Migrating From Magento 1

All You Need to Know

XCART
a SellerLabs company

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Introduction: A Critical Juncture

As Magento 1 nears its end of life on June 1, you have an opportunity to take a bold step for your eCommerce business. Newer technology paired with the rapidly changing digital commerce environment offers you exciting new ways to reach buyers and scale up at reduced cost.

However, to do so, you need to choose an eCommerce platform that will ensure you can meet your growth and sales goals. Are you sure you know the right solution for your business? Read on for help making this exciting — and critical — decision.

Chapter 1: What Happens When Magento 1 Shuts Down?

Magento has announced the official sunset for Magento 1 as of June 1, 2020. But what does that actually mean for retailers like you?

The end of Magento 1 in June 2020 means:

- Magento will no longer provide you with technical support.
- You'll be unable to upgrade your Magento site.
- You'll no longer receive critical security patches, in turn, leaving your site vulnerable.
- Your site's security, stability, support, and capabilities (that is, your entire eCommerce business) will all be in jeopardy unless you migrate to a new platform.

What can you do?

1. You can stay on Magento 1 and get left behind while your competitors evolve.
2. You can risk it, move to Magento 2, and hope for the best.
3. You can migrate to X-Cart — a proven, constantly evolving platform.

As you can gather, staying on Magento 1 isn't sustainable or in your business's best interest. Let's explore why.

Chapter 2: Staying on Magento 1

On the surface, especially for small and mid-size businesses, keeping your site on Magento 1 seems to be the easiest option, especially if your site runs well and is profitable.

After all, no one can shut down your store as long as you have hosting. You're already familiar with the Magento system and its administration. You know the costs. You probably even have a developer committed to help you with your website.

But if you think this approach is sustainable, understand the risks involved. Staying on Magento 1 after June 1, 2020 can cripple — even kill — your eCommerce business. Here's how:

- **No upgrades will leave your business behind.** Without the advantage of a growing, innovative product, you'll be stranded and left behind your competitors.

- **Your organic SEO will take a hit.** Fact: Google lowers your ranking if you aren't updating your site regularly. The same holds true if your site isn't optimized for mobile devices. Over time, your site will drop lower in search results, dropping you behind your competitors.

- **Your security will be compromised.** Older technology is a hacker's delight. Even one data leak can — and will — ruin the years of hard work that you've invested into your business.

Chapter 3: Upgrading to Magento 2

We've established that staying on Magento 1 is not a viable option. This may lead you to assume that upgrading to Magento 2 is the best fit for your business, but that's not necessarily true.

The main thing you need to understand: You don't simply upgrade to Magento 2, you actually migrate to another platform.

This migration is not without its advantages. For example, you'll finally be able to add videos to your product listings. You'll also see improved site speed and more navigable admin panel. Now let's see if these improvements justify the migration required.

With those few enhancements, factor in these costs and limitations:

- **The cost of ownership is higher.** Magento 2 is much more expensive, with the cost varying from $22K per year for downloadable software to an eye-popping $190K per year for Magento Cloud, which includes hosting and tech support. And this is on top of what you will have to pay for the migration itself.

- **Data migration is manual.** Moving to Magento 2 means manually transferring your data from your old site, a cumbersome process. You'll need an expert for that, which means additional costs.

- **There are no in-house services available.** Need anything beyond the basic? You'll have to contract with a third-party agency to handle your migration. How willing are you to trust a totally new player with your online business and your customer data?

However, moving to Magento 2 can still be an option for some stores. If you still believe that Magento 2 is a good fit for your business, let's make sure you're fully prepared.

To ensure you're full informed and prepared, let's cover all of the questions you should consider before choosing to move to Magento 2.

Q1: Where will you host your new site?

Magento offers a few editions with various hosting configurations.

If you choose to go with the self-hosted Magento 2 Open Source edition, you'll most likely have to change your hosting provider or at least upgrade to a bigger (and likely more expensive) plan because Magento 2 requires about 20% more resources from the server.

For Magento 2 Enterprise, an even-more powerful hosting account is required to handle the load.

The Magento 2 Cloud Edition is self explanatory. It also means that you don't get to choose your hosting provider, it will have to be Magento.

Q2: Exactly how much will your annual licensing cost?

Magento 2 comes with increased capabilities. With those comes an increased price, too.

Magento Cloud's lowest price point is a Starter plan at $1,199/mo. But that's the lowest point of entry and the cost may increase based upon your yearly revenue and the number of products that you offer.

Add to that additional fees, including:

- Software
- Hosting & SSL
- Domain name registration
- Upgrades
- SEO audit and optimization
- Performance optimization
- Add-on features
- Smart search engine
- Technical support
- Custom design or templates
- Custom feature development
- AMP
- Mobile optimization

#3: How long will it take to launch your new Magento 2 store?

In eCommerce, every minute counts and every sale matters. When your site is down for migration, you're losing crucial revenue and you're frustrating potential buyers with an unpleasant customer-service experience. Speed must factor into your decision to migrate.

Migration from Magento 1 to Magento 2 takes much longer than other off-the-shelf solutions, in part because you have to source and onboard an agency to help you with the migration.

Prepare to invest at least three months for the full migration.

#4: Can your new site mirror all of your old site's features?

If you use custom functionality in your website (and most Magento 1 sites do), remember to perform a diligent audit in order to see if these features can be replaced. And if they can be, keep in mind the costs for reimplementation.

#5: How difficult will migration be?

The migration itself is not an easy business, which is why digital agencies are abundant and ready to sell you expensive services. Even with the help of an experienced Magento-knowledgeable agency, you should have an understanding of what migration involves.

Here's a quick high-level explanation of migrating from Magento 1 to Magento 2:

- You keep running you old eCommerce website powered by Magento 1.x on your production site.
- Meanwhile, you move your data to the 2.x version running on a development server.
- There you reimplement your add-ons, custom themes, and any additional features from scratch.
- Once configured, you test the new environment until you think (and hope) it's ready.
- Then you close your live storefront, synchronize your data, test again, and replace the old store with a new one.

If you're a visual person, this schema shows the full migration process. The diagram is from the official Magento Migration Guide. Pay attention to the trapezoid-shaped steps; these have to be done manually. The steps shown in maroon are the ones that indicate your site's downtime.
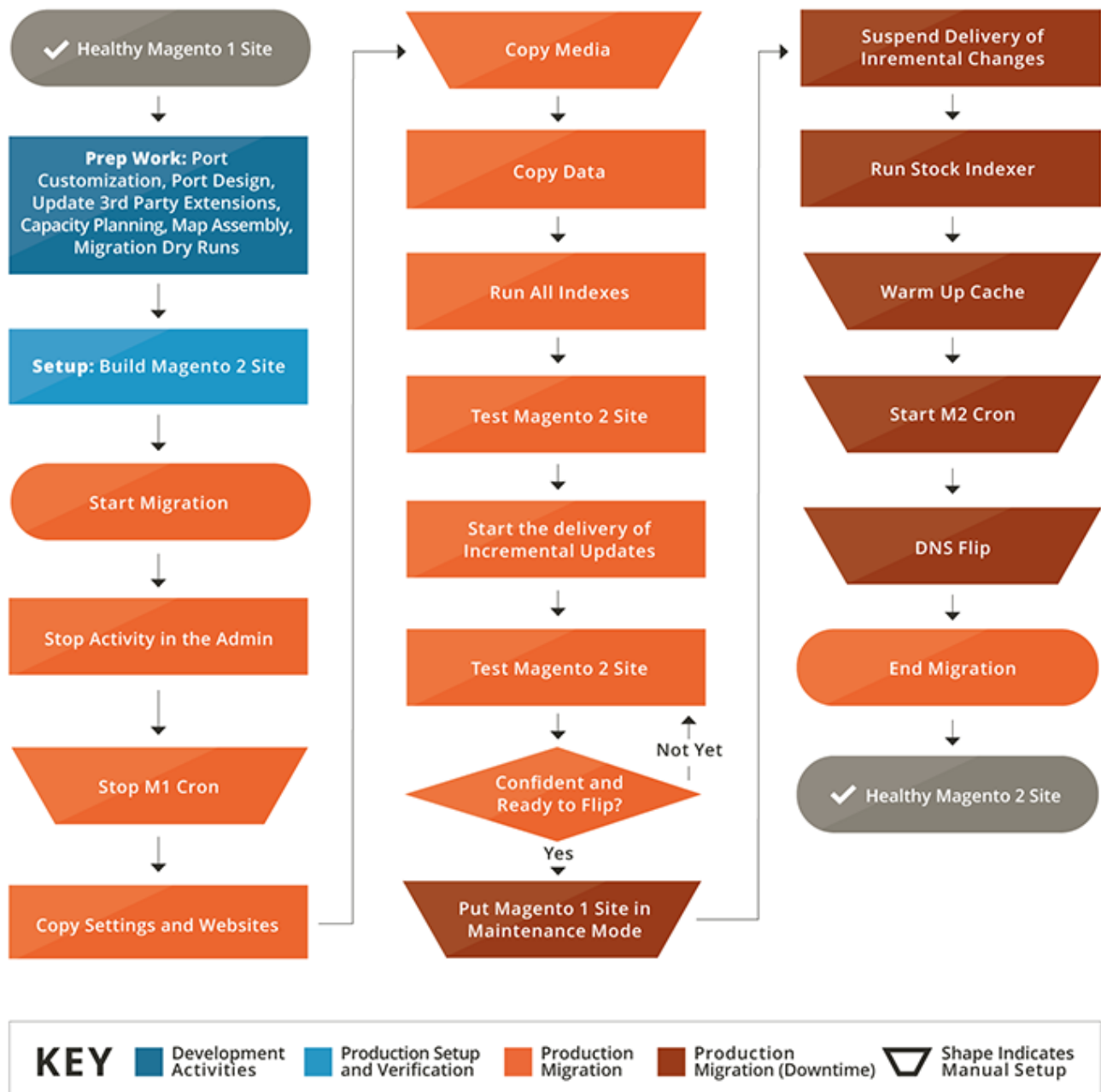
[Image source: Magento Migration Guide]

Chapter 4: Switching to X-Cart

We've established that moving from Magento 1 (either to Magento 2 or another platform) requires migration. But given that all migrations are not the same in terms of costs and duration, it's worth investigating alternatives to moving to Magento 2.

Consider the X-Cart alternative and the benefits it delivers:

1. **Your new store will be ready to drive more sales immediately.** From our SEO migration process to the traffic-focused features of the X-Cart platform, you'll avoid seeing a dip in sales and traffic that often accompanies a migration.

2. **You'll save time and effort.** Our in-house X-Cart team handles the whole migration for you. Period. No third party required.

3. **You'll save money on migration and beyond.** X-Cart costs significantly less than Magento but more on that soon.

4. **You'll minimize downtime.** Your current website stays up and running during the whole migration process. Downtime is limited to the final changeover, which is quick and easy.

X-Cart offers distinct advantages compared to Magento. Compare the platforms for yourself:

X-Cart	Magento
Fast and stable, performs well	Often sluggish even with pricey hosting
Super-easy to customize	Hard to customize for a non-techie
Mobile-friendly from the start	Poor out-of-the-box mobile optimization
120+ payment gateways	Limited number of payment gateways
24/7 high-quality in-house services	No in-house services available

Now that we've covered migration to Magento 2 and you've seen some comparisons, let's cover migration to X-Cart.

The X-Cart Migration Experience

#1: Services for anything you need in order to migrate to X-Cart are readily available, often in house with the X-Cart team.

With Magento, you have to find a trusted agency to handle the technical side of your eCommerce business, add custom functionality, create a unique design for your website, and optimize your site for search engines.

With X-Cart, you can get it all under one umbrella. And our experts are available to assist you 24/7.

In the rare case that you need something we don't provide, you'll find plenty of trusted [developer partners](#) in our network.

#2: Your new site will be live in a month.

Remember how long we said to allow for migration to Magento 2? Three months. That's a quarter of your year.

Site migration isn't easy but it doesn't have to be as lengthy and difficult as Magento makes it. X-Cart can handle it for you and have it done in about a month. Or, if you prefer to work with an agency or manage the transition yourself, we'll still be here to provide help.

When you choose X-Cart, we'll assign a dedicated expert crew to make sure you switch quickly, securely, and seamlessly.

On average, retailers migrating their stores from Magento to X-Cart are live in under a month.

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#3: You'll reach your buyers faster and more effectively than ever.

75% of consumers use multiple channels during their shopping journeys. Apart from your eCommerce site, you need to market your products across social shopping channels, large marketplaces like Amazon, brick-and-mortar stores, and perhaps even internationally.

We get the importance of presence and audience availability. That's why X-Cart makes omni-channel selling part of your foundation.

- X-Cart themes are already optimized for mobile shoppers, which complements the social shopping experience that will drive increased conversions. Plus, being mobile-ready benefits your SEO rank without any extra work. Google loves mobile optimization.

- X-Cart stores can use multiple languages — and accept multiple currencies — so you can accommodate buyers all over the globe.

- Many X-Cart merchants prefer using additional systems to manage accounting, order fulfillment, and metrics. X-Cart integrates seamlessly with these so there's no manual update or data import.

- Best of all, an SEO audit is included in the migration project, so your site will be well on its way to ranking even higher than before!

#4: The bottom line: you'll get a better eCommerce solution at a lower cost.

Money always matters. That's why you're in business, right? That said, you'll be thrilled to learn that the cost of ownership of an X-Cart-based store is 70-75% lower than that of Magento 2 store. Plus, there are no hidden costs so you know exactly what you are paying for.

Ready for a huge cost-cutting benefit? Unlike most eCommerce platforms, there are no per-transaction fees when you use X-Cart.

Back to that bottom line . . . the next page shows the cost-comparison between X-Cart Enterprise and Magento Enterprise. Your configuration may vary, but you'll see clearly the savings.

Cost Comparison

Fee Type	Magento	X-Cart
License	$150K/year	$5,995 one time
Upgrades	Included	$3,155/year
Hosting	Included	$4,428/year
24/7 tech support	Included	Included
Responsive faceted search	$648/year	Included
Site optimization	$5K (3P agency required)	Included
Redesign	$41K (3P agency required)	$20K (in house)
Custom project (dedicated developer)	$220K/year (3P agency required)	$100K/year (in house)
SEO audit	$20K/year (3P agency required)	Included (in house)
Total (first year)	**$436,648**	**$133,578**
Total (second year)	**$390,648**	**$107,583**

What would you do with an extra $300,000+ in your first year alone?

#5: Make a move that positions you and your business for growth.

How quickly is your business going to grow? It's hard to predict, but rapidly we hope.

Regardless of your answer, X-Cart will scale with you every step of the way. Upgrades are streamlined and as fast and simple as a few clicks.

With unlimited customization opportunities, X-Cart grows as you grow. And when you're ready for a more-powerful store, just upgrade your plan. The upgrade process takes minutes and is as simple as activating a new license key.

Chapter 5: Next Steps

With Magento 1 going thee way of the dodo, we've created a simple plan to guide you through the next steps.

Step 1: Audit your current site. Note all of the features and functionality your site already has and those you'd like to add or improve. Examples include:

- Faster speed
- Mobile optimization
- Social-media integration
- Updated design

Need help on this step? [Contact us](#) for a comprehensive checklist.

Step 2: Define your key objectives and growth needs. Your new eCommerce store will provide an opportunity to boost your business's performance. Set goals and check in to make sure you're on track.

Step 3: Kick some eCommerce tires. Try before you buy. Contact us for a free demo, or if you're more of a hands-on kind of person, try a free full-featured trial. See what X-Cart can do and how it fits your business. The trial doesn't require a credit card and there are no strings attached. **[Sign up for a free 30-day trial now.](#)**

Conclusion: Taking the Leap!

Magento 1's end of life may seem far away, but its sunset is sooner than you think. Now is the perfect time to start working out your eCommerce strategy for the future. Moving to a powerful, cost-effective, customizable platform should be your number-one priority.

Regardless of which direction you go, always remember that it's the future of your business that's at stake. Compare your options, get answers to your questions, and choose wisely. And remember that we're here with you every step of the way.

See how X-Cart not only replaces Magento 1 but surpasses it.

Sign up for X-Cart 30-day free trial

Switching from Magento to X-Cart delivers:

- 2x-2.5x speed improvement
- Mobile and SEO readiness out of the box
- 1-click app installs from our built-in marketplace
- Automated upgrades even for heavily customized websites
- No limits to your store's products and revenue
- 24/7 customer and technical support for users of any X-Cart edition

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About X-Cart

First released in 2001, the X-Cart platform was the world's first PHP shopping cart software and is now powering over 38,000 online stores around the world.

X-Cart has emerged as the premium all-in-one solution for building online stores, and features an open-source eCommerce platform, 400+ add-ons extending its capabilities, and extensive services available: hosting, design and development, tech support, and migration, among others.

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