



Your eCommerce platform is a ticking time bomb

Learn why and how to solve the problem

Migrate to Shopware

Escape your growing pains

Are you experiencing issues with your current eCommerce platform? Then this whitepaper contains important information that directly impacts the future of your online business. Many platforms fail to meet the demands of today's online retailers. While some never have, others have become outdated in this ever-changing industry. This amounts to a great deal of platform uncertainty in the near future.

Take Magento as an example. Given the complexities of upgrading to Magento 2, you're most likely running your business using a version of Magento 1.x. However, roughly one year from now Magento will discontinue any support for their 1.x platform, essentially forcing you to upgrade to Magento 2.

This introduces a number of threats to your online business. Structural differences between Magento versions 1.x and 2 make upgrading extremely complicated and expensive. This is not a normal update by any means – even Magento estimates that the update requires 20% more resources than standard, leading to increased demands for your developers and a noticeable strain on your entire business.

In the age of eCommerce disruption, there's no better time than now to consider migrating to a new platform. You need an innovative solution that can be trusted as the technological backbone of your business.

With Shopware, any platform uncertainty becomes sustainable growth. Laced with practical guides from industry experts and valuable examples, this whitepaper and checklist introduces you to Shopware's best-of-breed enterprise capabilities. We would like to thank Richard Yeo (CEO of TechHuddle), Jas Sandhu (Director of Consulting, Astound Commerce) and Paul Rogers (eCommerce & Digital Consultant) who have contributed to this whitepaper.

For more information, please feel free to contact our sales team directly at migration@shopware.com or +44 (0) 203 095 2445



Stefan Heyne

CEO and co-founder,
Shopware

Platform threats

Why your online business might be at a risk



Total cost of ownership

With additional fees, high hosting costs and possible security threats, it's difficult to determine the exact total cost of ownership of most eCommerce platforms.



Uncertainty around support

Every software reaches its end of life someday. Magento 1 will be [laid to rest in November 2018](#). Without support, you're putting your business at risk.



No commerce and content capabilities

Out-of-the-box, most eCommerce platforms fail to offer any powerful content features, leaving you dependent on third-party integrations.



Major breaks

Sometimes there are breaks between two major versions of a software. Updating from an older version to a new one might demand significant effort and resources.



Limited search capabilities

Integrating a powerful search into your shop can require a lot of time and money. You often need third-party solutions to provide the best search experience for your customers.



No drop shipment

Implementing a dealer integration or drop shipping functionality in your shop can be complex and expensive. Therefore, rapid growth can be slowed down.

Digital transformation

It's time to reassess your business strategy

by Paul Rogers, eCommerce & Digital Consultant

The number of large, global businesses launching digital-focused transformation initiatives has increased significantly in recent years, moving their key functions and operations online or launching direct-to-consumer channels. Strong examples of these types of projects include TAG Heuer (who now sell direct to their end consumers online), publishing brands like Time Inc. (who have moved into selling online) and Land Rover (who now sell fully customisable car models online).

Now is certainly the time to be making these shifts - due in part to constant changes in how users are purchasing and consuming information and in part to new

technologies being made readily available to support these projects. Things such as improved internet accessibility and growth in mobile capabilities have led to far more demanding consumers who expect seamless shopping experiences at every level.

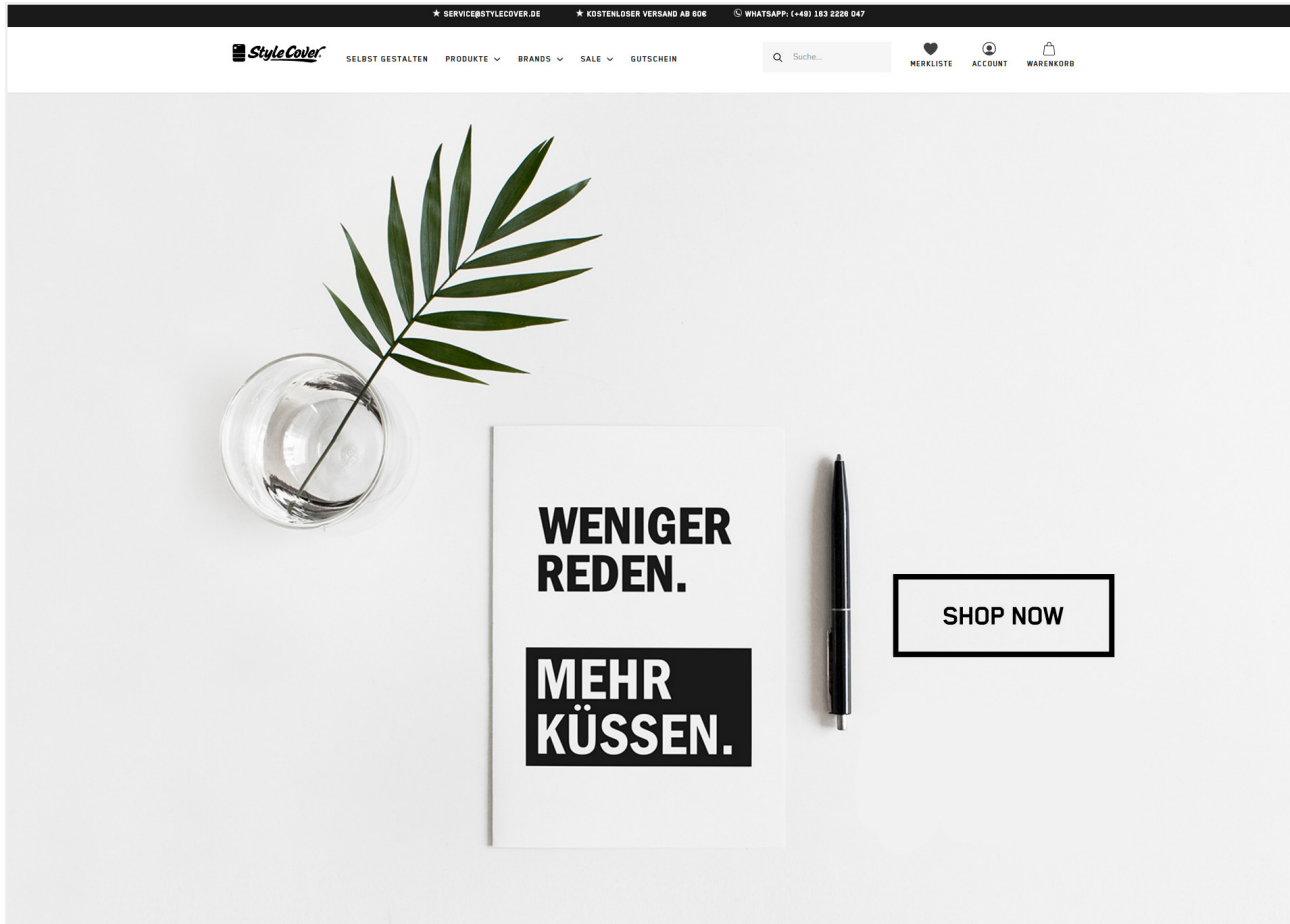
Advancements in retail technology also helped streamline the process of both eliminating technical debt and moving away from legacy systems, with open source playing a big part in this development. Considering these advancements and the predictions around customer purchasing behaviour, now has to be the time for these big businesses to start looking to better service the demand.



Paul Rogers is a London-based eCommerce and Digital Marketing Solutions Consultant, with around ten years' experience in the online retail space, working mainly with Magento over the last seven years. Paul provides consultation for merchants, systems integrators and product companies around eCommerce, Magento and digital marketing.

Individual style

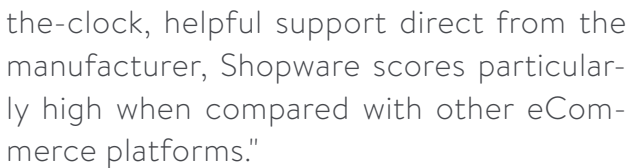
Case study: StyleCover



We live in a world shaped by diversity and individuality, and www.stylecover.de has dedicated itself to responding to the needs of this day and age. The creative project of Corporate Fashion GmbH, StyleCover offers a platform for presenting and selling handmade or customised snapbacks, caps, phone covers, cups and textiles. For the relaunch of the shop, StyleCover turned toward experienced Shopware solution partner, Proxation, who specialises in fashi-

on & lifestyle as well as mobile commerce. But the agency is also an expert in another area: migrating Magento shops to Shopware, something Proxation has already done several times – including the new StyleCover shop.

According to Proxation CEO Michael Holste, the reasons for picking Shopware were obvious: "With a considerably lower cost of ownership, lower licencing fees, a comprehensive range of functions and round-



Currently, the staggering 6,500 products available in the StyleCover shop are divided into nine main categories with countless subcategories for the different brands.

Thanks to Shopware's adaptability, unique functions could be implemented into the shop. One such function included programming a newly designed bundle function in order to give users an understanding of the different designs with price benefits.

Proxation drafted and built their own unique template to meet their business requirements. This meant building a custom configurator, making it possible to create individual phone covers from a range of creative designs. The challenge came defining the logic of the configurator and integrating suitable smartphone models into the custom design process.

Goals achieved

"The migration to Shopware was very smooth and we are delighted with our new system!" summarises Christian Hermann, CEO of Corporate Fashion GmbH.

[illegible]

Doing it right

The dimensions of migration

by Richard Yeo, TechHuddle

Migrating to another eCommerce platform is a big step, but, if the most important factors are obeyed during the whole process, it's not as difficult as one might assume. The following overview is a good guideline for your migration project, not only from a technical point of view, but also from an overall approach.

Planning

Having no plan is essentially planning to fail. Establishing a clearly defined structure from the onset will save you headaches down the line.

When planning, be sure to include any other major projects within the business that could impact the migration, including any ERP, CRM, POS systems or services such as call centres. Consider any expiry dates, cancellation windows or automatic renewal dates with your existing suppliers that you plan to phase out with the migration. As for timing, plan to go live several months before peak trading starts to ensure you have ironed out teething issues.

People

Source out the right people with relevant experience to make the project a success.

Scope

Don't attempt too much during the migration. Migrating to a new eCommerce platform is a major project, so don't

overwhelm yourself by trying to do everything at once. Respect the process: first focus on successfully migrating then build your project once everything is in place on the new platform.

Mobile

Over 50% of traffic to most eCommerce websites come from mobile devices – don't forget to take into consideration one of your most important channels. At the bare minimum, your website should be optimised for mobile devices. You might also want to consider whether you want mobile apps (native or cross platform) for iPhone and Android. If you're already working with mobile apps, check if anything needs to be modified to offer compatibility with your new eCommerce platform.

SEO

Involve your internal or external SEO advisors early in the project. It is important that you provide a 301 redirect from your old URLs to the new to ensure you don't

lose revenue after the migration! When migrating, make use of your platform's ability to generate Robots.txt, sitemaps, image sitemaps and canonical meta tags.

Product data

Transfer product data to the new platform in the early stage to make sure there are no template issues on PC, tablet and smartphone displays.

Migration

Work out a bit of system theory and define which sets of data should be migrated to the new online shop. This could include anything from active coupon codes to customer data (login information, delivery addresses, card details, order history, etc.).

Will your two websites run in parallel during the migration? Then plan for this from the beginning and don't underestimate the complexities of doing so.

Testing

You may have outsourced the development, but who is going to be performing system and integration tests? User acceptance testing is another crucial phase of the process.

Perform load tests that simulate real-life scenarios and closely document the results. You'll also want to evaluate the security of your new shop through penetration testing. The ultimate goal is to test all processes end-to-end before the final launch to make sure everything runs as smooth as possible.

Migration Tips

1

If you don't already have an omnichannel strategy, there's no better time than now to define one, as customers are becoming increasingly more accustomed to this experience with other retailers.

2

eCommerce sales and good content are interrelated. If your eCommerce platform doesn't provide powerful CMS and personalisation capabilities, now is the time to implement a platform that does!



Technologist by background, Richard Yeo has 15 years' experience as CTO for the likes of Stelios (founder of EasyJet), fish4 and eCommera. He is well regarded for his deep knowledge of eCommerce, having sat on the client supervisory boards of Demandware and Sterling Commerce and been involved in launching numerous websites using Demandware, Magento and Hybris.

Smart solutions

How Shopware strengthens your online business



Lower total cost of ownership

One-time license fees and numerous standard features, incl. SEO, marketing tools, multi-currency and multi-store setup, make us a leading platform with one of the lowest TCO in the market.



Long-term security

Long-term support and an open roadmap guarantee you can securely grow your business. Enterprise customers benefit from 24/7 emergency support.



Emotional shopping

Shopware connects content and commerce with a wide range of unique CMS functionalities that bridge the gap between content and commerce.



Seamless integration and upgrades

With easy update paths, a highly flexible architecture and an open API, existing system infrastructures can be seamlessly integrated with Shopware.



Enterprise search fully integrated

With Shopware Enterprise, you benefit from Elasticsearch being natively integrated. Your customers will always connect with the products they are looking for.



Drop shipment and stock shipment

Shopware Enterprise offers an out-of-the-box dealer integration. You can seamlessly integrate new dealers into an existing system infrastructure, along the likes of [EURONICS](#), for example.

Testimonials

What agencies think about Shopware



“Shopware provides a visually appealing and technically powerful platform, it is our primary choice for migrating clients off Magento.”

Ben Burch, Managing Director at Infinite Codeworks



“Shopware has everything a modern eCommerce business could want in their product. What’s more important is the people. Nothing is too much trouble for them. Being able to offer our clients end-to-end superb support is what makes the difference.”

Simon Wharton, Managing Director at PushOn



“Shopware is an amazing, dynamic product produced by wonderful people. We are so confident with the solution that we no longer offer Magento as a part of our services.”

Charlie McBroom, Co-founder of Fitted Commerce

Migration preparation

What to consider in your master checklist

by Jas Sandhu, Astound Commerce

Migrating to a new eCommerce platform can be a rather stressful experience. However, with a bit of planning and preparation, you can have a clear step-by-step process on your side well in advance to help make the process all the more pleasant. Here we'll examine what needs to be considered when migrating your online shop.

Before moving to a new platform, in the first step it's important you do your homework, thoroughly evaluate the platform and cover any necessary training, which includes establishing know-how from a merchandising and technical perspective. Get to know the platform well in advance so that you are able to cover all of your bases once the migrated shop goes live. From the very beginning, you should feel confident working with the platform, so familiarise yourself with a demo environment and take advantage of any opportunities for individual consultation.

During the next phase of migration, it's important to have a defined list of contacts and processes in place. One you've established the key people, along with the appropriate communication channels and procedures, you can turn your attention to drafting the actual step-by-step migration checklist.

In the final phase of preparation, you have to formulate a chronological checklist of executable tasks. Use the following outline

as a launching point for what should be considered in your list.

Configurations

When migrating, a number of configurations and settings need to be listed and accounted for. Some of the main ones include:

- ✓ DNS setting – the actual point of transferring your domain to the new site
- ✓ SSL Certificates
- ✓ Sequence numbers – establishing your numbers for order ID's, etc. You do not want to reuse existing IDs that have already been assigned to previous orders and the like.
- ✓ Batch jobs – for executing jobs that should run on a regular basis (i.e. clearing disk space, loading product feeds from an SFTP location, etc.)
- ✓ 301 redirects – you would not want to lose any SEO ranking
- ✓ SEO configurations
- ✓ Company user accounts and permissions (staging, development)

Integration

Integrations with your new eCommerce solution can include an ftp, web service, API, etc. These have generally been tested beforehand in order to avoid any last-minute complications, however, they are included here just as a reminder:

- ✓ Product feeds (including images, swatches)
- ✓ Inventory feeds
- ✓ Price feeds
- ✓ Order export feeds
- ✓ Order status update feeds
- ✓ Third-party services, including payment, address search, ratings/reviews, etc.

Main data migration

Chances are you'll want to migrate any existing data over to the new website. The main data sets generally consist of:

- ✓ Order history: migrate orders made up to a certain point to the new website (this relates to the process of setting up your number sequences in the configuration, which will ensure all new order IDs aren't duplicates of existing values).
- ✓ Customer information: this includes login details, newsletter preferences, addresses, payment details (which depends on the tokenisation of your payment service provider).

Base merchandising

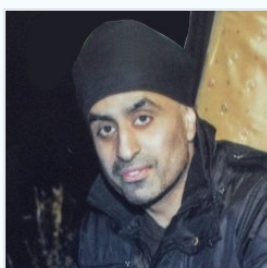
When migrating to a new website, it's important to provide the same -or better- customer experience. This means you have to pay particular attention to merchandising prior to the go-live date and be absolutely certain everything runs as planned.

- ✓ Triple-check your complete catalogue, including categories, products, prices and inventory
- ✓ Test that all planned promotions run smoothly
- ✓ Run test orders to make sure the checkout process and shipping methods work appropriately
- ✓ Search configurations, including synonyms
- ✓ Page content areas

After you've taken advantage of every training possibility and created your step-by-step checklist, you should feel as ready for the final launch. The next step of your migration plan is to confidently give the final go-ahead to your systems integrator that it's time to migrate to the new eCommerce platform.

As previously mentioned, a large portion of this process takes place during the actual platform implementation phase, which is a part of every well-orchestrated migration to a new eCommerce solution. Budget enough time for this process – it definitely won't happen overnight. Ideally, the end-to-end testing is done well in advance, giving you the comfortable advantage of making a simple switch in the DNS settings when it comes to actually going live.

Happy migrating!



Jas Sandhu is the Director of Consulting at Astound Commerce. He has 15 years' experience in eCommerce working as a developer, tech lead, architect, head of solutions, CTO/CDO and Director of Consulting. Jas has covered technical, business and commercial aspects across sectors including fashion and apparel, food, consumer electronics, sports and major catalogue retailers.

Your simple path to Shopware

Personal consultation

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