eCOMMERCE SHOW
NORTH

6 & 7 NOVEMBER 2018   EVENTCITY, MANCHESTER

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FOREWORD

eCommerce Show North returns to Manchester on November 6th & 7th for its second year after cementing itself as a key date in the industry calendar and the largest gathering of eCommerce businesses outside of London.

The expo reflects the huge commercial marketplace that exists beyond the capital and the large number of businesses successfully growing and looking for new suppliers in the north. Whether its Platforms or Payments, Analytics or Logistics, the event offers a platform for key retailers, top brands, and thought leaders to meet with tech vendors, entrepreneurs, and disruptors. This convergence is what makes Manchester such a great place for business.

Billions of pounds are being invested in the city to create a connected business environment that supports innovation and reflect future needs. This environment is most evident when it comes to eCommerce with the City hosting the greatest concentration of eCommerce start-ups in the UK, with many of them confirmed to exhibit at November's event in EventCity, Manchester.

In this eBook you will find interviews and articles from some of the exhibitors you will be able to meet at eCommerce Show North. The articles cover a range of topics including Magento Platforms, Shipping & Fulfilment Strategy, Security as well as interviews with Directors that take a deeper look at what makes a company in this industry successful.

Special thanks is reserved for our lead sponsor UKFast and our five Event Partners: Endless Gain; Dotmailer; Magento; Shopify; Pimberly and Space 48.

eCommerce Show North is one of three exhibitions run by Prolific North and Don't Panic Events, the others being Tech Show North and Marketing Show North. The latter returning for its fourth year next February.

Martyn Collins, Expo Director

"Intershop is delighted to be involved with eCommerce Show North. We've long been aware of the strength of eCommerce in Manchester and the North and can't wait to meet with fellow professionals at what is the premier eCommerce event outside of London. We will, of course, be exhibiting and able to demonstrate how we've helped major brands like Lyreco, BMW, HP, Mercedes and Footlocker grow their business via our platform. I look forward to meeting you there."

Lee Price, Director, UK & Ireland, Intershop

A CONVERSATION WITH...
BEST RESPONSE MEDIA

David Wain-Heapy, Director

What do you think are the key factors that make an eCommerce business successful?

The main factor would have to be conversion rate. It doesn't matter if you're getting huge volumes of traffic if the conversion rate is low so this should always be optimised. The second, perhaps more recent factor, would have to be mobile optimisation. Phones have come a long way in the past 5 years and more and more people trust their devices to make secure online purchases.

As a result, a successful eCommerce business must have their site optimised for mobile devices. Another key factor would be multichannel marketing. Marketing really needs to be attacked from a variety of channels to be successful and the two most important in eCommerce would have to be search engine and email marketing. Addressing a combination of these marketing channels you can ultimately expect to increase your online revenues.

What, if any, recruitment challenges are faced when building an eCommerce team?

Attracting the right talent is absolutely essential in order to achieve desirable online growth.

eCommerce is a notoriously competitive field of business and so it's really imperative that your team is talented, efficient and leaders in their field to ensure your business has the competitive edge it needs to rise to the top.

Hiring a top recruiter can be a great way to build the right team and really streamline the recruitment process of your business. Additionally, having the right leader arguably plays an even bigger role. You need someone who will inspire and ultimately create an environment that people will want to work in.

What do you think contributes to the failure of businesses in your industry?

First of all, failing to deliver real value against the growth of Amazon, particularly around customer service, delivery capabilities and overall trustworthiness. If your customer finds they are better off on Amazon, your business will always struggle to find its feet.

The second major contributor would have to be failure to optimise for conversions. As mentioned above, the growth of your eCommerce business is dependant on both traffic growth and conversion rate; failure to pay attention to the latter can

lead to a business that is successful on the surface but ultimately lacks turnover.

Another, final contributor is failure to invest in the business. Whether this be for marketing, recruitment or web development, the success of an eCommerce business is dependant on consistent, smart investment.

How do your clients ensure they are kept up-to-date with what their customers really want?

Firstly we look at personalising the customer experience. It's one thing to generalise what your broader target audience wants, but to be able to offer an individual experience for each customer is a great way to

always stay on top of what they want and ultimately boost conversions.

Secondly, they communicate constantly with customers across multiple platforms including social network, email and live chat integrations. This all reduces the barrier between the business and the customer. A big part of what we do is focussed on analytics and tracking data. This is essential for understanding the roots of your traffic and conversions in order to plan the right optimisation techniques.

How is your service integral to a company's eCommerce strategy?

As a Professional Magento Solution Partner, we specialise in Magento websites. Magento is the eCommerce platform of choice for many top businesses and many more are making the move.

One of our main, integral services is Magento Design. Here we conduct initial research & evaluation, UX & wireframing and then, finally, UI design to ensure that our clients' sites are both striking and performance optimised. Also, as experts in our field, we are a go to for Magento development and support, offering a range of conversion focussed projects and solutions. We also inform and carry out companies' eCommerce marketing strategy with specialised teams that offer tailored SEO, PPC and general conversion rate optimisation.

Best Response Media is a Magento Professional Solutions partner and design, develop and market high performing Magento eCommerce websites. Find them on stand 154 at this November's expo.

THERE IS A REASON WHY PLATFORM SELECTION IS INTEGRAL TO A SUCCESSFUL eCOMMERCE STRATEGY

Ian Cassidy, eCommerce Director, CTI Digital

The global onlineCommerce market continues to grow at an astounding rate. Figures published by Statista show that global eCommerce sales topped 2.3 trillion US Dollars in 2017 and are on course to double by 2021. In such a vast marketplace, it is vital to choose the ideal platform and avoid getting lost amongst the crowd.

At CTI we work with a wide range of retail brands that trade online, including organisations operating across the B2C, B2B and FMCG markets. Despite their differences, all are asking the same question:

"Which is the right eCommerce platform to help us realise and achieve our future growth plans?"

Getting it right

eCommerce platform selection is a complex process; get it right and your company will operate from a stable platform, acting as a central base for all business operations. The right choice will see you receiving regular updates, creating a smarter, more capable platform as time goes by, rather than falling behind trends. A truly scalable system will also provide direct access to an ecosystem of developers, solutions and technology partners that can really help drive innovation and increase market share.

Getting it wrong

Get it wrong however, and you'll find yourself locked into a proprietary platform, that's needy, time consuming, and requires substantial investment to keep up with the pace of change.

The Value of Research

Selecting the next eCommerce platform for your business is a considered process with no one-size-fits-all solution. That's why beginning a technology-agnostic approach to decision making requires in-depth research. At CTI, our team of consultants use a tried and tested Discovery process to work with both new and existing clients in order to understand the core business first. Some of the major considerations to evaluate are: customer-centricity, internationalisation, scalability, and time to market.

The Evaluation Framework

Once the core business is understood, and only once this is understood, can you move on to an eCommerce evaluation framework. When done correctly, this will show how well a platform maps against the organisation's strategic growth plans. From this perspective, with your chosen digital expert, you can make an informed decision with confidence, sure that they will avoid the potential future cost of a further migration.

We're fortunate to work across a wide variety of commerce technologies, including Magento, Drupal Commerce, U Commerce, Shopify, Shopware and Java/Grails, to name but a few. Direct experience in these technologies gives us an insight that traditional research could never afford.

Quick Case Studies

Our Magento-certified team of developers have delivered award-winning projects for some huge brands. When conducting an omni-channel Magento 2 migration for High Street TV, we recognised the needs of the key audience demographic and responded with a targeted, mobile-first solution that optimised user experience whilst streamlining and integrating back-end systems.

For small, enthusiastic start-ups, a quick time to market, with future scalability is key. That's why we guided sports nutrition brand Supreme Nutrition onto a chic, professional Shopify eCommerce site. Intelligent integrations with Instagram, Google Shopping, Apple Pay, Paypal and Klaviyo all boosted usability and, importantly, user trust in this ambitious new brand.

If you'd like to hear more about our eCommerce evaluation framework or speak to one of our team: head over to Stand 91.

IT IS TIME TO TURN YOUR SHIPPING & FULFILMENT STRATEGY INTO A COMPETITIVE ADVANTAGE

Audrey Williart, UK Head of Marketing, Neopost Shipping

Now more than ever, retailers are feeling the pressure to measure up to international competitors.

Amazon has changed the way we shop and shifted customer expectations, offering free and fast delivery for Prime members and convenient parcel lockers throughout the UK. Today, 74% of shoppers said they will buy again from a retailer that provided an enjoyable shipping experience. It is time to turn your shipping and fulfilment strategy into a competitive advantage. Here is how.

1. Shipping as Customer Service

Almost 80% of British shoppers think shipping costs are too high. But shipping comes at a cost for retailers. So they need to demonstrate the value of shipping services to their customers.

One way can be to provide regular post-purchase communications by tracking updates of deliveries via SMS, WhatsApp or Facebook Messenger updates. Empowering customers to track their orders is a great way to cut down on calls or emails to customer service departments and to prevent frustration building up. Just have a look on Twitter to see how a customer can be your best brand advocate or your worst detractor. However, just 15% of UK retailers offer text message updates and only 3% offer updates via Messenger. The after purchase also includes returns. An UPS survey found that 79% of online shoppers rate free shipping on returns as important when selecting an online retailer. The process should be simple, seamless and trackable.

2. The Fulfilment Function as a Cost Saver

Over 30% of UK retailers admit that shipping and fulfilment automation, as well as multiple carrier access, present challenges. While shipping is traditionally regarded as a loss leader, it doesn't have to be this way. By using shipping software, it is possible to take advantage of the different strengths of various carriers and make a selection based on the type and location, delivery requirements and customer shipping budget. That way, retailers can ensure that they're getting the best service for their customers at the best price for their business.

3. Shipping to Convert

Retailers need to be aware that different consumers have different delivery needs, so offering more shipping choices will have a large impact on conversion. In the UK, 45% of high-spending shoppers state they prefer marketplaces like Amazon's due to better delivery options.
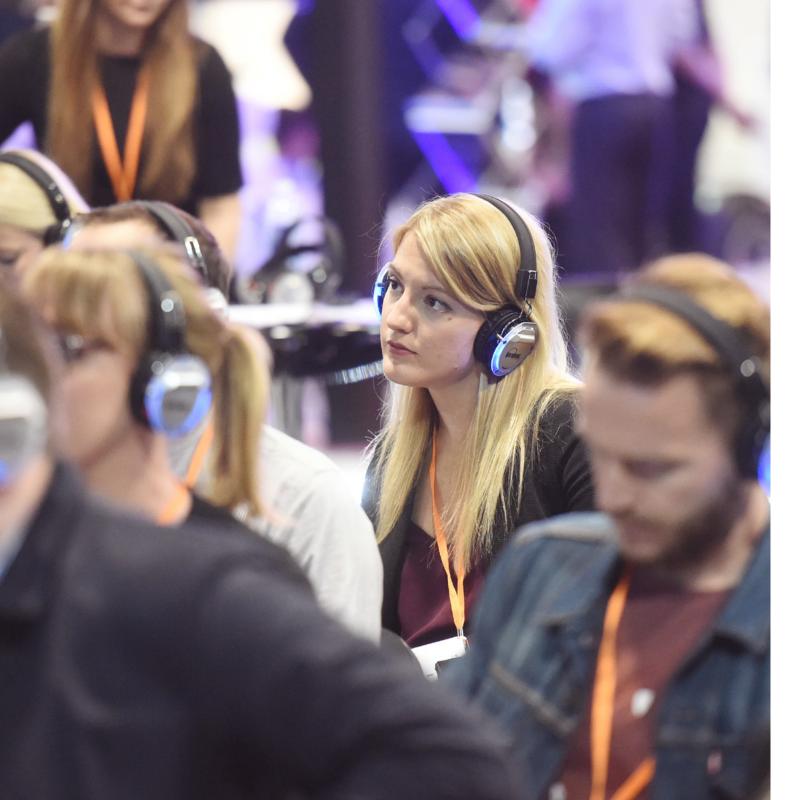
The reason Prime has been so successful is that it promotes convenience above anything else. This is especially important when 54% of shoppers will go straight to a competitor when a shipping option they seek is unavailable. A rising shipping option is Click and Collect with 54% of UK shoppers who used it in the last year. It is not only about converting, but it is also upselling with 24% of consumers who bought additional items while picking up their item. And 70% of consumers buy something else when returning items!

4. Shipping and Fulfilment for Growth

Uncertainties still exist for consumers and businesses alike following the Brexit vote, and are at the forefront of many people's minds because of the ongoing negotiations between the EU and the British Government. The European political landscape is changing and a shift could be about to take place for EU retailers operating in the UK too. While 60% of UK retailers look to expand into new markets with international shipping, a third struggle with the challenge.

Before embarking on a cross border activity, retailers need to think about how they can improve their domestic shipping and fulfilment processes so that they'll be in a position to scale quickly as part of their global expansion. Having the ability to close the gap between retailer capabilities and evolving shopper expectations in an agile manner will set them up for success.

With 76% of shoppers stating they'll shop with a retailer again should they experience great shipping, online retailers need to acknowledge and act on the fact that shipping and fulfilment is key to their business. While Prime deals can sway even the most loyal customers, there's no reason retailers can't combine their unique brand offering and innovative shipping and fulfilment as a point of differentiation against market disruptors like Amazon.

Neopost Shipping can assist retailers with parcel lockers for a more automated Click and Collect and a multi-carrier shipping software for a more optimised shipping and fulfilment strategy.

Neopost Shipping, a division of Neopost Group, is a market leader in eCommerce supply chain solutions from cart-to-customer. Learn how they can help you by visiting them on stand number 143.

ONE-HOUR DELIVERY -
THE eCOMMERCE CHALLENGE

Serafina Valente, Founder, LogistCompare

In the UK, online retail sales exceeded £130 billion in 2017. "One fifth of shopping baskets are abandoned due to unsatisfactory delivery options" according to the distribution company Descartes. Basically, companies could substantially improve their sales by implementing the right delivery strategy.

What are the delivery options that can really make a difference to our clients? Customers are more often than ever looking for timed deliveries. Clients are not satisfied anymore with the standard 8hours time waiting window; they want more precise deliveries, for example 1-hour delivery slots.

Retailers able to offer efficient and convenient delivery service can gain significant advantage over the competition. "Three quarters of people are more likely to reuse an online retailer if they are happy with the delivery – the most important factor" – according to E-Marketer.

There are two major factors that retailers need to factor in when managing such a challenge:

• Inventory location
• Delivery partners capabilities

Inventory location

The traditional model warehouses were often located out in rural areas where real estate was cheap. Hubs were large with big inventories to cover entire regions. Today, all that has changed. Now warehouses are built along transport routes and fitted with new, robotic pick and pack technology. Warehouses are smaller and offer a satellite distribution closer to customers.

Along with this new warehouse option, retailers' strategies are changing dramatically and becoming a more critical piece of the eCommerce landscape. It's a customer market that takes decisions from how the geographic location of each warehouse is chosen to how products are documented and loaded into the warehouse inventory. It's crucial to ensure that inventories location have the enough stock available to satisfy their customers in a timely and efficiently manner.

Use of new technologies offers retailers competitive logistics and the ability to offer shipping options to keep their customers happy. The ability to search for warehouses online and match client expectation, needs to be supported by IT solutions such as LogistCompare, that can enable retailers to find warehouses options efficiently and cost effectively.

Delivery partners' capability

Your business may have great staff, superb customer service, and an efficient system to get the goods out of the warehouse, but pass your brand to a delivery company to look after and you may risk to face serious delays that may compromise your brand credibility.

This is why some courier services are now seeking solutions to this challenge. New companies are offering retailers a professional workforce of couriers for hire – something they believe caters to the flexible, on-demand delivery service that consumers are growing accustomed to. It's a customised service to give retailers peace of mind when delivering to their customers.

LogistCompare is an online marketplace for customers- in particular eCommerce - looking for warehouse space: the AirBnb for warehouses. If you want to improve your warehousing, visit their team on stand 83.

A CONVERSATION WITH...
NOSTO

James White, Head of Sales, UK & IE, Nosto

What do you have in place to ensure you are kept up-to-date with what your customers really want?

Nosto is a company built by eCommerce retailers. The retailer first mentality is something we have maintained as a pillar of business. All the features that you see in the Nosto platform come from Nosto and non-Nosto customer feedback.

For example our latest feature - Insights, Segmentation and Content Personalisation - was decided on after 3 months of pitching 3 large new features to retailers to see what resonated most with their needs and the market... it was the clear winner!

How do you build and develop your brand to separate yourselves from the competition?

As mentioned earlier Personalisation is a commodity and as such, there are variety of great tools and apps that help to solve this are available across the ecosystem. Nosto prides itself on being a platform that integrates quickly and easily with eCommerce platforms and custom architecture. With the depth and breadth of features it's easy to get lost in a dashboard or complex setup, we pair ease of use with power and functionality.

Finally, our team; we're a mix of ex retailers, agency, creatives and consultants. Combining this experience to understand each business we work with and how we can best make personalisation work for them. A b2b vs. a monobrand fashion retailer will need a very different approach

What do you think are the key factors that make an eCommerce business successful?

A few years ago, the key levers to pull in order to put yourself ahead of the eCommerce competition were price and availability/deliverability.

Google "Nike React" and you get 5 pages of Google Shopping at very similar prices... as a consumer, you know there are options. The major battlegrounds once you have someone on your site are: keeping them there; promoting your USP's to new customers (30 day returns, next day delivery, price match); recognising existing customers and, lastly, tailoring the experience to show them the category they had shown the highest affinity to (mens Nike trainers). Combine these personalisation experiences with site speed, trustmarks and security, great checkout experience, testing and multi channel messaging.

It's an exciting time for retailers, with choices and priorities aplenty. Partner well!

What will be the key challenges to your business in the next 5 years?

eCommerce is one of the fastest growing industries globally, the challenge for retailers and technology providers like Nosto is staying relevant. For both parties it's about understanding what customers need and expect and then answering that - in Nosto's case - with innovative features that help retailers deliver on those customer expectations.

How can Nosto help businesses stand out from the crowd?

It's safe to say personalisation is a commodity. Businesses like Google, Amazon and Netflix have raised customer expectations to new heights over the last 5 years with both subtle and highly obvious personalisation strategies.

Nosto gives eCommerce businesses the personalisation tools to deliver on customer expectations as well as differentiate themselves from competition in a crowded landscape. We also use AI to automate product personalisation across different channels and leverage insights on customer segments and products that inform your content personalisation strategy.

Nosto's mission is to make online shopping more enjoyable by delivering customers personalized shopping experiences. Meet the team at eCommerce Show North on stand number 141.

A CONVERSATION WITH...
ONEFEED

Hannah Pennington, Client Relationship Manager, Onefeed

What will be the key challenges to your business in the next 5 years?

The challenges that we face as a business are varied. With the rise of M-Commerce (mobile) it's clear this is the new way to access the internet for the masses. Retailers must ensure that the UX on any device is up to par and seamless as consumers can be put off by clunky function and hidden CTA's. Its suggested that 98% of people use their mobile device in portrait and these are important retail website considerations.

How is your service integral to a company's eCommerce strategy?

Distributed commerce or removing friction time and clicks it takes to buy, gives the customer the ability to buy a product anytime, anywhere is one to watch. Whilst this requires universal checkout, its worth remembering that this will become mainstream and should be considered by retailers.

Social media is a part of everyday - social selling is on the up and set to continue. The reason behind this is that consumers view personal recommendations and endorsements as more credible. Influencers are well connected to a direct following and this type of promotion is seen as more honest than advertising. If retailers are not in this space and continue to view it as an add-on channel rather than the powerhouse it is, then getting left behind is fairly certain moving forward.

The same can be said of the impact of video. Short, snappy, vertical clips are viewed an estimated 58% on mobile over other devices, and when used correctly, has proved to have a significant impact on performance.

How do you build and develop your brand to separate yourselves from the competition?

To build the Onefeed brand and set ourselves apart we know what counts when selling your goods online.

We spend a considerable amount of time with each of our clients and put the data feed at heart of our service. We make sure we combine both automation and human contact so that ideas and online shopping strategies can be analysed and explored. We are the human link in what feels like a minefield of data with the technical expertise to back that up. Onefeed are Google shopping experts and it's the core of our business.

What do you think contributes to the failure of businesses in your industry?

The reasons for failure in our industry can be attributed to many components. Not keeping abreast of new developments in the technical sense can hinder brand perception and ultimately profit. If a like for like competitor is using shiny, smooth 'Tech A' and you are using outdated, tired 'Tech B', where the customer will buy is obvious. When retail websites have poor UX, are uncompetitive or hide additional costs, a customer, whose loyalty is already fickle, will just go elsewhere. If you want to sell desks, then don't push to sell paperclips! Knowing what the best performing item in stock is and getting to grips with what is making money is critical.

Onefeed manages this - but without that assistance, feeds can become difficult and hard to analyse on a continuous basis.

What do you have in place to ensure you are kept up-to-date with what your customers really want?

One of the ways we keep up to date as a business is that Onefeed is the human link that brings the clients data to life. We are told what retailers need every day, but this alone is not enough. Proactively reviewing the individual industry, trends and the competitors out there allow us to be consultative with our customers.

Onefeed will share ideas, findings and consult on next steps - we are a go to for advice. We live our client's business and immerse ourselves in their targets - our success is dependent on their success. This makes us integral to a business's eCommerce strategy. With Onefeed, we forward plan with the client so that we can predict and monitor growth and help you at every stage.

Onefeed have created one of the worlds most advanced management platforms for Google Shopping, marketplaces and shopping channels. Visit them on stand number 96 to learn more.

WHEN EACH VISITOR IS SO VALUABLE, THESE 4 THINGS NEED TO BE CONSIDERED

Lee Machin, Business Development Manager, Teledata UK

As retail businesses have become truly digital, it has never been more important to get your online infrastructure strategy correct. Finding the right hosting partner to settle in with will help you to meet the visitor experience expectations which are crucial to maintaining and growing a happy customer base.

The Quest for Agility

We've heard a lot from online vendors about the importance of having agility in the marketplace — the valuable ability to react quickly to ever-changing customer behaviours, evolving market conditions and the latest engagement trends.

Agility is a watchword for many data centre and hosting partners, too. In our world, it means using technologies to help businesses keep pace with the dynamic trading conditions they face on a daily basis. The on-demand, flexible nature of cloud hosting is a great example, offering you hosting resources that can track and change with fluctuations in demand. Instantly scale up your server resources during busy periods, and pare back when it's quieter.

Along with the cost-savings, this "just-in-time" approach makes it easy to get the extra hosting resources

you need to ensure a smooth online customer experience, before your website starts creaking under the weight of visitors vying to purchase your offerings. Look for a hosting provider with cloud options in their portfolio — it's technology which goes hand-in-hand with ensuring optimal uptime and performance...

Uptime and Performance

Everything that leads to a website visit — think of the market research, the multi-channel campaigns, the fine-tuning of every touch point and aspect of user experience — is the culmination of a large time and money investment. When each visitor is so valuable, it's vital that your online assets are running optimally all of the time, even more so if you're only front-of-mind for a few precious moments each year. Hosting providers like us have a decisive role to play in helping you to maximise the return on the investments you're making to drive traffic to your websites.

Quiz your provider about their data centre infrastructure and how they deliver the resilient power and networks that will keep your operation connected and available for business. Ask about the hosting technologies on offer, and how they fit with the characteristics

of your business: would cloud, dedicated servers, colocation or a hybrid arrangement serve you best? Discuss the backup and disaster recovery contingencies they offer to minimise the impact of any problems that might arise with your websites, applications and data.

Security and Compliance

It's a long time since a browser padlock icon and SSL certificate were the be-all and end-all of security concerns for online traders. Retailers now have the complexity of GDPR, data sovereignty and PCI DSS compliance to satisfy, where breaches can cause trust problems that impact on customer experience and confidence. That's not to mention the fact that when your business depends on your online infrastructure, it's worthy of the highest standards of physical security. For peace of mind, make sure that your hosting partner has every aspect covered.

Support and Insight

Underpinning everything: who is behind the scenes, keeping your online interests running, and helping you to make informed technology decisions? If website revenue is at stake, it's stress soothing when you know there are people you can easily reach, who know your infrastructure and how to minimise the impact of technical issues.

We're also aware of the challenges within the eCommerce sector when it comes to recruiting for internal technical teams. When you finally build your perfect team — like your customers — they're valuable, invested assets.

You can ensure you get the most out of your team by choosing a hosting provider that can work with them at the right technical level. It means less time and frustration soaked up with menial tasks, and more time spent on work that's valuable to your business.

Teledata helps you to maximise and protect the potential of every precious visitor that clicks through to the online stores that you have a stake in. Discover how they can help you by visiting them on stand 100.

A CONVERSATION WITH...
TWO JAY

Jamie Jackson, Founder, Two Jay

What security risks are posed through running your business?

Magento is a platform that is ever increasing in popularity and status. A negative of such popularity is that, by nature, there are more attempted attacks by malicious users when compared to lesser-known eCommerce platforms - with recent evidence that over 1,000 Magento websites had been compromised.

As a Magento Solutions Partner, it's important for us to implement and advise our customers of the preventative measures and security procedures that can be put in place to improve Magento Security, such as core Magento security patches and website monitoring tools that can help detect security breaches.

How is your service integral to a company's eCommerce strategy?

A secure, reliable and scalable eCommerce platform is integral to every brands eCommerce strategy, and selecting an agency is equally important. The right website development agency will not only advise you on your online store but also help you create a complete eCommerce roadmap offering a complete omnichannel experience.

When embarking on any new project, Two Jay undergo a series of intense roadmapping workshops. The roadmap enables both parties to see where you are looking to get to in terms of development, performance and growth. The next step is then to drill down into individual requirements and features and our team of eCommerce can then advise you on priorities and considerations depending on your budget and timescale.

What do you think are the key factors that make your eCommerce business successful?

Scalable technology, successful recruitment and innovation.

How do you build and develop your brand to separate yourselves from the competition?

There are lots of Magento agencies out there, especially in Manchester, so we don't like to compare ourselves too much to the competition. I'm happy that we can all continue to grow the Magento ecosystem and of course, it's nice to have other members of the Magento community close by so that we can get involved in events such as Magento Meetups and user groups.

Our focus is to continue to help the brands we work with grow and to be able to offer them a service that supports them through their complete eCommerce journey. For this reason, we have joined forces with nine other award-winning founder-led agencies and consultancies to form Together Group. An eCommerce and digital-experiences powerhouse made up of UX and design specialists and eCommerce consultants alongside ourselves as platform specialists.

How do you personalise the customer experience when purchasing?

Each of our customers has their own target audience and customer base, so it's important that the on-site experience is geared towards them. We have partnerships in place with third-parties solution specialists such as Nosto, Klevu and Yotpo which use artificial intelligence to manipulate individual user journeys to maximise the chance of a conversion. From personalised hero banners to product-specific user-generated content and checkout options, AI enables brands to personalise every touch point.

Two Jay are a Magento Enterprise Partner and have built a strong reputation as one of the UK's leading Magento agencies. Visit the team on stand 138.

WHY YOU SHOULD MIGRATE TO MAGENTO 2, NOW.

Brian Sheldon, Digital Consultant, Nublue

This month saw the long-awaited announcement from Magento that support for Magento 1 will be coming to an end in June 2020. Developers and eCommerce professionals alike have been waiting for the end of life date for Magento Open Source since theCommerce edition EOL was announced as June 2019, earlier this year.

For many, the decision to migrate from Magento 1 to Magento 2 has been hinged on this end of life date announcement. Now Magento 1 users will need to start making plans to make the move if they want to remain both relevant and secure in the ever-evolving world of eCommerce.

Our certified Developers, Magento solution specialists and Magento Hosting experts share their advice on why an imminent move to Magento 2 is crucial for online retailers...

Benefits of Magento 2 for your customers, your development and your online team

Magento 2 is a vastly improved platform, with theCommerce version offering benefits beyond those to the end user. The new platform allows for cleaner development, meaning updates can be made quicker and more efficiently, as well as coming with a whole host of conversion-focussed features and third-party integrations to deliver a great customer experience from click to parcel delivery.

An enhanced customer experience

"The features available on Magento 2 all work together to ultimately give your customers a better online experience, resulting in more conversions for your business." Phil Shepherd – Digital Consultant

- **Enhanced search functionality** enables and provides intuitive search
- **Two-step checkout and Paypal integration** for faster, easier purchase
- **B2B Capabilities**, including multiple buyers, self-service, SKU entry and streamlined order management
- **Omnichannel servicing** provides your customers a rich shopping experience even after checkout

Streamlining your business operation

"Your website needs to work for both your customers, and your business! Magento 2 Commerce pays close attention to admin panel features that empower non-technical teams." Brian Sheldon – Digital Consultant

- **Content staging & preview** enables forward planning of campaigns to ensure smooth, easy delivery of sales promotions and content
- **Easy to navigate, intuitive and customisable admin panels** streamlines how your team works
- **Magento Business Intelligence** informs improvements to conversion and customer journeys

Faster, cleaner development

"Magento2 provides a number of advanced deployment tools to allow us to make deployment more automated - with automated deployment, we can increase success rates, reduce downtimes, and ultimately, increase client satisfaction" **Sam Butler-Thompson – Lead PHP Developer and Magento 2 Solution Specialist**

Magento 2 offers an easier upgrade path due to less friction caused by heavy reliance on extensions like its Magento 1 counterpart. This results in quicker time to market, and reduced development costs.

What to look for in an agency to move your Magento store forward

Migrating to Magento 2 is an important investment, so make sure that both the agency and hosting providers you choose are fully skilled and experienced in the platform. Ideally look for agencies who have an official partnership with Magento, and certified teams who will have a better understanding of how to get the most out of the platform.

If you want to evolve your online store towards your bigger picture goals, and constantly stay ahead of your industry, you may wish to choose an Agency who offer development retainers allowing you to work strategically on your website over time.

Whoever you choose to take your Magento website forward, ensure you speak to an expert without delay. The clock is ticking with June 2020 and the end of Magento 1 approaching quicker than you may think.

Nublue is an Agile north west based ecCommerce agency and managed hosting provider, specialising in Magento. Find them at stand 136.

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