

○ — NAVIGATE THE — →
MIGRATION
MAZE



How to replatform your store.



ERIC YONGE

EYStudios

Eric@EYStudios.com

 [@EYStudios](https://twitter.com/EYStudios)



SCOTT SMIGLER

GrowByData

SSmigler@GrowByData.com

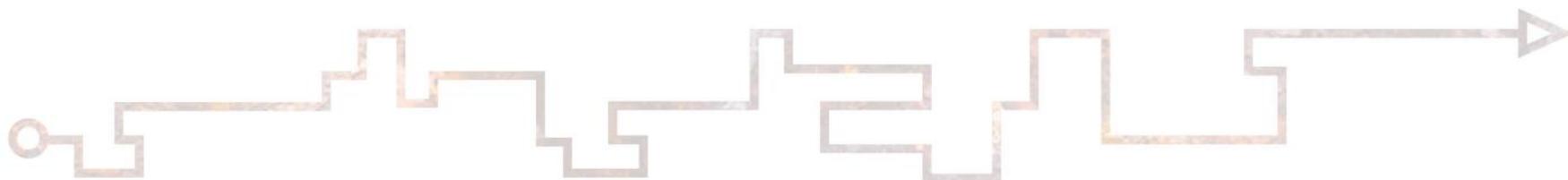
 @ScottSmigler

Agenda

1. Platform Overview
2. Upgrading The Customer Experience
3. 10 Best Practices for Data Migration
4. Frequently Asked Questions

MIGRATION
MAZE

Platform Overview



Keep in Mind:

- Cut through the platform Marketing rhetoric.
- Make a list of your required features & functionality.
- Don't fit your business plan around your platform, fit your platform around you!

MIGRATION
MAZE



Popular Features

1. Customer Groups
2. Faceted Search
3. Robust API

MIGRATION
MAZE



Annual Revenue of Merchant:

- Range: \$50k - \$100M

Typical Year 1 Cost For “Average” Sized Merchant:

- \$1M Merchant = About \$12k
- \$5M Merchant = About \$30k

MIGRATION
MAZE



Describe Your “Perfect Fit” Merchant:

- Offline businesses looking to go online.
- Fast growing merchants anticipating large growth.
- Established businesses with complex product catalogs and SKU variants.



B2C

**MIGRATION
MAZE**

BIGCOMMERCE

Limited Time | Free Shipping On Orders Over \$99
 1-888-297-8673 | Your Account | Panthers.com | Cart (0 Items)

OFFICIAL SHOP OF THE **PANTHERS**
 I am looking for...

NEW | JERSEYS | MEN'S | WOMEN'S | KIDS' | HATS | SIDELINE | ACCESSORIES | SALE

'17 DRAFT CLASS JERSEYS

SHOP NOW

CONVENIENT
in-store pickup

SHIPPING OPTIONS
standard & overnight

EASY RETURNS
within 60 days

SHOP PLAYER TEES

SHOP ALL HATS

LADIES' GEAR
 SHOP NOW

SHOP NEW ARRIVALS

BOSTON SEAFOOD
 "America's One-Stop-Shop for Seafood."
 Wholesale Site | (817) 946-9850

Shop Our Seafood • Party Packs • Apparel • Catering • About Us • CART

Introducing the "Perfekt" SALMON

Click to find out what makes our Norwegian Salmon filets "Perfekt."

SHOP NOW

FRESH, LOCAL & SUSTAINABLE SEAFOOD
 BSI guarantees the best quality products on the market, while staying committed to a healthy ecosystem.

SCALLOPS
 SHOP NOW

LOBSTER
 SHOP NOW

SWORDFISH
 SHOP NOW

TUNA
 SHOP NOW

PARTY PACKS
 Grab a set of your favorite products to feed a hungry party of any size.
 SHOP NOW

CATERING
 Our catering plans make it easy to host any event or meeting.
 LEARN MORE

MIGRATION MAZE



Popular Features

1. Open Source Platform
2. Customization and Personalization
3. Content Staging & Preview

MIGRATION
MAZE



Annual Revenue of Merchant:

- Range: \$1M - \$1.2B
- Average: \$7M

Typical Year 1 Cost For “Average” Sized Merchant:

- \$7M Merchant = As low as \$36k

**MIGRATION
MAZE**

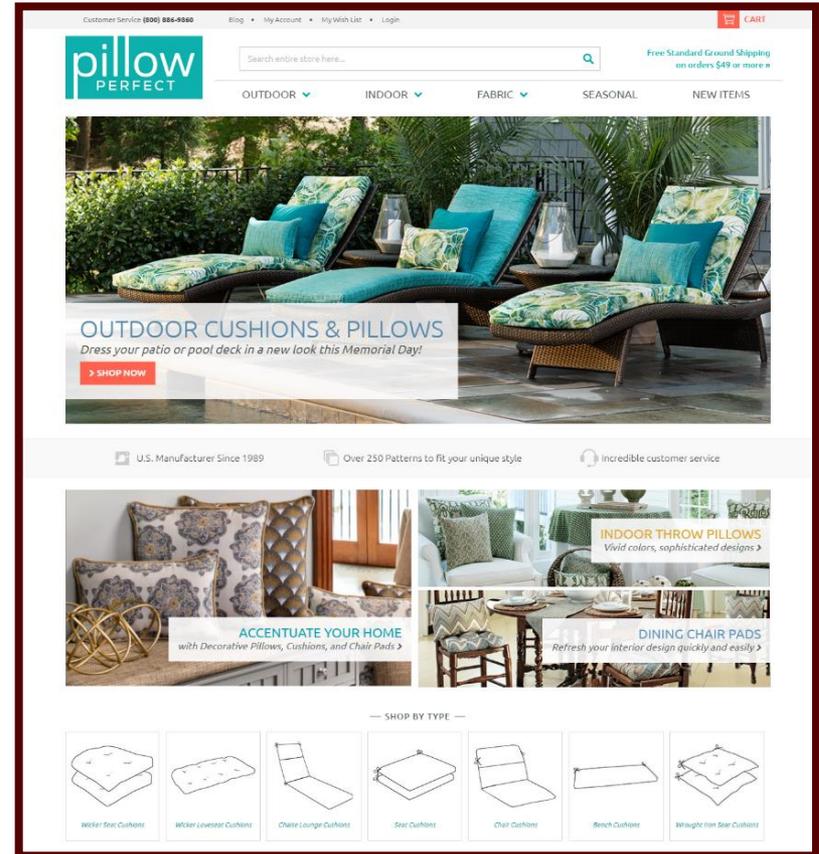
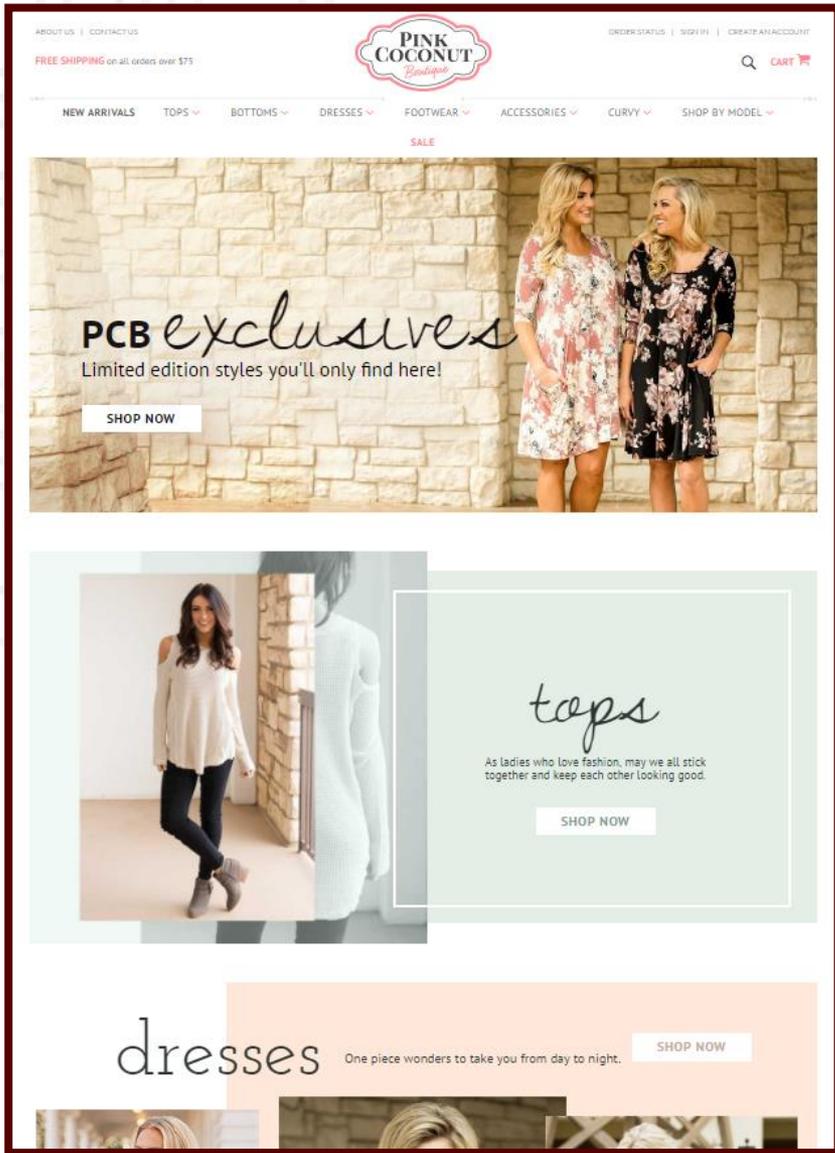


Describe Your “Perfect Fit” Merchant:

- Magento offers value to many kinds of customers!
- The perfect fit is with merchants who are most interested in:
 - Offering unique, **differentiated experiences** to their customers, and
 - Those who have aspirations for **rapid growth**.



MIGRATION
MAZE



**MIGRATION
MAZE**



Popular Features

1. Product Visualizers
2. Faceted Search
3. Back Office Integrations for B2B

MIGRATION
MAZE



Annual Revenue of Merchant:

- Range: \$500k - \$100M
- Average: \$5M

Typical Year 1 Cost For “Average” Sized Merchant:

- \$5M Merchant = About \$24k
 - Hosting + Licensing = Fully hosted hybrid SaaS model

MIGRATION
MAZE



Describe Your “Perfect Fit” Merchant:

- B2B or B2C retailer wanting to build a **unique** online shopping experience that grows revenue.
 - Need **more flexibility** than their basic SaaS platform offers.
 - Alternatively, they may be tired of managing their **open source solution** and don't fit into the SaaS mold that other platforms offer.



MIGRATION
MAZE



MIGRATION
MAZE

YAHOO!

Aabaco Small Business

Popular Features

1. Custom Variables & RTML Programming Language
2. Real Time Tax And Shipping Connectivity
3. Order, Payment, Catalog, and Checkout APIs
 - Easily Connect your other solutions to your Yahoo store.

MIGRATION
MAZE

YAHOO!

Aabaco Small Business

Annual Revenue of Merchant:

- Range: Up to \$80M

Typical Year 1 Cost For “Average” Sized Merchant:

- \$1M Merchant = About \$24k
- \$5M Merchant = About \$54k

MIGRATION
MAZE

YAHOO!

Aabaco Small Business

Describe Your “Perfect Fit” Merchant:

- B2C merchants who highly value
 - Design Flexibility
 - Experienced Support
 - Extensibility Through Best-in-breed External Solutions
 - An Experienced Merchant Community



B2C

MIGRATION
MAZE

YAHOO!

Aabaco Small Business

greek GEAR

FRATERNITY SORORITY ALL PRODUCTS DESIGN YOUR OWN

MAKE A STATEMENT
With Unique Greek Apparel

SHOP BY FRATERNITY
Please Select Fraternity

SHOP BY SORORITY
Please Select Sorority

TWILL LETTERS
TEES, PULLOVERS & CREWNECKS
SHOP NOW

SORORITY STYLE
PERFECT SORORITY JACKETS
CUSTOMIZE & BUY

TOP SELLERS GIFT GUIDE ON SALE

STOCKED IN THE USA 100% GUARANTEED SECURE SHOPPING TOLL FREE (800) 300-9259

THE BUILDER DEPOT

shop by BRAND shop by FORMAT shop by PRODUCT

Improve Every Dimension.
HEXAGON MOSAIC TILE
SHOP ALL HEXAGON >

#1 STYLE OF THE YEAR!

Basketweave
from \$8.95 SQ. FT.
w/ FREE SHIPPING!
SHOP NOW

Arabesque
from \$6.95 SQ. FT.
w/ FREE SHIPPING!
SHOP NOW

INCREDIBLE PRICES FIRST QUALITY PRODUCTS HUGE INVENTORY COMPLETE BATHROOM SELECTION FAST SHIPPING SHIPS IN 1-2 BUSINESS DAYS CUSTOMER SERVICE HERE TO HELP EMAIL OR CALL

REDUCED TO Sell Quickly! CHECK OUT OUR SPRING SAVINGS! SAVE NOW

FEATURED BIANCO PRODUCTS > view all

bianco™ CARRARA ITALIANO

Carrara Bianco is part of an exclusive 100% Italian Marble collection from The Builder Depot. Bianco Carrara is a matching collection of premium marble mosaics, field tiles and accessories rivaling that of any premium boutique tile store.

SHOP BIANCO CARRARA

Carrara (Carrara) Bianco Hexagon Honed 1" Marble Mosaic Tile
Price: \$34.75 Starting at: \$11.25

Carrara (Carrara) Bianco Honed 1x3 Herringbone Marble Mosaic Tile
Price: \$19.55 Starting at: \$12.75

Carrara Bianco Honed 1x2 Basketweave Bardiglio Gray Dot Mosaic
Price: \$28.95 Starting at: \$11.75

FEATURED VENATO PRODUCTS > view all

venato™

MIGRATION MAZE

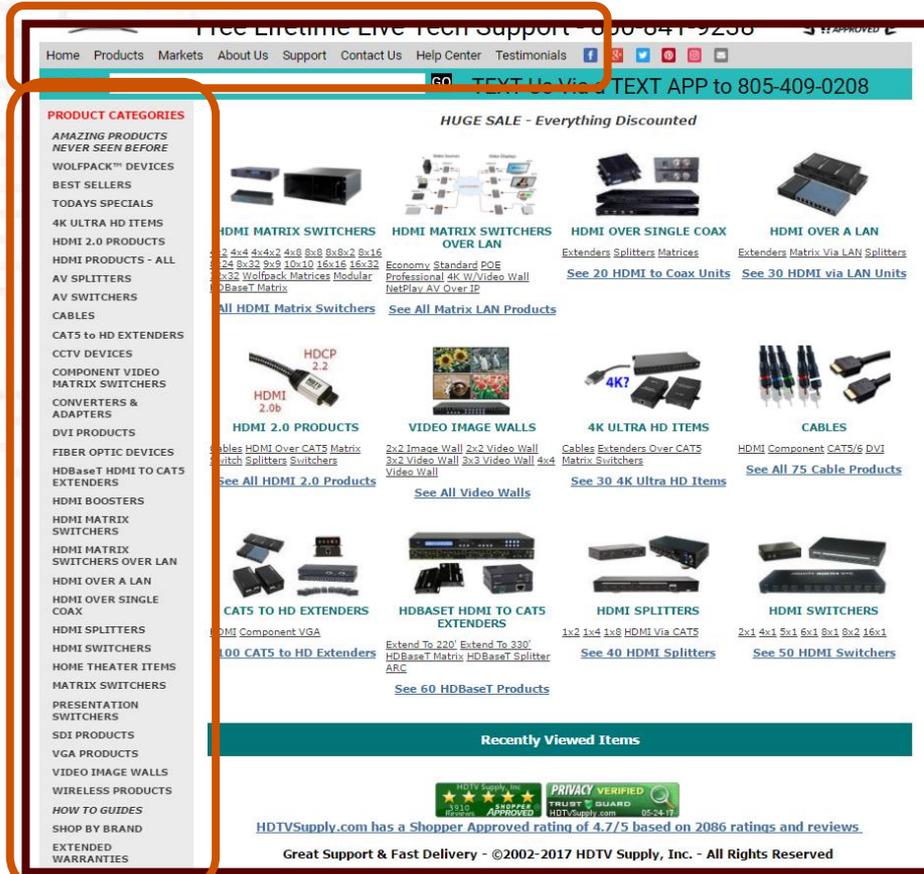
1. Don't Just Move Your "Junk"

Make the most of this time and money investment.



MIGRATION
MAZE

2. Clean Up!

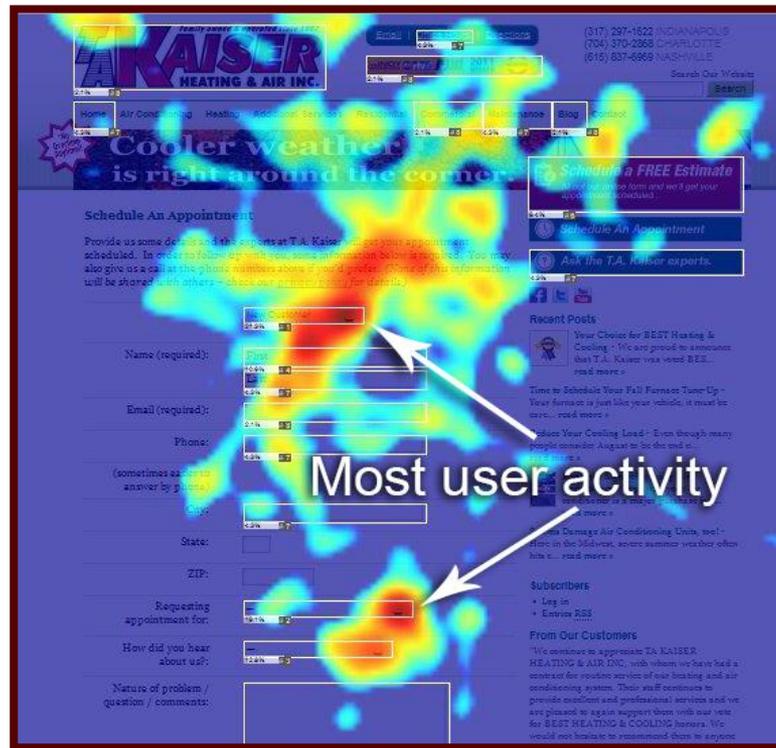


- What items aren't getting purchased?
- What categories are confusing or overwhelming?
- Can you streamline your navigation or make it more intuitive?

MIGRATION
MAZE

3. Be Deliberate

- Make **Data-driven Decisions**
 - Don't change things just to change them, look at your analytics, heatmaps, etc.



**MIGRATION
MAZE**

3. Be Deliberate

- Poorly done migrations can negatively impact your brand!
- Proper **planning** & using the right **resources** minimizes the risk.

MIGRATION
MAZE

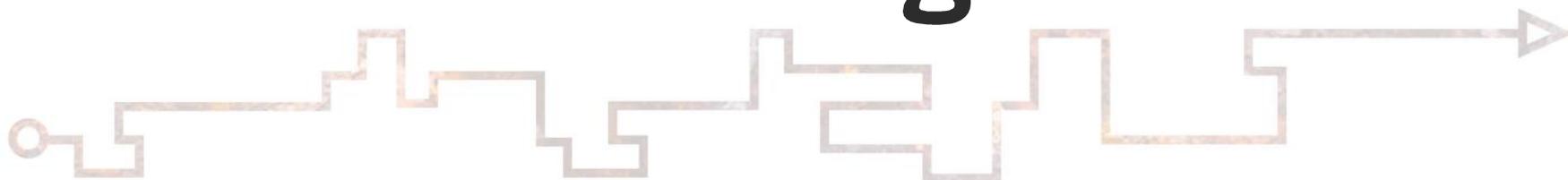
3. Be Deliberate

- Utilize **301 Redirects**, because you're moving platforms and reorganizing.
 - Allows search engines to still be able to get to the items.
 - Your existing SEO partner or GrowByData can handle these.



MIGRATION
MAZE

Best Practices For Data Migration



1. Begin With Your Goals In Mind

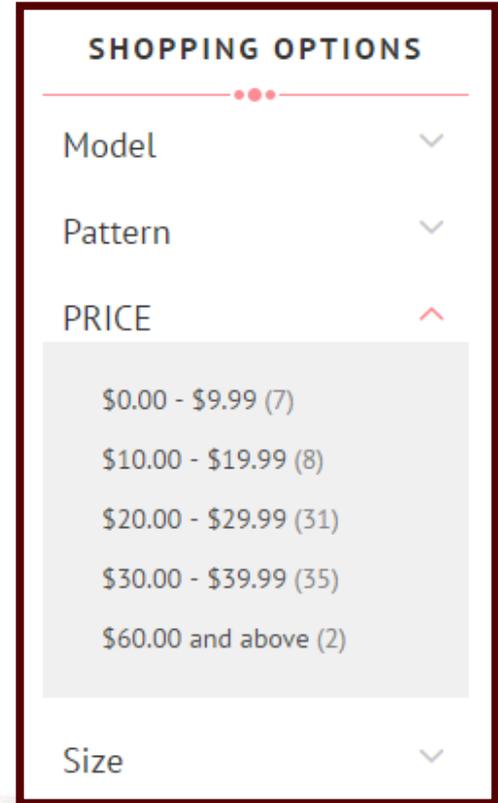


- Objectives may cover:
 - Enhancing site search and filters
 - Boosting organic search rankings
 - Generating business intelligence

MIGRATION
MAZE

2. Identify Data Migration Scope

- Total number of products
- Variants (options: size, color, etc)
- Number of images for each product
- Product Categories
 - Category Tree/Structure
- Number of Customer Accounts



MIGRATION
MAZE

2. Identify Data Migration Scope

- Content Pages (Shipping, Return Policy, etc.)
- Who is creating 301-Redirects?
- Gift Cards or Store Credits
- Coupons
- Any Goals to keep in mind?

MIGRATION
MAZE

3. Your Data Migration Approach

Migration Apps

- Work well for:
 - Simple data migrations
 - Minimal SKU counts and variants
 - B2C merchants
- Typically under \$2,500
 - Require you to be “hands-on”

Premium Partner

- Often needed for:
 - Complex data migrations
 - High SKU counts and variants
 - B2B or “hybrid” merchants
- Typically start at \$10,000

MIGRATION
MAZE

4. Data Migration Checklist

Pink Coconut Boutique is moving to Magento

GrowByData will make sure your data makes the trip.
Your data migration done right: fast and hassle-free.

YOUR PROJECT

YOUR WEBSITE: pinkcoconutboutique.com	CURRENT PLATFORM: Yahoo! Store	NEW PLATFORM: Magento	WEB DEVELOPMENT PARTNER: EYStudios	DATA MIGRATION PARTNER: GrowByData
--	-----------------------------------	--------------------------	---------------------------------------	---------------------------------------

YOUR DATA MIGRATION SCOPE

Products to be migrated:	
Upsell products:	
Customers:	
Store credit data:	
301 redirects:	
Order data:	
URL redirects:	
SEO:	

YOUR PROJECTIONS

Business days:	
Full-time data analysts:	
Full-time data engineers:	
Total investment:	

YOUR DATA MIGRATION PROCESS SIMPLIFIED WITH GROWBYDATA



STAGE 1
Requirement
Gathering &
Data Analysis



STAGE 2
Data Preparation
& Transformation



STAGE 3
Publish
data



STAGE 4
Post-Launch
Support



STAGE 5 (OPTIONAL)
Continue to
benefit from Data
Management

Your Project Plan Details

STAGE 1: REQUIREMENT GATHERING & DATA ANALYSIS 26 days

PRODUCT CATALOG DATA

- Acquisition of data, including images
- Analysis of data and BRD
- Creation of test products in the new store: based on this, create a "proof of concept" with products from the client's product catalog
- Trial upload of products in bulk through CSV
- Confirm proof of concept from client and ensure that all possible data nuances have been conveyed
- Understand business-critical requirements

CUSTOMER DATA

- Data analysis and BRD
- Find duplicate customer id/emails
- Find valid emails
- Clean up invalid emails where possible
- Ensure all billing addresses are acceptable to the new platform

ORDERS DATA

- Data analysis and BRD
- Find all products that have been discontinued and are no longer available in the product catalog
- Test upload of customer and order data in bulk via csv

STAGE 2: DATA PREPARATION & TRANSFORMATION 12 DAYS

- Data mapping documentation along with transformation rules
- QA of transformation rules
- Parser and script as applicable to the project (automation of data transformation)
- QA of the output of the implemented automated procedure

STAGE 3: PUBLISH DATA 8 days

- Push product data
- Push customer data
- Push order data
- Final QA

Please note: QA will be an ongoing process and we will be running quality checks throughout the lifecycle of the migration.

46 days total to launch

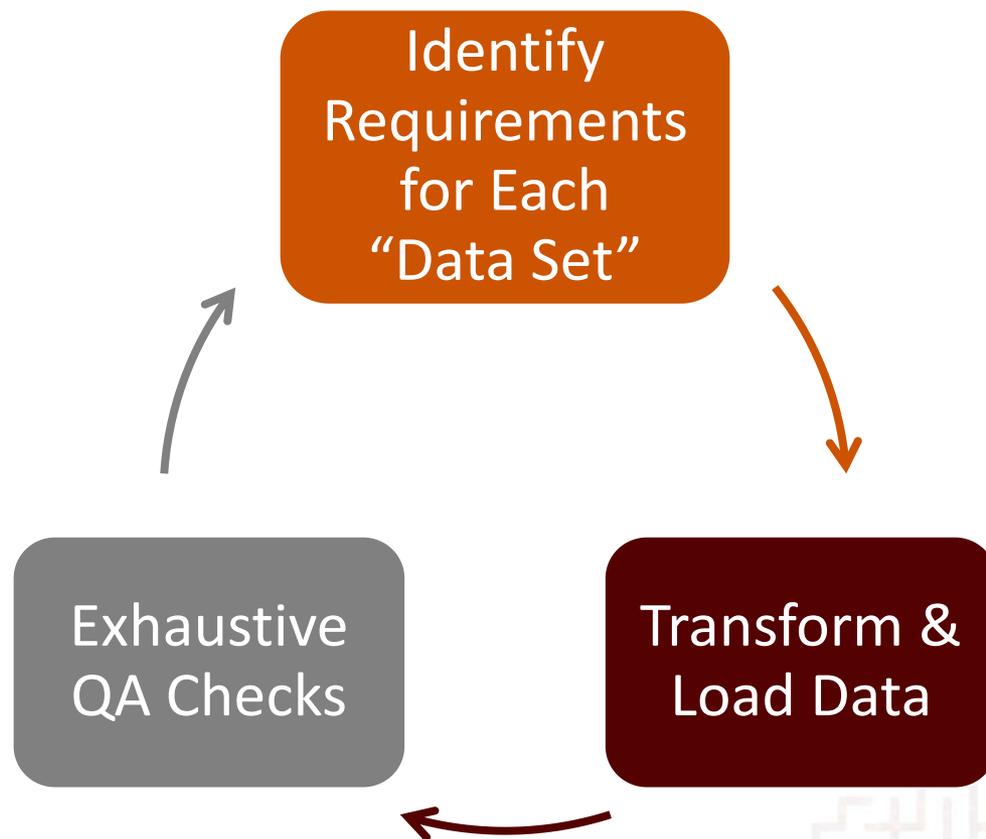
STAGE 4: POST-LAUNCH SUPPORT day-of launch and following week Any urgent fixes needed after the site goes live

STAGE 5 (OPTIONAL): CONTINUE TO BENEFIT FROM DATA MANAGEMENT

MIGRATION
MAZE

5. Think “One Data Set At A Time”

- Centralize your data and use a cyclical approach:



MIGRATION
MAZE

6. Stay Out Of “Excel Hell”

Improve quality and speed, and ensure data freshness at launch time, by customizing an automated approach.

Step 1: Determine file type and location

Step 2: Pre-process and centralize data in automation tool

Step 3: Setup dynamic mapping rules per data set & field

Step 4: Setup business rules per data set and field

Step 5: Generate output

MIGRATION
MAZE

7. Quality-Check Every Row Of Data

- Automate
- Manually Check Statistical Samples
- Automated Data Validation Reports

Post Migration Exception/Checks		
Total Products		
Supposed to Export	Actually Exported	Impression
4050	4050	Pass
Mismatch Validation	Count	Impression
Price Mismatch	0	Pass
Size Mismatch	5	Failed
Product Without Category	12	Failed
Main Image Missing	0	Pass
Secondary Image Missing	56	Failed

Sku	Name	Size in Source	Size in Target
Sku001	Wooden Dining Table	6*4	Blank
Sku004	Arm Chair	1.5*2	Blank
Sku101	King Size Bed	7*5	7*
Sku987	Wooden Chair	1.5*2	.5*2
Sku005	Laptop Stand	3*2	Blank

MIGRATION
MAZE

8. Launch Sequence Checklist

- ✓ Work as a team
- ✓ Communicate launch date
- ✓ Keep partners on call
- ✓ Backup prior to launch
- ✓ Confirm 301-redirects
- ✓ Stress-test server
- ✓ Freeze old site for final “data pull”

MIGRATION
MAZE

9. Continually Enrich Your Product Data



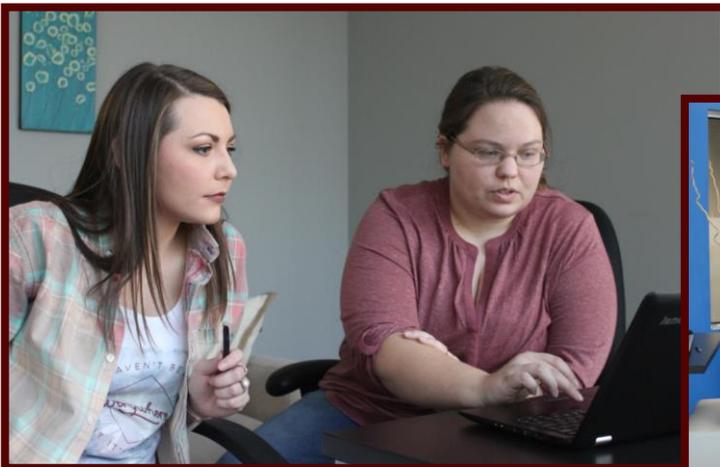
- Data enrichment techniques include:
 - Centralizing product data
 - Using scrapers to find product attributes, prices, and UPCs
 - Using analysts to locate hard-to-find data

MIGRATION
MAZE

10. Choose Great Partners

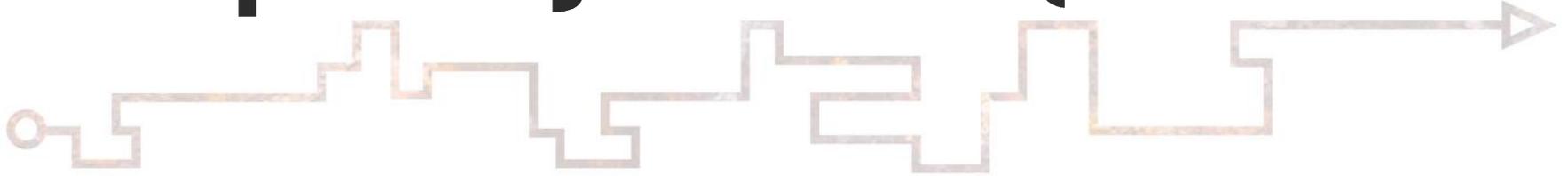
The right partners:

- Guide you every step
- Anticipate and address challenges
- Handle the “busy work”



MIGRATION
MAZE

Frequently Asked Questions



Frequently Asked Questions

- Will drastically changing site navigation hurt SEO performance?
Risk is low if it is executed thoughtfully.



- What platform should I be on?
Each platform has its specialties, there is no “one” answer.

MIGRATION
MAZE

Frequently Asked Questions



- Should I host my site in the cloud?

Depends, but cloud does offer quick scalability, and most providers handle security issues, manage uptime, etc.

- When should I begin migrating data?

When redesign project begins.

**MIGRATION
MAZE**

Frequently Asked Questions

- Why should I spend a lot of money with a data migration partner, rather than use an inexpensive app?

If your data is simple, try an app.

If it is complex, there is a lot to move, or you want to be hands-off, a migration partner can be a big asset.

MIGRATION
MAZE

Frequently Asked Questions

- How long does a typical replatform project take?

Most projects take 3 to 4 months, but complexities like implementing a new ERP while migrating can drastically lengthen the timeline.



**MIGRATION
MAZE**

Questions?

