

Magento: Accelerating Momentum

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16%

ECOMMERCE
GROWTH



DIGITAL IS
ACCELERATING

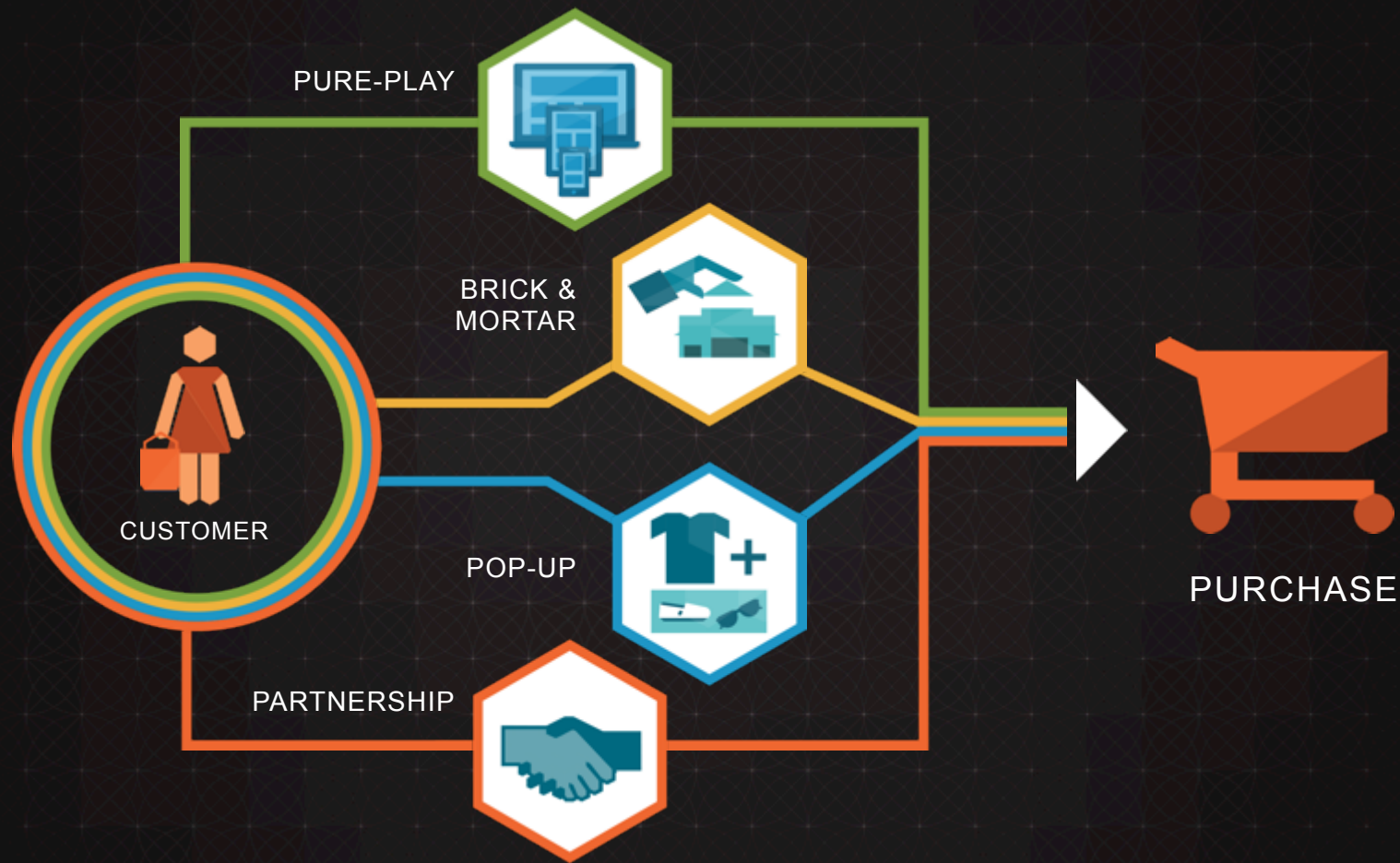
65%

MOBILE
SHOPPING



54%

MULTI-PLATFORM



Retailers Challenged to Determine

- Which technologies matter?
- What's best for customers?
- When to jump in?
- At what cost?



Consumers Are Leading With “Mall in Their Pocket”

Mobile



Mobile
Commerce

Promotions &
coupons



Store location



Self-scanning &
self-checkout

Payments



Shopping lists

In-store
research



Loyalty



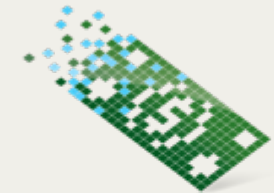
Social
Commerce



Local



Social



Digital
ebay inc.

Magento
eCommerce Platform for Growth

Shopping is at an inflection point...

- Seamless, omni-channel, multichannel commerce
- Consumers are leading... Retailers are adapting...
- ... eBay will enable commerce





ebay
enterprise™

MAGENTO BUSINESS MOMENTUM

240,000+

Businesses

~3,000

Enterprise
Merchant

26+ Billion

Commerce
Volume in 2013



300+ Partners

Technology & SI

5,000+

Online
Extensions

3,000+

Certified
Developers



EXPERT
CONSULTING

INVESTMENTS IN THE MAGENTO® ECOSYSTEM

MAGENTO
TRAINING



CUSTOMER
SATISFACTION

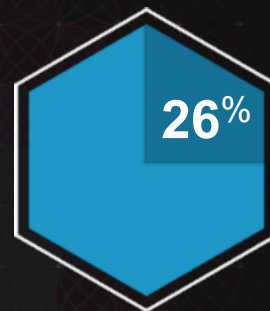
SHARE OF TOP 100K SITES IN ALEXA 1M



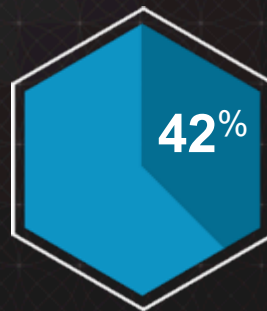
WORLDWIDE



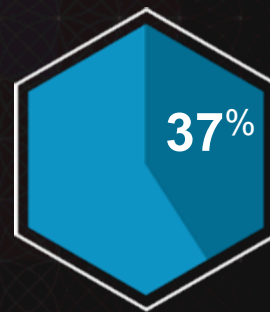
FRANCE



GERMANY



UK



NETHERLANDS

LEADING PROVIDER IN
NORTH AMERICA & EUROPE

North
America

#1

Mid-Market
IR 500




Europe

#2

Tied
with IBM



MAGENTO MERCHANT DIVERSITY

- 
- 1 Fashion Apparel
 - 2 Branded Manufacturers
 - 3 B2B
 - 4 Food & Beverage
 - 5 Home & Garden

THE WORLD'S MOST INNOVATIVE RETAILERS RUN ON MAGENTO

Nestlé

THE
NORTH
FACE

VANS

BVLGARI

VIZIO

MISSGUIDED
PEACE, LOVE AND FASHION

GANT

Paul Smith

boohoo.com
TWENTYFOUR | SEVEN | FASHION

OLYMPUS[®]

KURT GEIGER

Christian
Louboutin

RosettaStone[®]

mytheresa

mothercare

Robert Dyas

HARVEY NICHOLS

Ryman

Charlotte Tilbury

S M Y T H S O N


HERMÈS
PARIS

Harvey Norman



MAGENTO PRODUCT INNOVATIONS

Magento Commerce Solutions

Magento Community Edition

- Open-Source software for developers & tech-savvy merchants
- Free download

Small Merchants
< \$1M

240,000
merchants
worldwide

Magento Enterprise Edition

- Enterprise-class features, performance & support—with full source code access
- Competitive Annual License Fee

SMB to Enterprise Merchants
\$1M – \$200M+

+3000
merchants
worldwide

erunway | to | win

REBEL + RIVER

citrus

GIANT

2
mi

stella & dot

zumiez

Rosetta
Stone

W
CAREER MUSIC

Magento Enterprise Edition: Key Benefits



Magento Enterprise Edition empowers Growing Business Merchants to build and run their businesses their way by providing unsurpassed flexibility and control.



Flexibility

Full source-code access that puts the merchant in control.



Performance and Scalability

Proven ability to support fast-growing businesses at scale.



High Value

Extensive native feature set. Compelling total cost of ownership



Vibrant Global Network of Experts

Find qualified service and tech partners wherever you are.



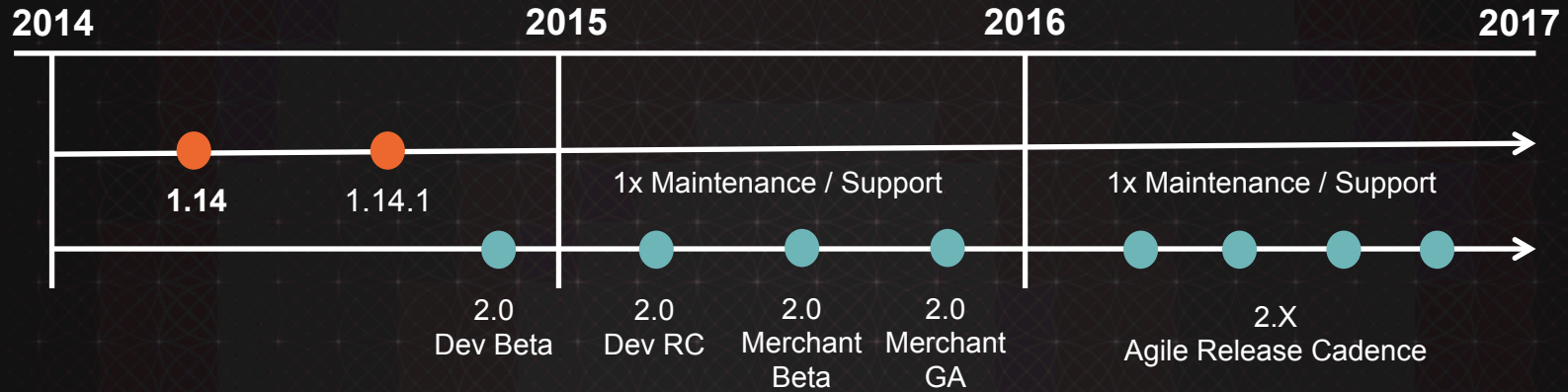
Commerce Leader

Access the technology and know-how of a global commerce leader who will never compete with you.

Magento Enterprise Edition Exclusive Features

Content Management (CMS)	Gifting Options	Private Sales	Gift Registry	Reward Points
Rule-based Related Products	Persistent Shopping	Automated Email Reminders	PCI-ready Payment Bridge	Return Management (RMA)
Multiple Wish Lists	Prices & Promos Permissions	Add to cart by SKU	Scheduled Import/Export	Staging, Backup & Rollback
Segmentation & Targeted Promotions	Visual Merchandiser	Admin Roles & Logging	Catalog Access Controls	Store Credits
SOLR Search	Full Page Caching	Background & Incremental Indexing	Strong Data Encryption	Order Tracking Widget

RELEASE APPROACH AND GOALS



GOALS

- 1 Modernize web technology stack
- 2 Improve performance and scalability
- 3 Easy customizations
- 4 Separate business logic from presentation
- 5 Cleaner installation and upgrades
- 6 High code quality and improved testing framework

Realizing the full business potential of your Magento 2 store is a journey, not a one-time event. It takes time, effort, and expertise to build the right solution for your business.



What is your eCommerce vision?

Thank You