

# Replatforming Your eCommerce Store to **Magento:** A Step-by- Step Guide





The competitive stakes are high when it comes to digital commerce and the eCommerce platform you choose will determine just how well your site performs.



More than 11% of retail shopping occurs online<sup>1</sup>.



Mobile devices accounted for 40% of all commerce and 56% of all online searches for retail products<sup>1</sup>



68% of B2B customers prefer to research and order online vs. using a sales rep<sup>1</sup>



## And the potential is huge:

Worldwide B2B eCommerce sales are forecasted to reach \$7 trillion by 2020<sup>2</sup>.



U.S. retail eCommerce sales in 2017 are estimated at \$445 billion<sup>1</sup>.





Moving to Magento may seem daunting, but the benefits far outweigh any perceived obstacles:

- Personalized shopping experience
- Faster loading web pages
- Streamlined checkout
- Easy search
- B2B functionality
- All-new, intuitive admin with increased backend operations.

The key to winning in today's competitive eCommerce landscape is to deliver unique and engaging experiences across every touchpoint – making it easy for your customers to complete their transactions.

Moving off onto Magento will do just that.

This guide outlines the steps of replatforming and details how to keep you on track and on budget.





# The five steps of replatforming:



# BEFORE YOU START:

Before any migration begins, you must determine your ideal time to launch. While this may seem like a minor detail, timing your launch is critical to avoid any delays or unnecessary risks.

Start by crossing out your peak season or seasonality within your business. Now work backwards to create a reasonable timeline.

It generally takes 10-12 weeks, depending on extensions, additions and functionality to complete the migration process and go live.

With your launch date in hand, count back at least 3 months to determine a start date for your migration.

Once you have your launch date set, you're ready for step one of your migration: **Review your current site.**

## PLANNING



**1 MONTH**



## MIGRATION & DEVELOPMENT



**1-2 MONTHS**



## QA & LAUNCH



**1 MONTH**

# Step 1- Review Your Current Site

To accelerate your time-to-market, Magento includes Luma – a beautiful, fully-customizable theme.

Luma is a capable, clean theme that can be modified with your logo, colors, fonts, photos, and other branding elements.

At this stage, it's important to review your current store design from the user's perspective.

**Ask yourself these questions:**

- What features are never used or may be confusing my customers?
- Where am I losing customers in the sales funnel?
- How are my customers searching for products?
- What info do my customers want to see on product pages?
- How do customers use filters to view products?



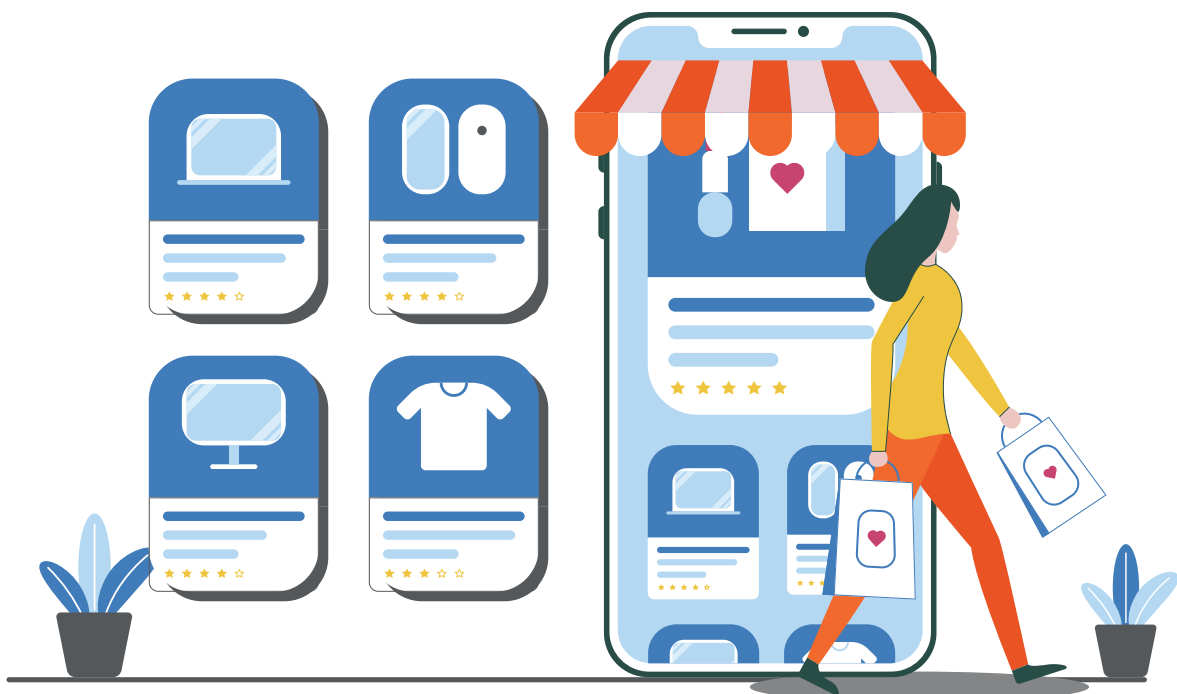


**Next, evaluate your store from a business owner's point of view:**

- What are your key Unique Selling Propositions (USPs) and are they being displayed effectively?
- What do you like about your store?
- What do you wish you could change?
- What new features do you want to add?
- What pages are your highest entry pages and how can you reduce the bounce rate?
- Are you effectively using real estate for up-sell and cross-sells opportunities?

Take your time to evaluate your current site.

If you have web performance data, use it. Analyze it. Build on it. Use this hindsight as foresight to create a better performing



## Step 2- Review Your Custom Code and Extensions

It's been our experience that most custom code is unnecessary since Magento comes out-of-the-box with a rich feature set.

If that's not the case, our team of Magento trained and certified developers can recreate your custom functionality with custom code that is clean and maintainable.

We have successfully replatformed many sites to Magento and know what to look for.

**Next, take time to evaluate your extensions.**

- Which ones are you using?
- Which ones are outdated or no longer functional?
- Which ones are affecting performance?



Many extensions can be replaced with native Magento features, including:

- Two-step checkout
- Product attachments
- Elasticsearch
- Amazon Pay
- One click ordering
- BOGO and other promotions
- Drag-and-drop page builder
- B2B functionality

And if you still find that you need your extension, there's likely an equivalent on Magento's Marketplace that contains over 4,000 extensions.





## Step 3 - Review Your 3rd Party System Integrations

Integration is key to a user-friendly website, as well as maintaining efficiency and control over your backend operations.

When replatforming, it's crucial to take the time to identify which systems your site needs to integrate with, and any new integrations needed to improve business processes or customer experiences.

When evaluating your integration needs, we can provide recommendations and best practices. For complex integrations, we work with a number of integration partners to meet your needs.

Magento can easily connect with nearly any 3rd party integrations, including:

- |               |              |             |
|---------------|--------------|-------------|
| • BRIGHTPEARL | • QuickBooks | • Klaviyo   |
| • DYDACOMP    | • SAGE       | • Mailchimp |
| • EPICOR      | • SAP        | • Constant  |
| • INFOR       | • Amazon     | Contact     |
| • MS DYNAMICS | • eBay       | • Listrak   |
| • MS NAV      | • Dotmailer  | • Bronto    |



## Step 4 - Move Over Your Data

The next step is to move your data, including customers, orders, products, categories and configurations and settings to Magento.

There are multiple steps involved and massive amounts of data will be inputted and mapped.

In addition, intense A/B testing is performed to ensure a smooth transition and your new store functions properly.

At every stage, extreme care is used to assure that your data is not compromised.

Throughout this process, the data is mapped and cleaned up.

### 5 step process for data migration:

1. Old data is cleaned up.

This includes: Removal of unused customer, order, or product attributes.

Fixing database issues such as unlinking child's or missing constraint registries. Attributes must then be mapped in order to be migrated, taking into account extra tables that have a direct relation to customers (e.g., Wishlist), catalog (e.g., reviews) and sales (e.g., invoices).

2. A clean migration of product, customer and order information is done. Customers will then have access to their information.
3. After every necessary extension (that directly affects customer, catalog or sales information) is installed in Magento, the data needs to be migrated again by including and mapping those attributes.
4. A delta process is then set to keep the information up to date.
5. The final migration is done once more before the site is launched.





## Step 5 - QA & Launch

The final step of your replatforming is a thorough QA process culminating with the launch of your site:

**Internal QA:** When your data migration is completed, a final QA is done across the entire site. Your site will be tested on the latest version of all major browsers to ensure a consistent look regardless of the user's browser.

**Testing and QA:** Performed on Windows and Mac desktops and across multiple devices, including the most current Apple and Samsung devices to ensure your site displays accurately and performs flawlessly.

**Client QA:** Before your site goes live, you will have the opportunity to test out a fully-functional website. You will be given plenty of time to properly review your website to ensure everything is in order and as you expected.

**Client sign off:** With your approval, we will choose a launch date. Typically, we don't launch on Fridays since any issues would have to wait to be resolved until Monday. We also don't launch on Mondays due to the higher internal workload after the weekend. Tuesdays are our preferred launch days.

**Launch:** A dedicated video line will be set up between your client advocate and yourself throughout the launch so that you have full access to our team.

Immediately post-launch, our QA team will test all essential processes such as checkout, site navigation and the home page to ensure that nothing changed during the launch process. Once this checks out we'll confirm with you that the site is good to go.

# Top 10 Reasons to Move to **Magento**



1. Native B2B suite allows for custom catalogs, negotiated pricing and one-click reordering.
2. Personalized shopping experience that drives sales and return purchases.
3. Powerful search instantly serves up targeted results.
4. Streamlined checkout decreases checkout time and reduces cart abandonment.
5. Responsive design displays and performs seamlessly across any device.
6. One-click account creation after placing order encourages checkout and repeat visits.
7. Easily set up cross-sells, upsells and bundling to increase AOV.
8. Drag-and-drop page builder for easy content creation without the need of a developer.
9. Manage multiple sites with one instance of Magento for easy management.
10. Adobe stock images native integration.



## References

<sup>1</sup> [\*US E-commerce sales grow 15.6%," Internet Retailer, 2017\*](#)

<sup>2</sup> [\*Hitwise\*](#)

<sup>3</sup> [\*"Death of \(B2B\) Salesman: Two Years Later," Forrester, 2017\*](#)





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