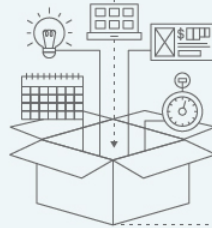


4 CONSIDERATIONS FOR UPGRADING MERCHANTS



With more than 10,500 live sites on our next generation platform in under 18 months, we are excited to see the value that our community is gleaming from Magento 2. While change is good, we understand that an upgrade may breed uncertainty. We know that your commerce business needs are ever-evolving, and our goal is to enable you to focus on strategic business priorities that are integral to your success.

Here are four key considerations to help you evaluate and expedite your upgrade.



1 Think "Out of the Box" with Native Platform Enhancements

Magento 2 delivers many features and functions natively out of the box, which were offered through extensions in Magento 1. This gives merchants the business flexibility and agility required to deliver a high-growth store and stellar customer experience. For example, Content Staging and Preview allows merchants to optimize the timing and impact of campaigns by easily creating, previewing, and scheduling site updates – all without needing to involve IT.

2 Check Yourself Before You Extend Yourself

Magento 2 offers high quality extensions with easy "one-click" installation that empower merchants to expand store capabilities as your needs, and sales, grow.

Popular extensions include:



3 Put Your Best Store Performance Forward

Additionally, Magento 2 scales with your growing business, so even as you see higher traffic and order volume from your site, your customers will continue to have a fast and delightful experience.

Consider these benchmarks from a performance survey, which found that Magento 2 can handle more volume, including:



4 Take the Best Total Cost of Ownership (TCO)

Magento 2 is the choice for many merchants primarily for its lower ownership cost and faster implementation times. Research recently conducted by FitforCommerce found that merchants utilizing the latest version of the software (2.1) saw significant reduction in both implementation times (36% faster) and cost (35% lower costs) versus average projects on prior Magento versions.



*Source: FitforCommerce White Paper, "Understanding the Total Cost to Upgrade & Implement on Magento 2" / April 2017



Need more information? [Learn more about Magento 2.](#)