Guide Migration

Why you Should Migrate from Magento 1 to Spryker now...

... and why it's easier than expected

Spryker

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01 Why is Migration not Optional for Magento 1 Customers?

Magento 1 will be discontinued in June 2020, forcing all Magento 1 customers to migrate to an entirely new system - even if they chose Magento 2.

Migrating to a new system means stress - assorting, packing, logically grouping, unpacking, setting up. So that you can carry out yours smoothly, we have made it our task to function as a kind of "relocation assistant" with this guide and to create a step-by-step migration plan for your business.

➤ **There is a complete system migration for Magento 1 customers**

   At first glance, the logical step for Magento 1 customers seems to be upgrading to Magento 2.

But attention! Magento 2 is not an update. It is a completely different and new system.

Basic data migration through Magento and user-defined data is not supported. For Magento 1 retailers, this means another investment in a system that takes over the old functions - without additional features or innovations.
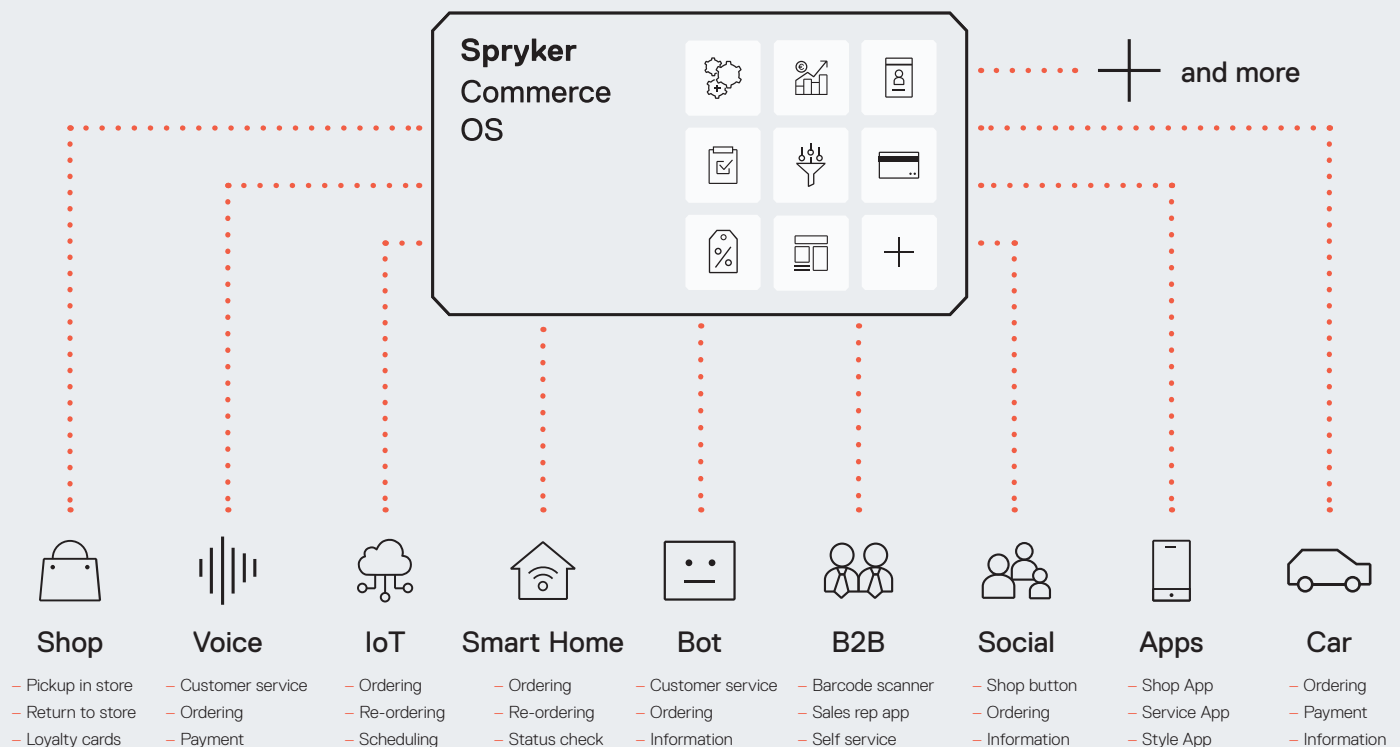
Extensions for Magento 1 can not be migrated to Magento 2, because users need to purchase the extensions and integrate them into the Magento 2 platform - this gives them the opportunity to extend features but also means a significantly increased total cost. Also this means existing customizations to old extensions will have to be rewritten for the new ones.

Enterprise Edition features include improved location management, catalog management, customer retention programs, and specialized marketing tools. While the Magento Community Edition (CE) remains free, the price of the Enterprise Edition (EE) has risen by around 23 % per year for the license alone.

The standard has changed

Magento was born when online shops were still considered an innovation and the only online channel available. This placed them at the forefront when Responsive became the standard in 2012. Magento 2 is still focused on online shops, buta lot has happened since then. An online shop is by no means the only touchpoint with the customer, and often leads to interface chaos for many companies when additional interfaces are subsequently connected beyond the online shop.

Spryker thinks beyond smartphones and tablets when it comes to touchpoints: the Spryker Commerce OS is API-controlled and can attach any type of front-end within hours, not weeks - from a language assistant to IoT apps and chatbots.

Spryker Commerce OS

and more

Shop	Voice	IoT	Smart Home	Bot	B2B	Social	Apps	Car
– Pickup in store	– Customer service	– Ordering	– Ordering	– Customer service	– Barcode scanner	– Shop button	– Shop App	– Ordering
– Return to store	– Ordering	– Re-ordering	– Re-ordering	– Ordering	– Sales rep app	– Ordering	– Service App	– Payment
– Loyalty cards	– Payment	– Scheduling	– Status check	– Information	– Self service	– Information	– Style App	– Information

The Spryker API allows you to integrate the interfaces to these different devices into the Spryker Commerce OS. Products, customer data and orders can be synchronized and processed via a solid back-end, thus simplifying the life of your e-commerce managers and development teams.

02 Why could Spryker be an Alternative for Magento Customers?

01 Similar functionalities

Spryker's Feature Set maps the basic functionalities of Magento in a very similar way. Spryker offers similar features and tools for product management, content management, shopping cart, checkout, and account management for B2C and B2B retailers. The migration of functionality is easier because the technologies are similar; therefore, easy to read as the same libraries can be used.

02 Similar technology stack

There are similarities between the Magento and Spryker's technology stack. In both systems, the latter is based on LAMP Stack - that makes them easy to connect. Alike three quarters of all websites, more or less, Magento uses this stack. The setup is almost similar, but better for scalability.

The original LAMP stack consists of the four components Linux (operating system), Apache (web server), MySQL (database system) and PHP (server-side script interpreter).

03 Easy training for developers

The given technology stacks are not new territory for developers. The Spryker stacks are already known. This significantly minimizes the risk of not finding any suitable Devs. Thus, many additional developers are available to scale or even replace the team. There are many PHP developers on the market so customers can find new members for their teams. In general I would list incentives as following:

1) Developers already know LAMP.

2) There are many PHP developers on the market, so the customers (agencies) can scale their teams. Plus, the knowledge base is bigger allowing for a wider selection of developers.

04 Assistance with migration

Spryker provides migration tools to transport all important elements created in Magento to Spryker Commerce OS. The big advantage: no huge business changes are involved. There is no need to change your business roles or build new teams, such as marketing, development, or project managers.

Training but no Re-education

➤ **Spryker vs. Magento 2 - why could Spryker be a good choice?**

The answer is simple: full flexibility.

➤ **Spryker offers greater modularity, which allows customers to do the following:**

– Remove unnecessary functions

– Add project-specific functionalities

– Improvement or modification of existing functionalities with their modules - this is especially true for updates: Magento is known for Big Bang releases - this leads to updates that can take weeks with implementation, testing and deployment.

– As Spryker's architecture is fully modular, the customer has the choice of whether and when to perform an update. The desired updates are then limited to the affected modules instead of having to update the entire system. Product Releases will be done less frequently, approximately every three months. The Product Release will have its own version and will come together with corresponding Demo Shops. A Product Release will be released with complete documentation, will not include beta modules, and all appropriate functionality will be incorporated and tested in the Demo Shop. Spryker will provide a documented and tested upgrade from one Product Release to another.
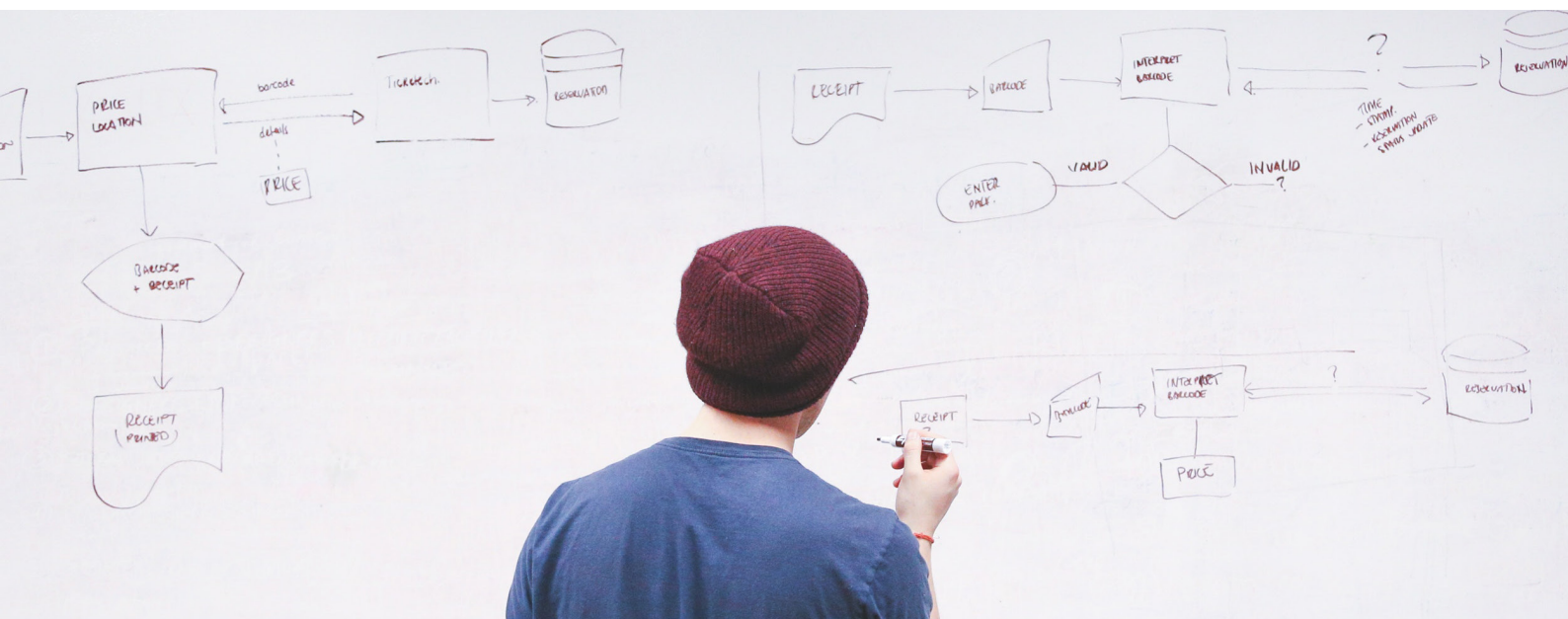
03 The Migration Process - the Roadmap

When migrating a shop system, stumbling blocks and blockers are nothing out of the ordinary. Scoping is about estimating the right scope of the process in advance. What things need to be taken into account?

Aim of the roadmap: to ensure the transparency of the entire migration process.

1 Step 1: The Scoping - the Right Groundwork

In the first step, the migration strategy should be defined. There are two possibilities: The migration takes place as a big bang (large change to a new system) or gradually (with systems running temporarily in parallel).

– Evaluate required features and clean up older features that are no longer in use.

– Perform a GAP analysis to identify any differences between TARGET (the vision to be achieved by a new strategy) and ACTUAL (the assumption of evolution while maintaining the current strategy).

– Evaluate existing integrations and avoid copy/paste: The fact that you as a Magento 1 customer are forced to migrate should be used as an opportunity to optimize existing processes and functionalities rather than simply rebuild them. What did you learn from your time with Magento 1? Where are possible weak points? What can be achieved with Spryker? And which aspects can you confidently do without?

Improvement is only possible through this evaluation. By focusing on what is really needed and establishing new standards, it is possible to better reach the customer and increase one's own productivity. The processes should be simplified and optimized. Do not lose sight of the possibilities that come with a new commerce software.

➤ **The following steps can guide you through:**

    – **Define precise goals**
        The target KPIs should be precisely defined prior to the process in order to properly assess the opportunities offered by the new software. Without an overriding goal, all participants work chaotically and even in different directions. Ensure that all teams are working towards the same goal.

    – **Ensure the measurability of the target KPIs**
        These can be attributes such as turnover, page loading time, return rate and similar, but also soft KPIs such as customer satisfaction, for example, through positive reviews. Set smart goals.

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Specific: Define desired results as concretely as possible.

Measurable: Determine qualitative and quantitative metrics.

Achievable: Objectives need to be achievable.

Realistic: Whilst objectives should be realistic in the given time.

Timely: A deadline must be included to make the objective measurable.

Example:

✗ **Wrong**: I want to migrate my shop to another system.
✔ **Right:** I want my shop to run on a new system within the next 100 days, optimizing deficits XYZ from the current setup in order to increase customer satisfaction and revenue.

    – **Find the perfect moment**
        The perfect time must be well thought out: a system migration to sensitive times, such as the Cyber Weekend or the Christmas period should be avoided. Here, sufficient buffer time should be included.

– **Work with the right partners**
Just like Magento, Spryker provides access to an ecosystem of solution and technology partners and supports you with a wide range of them. Our industry and solution partners specialize in a wide range of services and are happy to assist you throughout the entire process - from conception to implementation, optimization to operation and further development of the new shop system.

Over 50 technology partners
help you to run your digital business successfully.

More than 30 channel partners
help you to succeed in entering and scaling the market.

– **Outline the current set-up**
Especially medium-sized or B2B companies often have specialized teams with their own processes, but no project management team to support them in task accomplishment or timeline and budget management. Accordingly, product owners who bear a professional responsibility for the projects and processes are lacking. As a result, other departments are often commissioned with project management. Often the IT department is entrusted with this, because that seems obvious in software development.

Many ignore this: Project management is a discipline so the skills for it must be learned. It is, therefore, not surprising that companies are often helpless when there are suddenly larger projects, such as a re-launch or system change, that require more comprehensive management. But the solution can be so simple. External support can provide either operational or initial strategic help. Especially when it comes to managing teams and defining requirements, experts can share the knowledge that many companies lack.

– **Prepare test cases and possible risks**
Possible inhibitor scenarios should be rolled up in advance, and solutions for each possible blocker must be recorded. This ensures that possible problems can be considered and classified as a risk before they arise. Define solution strategies for risks, not problems. With a formula for the probability of occurrence and the impact of certain factors, possible blockers can be identified relatively quickly. It is also possible to predict which scenarios you shouldn't make a fuss about. To do this, you define a value between one and ten for each case and multiply the two factors so that you get a value between one and 100. All factors with more than 50 points should be looked at carefully.

The same applies to scenarios with a high probability of occurrence. If possible solutions were developed and communicated for these scenarios, project risks can be countered in a much more relaxed way.

2 Step 2: The Data Migration

Only when the scoping process is complete should data migration begin. Often feared, it actually accounts for only about 10 % of the total migration process.

A data migration process can be divided into three phases:

1 Cleaning and export of old data	2 Mapping of whole new data structure	3 Import into new system

➤ **Decide which data must be migrated**

Note: If there is an existing integration, e.g., a product import, it is not necessary to migrate existing products but only to reuse the integration.

3 Step 3: Data Cleansing

After exporting all system data, you must define which information must be migrated to the new system at all.

Data can be divided into two general areas:

Master data (Examples)	Transaction data (Examples)
– Customer – BOMs – Categories – Products – Product reviews – Shopping / discount rules	– Stock movements – Updates – Orders – Returns – Quantities – Payment processes
Solid attributes form the basis and the frame of the system ↓ **Full migration to the new system**	The transaction data is based on master data ↓ **Specifying an archiving point in time:** everything that lies further back should be archived so that the new system is not unnecessarily burdened. Nevertheless, the data from these orders must still appear in the customer account.

The biggest challenge is to migrate the transaction data, such as existing orders and customer accounts, because the status changes in a very short time, from an ongoing order through various intermediate stages to the return.

4 Step 4: Existing Orders

Tip

Minimize the number of orders "in Progress" by managing the large number of jobs before the migration. Limit payment methods temporarily to online and fast payment methods immediately prior to migration to minimize processing time.

State machines help you to define and visualize various processes in which certain activities can be executed in a predefined order and automatic processes can be initiated. You can use one or more state machines, for example, to model the ordering process in the transition phase:

For example, orders received after time X can only select certain payment methods so that the shipping of an order can be automatically initiated after successful payment processing even during migration.

The Spryker State Machine can be used in many places and individually adapted to your needs.

5 Step 5: Customer Accounts

Migrating sensitive data, such as customer profiles and passwords, can be difficult. One strategy for migrating passwords whose hashes cannot be decrypted is to treat them as "unknown or forgotten data."

Tip

Implement a new hash in the old shop in time before the migration and wait a few months to reuse known passwords. Your customers will then be prompted to reset them. Active and inactive users are simply revealed, and you know which user profiles need to be migrated securely. Implementation of an "old" hashing algorithm and conversion to a new hash on authorization is possible in the Spryker Commerce OS.

6 Step 6: Website Design

When it comes to website design, the migration can be very simple and without workarounds: The existing design can be easily adopted, if desired, or adapted in the modern Spryker Demo Store. Static CMS content, such as landing pages, can also be transferred identically to Spryker CMS. You also have the chance to carry out a visual relaunch and optimize your on-line shop design.

In the transition phase it is nevertheless advisable to plan for a higher level of customer support for "old" orders in your Customer Relationship Team and to be ready for possible offline processing if some features from old orders should no longer be available.

Develop migration scripts so that migrations can be performed in several small steps.

7 Step 7: Mapping of Old and New Data Structures

The data from the old structures must be adapted to the new system. Data formats and types must correspond in their systematic arrangement - this can be very tedious in some circumstances and must be maintained manually.

The Spryker Commerce OS supports this process with a migration script that provides the core data and, thus, simplifies the tedious mapping, regardless of the number of attributes.

8 Step 8: The Data Import to the New System

The moment of truth: the vast data consolidation. Here, the importance of the groundwork shows itself.

Spryker also provides valuable support during the import process. The Spryker Middleware significantly simplifies the integration of external processes and data, such as PIM, WMS, ERP and CRM. Our user-friendly linear-data pipeline enables the seamless transfer of large amounts of data between the Spryker Commerce OS and any external third party, considerably reducing development time and total cost of ownership.
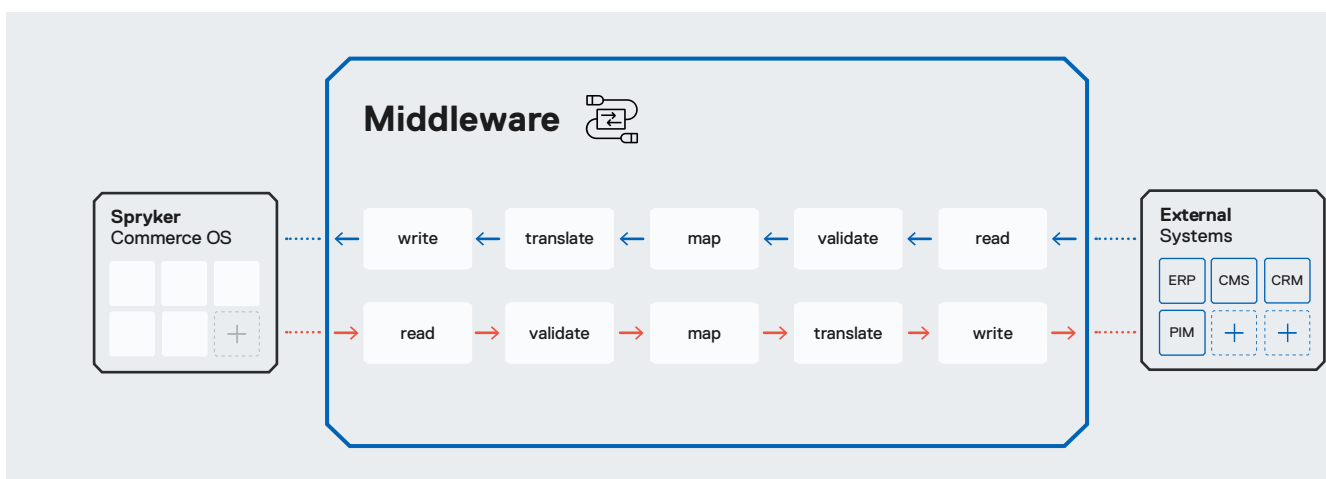
03 The Final Rehearsal

The Big Testing

Finally, the migration is complete - this is the first thought of many shop operators once the data migration has been successfully made. Shortly before going live, the project participants often show great tension. To ensure that no mistakes occur despite the stress level, it is advisable to do a kind of dress rehearsal on a staging environment. At this point, most of the migration process has been completed, but the last, very important step is still missing: testing. In the last test run, possible bugs can be found that still interfere with the UX.

There are simple processes that can be used to test the shop on the new system. Especially errors in the front-end should be avoided because they lead to a bad UX. Here all different page types should be tested: from the start page to the article detail page.

Purchase transactions and workflows should also be checked in the form of test purchases. This ensures that the shopping cart, checkout and all subsequent processes in the back-end really work.

The Spryker Commerce OS offers a simple connection to staging systems, on which all components and features can be tested both before going live being installed in the new live system.

Away from Magento, Towards Spryker: Easier Than You Thought

The transition to a new shop system can become a real business risk if not carried out optimally. Especially if there have already been problems with your previous system. Spryker not only ensures the system change is successful but also provides the flexibility to expand your business in the future.
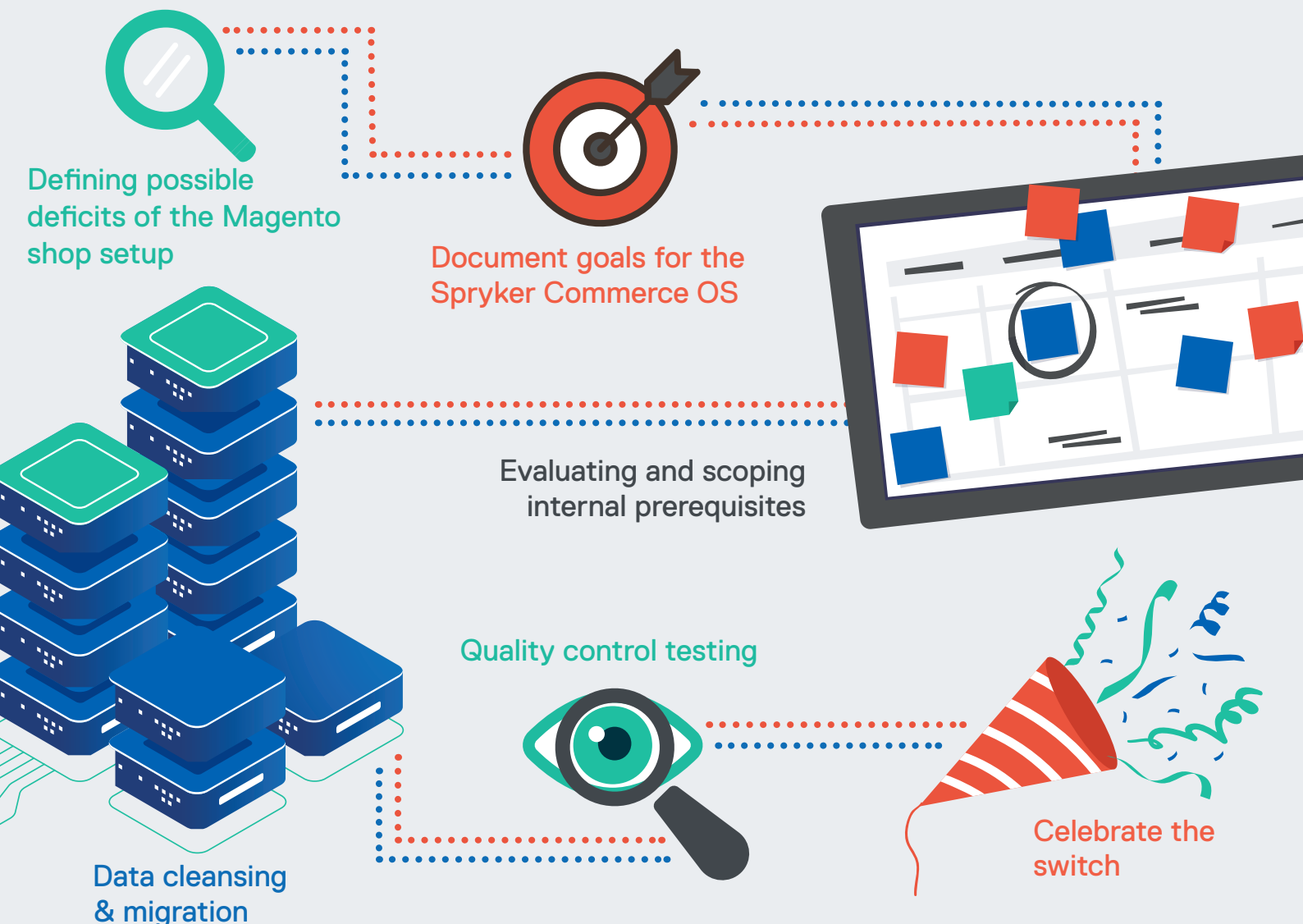
For the following reasons, it's time to invest in a future-oriented platform like Spryker instead of another update:

01 **Spryker is an investment in future-oriented software** and provides all the migration tools necessary to integrate all essential Magento elements into the Spryker platform.

02 **Like Magento, Spryker is based on the LAMP stack** (Linux, Apache (or nginx), MySQL (or PostgreSQL), PHP (7.2+)). This makes it easier for Magento customers to switch to Spryker, as neither specially developed technologies nor specially trained employees are needed.

03 **Spryker shops save on average 80 % of development time** through clean code and clean architecture.

04 **Spryker provides features in the areas of** product management, content management, shopping cart, checkout, customer management and many more B2B and B2C features that are similarly offered by Magento. Spryker Capabilities are based on similar features built out of over 500 decoupled modules. No matter how specific or simple your B2B or B2C store may be, Spryker has the features and tools to fit your current and future needs.

05 **The Spryker API makes it possible to integrate interfaces** into different end devices into the Spryker Commerce OS. Products, customer data and orders can thus be synchronized and processed via a solid back-end and simplify the life of your e-commerce managers and development teams.

System Migration at a Glance

Reasons for switching from Magento to Spryker	What are the steps I plan to migrate?	How can Spryker help?
– Performance optimization – Similar features – Better scalability – More flexible shop system – Independent updates possible	– Defining the right timing – Scoping of all factors – Data cleansing – Data mapping – Data migration – Test phase – Going live	– Spryker Glue API enables uncomplicated interface connection – Spryker provides a migration script for simplified data migration – Spryker Middleware simplifies integration of external processes

Defining possible deficits of the Magento shop setup

Document goals for the Spryker Commerce OS

Evaluating and scoping internal prerequisites

Quality control testing

Data cleansing & migration

Celebrate the switch

Spryker

You need our advice, to master your
system migration? I will be happy to advise you!

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Do you have further tips or feedback for us?
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