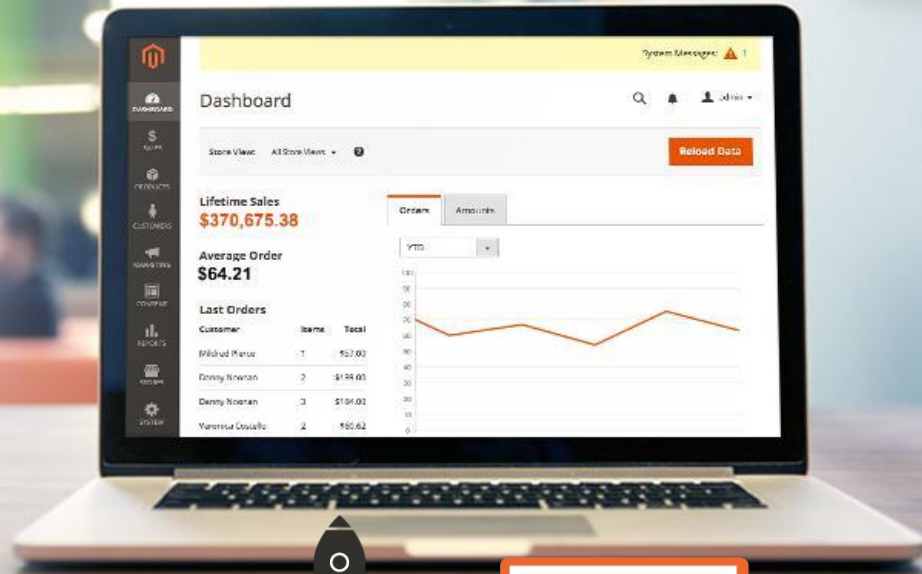
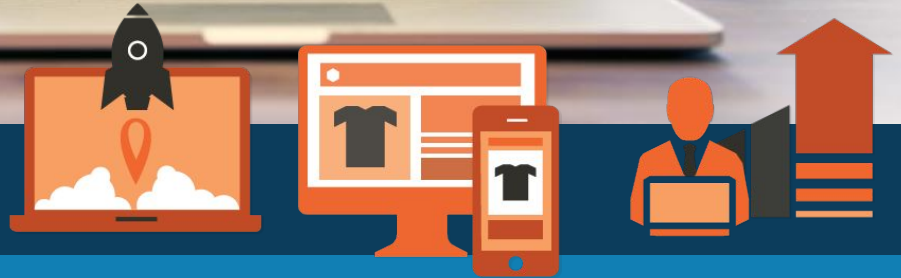


YOUR SOLUTION
MAGENTO 2



Discover **Magento 2**



Fast

Efficient

Modular architecture

Business-oriented

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

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



90 000+
Developers

5200+
Certified Magento
Developers



\$50B

Enabled Commerce Volume

Choosing Magento



• 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**

SUSTAINABLE PLATFORM

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

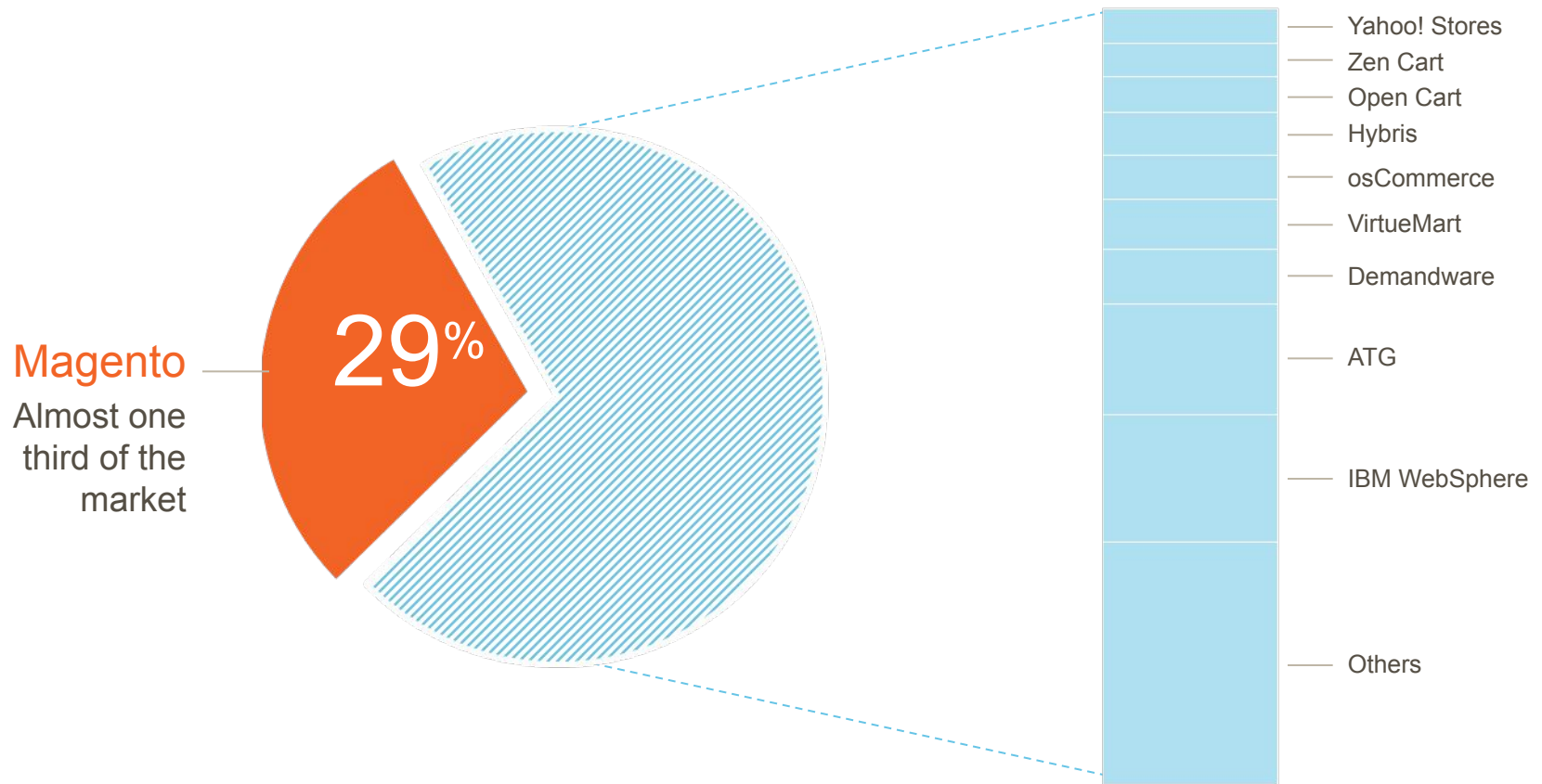
- UNLIMITED: anybody can participate
- Essential to keep the community active

CTO – Optimal Total Costs

No vendor lock-in



Trusted by e-merchants Solution **widely recognized** on the market



SOURCE

Tom Robertshaw eCommerce Survey, Avril 2014

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

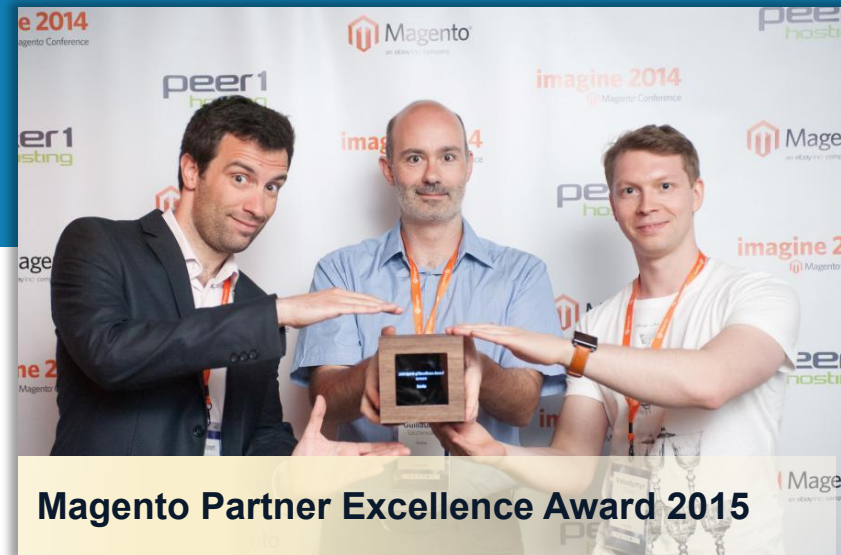


SMILE & Magento

The tool is worthless without the craftman

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

Magento Europe Partner Of The Year - 2010



200 Magento experts and developers

22 certified developers

9 “solution specialists”

Expertise

- Complex platforms developed 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

Our
recommandation
Magento 2.1



SCALABLE, ROBUST & STABLE

WHY 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**

MAGENTO 2

IS IT TOO SOON ?

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.



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're 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



MAGENTO 2

B2B

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

- **Service available 24/24**

- Your customers can search directly the references of the desired products and order any time

- **All purchasing channels synchronized**

- Traditional shops, paper orders, phone, fax, web: continuity of service makes the ideal experience for your clients

- **Responsive design theme**

- Facilitate the use of your e-commerce platform on any device

- **Enriched product browsing**

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

• Personal approach to your customers

- **Personalized price management**

- Display your catalog without prices or with public prices only and manage your negotiated contracts through the tariff grids.

- **Personalized catalog browsing**

- Bring the real added value to your customers pushing the products that really concern them and display personalized promotions

- **Live chat**

- 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)

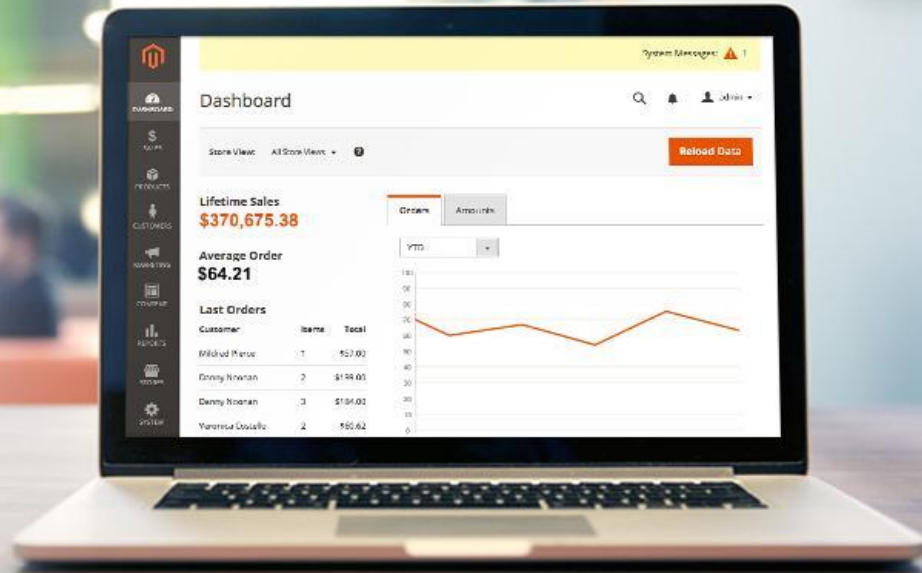
• Simplified management of your clients

- **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**

- **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



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	Abandoned cart reminder
Loyalty	Coupon	RMA	Automatic cross-sell, up-sell	Customer Segmentation



Community

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

Free
Personalized
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

Enterprise Features

- Customer service
- Customer account
- Advanced CMS features
- International management
- Rights management and transfer
- Analytics and reporting
- Back office administration

- Better administration rights management
- Abandoned shopping cart reminder
- Loyalty & reward points

• Coupons

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.

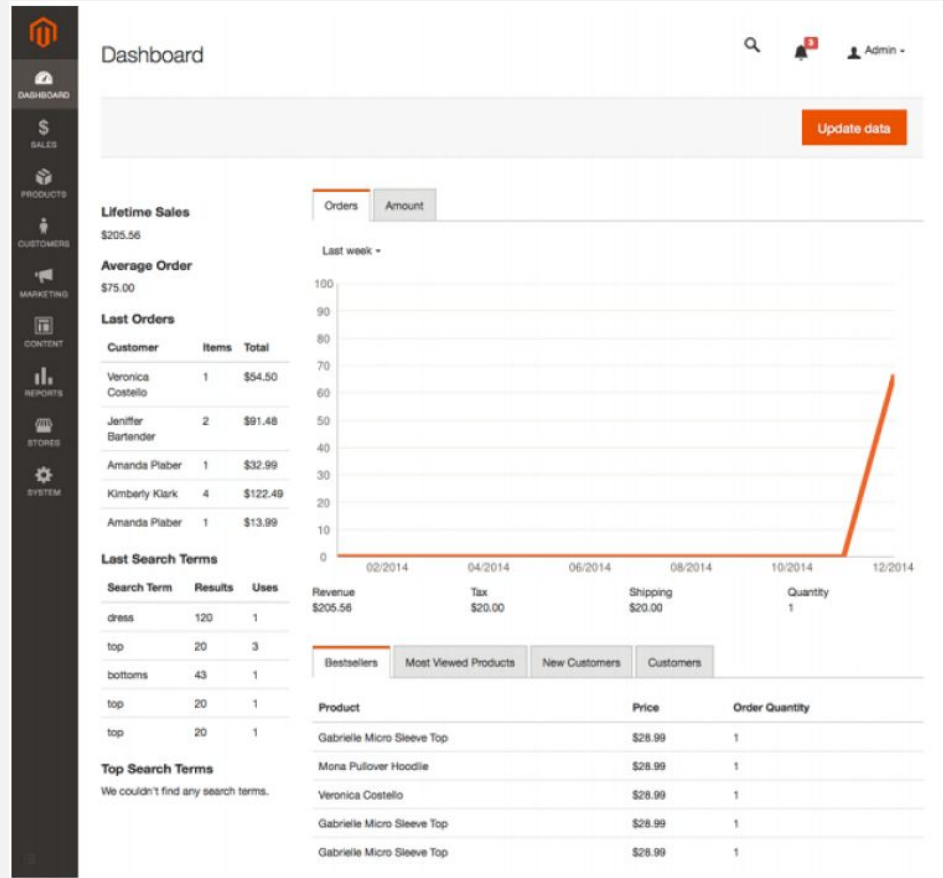
MAGENTO CE VS EE

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	★ ★ ★ ★ ★	★ ★ ★ ★ ★

MAGENTO 2 BACK-OFFICE



An interface with a summary of the activity and access to management modules and notifications

MAGENTO 2

ORDER MANAGEMENT

Orders

Create New Order

Search by keyword

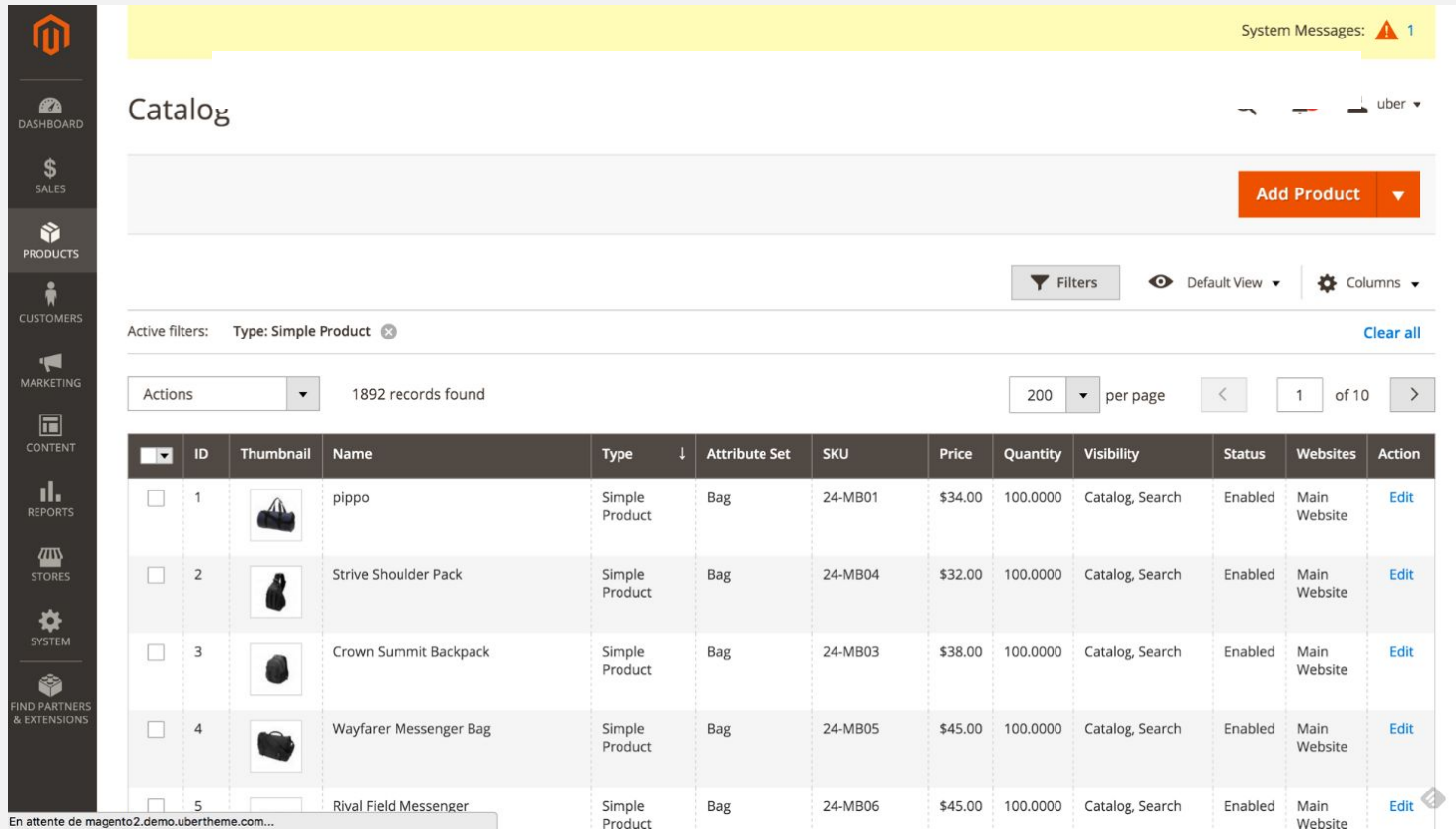
Select Items 16 records found


20 per page 1 of 1

<input type="checkbox"/>	ID	Purchase Point	Purchase Date	Bill-to Name	Ship-to Name	Grand Total (Base)	Grand Total (Purchased)	Status	Action
<input type="checkbox"/>	00000016	Main Website Main Website Store Default Store View	Jan 15, 2016 5:07:58 AM	First Last	First Last	\$37.00	\$37.00	Pending	View
<input type="checkbox"/>	00000015	Main Website Main Website Store Default Store View	Dec 31, 2015 10:49:22 AM	Veronica Costello	Veronica Costello	\$84.02	\$84.02	Pending	View
<input type="checkbox"/>	00000014	Main Website Main Website Store Default Store View	Dec 31, 2015 7:26:16 AM	dsa dsadsa	dsa dsadsa	\$39.00	\$39.00	Pending	View
<input type="checkbox"/>	00000013	Main Website Main Website Store Default Store View	Dec 31, 2015 6:30:49 AM	zzzzz zzzzz	zzzzz zzzzz	\$59.00	\$59.00	Pending	View
<input type="checkbox"/>	00000012	Main Website Main Website Store	Dec 30, 2015 2:30:02 PM	bikram singh		\$14.00	\$14.00	Pending	View

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

MAGENTO 2 CATALOG



System Messages:  1






Catalog

[Add Product](#)

[Filters](#) [Default View](#) [Columns](#)

Active filters: **Type: Simple Product** [Clear all](#)

Actions 1892 records found per page of 10

<input type="checkbox"/>	ID	Thumbnail	Name	Type ↓	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Action
<input type="checkbox"/>	1		pippo	Simple Product	Bag	24-MB01	\$34.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	2		Strive Shoulder Pack	Simple Product	Bag	24-MB04	\$32.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	3		Crown Summit Backpack	Simple Product	Bag	24-MB03	\$38.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	4		Wayfarer Messenger Bag	Simple Product	Bag	24-MB05	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Edit
<input type="checkbox"/>	5		Rival Field Messenger	Simple Product	Bag	24-MB06	\$45.00	100.0000	Catalog, Search	Enabled	Main Website	Edit

En attente de magento2.demo.ubertHEME.com...

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