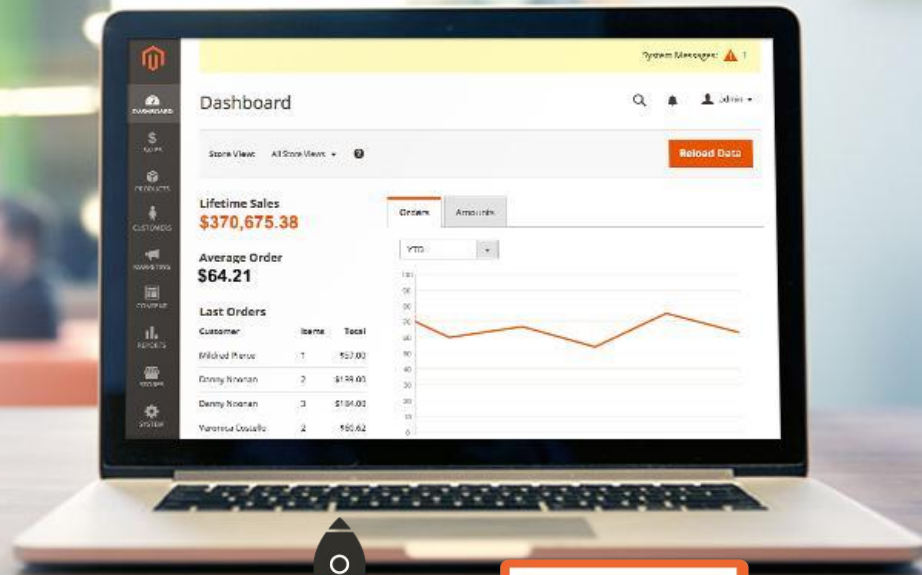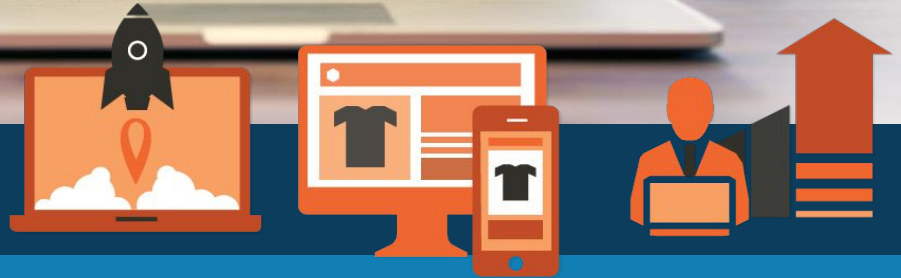**YOUR SOLUTION**

MAGENTO 2

Discover **Magento 2**

Fast

Efficient

Modular architecture

Business-oriented

- Graphic template update in Magento 2
- New product page
- Simplified updates
- Solution flexibility
- Versions optimisation

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Magento Commerce

#1 Platform

Share of eCommerce Sites
Alexa Top 100K
Internet Retailer Top 1000
Internet Retailer B2B 300

300+

Top-tier Solution, Hosting, and Technology Partners

250 000 +
Customers

3000+
Enterprise Sites Worldwide

$50B
Enabled Commerce Volume

90 000+
Developers

5200+
Certified Magento Developers

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Choosing Magento

Manage your costs
- Setup + Licence

Ready to use
- Large feature scope

Performant
- Scalable and optimized

Intellectual property
- Your features, your data

Evolving
- Modules marketplace, ressources

- **Why choosing Magento ?**
  - **Customizable and modular to meet the functional and business goals**
    - Fast developments and shortened time-to-market
  - **Rational approach: choosing a proven solution to meet your needs**
    - Stable platform, with high scalability and multi-countries management
  - **Decreasing TCO, without puncturing the turnover**
  - **Large user community**

- **Independance and freedom**
  - **300 integration partners worldwide**
  - **Profusion relatively low cost resources**
  - **Known by administrators and managers: Easy recruitment management of human resources**

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With an Open Source Software

Open source code

Community and Corporate governance

Security & Reliability

- No unwanted code
- Transparency
- Reactivity on bugfix creation

Revertability

- Your data is under control
- Many integrators on the market

Interoperability and modularity

- Compatibility between platforms
- Standard and modular interfaces

User friendly

- Fierce competition according to the users themselves

Sustainability

- Strong community
- Huge number of installations

Innovation

- UNLIMITED: anybody can participate
- Essential to keep the community active

CTO – Optimal Total Costs

No vendor lock-in

Trusted by e-merchants
Solution widely recognized on the market

29%

Magento
Almost one third of the market

- Yahoo! Stores
- Zen Cart
- Open Cart
- Hybris
- osCommerce
- VirtueMart
- Demandware
- ATG
- IBM WebSphere
- Others

SOURCE

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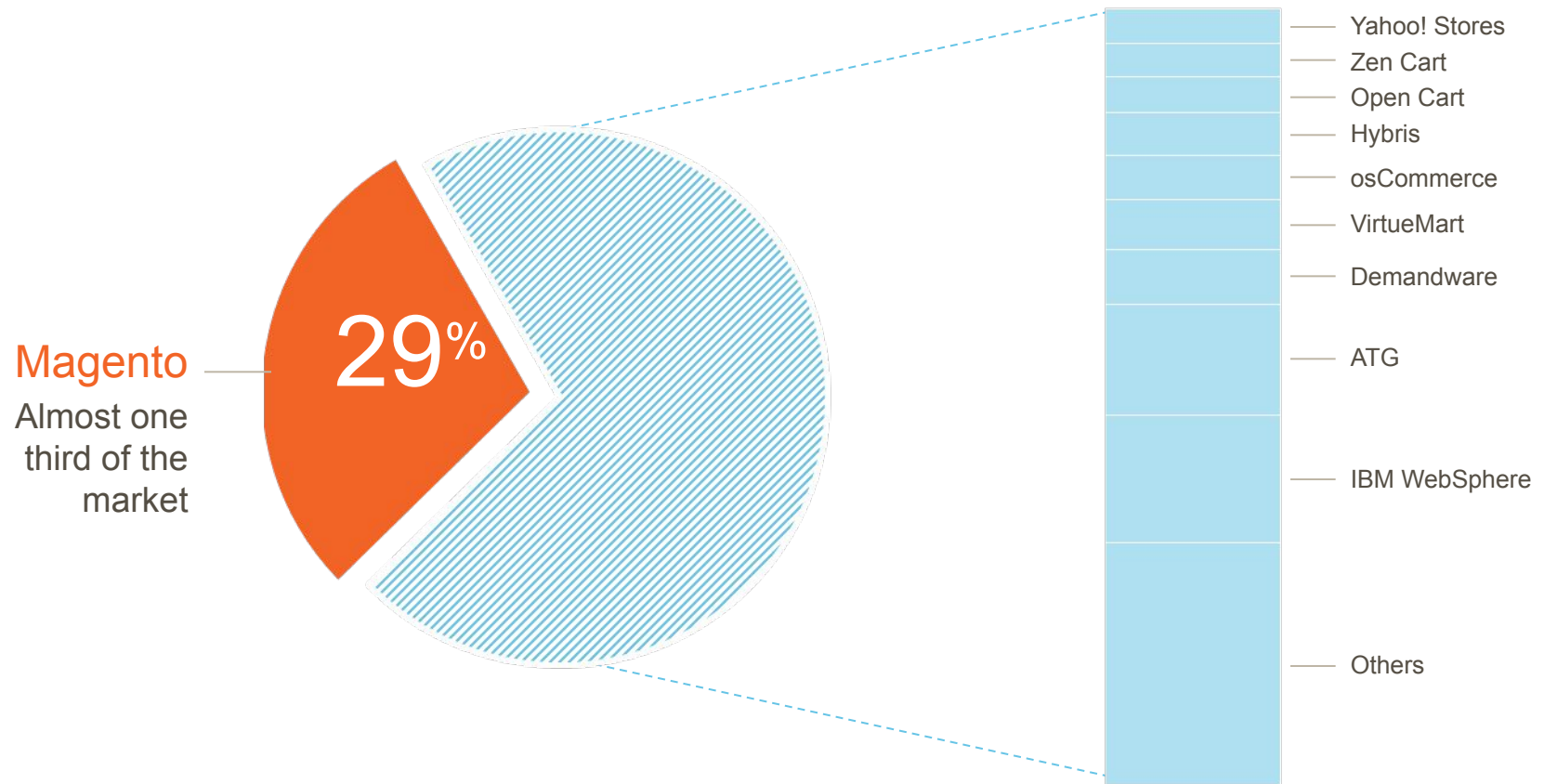
Manage e-commerce needs

- **A rational approach: Choosing a proven solution, with few customization to meet the challenges**

  - Simplified integration of payment and delivery

  - An important functional scope natively and easily extensible through modules

- **Ready to use**

  - FO: Catalog Navigation, Search, Sales tunnel client area, SEO

  - BO: customer account management, e-merchandising, editorial content, transactional emails, the list of commands, ...

- **A proven solution**

  - Magento hold a charge, we produce efficient infrastructure that supports more **than 200 pages / second.**

  - Magento can handle up to **192 orders per minute with** 2 front Magento assets.

  - SOAP and REST web services natively to integrate with third-party solutions

- **A broad functional scope offered natively**

  - Management of international, multi-store management, sales administration, SEO, Statistics and Reporting, Recovery of abandoned carts ...

  - CMS features, Cross-sell and Up-sell automatic ...

Stability & pragmatism

Robust in demanding context

Cultura: 3 millions products
ANWB, Nestlé Special T: 5 000 orders per day
La Halle: 200 pages / second
Marque de luxe: 5 continents, 12 languages

Black Friday with Magento

62k users
3.5m unique visitors
25m view pages
103k orders

SMILE & Magento
The tool is worthless without the craftman

Magento Partner Excellence Award
2011 & 2012, 2013, 2014, 2015

Magento Europe Partner Of The Year - 2010

Magento Partner Excellence Award 2015

200 Magento experts and developers

22 certified developers

9 "solution specialists"

Expertise

- **Complex platforms developped by Smile**

- **Recognition of the editor and the community**

- **R&D around Magento**

Quality

- **Significant improvement in turnover**

- **Oriented Performance**

- **Technical innovations**

360° Service

- **Fixed rate projects**

- **3 service centers**

- **120 servers**

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Our recommandation
Magento 2.1

- **To ensure the sustainability of the project**
  - **Gradual disappearance of compatible modules for versions 1 and of their support**
    - Additional costs to maintain the modules
    - Additional costs for integrating / adapting modules compatible with Version 2
  - **Strong message around innovation**
    - Position among competitors
  - **Strong evolutionary strategy Magento**
    - Version 2.1 available in Q1 2016
    - Release cycle every quarter

- **For technical and functional innovation**
  - **Desktop & tablets friendly interface using a standard graphical component library**
  - **Multiple backoffice contribution with no conflicts possible**
  - **Improved preview**
  - **Easy update**
  - **Facilitated migration with scripts provided by Magento**

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Is Magento 2 ready for production? Is the integrator ready for Magento 2?

- **As the european leader for Magento integration, Smile has, since the first beta versions of Magento 2, closely worked on the solution and organized to train teams :**

  - **Certification « Magento 2 trained partner » since october 2015, within the first integrators of the world, with more than 20 employees trained 4 months later**

  - **Validation by our technical direction of Magento 2 as « ready for production »**

  - **The development and implementation of an action plan of growing competence, with a satisfactory progress (already more than 30 employees trained) has led us to launch our first two Magento 2 projects in February, 2016. We have now 8 ongoing Magento 2 projects**

  - **The action plan including migration of our R&D modules has started since January 2016 to provide out of the box features as Searchandizing engine and Store locator.**

SMILE AND MAGENTO 2 – OUR MAJOR ONGOING PROJECTS

Systèmes U is a French retailers' cooperative, comprising about 800 independent hypermarkets and supermarkets, with more than 23 trillions euros turn-over. We are building their internal procurement system with Magento 2.

FBD is the European leader of kitchen franchises with three main brands, Cuisine +, Ixina and Cuisines References. We are building their new webshop with Magento 2.

Damart is a French company specializing in clothing, a household name with its product « thermolactyl ». We are building the webshop for Damart Switzerland with Magento 2.

Nutrixo is one of Europe's major milling and bakery companies, with a 3.2 billion turnover in 2015. We'are building its new B2B website with Magento 2.

Is Magento 2 ready?

It's alive

v2.0 out on the 18th of Nov 2015
Already 20+ live stores
Already several Magento 2 websites
surfacing in the Alexa Top1000

100+
Magento 2 Enterprise
customers

267 000+
Downloads
(CE and EE editions)

100+
Trained partners

200+
Community extensions on the marketplace

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MAGENTO 2
B2B

B2B FEATURES

- **Thanks to the Magento modularity, improve the commercial relationship with your customers and increase your sales**

  - **Service available 24/24**
    - o Your customers can search directly the references of the desired products and order any time

  - **All purchasing channels synchronized**
    - o Traditional shops, paper orders, phone, fax, web: continuity of service makes the ideal experience for your clients

  - **Responsive design theme**
    - o Facilitate the use of your e-commerce platform on any device

  - **Enriched product browsing**
    - o Show multiple images per product, zoom-in on product images, display videos of tutorials or recipes and indicate stock availability
    - o Create simple, configurable, bundled, and grouped products

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B2B FEATURES

- **Personal approach to your customers**

  - **Personalized price management**
    - o Display your catalog without prices or with public prices only and manage your negotiated contracts through the tariff grids.

  - **Personalized catalog browsing**
    - o Bring the real added value to your customers pushing the products that really concern them and display personalized promotions

  - **Live chat**
    - o Reassure your customer with an online assistance performed by a human being at any time of the customer journey. Some modules can even use other media (written chat, click to chat, audio, video and click to call, click to video)

- **Simplified management of your clients**

  - **Manage your customers as companies and identify the roles of each interlocutor: quote request, quote validation, purchase, delivery reception, etc.**

- **Automate tasks with no added value**

  - **Offer your customers all the information and records on their orders in the personal account and ease your commercial teams**

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B2B FEATURES –

- **With Magento EE 2.1, Magento will add a new dedicated B2B module to his application portofolio**
  - **Custom catalog per customer**
  - **Custom pricing**
  - **Complete "request for quote" workflows**
  - **Advanced ordering management process**

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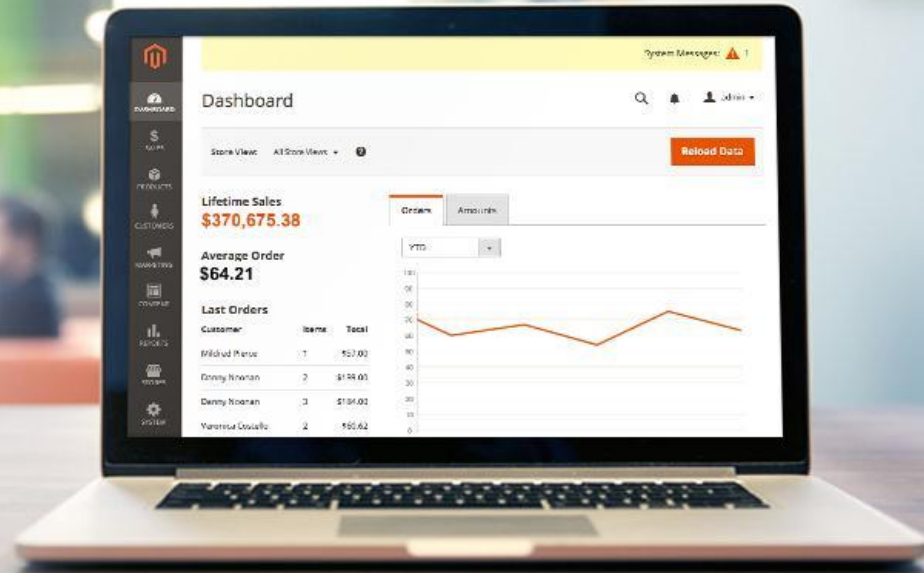
MAGENTO 2
CE & EE

MAGENTO ENTERPRISE
A COMPLETE SOLUTION

Marketing & Sales	**SEO**	Administration	**Catalog**	Product catalog
Product page	Checkout, payment, delivery	Order management	Customer Service	Customer Account
International	Statistics & reports	Advanced CMS	**Rights & permissions management**	Abondoned cart reminder
Loyalty	Coupon	RMA	Automatic cross-sell, up-sell	**Customer Segmentation**

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Magento Commerce

Community

Community version is 100% Open Source license, without publisher's support.

Free

Personnalized

Open Source

Community   **Features**

- Marketing, Promotion and conversion tools
- SEO
- Site Management
- Catalog
- Product page
- Checkout, payment and shipping

Entrepris

Double advantage for your project

- **Publisher's Guarantee** (support and bug fixes)
- Additional **features** and **optimized performance**

+ Complete

+ Efficient

+ Support

- Orders Management
- Customer Service
- Customer account
- International management
- Analytics and reporting

Entreprise features

- Advanced CMS features
- Rights management and transfer
- Back-office actions tracking

- Better administration rights management
- Abandoned shopping cart reminder
- Loyalty & reward points
- Coupons
- RMA
- Pushs rules

MAGENTO 2.1 VERSION ENTREPRISE

Magento: 2 possible editions: Enterprise or Community

- **Community edition is 100% Open Source license, without publisher's support**

- **Enterprise edition: double advantage for your project**
  - **Publisher's guarantee** (support and bug fixes)
  - **Additional features** and optimized performance

- Essential features to manage your site

  - Merchandising
    - **Customer segmentation** to sharpen your promotion campaigns and organize **private sales**
    - **Marketing tools**: rewards, in-store credit, private sales, gift cards
    - **Affiliation** in the center of strategy to grow traffic
    - **Abandoned shopping cart** an important acquisition tool in terms of transformation rate
    - **Marketing campaigns staging** to better follow your marketing campaigns
    - **Products drag&drop in categories** to facilitate products merchandising

  - Customer service
    - **Returns management module (RMA).** In a 'customer-supplier' model, to have a clear view on the exchanges is to ensure your serious brand image and to prevent any degradation in case of litigation.

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MAGENTO CE VS EE WHAT DIFFERENCE?

Product	Magento 2 CE	Magento 2 EE
Setup	Free	Quote by Magento
Support	❌	English, 24/7
Guarantee	❌	Editor takes in charge 100% of product-related bugs
Features		
Client segmentation, rights and targeted promotions	❌	✅
Back-office rights management	★★★☆☆	★★★★★
Merchandizing	★★★☆☆	★★★★★
Cross-sell / Up sell / Linked articles	Manual	Automatic
Abandoned cart and wish list reminders	❌	✅
CMS	★★★☆☆	★★★★★
Wish lists	1	Multiple
Guest orders follow up	❌	✅
Other features: private sales, loyalty programs, returns management, product by SKU, personalization, etc.	❌	✅
Performance and scalability	★★★☆☆	★★★★★
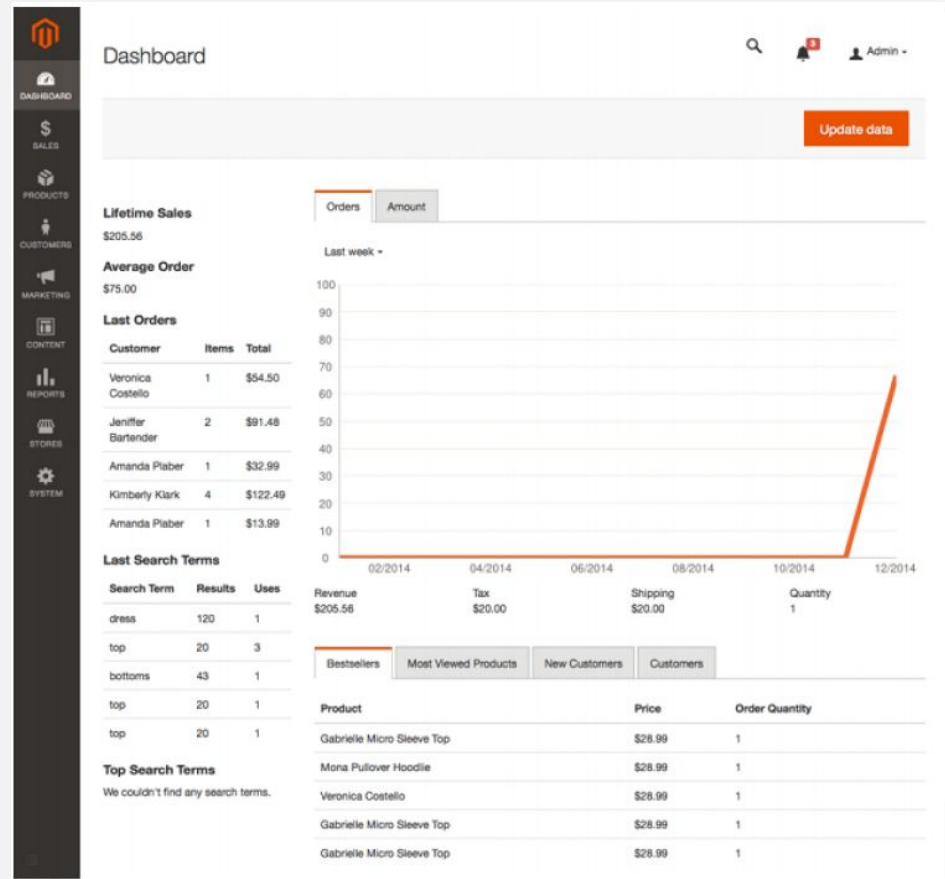
An interface with a summary of the activity and access to management modules and notifications

MAGENTO 2
ORDER MANAGEMENT

A full management control with sorting, filtering, exporting and mass processing

MAGENTO 2 CATALOG

Product catalog management enriched with the all the web factory products.
Access can be limited by country.