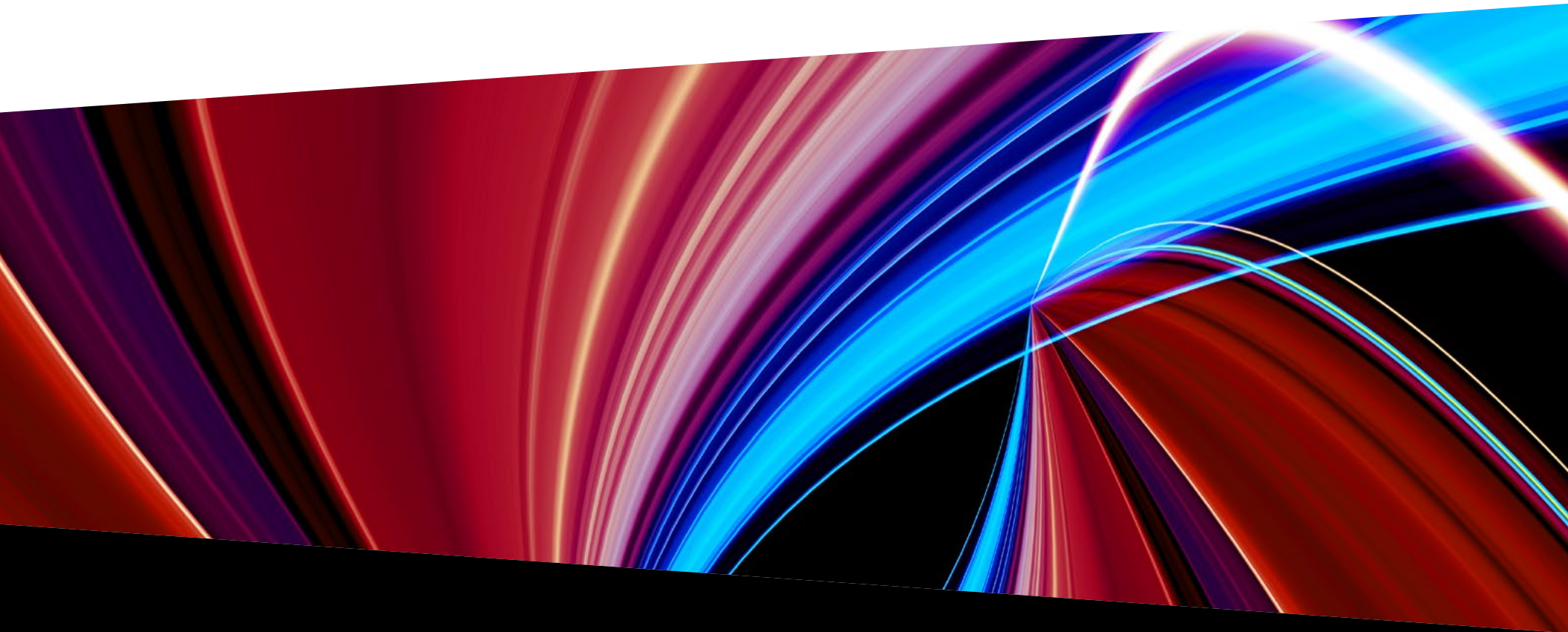


Your Fast-Track Migration Checklist.

Use this guide as you plan your migration from Magento Commerce 1.x to Magento Commerce 2.



Position your business for growth.

Migrating from Magento Commerce 1.x to Magento Commerce 2 is one of the best things you can do to position your business for growth. But you may be putting it off. Maybe you're worried that migration could be time-consuming and expensive. Or maybe you think you lack the technical expertise. The good news is that, when planned correctly, migrating your business can be easier than you think.

If you're thinking about migrating from Magento Commerce 1.x to Magento Commerce 2, use this guide to prepare for a discussion with your development team or solution provider.



Ask who's responsible.

Migration can be successfully managed by internal developers or an external solution partner.

Ask yourself these questions to decide which option may be right for you:

- Did we use a solution partner to set up Magento Commerce 1.x? Were we happy with the results?
- Are our internal developers eager to work with Magento Commerce 2? Do they have the time for training?
- Are we adopting any strategies that require specific expertise—such as localized commerce or an omnichannel experience?



Take an inventory of your customizations and extensions.

Customizations can help define your eCommerce experience. But they can also be costly to maintain—and they can accumulate over time and actually make your user experience overly complex. The same can be true for extensions.

For every customization and extension you're running in Magento Commerce 1.x, ask these questions:

- What does this module do?
- Is it essential to the customer experience?
- When was the last time it was updated?
- What does it cost to maintain?
- What would the customer experience be like without it?

Ideally, you'll find some customizations and extensions you'd like phase out. Migrating to Magento Commerce 2 can be a great opportunity to "clean house" and streamline your eCommerce environment.

Migrating to Magento Commerce 2 is a prime opportunity to "clean house" and streamline your eCommerce environment.

Identify the features you really need.

If you've already completed the **fast-track business plan**, you should have a good idea of which new eCommerce features you'll need in Magento Commerce 2.

If not, here are some questions that could point you in the right direction:

- Do we need a responsive mobile experience that integrates native smartphone features?
- Are we rethinking the customer experience to make it more personalized?
- Do we need the ability to rapidly update content?
- Are we expanding into new international markets?
- Are we adding new brands or product lines?
- Are we creating loyalty and other programs targeting repeat customers?

Consider your need for personalization, rapid updates, market expansion, and brand development.

Address knowledge gaps.

Lining up documentation and training for internal teams can help make your migration from Magento Commerce 1.x to Magento Commerce 2 a lot smoother.

Consider the following questions:

- Who will create internal documentation?
- How much training will marketing and sales teams need?
- How much training will the developers and IT need?
- Who will conduct the training? How much will it cost?

Assess the scope of training your teams will need and the costs that will be involved.

Consider your timeline.

Part of your conversation with your development team or solution provider should cover how long migration—including key milestones—will take.

Milestones on the path from Magento Commerce 1.x to Magento Commerce 2 may include:

- Cleaning up extraneous store data like old logs and defunct products
- Backing up your Magento Commerce 1.x store
- Auditing customizations and extensions and identifying which ones you'll want to keep running with Magento Commerce 2
- Installing Magento Commerce 2
- Buying or building a new theme
- Migrating custom code and extensions
- Moving data from Magento Commerce 1.x to Magento Commerce 2
- Testing
- Training

Ready to talk migration? Contact your customer service manager.



ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping

experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the largest eCommerce marketplace for extensions, all available for download on the Magento Marketplace.

www.magento.com