MIGRATING FROM
MAGENTO 1 TO MAGENTO 2

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FULL SERVICE E-COMMERCE AGENCY

Best practice eCommerce websites since 1997.
We design, build, host, support & update websites.

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INTRODUCTION

In late 2015 Magento announced that support would be discontinued for all versions of Magento 1 by November 2018. Since then, Magento have revised their stance and announced that support will continue for merchants on Magento Commerce versions 1.9 and upwards until June 2020, provided they are under license.

Whilst this is good news for merchants, it is worth pointing out that support basically only includes the release of security patches for those versions and nothing else. There are no plans to invest in the platform in any other way and all feature enhancements are going into Magento 2.

In addition, the entire ecosystem of extensions and agencies that has been built up over the past 10 years is geared towards investing in Magento 2 so your business will soon be left behind if you do not have a plan to migrate.

Furthermore, if you are on Magento Opensource, you are not supported anyway so it is high time that you start planning the migration of your Magento 1 store to Magento 2 as Magento Opensource has recently become a high target for hackers.

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What will migrating my store to Magento 2 bring me that I don't already have?

1/ Faster checkouts with Amazon Pay

Magento now includes Amazon Pay, providing 300 million active Amazon customer account holders [1] a fast and easy way to checkout with Magento Merchants.

Using Amazon Pay allows these shoppers to leverage the payment and address information already stored in their Amazon accounts to skip tedious tasks at checkout.

Amazon Pay is fully optimised for desktop, tablet and mobile shopping and customers using Amazon Pay never leave your site, creating a streamlined experience primed for higher conversion rates.

Merchants also benefit from Amazon's advanced fraud protection and payment guarantee policy, recurring payment support for subscription-based services, and multi-currency processing for international sales expansion.

[1] Amazon data: Q4 2017, Active customer accounts, which are unique email addresses, represent accounts that have placed an order during the preceding twelve months.

2/ Paypal in context checkout

PayPal in context checkout enables faster repeat purchases by using PayPal to store credit cards for shoppers.
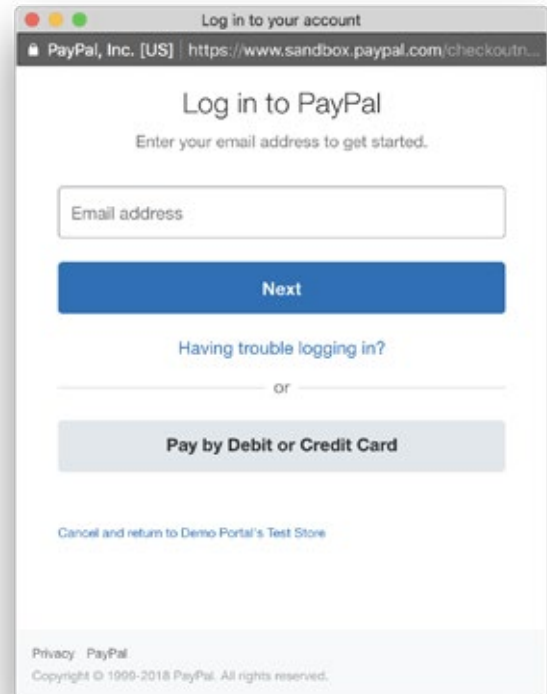
What will migrating my store to Magento 2 bring me that I don't already have?

3/ Flexible payment terms with Klarna

Another way Magento is reducing barriers to purchase is by including flexible payment options from Klarna. Their *Pay Now* offering allows customers to check out quickly and securely with direct debit or bank transfer in select European markets.

The *Pay Later* option increases conversion rates by allowing customers to pay up to 30 days after delivery via invoice for a "try-before-you-buy" experience and extremely fast mobile checkout.

Their *Slice It* solution increases shopper purchasing power by allowing them to pay in instalments at a low interest rate.

Merchants see a 62% higher average order value for customers using Klarna credit solutions. You can easily configure Klarna to fit your checkout look and feel and shoppers never leave your site during their quick application process. Klarna also assumes all credit and fraud risk and ensures merchants are paid for ordered goods.

Log in

Company email

Password

Forgot your password?

Log in

Klarna.

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4/ Advanced reporting powered by Magento Business Intelligence

Magento Business Intelligence provides a complete commerce analytics platform to make it easy for non-analysts to gain valuable insights from their data such as what their customer lifetime value is across different segments.

Magento BI includes the following:-

- A simple, easy to use UI with drag and drop metrics.
- One click filtering and an easy chart builder.
- Easy collaboration on reporting.
- Email segmentation capabilities.
- Marketing ROi reports.
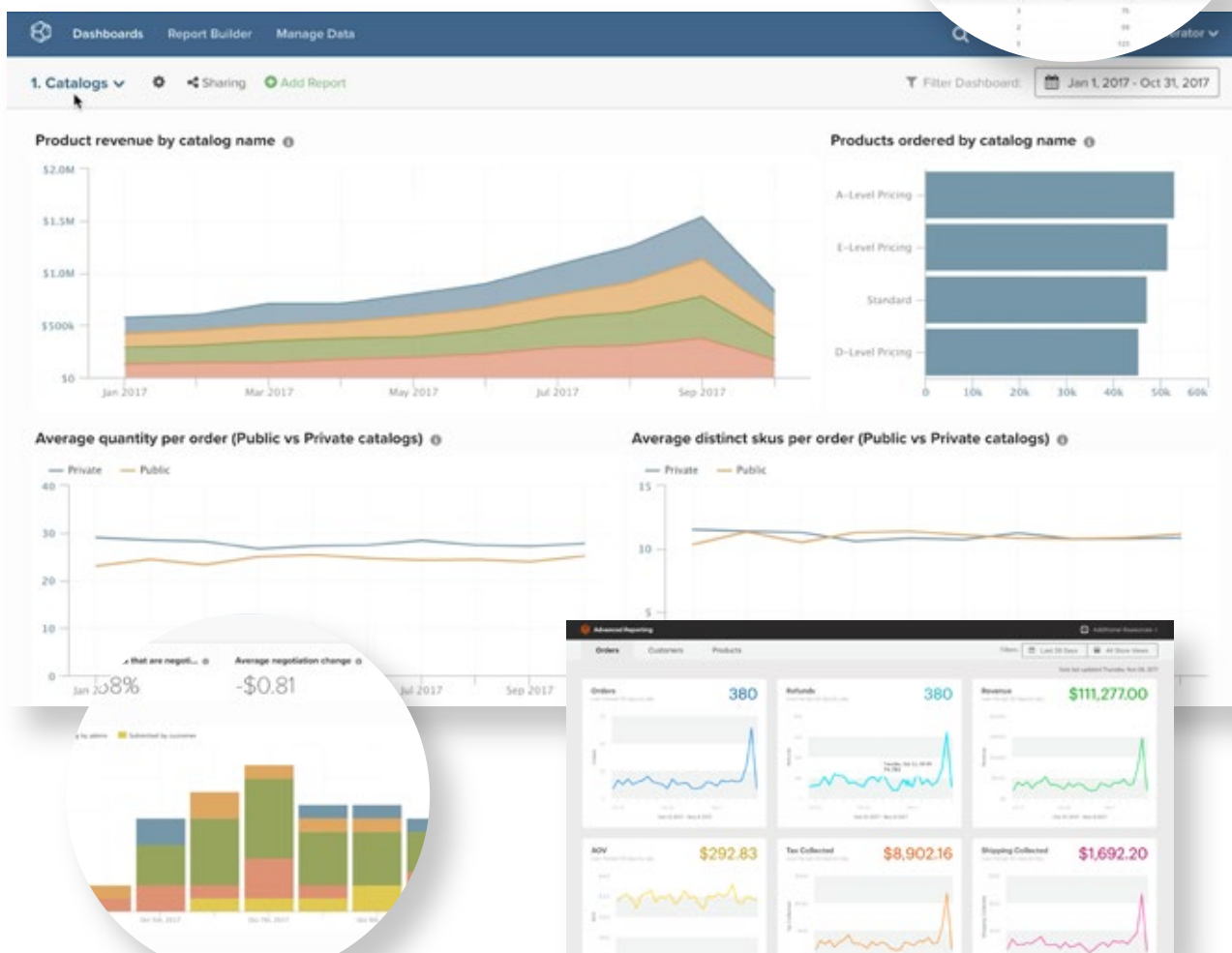
Data-Driven Dashboards for B2B Merchants.

B2B reports that are available out of the box when you use Magento Business Intelligence Essentials.

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5/ Fast, accurate tax calculations with Vertex

Transparency is key to reducing cart abandonment rates. Shoppers want to know exactly what they will pay - including taxes - right from the cart. But, accurately calculating taxes can be challenging.

That's why Magento now integrates with Vertex, a leading provider of tax technology solutions. With Vertex, you get automatic, real-time, and accurate sales tax calculations that take into account the latest rates and rules, product taxability status, and customer exceptions.

It can easily handle tax calculations when coupons or promotions are present and for credit memos, too. Beyond accurate calculations, Vertex also helps you to simplify operations with tools to generate and file signature-ready PDF returns in a timely manner.

Vertex automatically calculates taxes in the cart based on the customer's postcode.

What will migrating my store to Magento 2 bring me that I don't already have?

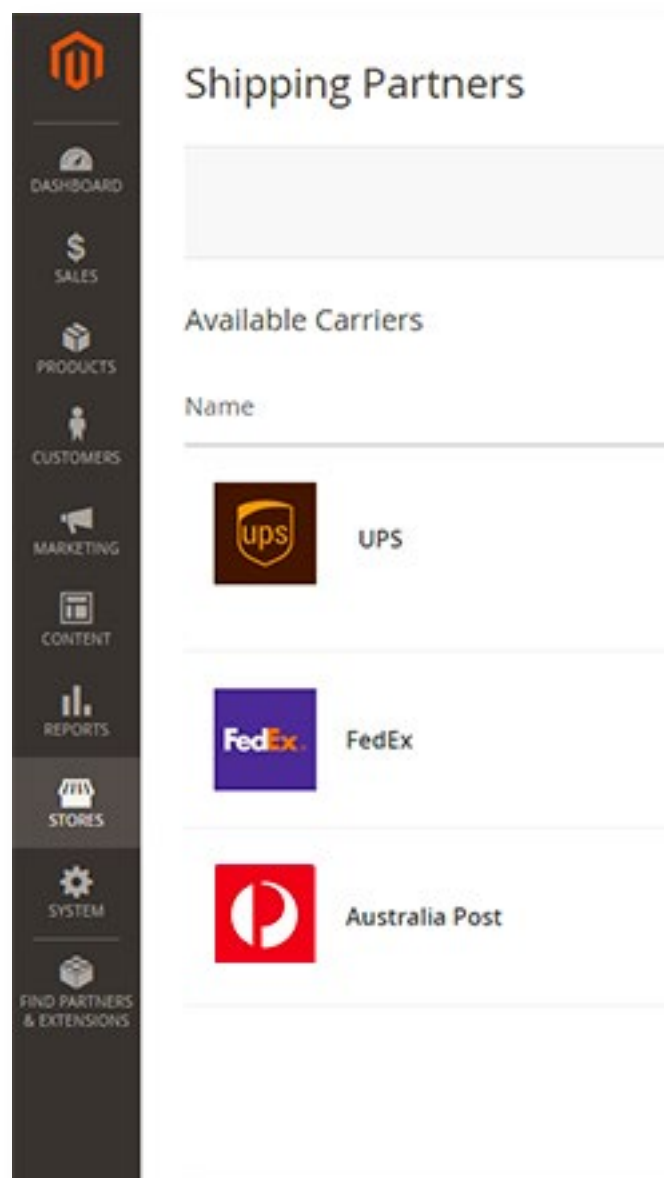## 6/ Competitive flexible shipping options

Choice applies to shipping rates too. With large online retailers setting high expectations around fast low-cost or no-cost shipping, shoppers want competitively priced options presented at checkout.

This is where Magento Shipping can help. Its easy access to multiple carriers and rates enables you to provide a range of shipping options that meet your shoppers' delivery timeframes and budgets.

Furthermore, Magento Shipping streamlines fulfilment and improves business efficiency by enabling your team to shop for rates across carriers, set up fulfilment automation rules and handle returns, all right from the Magento Admin Panel.

Access the carrier services you need to support your business and decrease integration costs.

Quote, book and track shipments directly from the Magento 2 interface.

Easy sign up and account auth with your selected carriers.

Display relevant shipping options to your customers based on location, warehouses, products and more.
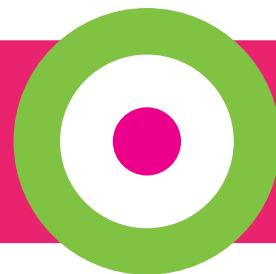
7/ Powerful email marketing with Dotmailer

Dotmailer is a premier marketing automation platform which is used by some of the world's most renowned brands. Dotmailer comes pre-loaded in Magento 2, with verification for quality by Magento's development team. Merchants can enjoy single sign on and access to richer real time data with a deep integration that lets them create campaigns inside the Magento Admin Panel.
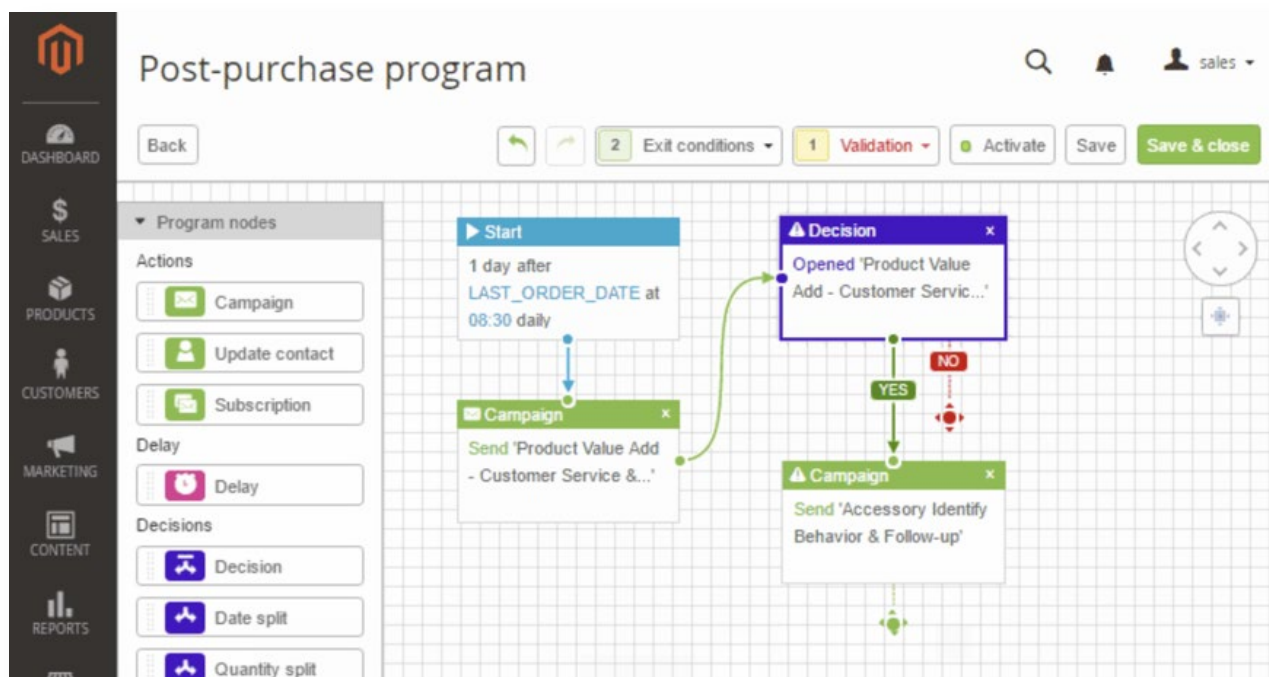
8/ Magento Social

Consumers are using social channels more than ever to engage with brands and buy products. Magento Social allows you to connect your store and your corporate Facebook account and creates a page with products from your catalogue. When shoppers click a product, they are redirected to the corresponding product page on your site.

Key features include:-

- Streamlined social store creation.
- Seamless automatic product catalogues syncronisation.
- Simplified ad creation and intelligent ad optimisation.

Social commerce is the next frontier.

75% of consumers have purchased a product because they saw it via a social channel.

Increase your revenue	Unleash all of your products	Increase brand recognition	Enable social sharing	Reach your target audience with ease

86% of people follow brands on social media [2]

57% of consumers are more likely to buy from a brand they follow [2]

60% of consumers need to see something 2-4 times on social before purchase [2]

Connect your store to Facebook

✓ Your Magento store is connected to Facebook

1. Connect Magento to Facebook

Connect

2. Setup your Facebook store

Launch store

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[2] Magento data: 2017, ADSN-7586; Magento Social:
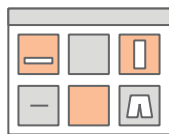https://magento.com/sites/default/files/7586_MagentoSocialInfosheet_r2v1_Preview.pdf

What will migrating my store to Magento 2 bring me that I don't already have?

9/ Magento B2B

Magento 2 contains all the features merchants should need to service their B2B channel online including:-

- The ability to efficiently manage quote requests and negotiate pricing with streamlined workflow.

- The ability to create custom catalogues and personalised price lists for individual companies or groups of customers.

- The ability to support sales to corporate accounts with multiple levels of buyers and varying roles and permissions.

- Extensive APIs and off-the-shelf extensions for integration with any ERP, CRM or back office system.

- Frictionless reordering for common purchases.

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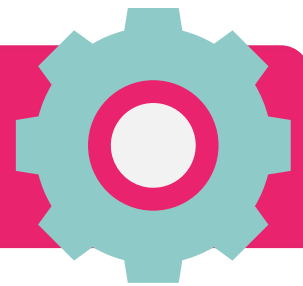
10/ Performance improvements

Magento 2 officially supports latest PHP versions (starting from PHP 5.5.x), including PHP 7. Those versions already include new security fixes and improvements that directly affect webite speed.

- On the server side, there is a very welcome improvement - the ability to use Varnish caching out of the box, so third party modules are no longer required. Full Page Cache is also supported.

- Magento 2 has minimised and bundled JavaScript. This reduces unnecessary browser operations on the client side, therefore reducing page load times.

- Image compression - it is now possible to optimise images directly on the server using Magento 2 built in tools. With Magento 1 this had to be done manually.

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2.0

Open, Flexible Architecture

Engaging Shopping Experiences

Enhanced Business Agility and Productivity

Enterprise-grade Scalability and Performance

Easier Maintenance and Upgrades

Secure Payments

What will migrating my store to Magento 2 bring me that I don't already have?

11/ Admin panel user improvements

In comparison with Magento 1, the admin panel in Magento 2 is much more user friendly and intuitive. Please find below a list of all the main areas of improvement.

- New, improved and more modern admin panel navigation interface which allows you to find information and manage your store more efficiently from all devices, including mobile.

- Staging and Preview functionality which allows you to plan changes to your site and schedule them.

- New guided product creation workflow allows for faster product creation.

- Customisable admin grid which allows users to control product filters as well as to add or remove columns to a grid and drag and drop them in any order.

- Grids can be saved into "views" per user for easy reuse and optimised workflow.

- Improved CMS and Page Builder with drag and drop functionality, easy content integration, and simple third party content integration (e.g. videos) and static block integration (see Bluefoot acquisition).
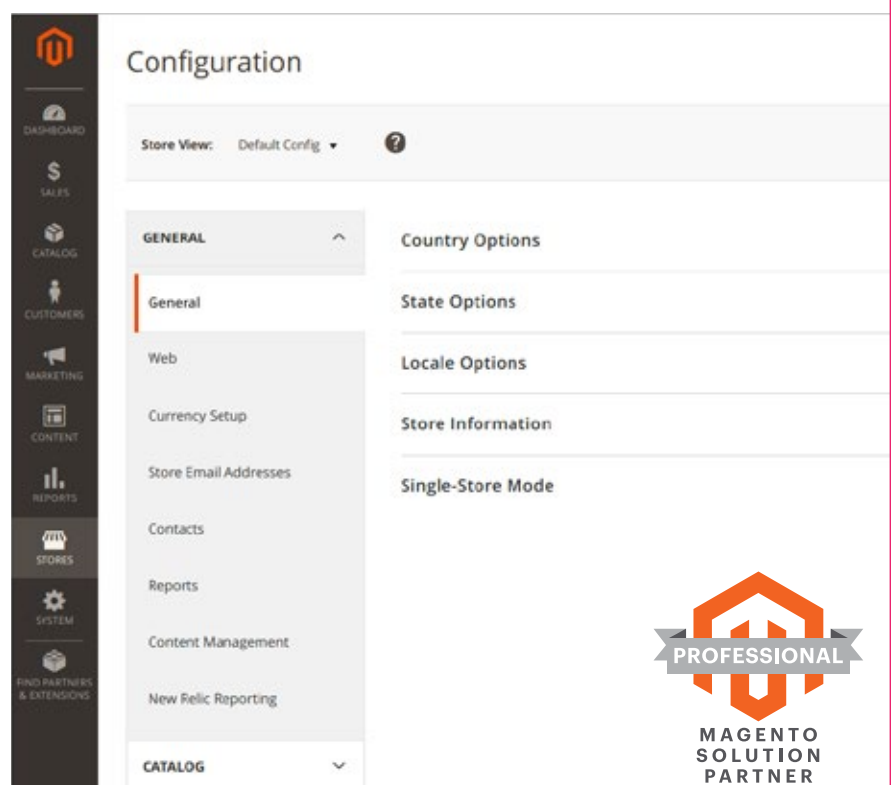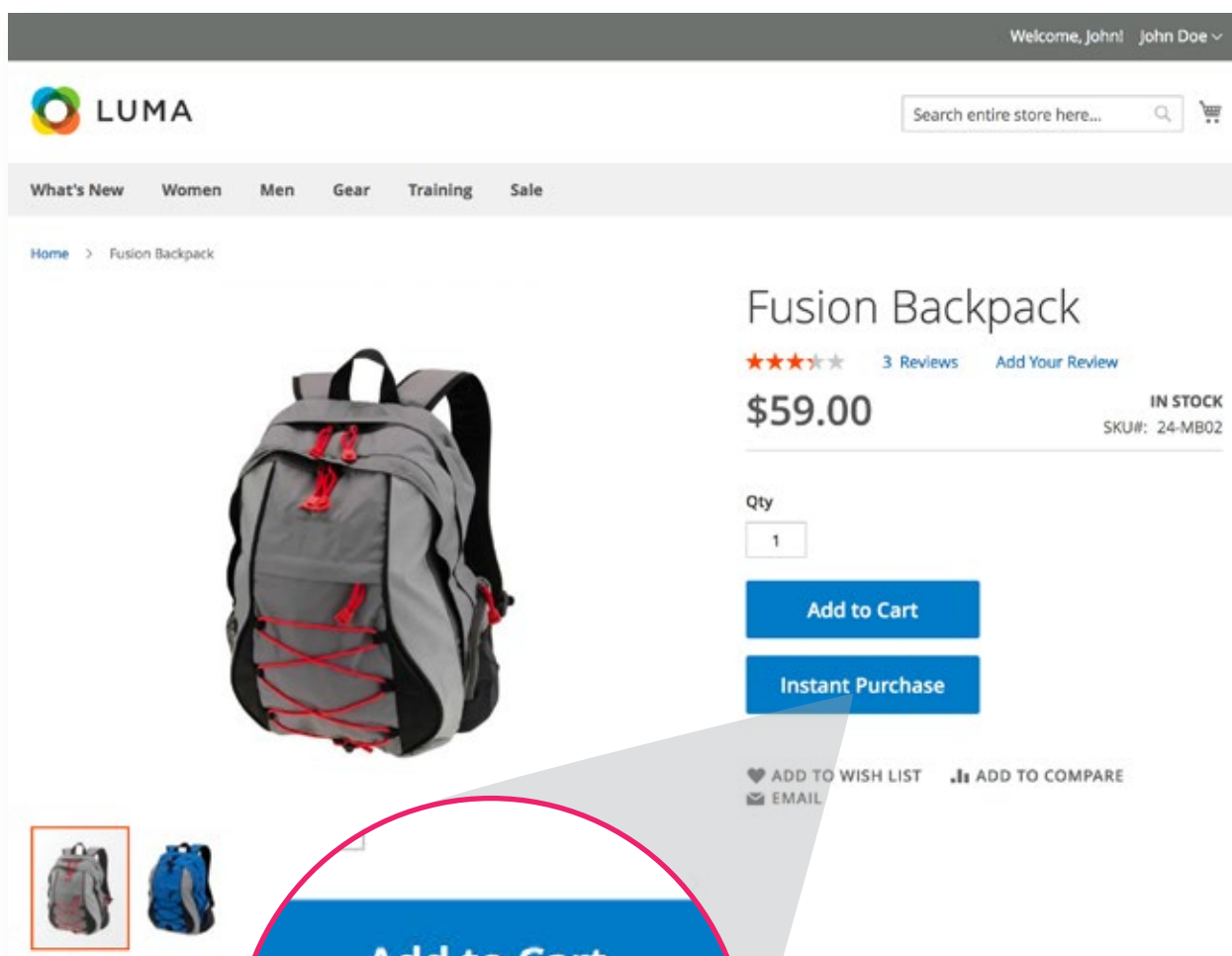
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12/ Improved streamlined checkout

- New, 2 step checkout process for improved conversions.

- Assisted log in feature which speeds up sign in for returning customers by scanning a users email address for an existing account and prompting for a password.

- Post order account creation allowing guests to easily create an account upon placing an order.

13/ Security

- More secure and robust admin and customer password management.

  - Secure forgotten password flow
  - Changes to sensitive admin information requires password input
  - Locking mechanism for failed login attempts
  - Triple-layer customer password policies

- Randomly generated custom admin path for admin accounts.

- Restriction of "/downloader" path.

- Improved encryption and hashing algorithms.

- Improved Cross-Site Request Forgery protection for admin and customer accounts.

- Cross-site Scripting protection across the entire codebase.

- Avoidance of vulnerable/dangerous PHP functions such as eval and unserialize.

- Verified recommendation for secure file ownerships and permissions.

- File upload security improvements with strict rules.

- Easier to manage component versioning which eliminates the need for separate security patches.

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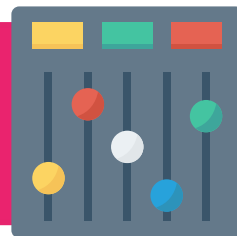
14/ SEO improvements

- Responsive for better rankings in Google.

- Rich snippets on the catalogue pages improve search results in search engines.

- Management of Robots.txt.

- Addition of Google Tag Manager.

How can Screen Pages Help?

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Since 2009, we have designed, built, hosted and supported over 100 Magento stores.

In addition, we have helped a large number of our clients upgrade between versions and others, or move their sites from their old suppliers to us with minimal disruption to their businesses.

We are recognised within the Magento community as experts in the migration process and have been invited by Magento to present at a number of events on best practices in this area, including their annual conference held in Las Vegas every Spring called Magento Imagine.

Migration from any version of Magento 1 to Magento 2 involves four components: front end design, extensions, bespoke customisations and data.

www.screenpages.com

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How can Screen Pages Help?

Migrating the Front End of your website

The front end of your website is the way your site looks to the general public. Any work that you have had done to the front end of your website cannot be migrated to Magento 2 directly but we can work with you to create a new Front End for Magento 2.

We will guide you through this process and ensure that you use this chance to make sure your site is responsive and follows best practices in online retailing. Responsive Web Design (RWD) crafts websites to provide an optimal viewing experience across a wide range of devices (from large, high-resolution desktop computer monitors to smart phones).

Screen Pages has extensive experience of Responsive Web Design on both Magento 1 and Magento 2 so we are well placed to help you with this.
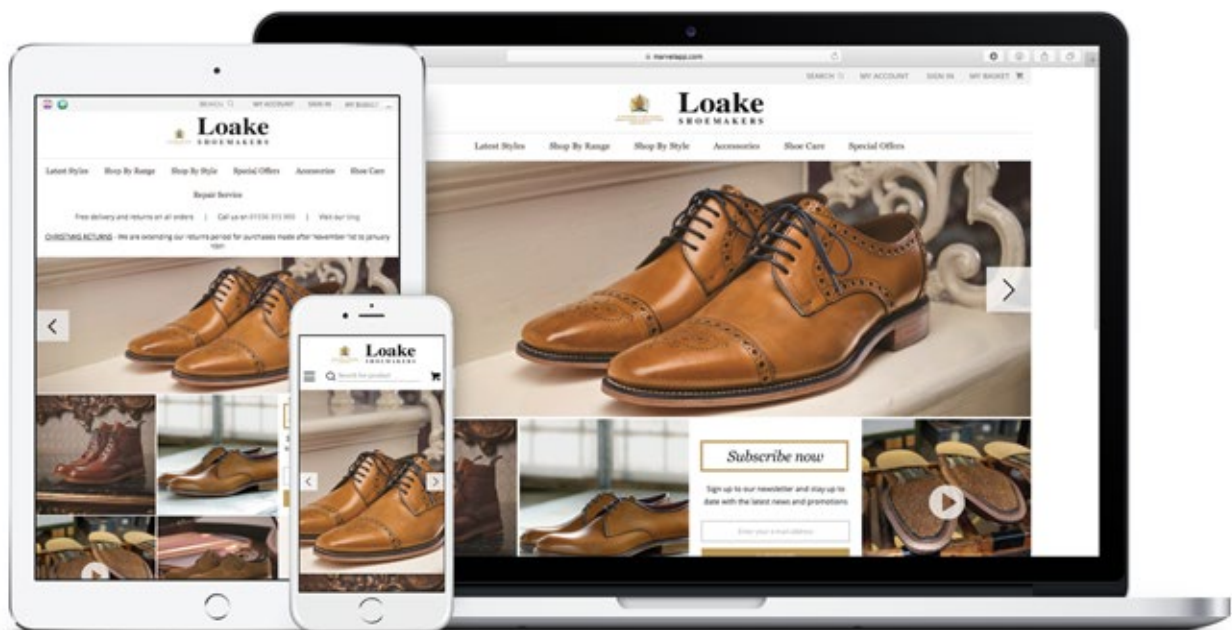
This illustrates how the same page could look on

mobile, tablet and desktop devices.
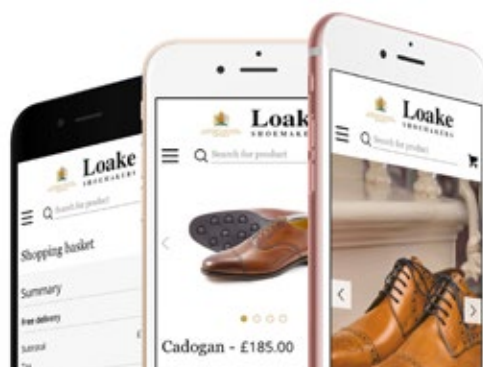
How can Screen Pages Help?

Migrating your extensions

Magento 1 extensions will not be compatible with Magento 2 code. The good news is that many extension providers offer Magento 2 versions of their products available for purchase or download on the Magento Marketplace.

Screen Pages recommends that you use this opportunity to review the list of extensions that are currently installed on your site. Business requirements and customer needs change so extensions can often become redundant after a period of time meaning that you may not necessarily need all the functionality you had in your Magento 1 site on Magento 2.

Installing only the extensions that are required for your business today will not only simplify the migration process, but reduce costs and simplify future upgrades.
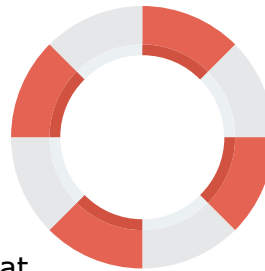
## Migrating Bespoke Functionality

Custom code used by your Magento 1 store will, in most cases, require either rewriting or migrating in order for it to work on Magento 2.

Whilst Magento offers code migration tools that can help with this process, due to platform differences, the migration output requires additional work to make sure it can be successfully installed in a Magento 2 store.

Moving all of your data assets from Magento 1 to Magento 2

You will have a lot of data in your existing site ranging from product and category data to customer data and preferences. Moving this data across can be tricky and needs to be managed carefully.

Whilst Magento offers data migration tools, using them requires skill and expertise in order to ensure the process goes smoothly. This is where Screen Pages comes in.
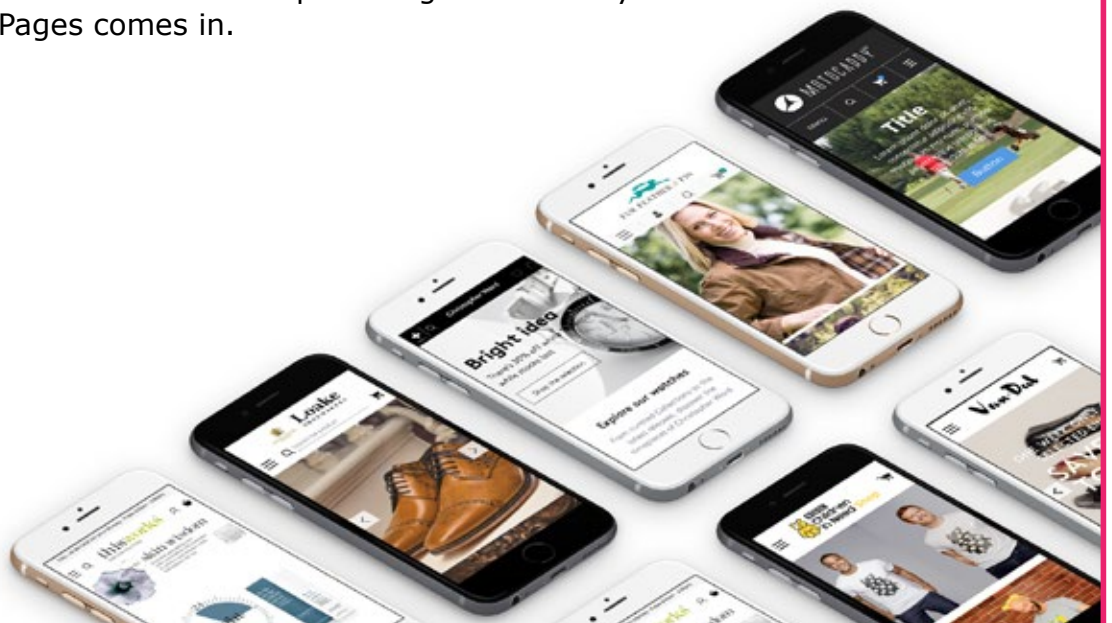
Conclusion

Contact us

This is a big decision for you so you need to make sure that you choose the right partner to help you through this process and plan it carefully.

Screen Pages has extensive experience in doing this. We employ certified Magento developers and solution experts.

Our designers understand usability and eCommerce best practice in many verticals ranging from fashion, homewares and gifting to charities and B2B online retailers.

Our professional, well qualified project managers will guide you through the process and help you get the most out of this important transition.

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For further information on how we can help you, please call **01932 359160** or email i**nfo@screenpages.com**