

Migrating from Magento® to commercetools

Executive Summary

This white paper leads architects and their teams through the platform migration process from Magento® to commercetools. It talks about which steps are necessary for this process as well as how to build a migration roadmap, migrate data and deal with custom extensions and user interfaces.

Introduction

In today's fast-moving commerce business, brands and merchants need to enhance their agility and flexibility. Customer demand is continually changing, new touchpoints are emerging, and innovative paths of communication between consumers and suppliers continue to appear. Take Voice Commerce: Within only a few years, more than 100 million smart speakers have been sold. Similar to the app store which helped Apple introduce the mobile age, Amazon lets 3rd-party developers build new capabilities on top of their voice platform. Brands and retailers need to be able to build new prototypes quickly, experiment, create great services for their customers and drive loyalty.

In reality, however, many organizations are kept from building new business models by their slow, hard-to-adapt software platforms which effectively stifle innovation. The only way: move to another, more flexible architecture.

In this whitepaper, we look specifically at two platform vendors: First is the well-established Magento platform, which is recognized as one of the market leaders by Forrester and Gartner. Second is the innovative, cloud-native commercetools platform. We will suggest a strategy on how to move from Magento to commercetools without disrupting the daily business or jeopardizing operations.

Of course there is no standard template that can be used exactly the same way in every migration. Every project is different and has its own caveats, and we're by no means suggesting a cookie-cutter approach. Rather, the following strategy is meant as a guiding principle or a framework which, from practical experience, tremendously increases the chance for success.

Commerce Platform Migration

Magento In a nutshell

Magento was released in 2008 by the US company Varien as an open-source commerce platform with multi-store functionality and plugin extensibility. A little later on, commercial licensing became available as well. The solution has been acquired by eBay in 2011, sold to a private equity funds in 2015 and is now part of Adobe®. Technologically, it's a PHP-based software monolith, built on top of the Zend Framework and using MySQL as its data layer. It comes with its own templating engine and has a few areas covered by its SOAP API.

Adobe is integrating Magento into its cloud offering, connecting with tools such as the Adobe Experience Manager. The future of the open-source version of Magento is currently unclear.

commercetools: Innovative Cloud-Native Platform

As a young company with an innovative product, commercetools has the need for flexibility in its DNA. It offers a cloud-native, multi-tenant, headless commerce solution, with auto-scaling functionality and continuous updates. It has a flexible API which brands, merchants and system integrators can use as microservices. Despite being relatively new

to the market, commercetools has already made its appearance in all of the three major analysts' reports (Gartner, Forrester, IDC) and running major brands around the world, including major global enterprises such as AUDI, Bang & Olufsen, and EXPRESS.

Reasons for Wanting to Migrate

Lack of Agility and Speed

Because of the complex nature and the strict architecture of the Magento platform, developers need to work with many different layers. For example, a rather trivial task such as building a custom promotion and displaying it in the frontend often takes backend developers a few days to implement. This is mainly due to the complex templating system and the fact that data modeling is done via XML configuration.