Magento®
An Adobe Company

Upgrade to **Magento Commerce 2**

TAKE YOUR BUSINESS TO NEW HEIGHTS
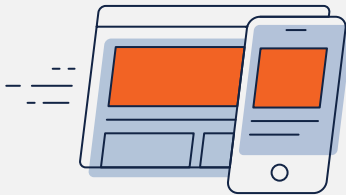
Achieving Success Has Never Been Harder

More demanding shoppers

Fragmented buying behavior

Rapid technological change

Global competition

Today's increasingly challenging commerce environment is intensifying the pressure commerce leaders face in order to succeed.

84% Online shoppers expect retailers to provide a robust, engaging online experience

75% Consumers purchased a product because they saw it on a social channel

53% Mobile users abandon sites that take more than 3 seconds to load

Magento Commerce 2 Provides More Opportunities to Succeed Through Better, Faster Execution

01 **CREATE COMPELLING EXPERIENCES**

Deliver the differentiated, omnichannel shopping experiences your customers demand.

02 **OPERATE WITH INTELLIGENCE**

Improve operational efficiency and intelligence to get more done, faster.

03 **ACCELERATE SALES GROWTH**

Drive increased loyalty and repeat purchasing, and utilize the best tools to find new prospects or create new business models.

04 **DELIVER SUPERIOR PERFORMANCE**

Get the speed, reliability, security, and scalability you need to provide a great customer experience.

NEXT-GENERATION CAPABILITIES ONLY ON MAGENTO COMMERCE 2

Open up avenues for growth and innovation not available with Magento Commerce 1.X.

Deliver Better Shopping Experiences

- **Customizable, pre-built responsive themes** provide an optimized starting point for your site
- **Advanced page building** delivers powerful, intuitive content development capabilities
- **Content staging and preview** lets you easily create, preview, and schedule site updates to optimize your campaign timing and impact
- **Pre-built integration with enterprise CMS services** enables contextual commerce and personalization at scale
- **Progressive Web Applications Studio** enables merchants to create reliable, fast and engaging mobile experiences to boost conversion rates and increase engagement

Expand Your Market Presence With Ease

- **Integrated Magento Shipping** provides easy access to global shippers to simplify expansion
- **Global cloud service** powers you to easily and quickly expand into new geographic regions
- **Included dotmailer** delivers smarter, faster email marketing campaigns utilizing live Magento store data

Empower Non-Technical Teams

- **Content staging and preview simplifies the site update process**, removing IT as a dependency for implementation
- **Easy-to-use Page Builder** enables marketing teams to build, launch, and manage custom content without IT
- **Intuitive, customizable administration panels** streamline the way teams work
- **Expert tax technology from Vertex** simplifies tax calculations, compliance, and returns

Drive Conversion and Repeat Purchasing

- **Redesigned two-step checkout and an Instant Purchase option speed up** order conversion by reducing checkout steps and utilizing saved payment and shipping information
- **PayPal, Amazon Pay, and Klarna** enable customers to speed through checkout using trusted, flexible payment options

Enhance Your Speed, Scalability, and Security

- **All-in-one Magento-optimized technology stack** provides the best, most secure technology for Magento
- **99.99% full stack SLA** provides peace of mind
- **Global CDN** ensures speedy content delivery to meet user expectations
- **Peak volume allowances** let you plan and pay for average volume instead of peak volume
- **Continuous software and hardware evaluation** to optimize commerce performance, including extensions

Unleash Your Development Teams

- **Magento-managed cloud infrastructure** results in fewer relationships and technologies to manage
- **Reduced need to support marketing and website campaigns** frees your IT team to focus on strategic projects
- **Widely adopted technical methods and best practices** result in faster development and testing time, improved code quality, and more time to focus on innovation

Boost Your Selling Capabilities

- **Native B2B capabilities** enable you to seamlessly create new online sales opportunities alongside B2C operations
- **Virtually limitless third party integrations** with faster and more efficient APIs enable new capabilities and workflows

Capitalize on your Data

- **Powerful capabilities** make sure that you turn your data into value that drives growth. Bring all of your data together to gain a complete view of your business and uncover the insights that fuel smarter decision making
- **Best practice commerce dashboards** included so that you can start analyzing metrics like cart abandonment on Day 1

Utilize True Omnichannel Capabilities

- **Manage inventory across multiple sources** to improve operational efficiency and improve the customer experience
- **Seamless integration with Magento Order Management** delivers real operational efficiency while creating shopping services that delight customers (e.g. ship-from-store, ship-to-store, pick-up in store)

Magento® Services
Ready to Help You Get There

Combining commerce experience with deep, in-house product and technical expertise, **Magento Services** provides comprehensive upgrade assessments and smooth implementations so you can benefit from the most advanced features and capabilities available in Magento Commerce 2.

Merchants are Building Competitive Advantages by Upgrading to Magento Commerce 2

Compelling Experiences

Tom Dixon.
18.8% decrease in bounce rate

CORRA GLOBAL ELITE SOLUTION PARTNER
+60-100% pages per session and time on site for clients

Better Performance

sass & bide
10x increase in traffic load capacity with faster server response time

CORRA GLOBAL ELITE SOLUTION PARTNER
60% decrease server response and page download times for clients

Faster Growth

Loake SHOEMAKERS
+45% decrease in bounce rate

LAB PROFESSIONAL SOLUTION PARTNER
51% faster guest checkouts, **35%** faster customer checkouts, for clients

Innovative Commerce

DEVLYN
+163% online conversion

graze
£3M incremental revenue

Read more about these and other Success Stories at **www.magento.com/customers**

"THE FLEXIBILITY REGARDING CUSTOMIZATIONS, EASE OF INTEGRATION WITH EXISTING SYSTEMS, ADAPTABILITY AND INTUITIVE CMS MADE MAGENTO 2.0 THE PERFECT FIT."

Eloise Nisbett, Ecommerce Manager, Sass & Bide

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IMAGINE WHAT YOUR BUSINESS CAN ACHIEVE WITH MAGENTO COMMERCE 2.

Contact us at **CommerceSuccess@Adobe.com** to learn more about our engagement opportunities.