Magento Enterprise Edition 2.0

Introducing a New Era of Commerce Innovation

Welcome to Magento Enterprise Edition 2.0, the next-generation open-core digital commerce platform that provides unmatched flexibility to quickly and cost-effectively deliver engaging shopping experiences tailored precisely to your brand and business. Magento's latest product puts merchants in control with all new capabilities to drive sustainable growth, improve business efficiency, and perform and adapt at scale.

Here's what's new in Magento Enterprise Edition 2.0:

Powerful Shopping Experiences

Boost Conversion Rates and Sales

Magento Enterprise Edition 2.0 offers shopper experience upgrades that boost engagement, conversion rates, and sales. Enhanced features include:

- **Enriched product merchandising** with the ability to easily add YouTube and Vimeo videos.
- **New responsive design reference themes** that enable merchants to create seamless shopping experiences across any device in half the time.
- **A redesigned checkout flow** that is easier to customize and increases conversion rates with a new order summary and by reducing the number of steps from 5 to 2.

- **Automatic recognition of registered customers in checkout** based on their email address so they can complete purchases faster using their saved profile information.
- **One-click account creation** from the order Thank You page to encourage customer registrations without interrupting the checkout process.
- **Improved security and easier PCI compliance** through new integrations with PayPal, Braintree, Authorize.net, WorldPay, and CyberSource.

Efficient Business User Tools

Save Time and Improve Business Agility

Magento Enterprise Edition 2.0 revolutionizes the merchant experience and offers enhanced business tools to improve efficiency and agility. New capabilities include:

- **Redesigned Magento Admin user interface** 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 step-by-step product creation tool** that makes it easier to configure products and gather all necessary information.
- **Improved product importing and exporting** that handles an expanded data set and is 4x faster than before.

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Performance and Scalability

Deliver Up to 56% Faster Page Load Times

Magento Enterprise Edition 2.0 offers up to 56%* 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 and bundling JavaScript and compressing images** to reduce file sizes for faster loading.

- **Caching all JavaScript and CSS in the browser** on the first page viewed to minimize content download on subsequent pages.

- **Optional deferred inventory updates** in checkout to enable faster order processing during peak periods.

- **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.

Fast, Flexible Development

Get Faster and Easier Customization

The new Magento Enterprise Edition 2.0 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** which 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.

- **Service contracts** that provide stable interfaces to business logic to help simplify code customization and ensure smooth upgrades.

- **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 quarterly releases.

Magento Enterprise Edition 2.0 builds on the platform's strengths, empowering you to deliver revenue-driving shopping experiences, improved productivity, faster performance, superior scalability, and unmatched flexibility to launch tailored solutions at speed.

Call now to learn how Magento can take your business to the next level. 1.877.574.5093

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