have to sit down and map out the process so everyone is on the same page. The more details you write down, the more time you'll save on development and post-deployment.

With our clients, we split up planning into three stages:

Migration details for data — products, categories, customers, orders, and content (articles, pages).

Project specifications — are needed if any additional development is required. In this section, we describe how the project will be developed, including all pertinent processes. This means that every page, every tab, button, and the block has to be described. We suggest using digital tools such as InVision.

Project planning — a step-by-step list of milestones with deadlines and definitions of done.

## Step 2: Prepare the testing environment

It is highly recommended to perform each step of migration and develop all related projects in a separate environment (on an allocated server) so that your current store can continue operating without downtime.

At this point, we prepare a test development environment and install the default Magento 2 platform (Open Source or Commerce), and configure the version control system (Git/SVN) to make sure everything is ready to run the project. It's important to involve a good DevOps engineer at this step.

## Step 3: Install extensions and custom development

This is where we take our migration plan with the mapped extensions and install the corresponding Magento 2 extensions (if applicable). This is also where we develop custom extensions or additional features for Magento 2.



## Step 4: Magento Data migration

A very important step in the process because it's the bulk of the information that you need to transfer. As we mentioned before, Magento includes an automated tool for transferring only the data existing in Magento by default: (everything except files, layouts, media, custom code, and control access configurations).

## Step 5: Create a design for Magento 2

The themes for the Magento 1.x and Magento 2.x platforms are incompatible. It is possible to copy your current theme for Magento 1.x to Magento 2, but this will require some elbow grease, and we highly recommend updating the design because so many more features are available in Magento 2.

If time is a concern, we also suggest using a default theme available in the Marketplace.

## Step 6: Launch plan and additional database synchronization

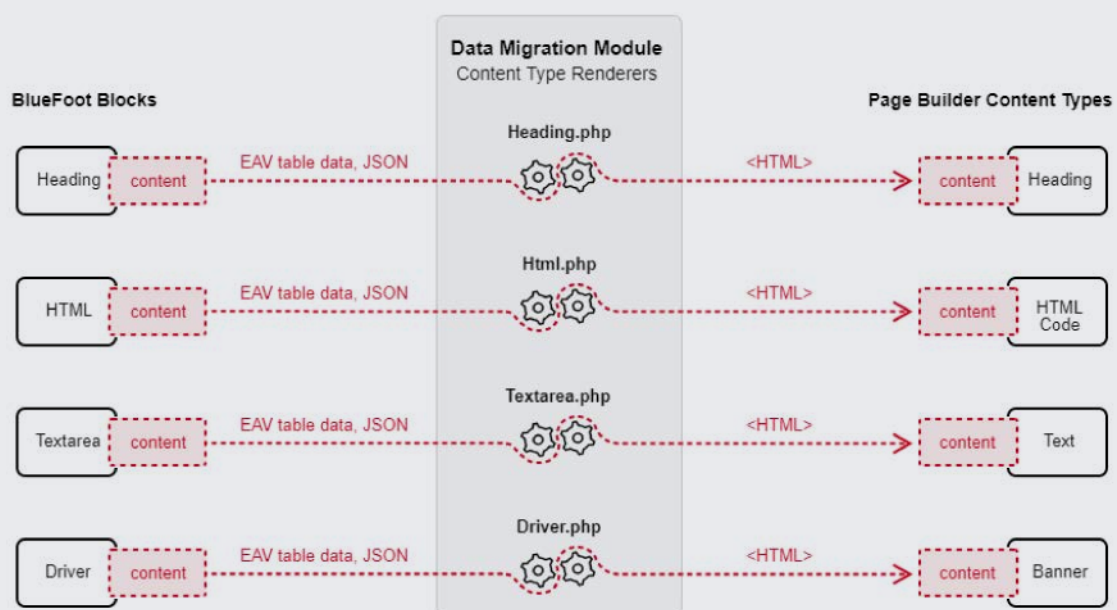
After finalizing and testing the design, we set up the hosting server according to the new system requirements for Magento 2. Once we optimize the server for Magento, we can perform a final database synchronization so no orders or customers get left behind in migration.

Once you've tested the final version and ensured everything works, the store is ready to launch.

## Step 7: Magento 2 store launch on a live server

This is the last step of migration — launch day.

If everything was done correctly and according to the plan, your engineering team will perform a smooth transition to the new store so you can start selling and shipping products right away.





# Which Magento 2 edition is right for my needs?

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Both Magento Open Source 2 and Commerce 2 have significant improvements over Magento 1. But since you're migrating, why not migrate to Magento Commerce? Is Magento Commerce that much better?

Earlier this year, Adobe commissioned Stax, a global strategy consultancy, to evaluate how merchants benefited by migrating from Magento Commerce 1 and other competitive solutions to Magento Commerce 2.

We'll let the numbers do the talking.

<b>165%</b>	3-year ROI from migrating to Magento Commerce 2
<b>29%</b>	Increase in mobile revenue
<b>5%</b>	Increase in average order value
<b>61%</b>	Reduction in the content creation time
<b>25%</b>	Increase in site traffic
<b>16%</b>	Increase in conversion rates

Also, when you upgrade to Magento Commerce 2, you can reduce the number of extensions you need because there are more essential features built in.

# Feature Comparison — Magento Commerce vs Magento Open Source

Features	Magento Commerce	Magento OpenSource
Administrator Permission Roles	Yes	No
Add to Cart by SKU	Yes	No
Automated Email Marketing Reminders	Yes	No
Built-in B2B Commerce functionality	Yes	No
Backup and Rollback	Yes	No
Cloud deployment process Improvements	Yes	No
Page Builder	Yes	No
Customer Attribute Management	Yes	No
Customer Segmentation, Targeted Promotions	Yes	No
Dynamic Rule-Based Product Relations	Yes	No
Full Page Caching	Yes	No
Gift Registry	Yes	No
Gifting Options	Yes	No
Integrated Signifyd fraud protection	Yes	No
Limited Catalog Access	Yes	No
Magento Commerce Starter (Cloud)	Yes	No
Multiple Wish Lists	Yes	No
Optimized Indexing	Yes	No
Order Archiving	Yes	No
PCI Compliant Environment	Yes	No
Persistent Shopping Cart	Yes	No
Price Rules, Coupons, and Promotions	Yes	No
Private Sales	Yes	No
Return Management Authorization (RMA)	Yes	No
Rewards Points	Yes	No
Scheduled Import/Export Functionality	Yes	No
Staging, Merging, and Rollback of Content	Yes	No
Store Credits	Yes	No
Strong Data Encryption, Hashing, and Key Management	Yes	No
Support for Alternate Media Storage – CDN and Database	Yes	No



**Thank you  
for watching!**