

# Magento @ 2.0

Be ready.

**@benmarks**

**ben.marks@magento.com**

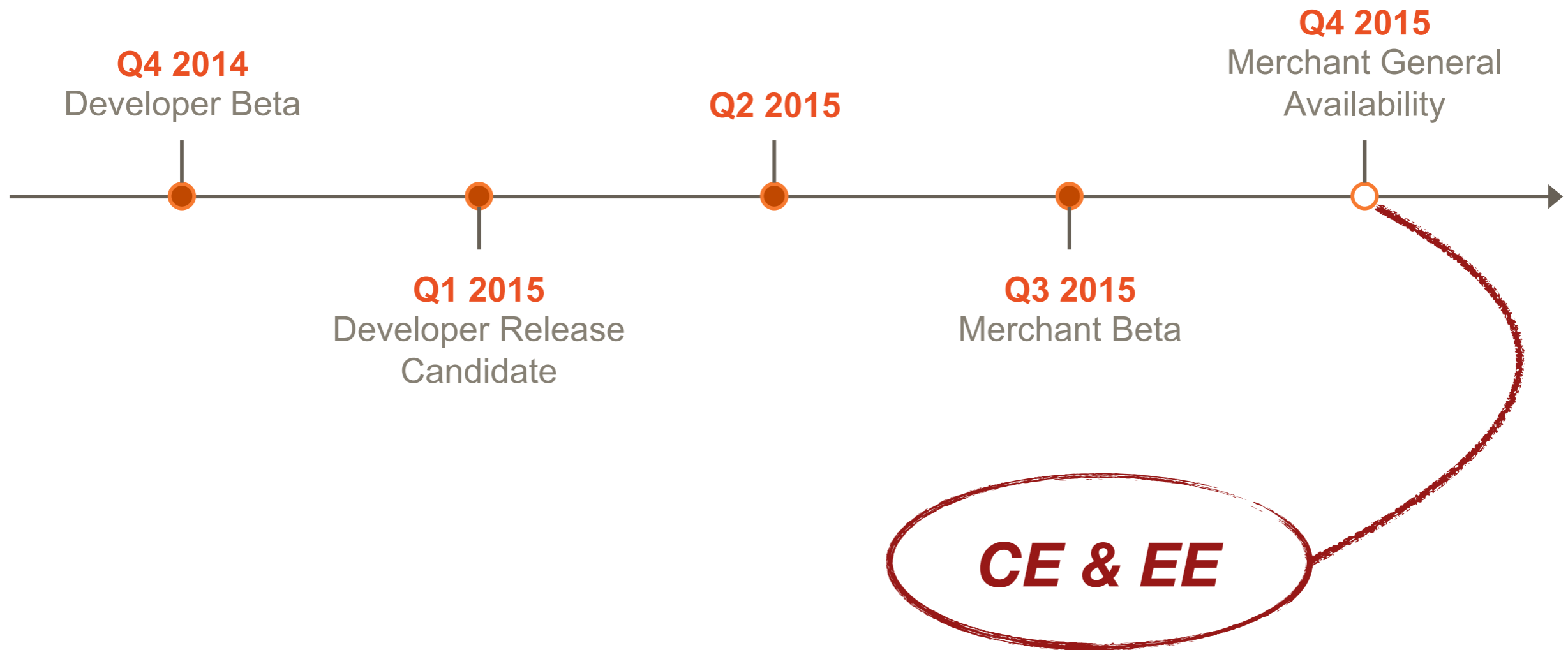
**facebook.com/benmarks.magento**

**Be ready.**

**Magento 2 arrives in November.**

**(November of *this* year.)**

# Magento 2 Timeline



**So, why do we need Magento 2?**

# Why Magento 2?



## Benefits

1. Improved admin & frontend
2. Improved performance & scalability
3. Improved integration
4. Improved customization
5. Improved upgrades
6. Improved resources



# 1. Improved Admin & Frontend



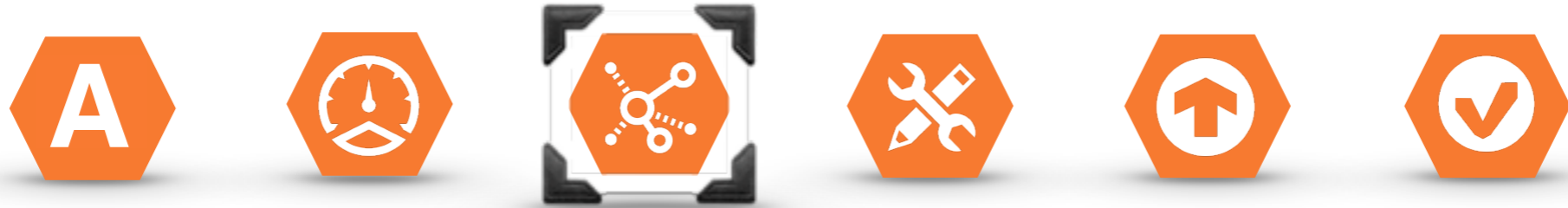
- Better navigation
- Better performance
- Touch-friendly
- So much more...

## 2. Improved Performance & Scalability



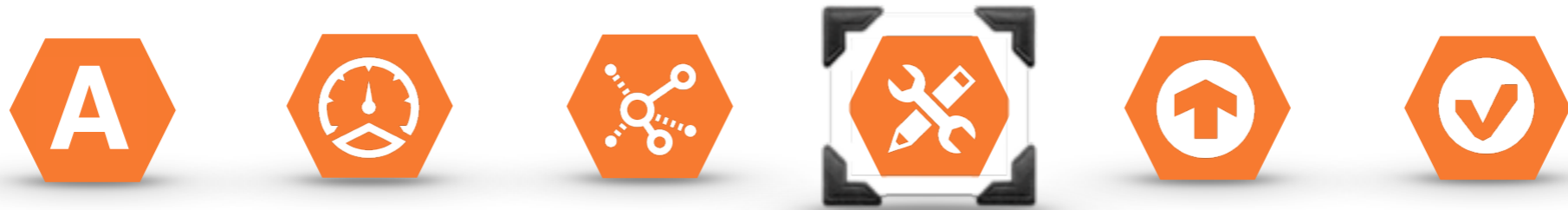
- Performance is core
- Performance testing during development
- Performance benchmarking toolkit
- Scalability focus for Enterprise Edition

# 3. Improved Integration



- (Average online store = 14 integrations!)
- Functional & programmatic refactoring

# 4. Improved Customization



- Functional & programmatic refactoring

# 5. Improved upgrades



- Product roadmap
- Quarterly feature releases
- Constant platform updates
- Testing = everything

# 6. Improved resources



- Magento U classes available NOW
- [devdocs.magento.com](http://devdocs.magento.com) available NOW
- M2 certification coming 2016
- Collaboration with community
- New Connect

# Questions

**What do *you* think?**

# Fin

**@benmarks**

**ben.marks@magento.com**

**facebook.com/benmarks.magento**