Dissection of an Upgrade: A merchant’s journey from Magento 1 to Magento 2
Aynsley Peet
E-commerce Manager / Cox & Cox
aynsley@coxandcox.co.uk
Twitter: @coxandcoxuk
Jake Smith
Senior Project Manager / Space 48
jake@space48.com
Twitter: @Space48ers
1. About Cox & Cox

➢ Company Profile and History
Company profile

- Based in Frome, Somerset, UK

- Homeware business with 1,200 to 1,500 SKUs depending on seasonality

- Pure-play e-commerce; use mail order catalogues to drive online orders

- 30-40 full time staff

- Turnover £14 million per year; growing 20% YOY
Life before Magento Commerce 2

- Magento 1.7 Community Edition; live August 2012

- Before Magento 1, used a standalone E-commerce platform
2. Why upgrade to Magento Commerce 2?

➢ How did Cox & Cox arise at the decision to upgrade from Magento 1 Community Edition to Magento Commerce 2
Growing 20% YOY but needed to future-proof business

Mobile devices emerged as the most popular device to view website and Cox & Cox was hindered by existing mobile experience

Website design needed a refresh, ideally updating design every 2 years

Our competitors were launching new designs

SEO is our largest channel driver and Cox & Cox wanted to complete move to HTTPS website as soon as possible
Technical drivers to upgrade

- Over 100 3rd party modules
- Unable to upgrade past Community 1.7
- PCI compliance
- Poor performance
- Regular downtime
- Responsive design
Integration was a core requirement

• At the same time as the ecommerce upgrade, wanted to integrate with other best of breed system providers:
  – **NETSUITE** for ERP
  – **WAER** for WMS
  – **patchworks** for Magento – ERP middleware

• Ease of integration across all providers a must due to tight business go-live deadline
Why Magento Commerce over Community Edition?

• **Additional support and features, improved performance**
  – Integrated Varnish caching
  – Quick order processing
  – Content Staging and Content Scheduling

• **Simple decision to upgrade to Magento Commerce 2**
  – Cox & Cox as a business was very happy with Magento 1
  – Great working relationship with Magento Solution Partner, Space 48
  – Third party suppliers had Magento modules aligned with our business and website requirements
Who else did we consider?

• Hybris and Demandware (Sales Commerce Cloud) because of previous experience implementing both E-commerce platforms

• 3-4X higher cost to move E-commerce platform

• Implementation time would have likely been longer, conflicting with launch prior to peak season

• Fewer third-party integrations
Internal buy-in and planning

- Developed broad business goals that justified investment and drove project approach

- Established a budget to spend on ecommerce build and planned into business cashflow in advance
3. How we approached the upgrade project
Key project objectives

- All systems to go-live at the same time (E-commerce, ERP, WMS)
- A new, responsive website redesign
- Improve website performance
- Maximize native utilization of Magento – streamline use of extensions and customizations
- Eye on improving operational efficiency and flexibility
- Data integrity and continuity from Magento 1 to Magento 2
- Growth bias, from design to technology adoption
- Achieve broad metric goals (first quarter and continue into 12 months)
  - 20% revenue growth
  - 20% sales order growth
  - 10% improvement in mobile conversion
Key design objectives

- Mobile-first approach
- Improve checkout experience (2-step checkout)
- KPI created to increase shopper engagement and time on site
- Promotion flexibility
- Better showcase product imagery
- Leading-edge design with latest Magento 2 websites
- Achieve and exceed parity vs. our competitors
4. Project planning and development process
Project timeline

Aug 2016
Signed Magento 2 contract

Nov 2016
Finalised Space 48 Magento 2 development proposal

Dec 2016
All other contracts signed for larger project

Feb 2017
Received Staging website from Space 48

Apr 2017
Testing of integrations for Magento 2

Aug 2017
Go-live of Magento 2

Aug - Oct 2016
Designs for website build and design sign-off

Jan 2017
Space 48 first started to code

Mar 2017
Further templates and ability to place orders in test environment

May-Jul 2017
Rounds of testing and releases
Project milestones

- Server access
- Start global elements and styling
- Custom development and integrations
- Basket and checkout
- Dot Mailer
- Ebizmarts SagePay
- SLI Search
- Magento Shipping
- CMS pages
- Data migration scripts
- Finalise Net Suite integration
- Custom development and integrations
- Google Analytics and tracking
- Regression testing
- Go live rehearsals
- GoLive
Challenges and Resolutions

**Challenges**

- Multiple 3rd parties providing different functionality
- Many contact points across internal and external teams
- Changes to the project scope during process
- Significant testing required with limited capacity
- Design delivered by agency independent of development team
- NetSuite integration required to enable complex on-site business logic

**Resolutions**

- Clearly defined roles and responsibilities
- Transparent comms utilizing Jira to ensure all comms tracked
- Scoring matrix used to determine likely impact versus disruption
- Agile approach and regular feature deployments
- Collaborative approach with regular workshops and demos so final designs are achievable
- Built ahead of the curve knowing that integration would provide data as specified
5. Customizations, integrations, and new technology
Promotions and email marketing

• Sub2Tech – promotional banner and email capture

• Dotmailer – email marketing
Site search

- SLI site search and product recommendations

- In Q4 2017:
  - 12% users use search
  - 35% of revenue comes from users who have used SLI site search

- Site search users are 4X more likely to convert to a sale
Website layout

- Revisions in design to incorporate price sliders, pagination, and choice of 3 / 5 products to view
Pre-sell

- Pre-sell products and utilise Magento back-order functionality
Basket preview and promo codes

- Basket preview customisation to take customers to basket summary page and not checkout

85% use promo codes
Magento Shipping

- Magento Shipping integrated via Temando

- Shipping is complex
  - Five couriers
  - Various product sizes
  - Vast permutations of customer buying combinations

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<th>Delivery option</th>
<th>Courier</th>
<th>Delivery to</th>
<th>Delivery timescale</th>
<th>Cost</th>
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<td>2 MAN</td>
<td>Ash Logistics</td>
<td>UK Mainland</td>
<td>10-12 working days</td>
<td>£400</td>
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<td>EU countries</td>
<td>5 working days</td>
<td>From £50*</td>
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Payments and other customizations

- PayPal payments
- Sage Pay Payments (Hosted Payment Pages)
- Go Direct Marketing feed – order and customer data
- Google Shopping
- SEO customisations for header tags
- New hosting infrastructure with UK Fast
6. Before and After

➢ How website layout and design changed with the Magento 2 upgrade
New category landing pages

• Ensemble, in-context selling strategy

• Aimed to drive higher AOV by showcasing how products can be grouped together

• Promote aspiration shopping to our customers
Before and After – Product listing

Before

Magento 2
Before and After – Product page

Before

Magento 2
Before and After – Mobile home page

**Before**

**Magento 2**
Before and After – Mobile product page

Before

Magento 2
7. Results and Business Impact
Audience Overview – Q4 Year on Year

+30.6% Page Views

+36.5% Pages Per Session

+14.2% Avg. Session Duration

-14.9% Bounce Rate
Revenue Performance – Q4 Year on Year

+28.8%  Website Revenue
+6.7%   Website Conv. Rate
+2.1%   Number of Trans.
+26.2%  Avg. Order Value
Mobile Performance – Q4 Year on Year

+45.6%  Mobile Revenue
+20.1%  Mobile Conv. Rate
+19.6%  Number of Trans.
+128%  Organic Search
Operational efficiencies

• Merchandising team finds Magento 2 easy to use
  – Drag and drop functionality for product sort orders
  – Easy to manage products by grid (no requirement to go into product on all occasions)

• Site changes without engaging development

• Customer support agents better utilise Magento capabilities
# Performance against key objectives

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile-first strategy</td>
<td>Mobile performance is strong</td>
</tr>
<tr>
<td>Leading-edge website design</td>
<td>Design is on-par or superior to competitors</td>
</tr>
<tr>
<td>Improve website performance</td>
<td>Strong website performance through Q4 peak season</td>
</tr>
<tr>
<td>Drive growth</td>
<td>Website recorded improved ecommerce conversion rates YOY; exceeded project objectives</td>
</tr>
<tr>
<td>Drive greater customer engagement</td>
<td>Longer customer visit sessions; Positive customer feedback on new website</td>
</tr>
<tr>
<td>Improve operational efficiency</td>
<td>Merchandising and customer support efficiencies gained; New WMS improved staff proficiency significantly</td>
</tr>
<tr>
<td>Future proof our business</td>
<td>Now have a scalable E-commerce platform which we can grow into and continually improve</td>
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8. Tips and lessons learned
Tips and lessons learned – Space 48

- Clear and specific scope
- Agree on goals
- Allow for change where justified
- Clear roles and responsibilities
- Collaboration is key
- Empowerment
Tips and lessons learned – Cox & Cox

• Work with and listen to a Magento integrator that you trust
• Approach the project with a growth mindset (technology and design)
• Plan and budget well in advance
• Establish clear, universally-followed project processes to minimize confusion
• Complete the design sign-off ahead of starting website build
• Do not underestimate scale and scope, particularly on complex integrations
• Allow time for the third party integrations
• Test, Test, Test (don’t forget day jobs of testers!)
• Finally, go for it!
Thank you
Aynsley Peet / E-Commerce Manager
Cox & Cox
aynsley@coxandcox.co.uk
Twitter: @coxandcoxuk