COGdigital

MAGENTO 1.9 to 2.0 ECOMMERCE

Case Study – Materials in the Raw

MATERIALS IN THE RAW

DISCOVER

# THE COG BRANDING APPROACH TO MAGENTO 1.9 TO 2.0 ECOMMERCE

MATERIALS IN THE RAW

This document will introduce you to one of the COG Branding Magento eCommerce projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!
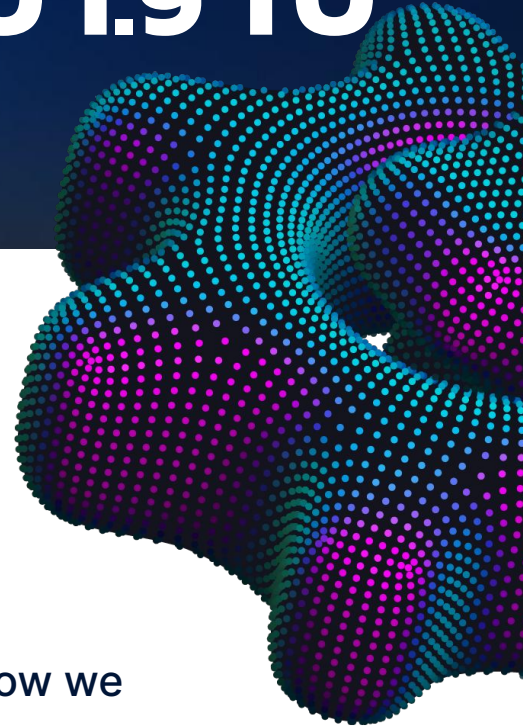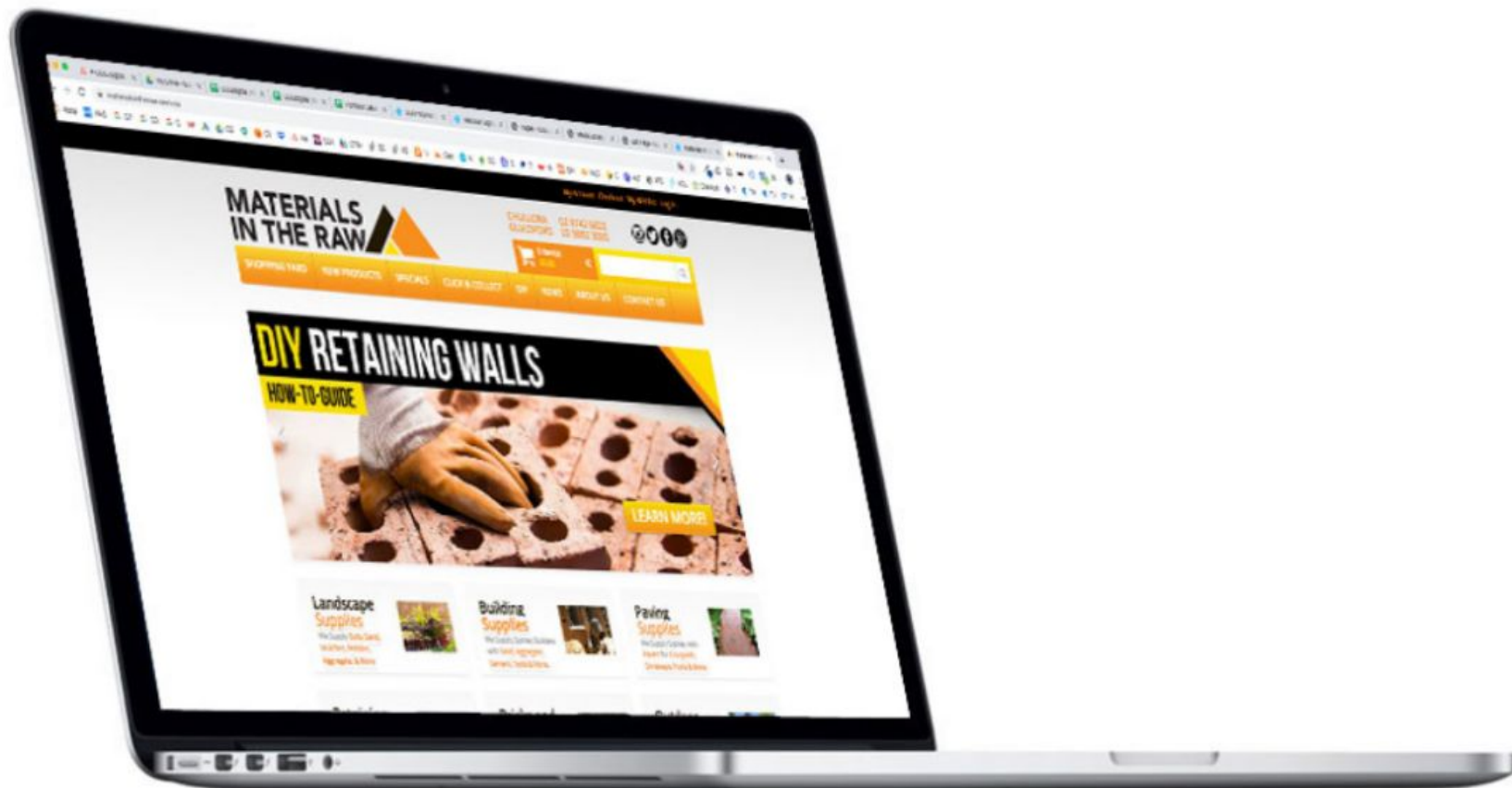
START!

WHAT WE KNEW FROM THE START

We knew that Materials In The Raw needed a trusted professional Australian website development team to build their eCommerce platform and manage this part of their business.

We also knew that the Materials In The Raw brand needed a Web Development agency that is affordable, communicates clearly, and understands Magento 1.9/2.0 Community and Enterprise Editions.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, Social Media, and solve technical problems surrounding hosting and domains.
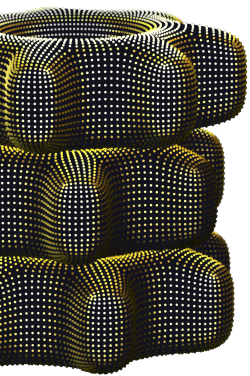
ABOUT THE CLIENT

COG Branding is proud to deliver the Magento eCommerce CMS Website Design for the Materials in the Raw brand.

Materials in the Raw was established in the Sydney suburb of Casula in 1988 as a bulk materials distributor reselling sand, soil, gravel and mulches. Since that time the business has grown through acquisition of other similar businesses and the commencement of new outlets in strategic locations.

Materials in the Raw provides landscape solutions for the urban environment. The recent urban consolidation growth that has occurred in the metropolitan Sydney area has necessitated the development of innovative landscape materials to ensure the preservation of outdoor living in reduced courtyards and landscape settings.

MATERIALS IN THE RAW

FROM THE CLIENT

"The team at COG Branding took an older business and thrust it into the future. Not only transforming the brand from a tired outdated presence, but opening up new revenue opportunities and finding us new customers. And reliable, night time, weekends, public holidays…. Always on!".

- Geoff Bedford, General Manager

MATERIALS IN THE RAW

THE KEY COG Branding SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Magento Community Edition 2.3

Magento Open Source 2.3. offers significant platform upgrades, substantial security changes, and PSD2-compliant core payment methods.

This release includes over 220 functional fixes to the core product and over 30 security enhancements. It includes resolution of over 275 contributions by our community members.

Hosting Stack

Magento hosting is a web hosting plan that provides compatibility with the eCommerce software Magento.

While Magento is free and provides a lot of useful features for running an online store, one thing it notably doesn't provide is web hosting

3rd Party Extensions

A Magento extension is a package of code responsible for achieving a specific functionality in Magento.

In contrast, an extension always refers to a packageable component that can extend and customize Magento functionality.

MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Deliver sophisticated shopping experience across multiple software platforms.**

- **Configure Shipping Matrix with Crane Truck, Tip Truck and Delivery van.**

- **Integrate POS for Retail.**

- **Facilitate. Commercial division and Pick Up From Store functionality.**

BRIEF SUMMARY
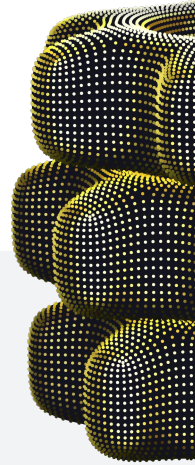
COG Branding is proud to deliver the Magento eCommerce CMS Website Development and Support for the Materials in the Raw business.

Materials In The Raw approached COG Branding for a WMA (Website Maintenance Agreement) and to also migrate from Magento 1.9 to Magento 2.0.

Magento 1 was officially retired in 2020 – Adobe, its owner, ceased support. That's more than the reason for our client to upgrade. Magento was built as a flexible platform. This is really its defining feature. Users can create stores with a variety of functions using pre-made extensions or by utilizing their coding chops. This is the beauty of a platform like Magento and one reason it's so popular.

In addition, there have been many complaints of Magento 1 running slow. In response to this, experts have determined what makes Magento sites run faster, but this still couldn't change the issue of core speed. To address these issues, the Magento team designed an upgraded platform: Magento 2.

SOLUTIONS SUMMARY
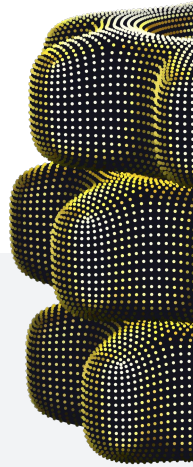
COG Branding had to migrate from Magento 1.9 to 2.0 early as the security concerns demanded attention, and the brand experience needed to keep up.

Moving from Magento 1.x to 2.x is a process, not an upgrade. The database schema changes so much that the process is referred to as Migration. The data has to be exported, translated to the new database tables/columns or discarded as applicable.

The directory structure and internal operations of Magento have changed so much that you we need to ensure of web development team get modules rewritten to work with Magento 2.0, which was also for the core theme and templates.

COG Branding initially creates a Plan Capacity document that looks to understand basic resource requirements from the 1.9 environment, and what the 2.0 environment needs (For both staging and production). Did the client need more advanced functionality in ythe 2.0 Magento store, or will it need to scale in the future? Now was the best time to plan for this.

The migration to 2.0 also provided the opportunity to overhaul our hosting arrangements and providers. Click here to learn about our hosting partners.

With both front and back end considerations COG Branding used our proprietary methods to ensure we migrated to the latest platform, and nurtured version control for custom modifications that we inherited from the 1.9 platform.
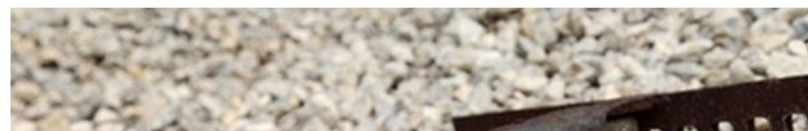
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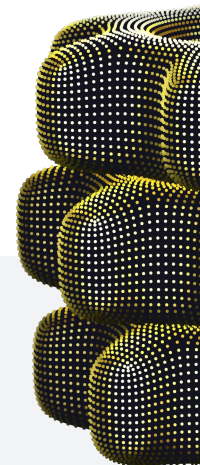
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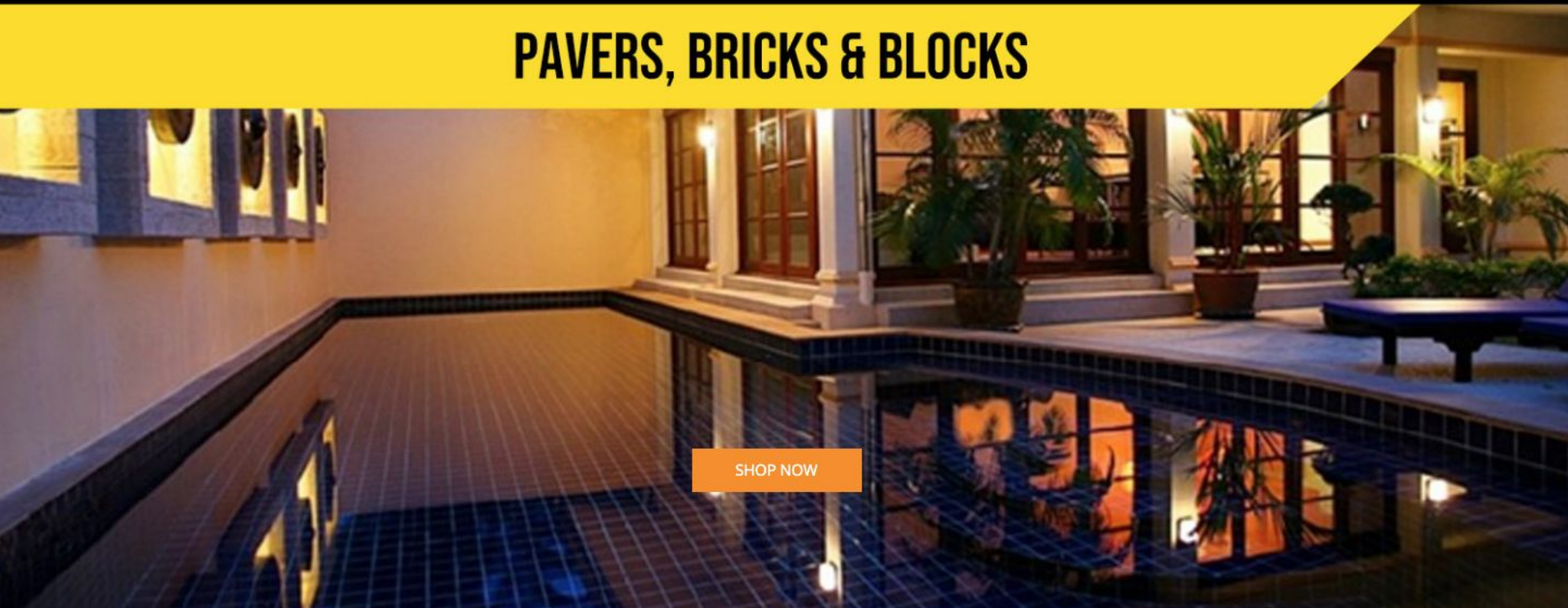
SHOP NOW

RESULTS SUMMARY

Go live with project Success!

- The result supplied Materials In The Raw, a mobile responsive ecommerce website solution.

- With a highly detailed updated shipping calculator that included postcode, weight, dimension, product type and volume – the user experience was more targeted and relevant to the product Materials In The Raw can compete on in regards to products and customers local to it's yards in Western Sydney.

- With an increase in online sales, and direct website leads from the website through to phone calls to the yards the Materials In The Raw Magento website is high powered, feature rich and robust.

THE COG BRANDING PRODUCT SOLUTIONS

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Magento

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WE'VE DELIVERED PROJECT SUCCESS FOR COMPANIES THAT YOU KNOW.

BUT WE'RE SMALL BUSINESS SPECIALISTS READY FOR NEW PARTNERSHIPS.

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If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

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(02) 9523 6007
Enquiries@COGbranding.com.au

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Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 8A Cronulla St, Cronulla 2230 NSW AU
           www.COGbranding.com.au

COGbranding

www.COGbranding.com.au
Welcome@COGbranding.com.au
+612 9523 6007.
8A Cronulla St, Cronulla 2230 NSW Australia

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