

## Table of Contents

Why Should Your Business Upgrade Sample Copy from Version 1 to Version 2.....	2
What is Sample Copy .....	2
What Is New In Sample Copy 2.0 .....	2
Improvements Identified .....	3
1) Speed and Performance .....	3
2) Scalability .....	5
3) Mobile Ready .....	5
4) Product Videos.....	7
5) Use of JQuery to Replace Prototype.....	7
6) Checkout Improvements.....	8
7) Multiple Databases (Enterprise Edition).....	10
8) Improved Shopping Cart Process.....	11
9) Improved Search Engine .....	15
10) Improved Data Viewing & Filtering.....	15
11) Centralised & Improved Documentation .....	16
12) Improved Admin Panel .....	17
What Is Happening To Sample Copy V1 (End Of Life Planning).....	20
Why Should Your Business Upgrade To Sample Copy 2? .....	22
How Does The Upgrade Process Work? .....	23
Approaching the migration issue .....	25
How We Can Help .....	26

# Why Should Your Business Upgrade Sample Copy from Version 1 to Version

## 2

### What is Sample Copy

Sample Copy is a popular e-commerce platform originally released in 2008. By 2015 Sample Copy 1 had taken almost 30% of the market. Sample Copy 2.0 had been in the works since 2010 promising a ground-up rebuild with improvements in performance in most areas of the platform. Sample Copy 2 was released in November 2015. The intervening months since launch have given developers and businesses time to assess the new version and get to grips with its potential.

In this whitepaper we will discuss the improvements to Sample Copy and how they impact upon businesses that use the platform. We will look at the upgrade situation and how the inevitable End Of Life will impact those who delay upgrading or are considering remaining with Sample Copy 1.

The promise of improved speed and performance drove the production of this document which explores whether the time is right for ecommerce businesses using Sample Copy 1 to upgrade in the near future.

### What Is New In Sample Copy 2.0

Sample Copy 2 is not an incremental upgrade but a paradigm shift with a new code base giving huge improvements in performance, new features and incorporating functionality that has previously been relegated to add-on extensions. Sample Copy now comes in two forms:

- Sample Copy Community Edition (CE)
- Sample Copy Enterprise Edition (EE)

The core code is the same for each however there are some differences in functionality between the two, with EE being somewhat more capable, out of the box, than CE. Where there are notable differences between the two we will flag them in this paper in order to avoid confusion.

## Improvements Identified

We have identified several significant areas in which the performance of Sample Copy has been improved in Sample Copy 2 over 1.xx versions. This is a summary of the points. You may notice that several of these are more relevant to your use case than others but, overall, it is likely that almost all businesses currently using Sample Copy V 1.xx will see worthwhile improvements in their e-comm business processes. Obviously there are many more improvements than we outline here however we have tried to cover those changes that impact upon the buyer experience and offer admin benefits.

### 1) Speed and Performance <sup>1</sup>

Sample Copy has not had the best reputation for performance. Page load times and customer throughputs have disappointed many users. Slow sites tend to be off putting for buyers and site speed is now a ranking factor within the Google search algorithm thus page load speed and throughput are now emphasised by online stores.

Although with experience and care it is possible to optimise performance. The core issue here was that the Sample Copy v1.x.x developers chose to offer flexibility at the cost of speed and to not use cutting edge technology within the platform but rather to use established tools. As tech has moved on Sample Copy has now implemented updated techniques that improve speed and flexibility.

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<sup>1</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

The new version of Sample Copy has been built to be speedy whilst still being flexible, indeed more flexible than previously.<sup>2</sup> Now, both customers and administrators should notice livelier performance, right out of the box. Benchmarks suggest that page loads in the browser are around 30% faster in V2.0. With slight optimisation of the server then improvements in page load time are around 50% everywhere except the Add to Cart step.<sup>3</sup>

### Catalog End-to-End Performance (First View) Magento 2.0 Catalog Pages Are 47-56% Faster

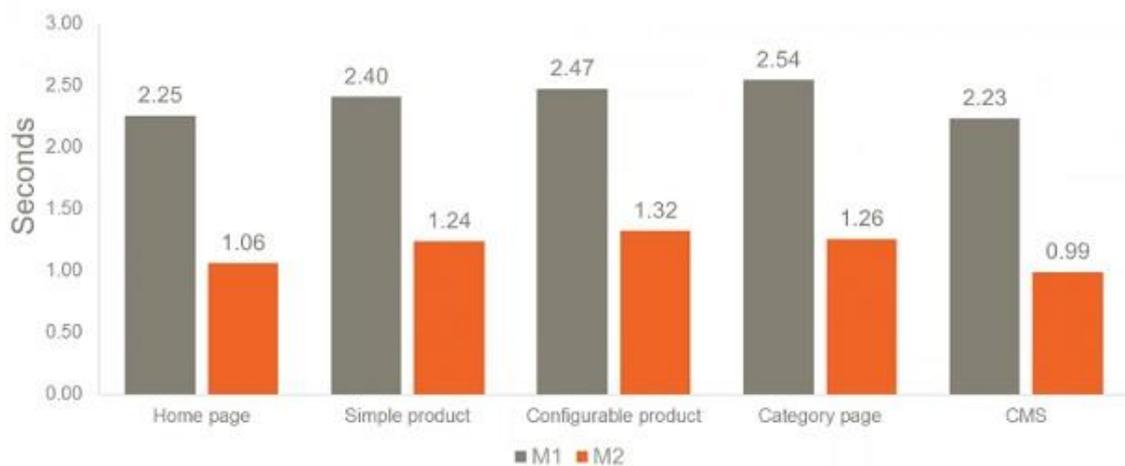


Figure 1 End to end performance increase for catalog pages<sup>4</sup>

Much has been made of the implementation of Varnish a page caching system which reduces the load on Sample Copy by saving elements of Sample Copy pages in the viewer's browser. The effect of this is particularly noticeable on stores with high traffic levels. For Sample Copy users the key factor here is that Varnish is built in to Sample Copy 2 and thus users incur no extra development costs to caching on e-comm sites.<sup>5</sup>

<sup>2</sup> <https://blog.amasty.com/Sample-Copy-1-vs-Sample-Copy-2-performance-comparison-speed-test-results/>

<sup>3</sup> <https://blog.amasty.com/Sample-Copy-cache-explained-a-guide-for-store-owners/>

<sup>4</sup> <https://blog.aheadworks.com/wp-content/uploads/2016/08/Sample-Copy-speed.jpg>

<sup>5</sup> <https://www.mgt-commerce.com/Sample-Copy-varnish-cache-showcases.html>

## 2) Scalability<sup>6</sup>

Improved scalability has been a core goal for the developers of Sample Copy 2. The Varnish caching engine has played a key role here as it reduces hardware usage. It is claimed that users are reducing their need for hardware resources. Numbers in the region of 50-70% reductions are claimed with increased page views due to improved responsiveness.

Coupled with large increases in throughput of transactions Shopzilla claimed to have seen a 25% increase in page views and a 9.5% increase in revenue after moving to Sample Copy 2 with Varnish implemented. Sample Copy 2 is capable of handling as many as 10 million page views every hour as compared to 200k under Sample Copy 1.xx.<sup>7</sup>

At checkout similar numbers apply with Sample Copy CE handling up to 50K orders per hour and Enterprise Edition handling 90K with the ability to handle more than 300 customers at the same time in the order process (Enterprise Edition).<sup>8</sup>

On the backend, Sample Copy 2 now supports multiple admins meaning that there can be more than one administrator creating and editing products with no possibility of data conflicts. This can greatly speed up the rate at which products can be added and managed enabling groups to work on product lines very fast.<sup>9</sup>

## 3) Mobile Ready<sup>10</sup>

Sample Copy V1 was not very easy to use with mobile phones or tablets. V2 has been designed to be mobile ready. Both the Sample Copy Blank and Luma themes; the default themes are, out of the box,

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<sup>6</sup> [http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade](http://www.rswebsols.com/tutorials/Sample%20Copy/Sample%20Copy-2-should-you-upgrade)

<sup>7</sup> [https://www.mgt-commerce.com/Sample Copy-varnish-cache.html](https://www.mgt-commerce.com/Sample-Copy-varnish-cache.html)

<sup>8</sup> [https://inviqa.com/blog/Sample Copy-2-what-retailers-can-expect](https://inviqa.com/blog/Sample-Copy-2-what-retailers-can-expect)

<sup>9</sup> [https://www.ubertheme.com/Sample Copy-news/11-exciting-features-Sample Copy-2/](https://www.ubertheme.com/Sample-Copy-news/11-exciting-features-Sample-Copy-2/)

<sup>10</sup> [http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade](http://www.rswebsols.com/tutorials/Sample%20Copy/Sample%20Copy-2-should-you-upgrade)

fully responsive. Designers wishing to make an effective, unique theme can start with the Blank theme and create a child theme for their client's store.<sup>11</sup>

In addition, the admin backend is also fully functional on small screen devices so the needs of both site operators and customers are now being met.

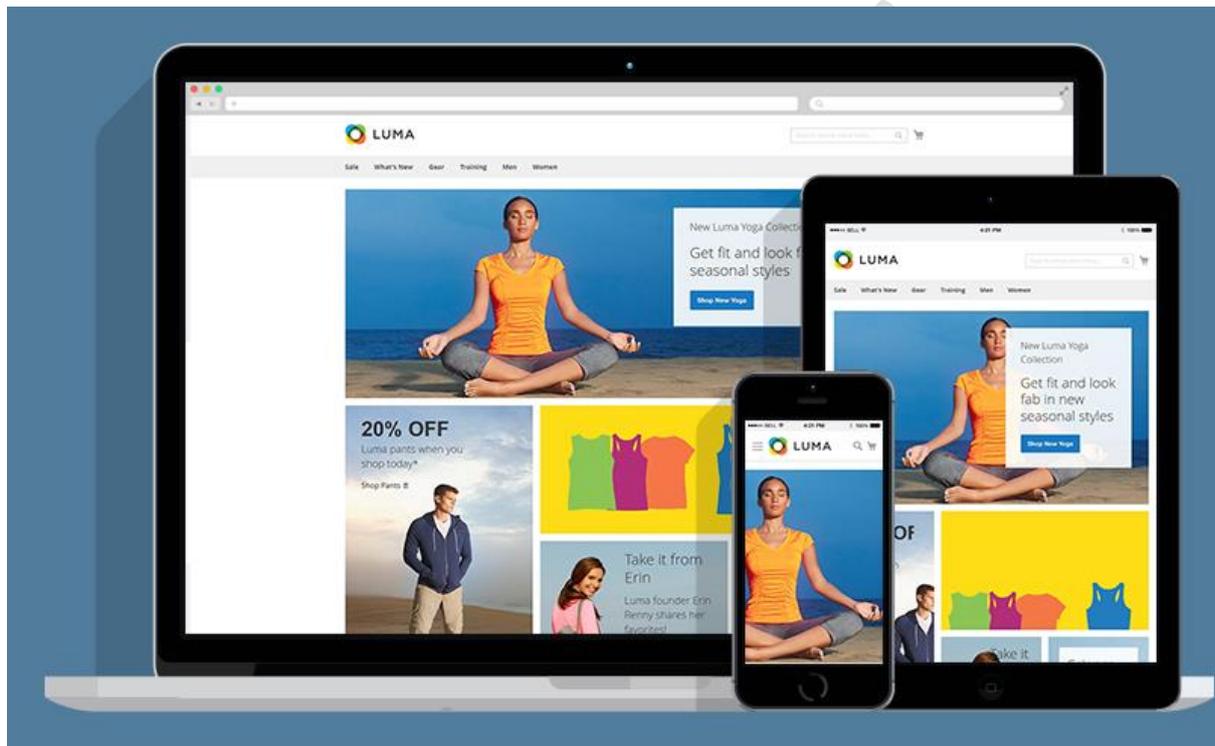


Figure 2 Image showing Sample Copy responsive product pages at three sizes<sup>12</sup>

### *Not just what we see*

While the initial visual appearance of Sample Copy on small screen devices has been improved a lot of work has gone into less visible, but still very important, aspects of performance. Whilst these features have a clear benefit to mobile users they also improve the experience for users on larger screen devices as well. For example:

<sup>11</sup> [http://devdocs.Sample Copy.com/guides/v2.0/frontend-dev-guide/responsive-web-design/rwd\\_overview.html](http://devdocs.Sample Copy.com/guides/v2.0/frontend-dev-guide/responsive-web-design/rwd_overview.html)

<sup>12</sup> <https://ubertheme.s3.amazonaws.com/Blog/jan2015/full.jpg>

- Pages are built with smaller modules that can be downloaded asynchronously. The effect is that on slow connections, especially those typical for mobile users in India or Africa, the core elements of the page such as products and descriptions appear rapidly this gives users the impression of faster loading than in Sample Copy 1.x.x.
- The user experience has been designed to be consistent across platforms making it easier for developers to cater for a large number of devices.
- Authentication as a user using OAuth has been implemented. This makes it much easier for users on any platform to identify themselves to the store they are using making purchase process and account interactions easier, more transparent and faster.<sup>13</sup>

#### 4) Product Videos <sup>14</sup>

Adding product videos to Sample Copy stores is now very easy and can be done directly without the need for extensions. Admins can now, easily and quickly, insert videos from the admin pages when they create a new product or edit an existing one. Currently videos from YouTube or Vimeo can be added using the new functionality. This means that admins no longer need to use third party extensions and concern themselves with hosting of the videos or how well the videos play for users - YouTube and Vimeo take care of those issues. <sup>15</sup>

#### 5) Use of JQuery to Replace Prototype <sup>16</sup>

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<sup>13</sup> [https://snow.dog/blog/Sample Copy-2-is-mobile-friendly/](https://snow.dog/blog/Sample-Copy-2-is-mobile-friendly/)

<sup>14</sup> [http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade](http://www.rswebsols.com/tutorials/Sample-Copy/Sample-Copy-2-should-you-upgrade)

<sup>15</sup> [http://docs.Sample Copy.com/m2/2.0/ee/user\\_guide/catalog/product-video.html?Highlight=product%20video](http://docs.Sample-Copy.com/m2/2.0/ee/user_guide/catalog/product-video.html?Highlight=product%20video)

<sup>16</sup> [http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade](http://www.rswebsols.com/tutorials/Sample-Copy/Sample-Copy-2-should-you-upgrade)

When Sample Copy was introduced Prototype was considered more stable than JQuery. This is no longer the case. JQuery is now the most popular library, more robust and with greater support than Prototype. Demand from Sample Copy users has led to JQuery replacing Prototype as the main default JavaScript library in Sample Copy 2.

## 6) Checkout Improvements <sup>171819</sup>

The checkout process is at the heart of the experience of any customer using an online store and it is here that profits can be lost very easily. The Sample Copy 2 checkout process has been redesigned with a view to reducing cart abandonment, better conversions and a more pleasant user experience.

Under Sample Copy V1.x.x there were six steps through the checkout process; now there's just two. This makes the purchase process less likely to be abandoned. In addition, for mobile users who typically find form filling difficult, this change will make the purchase process much more attractive.

The user interface has been cleared up and made less cluttered. Fewer distractions result in fewer unwanted clicks to non-purchase pages.

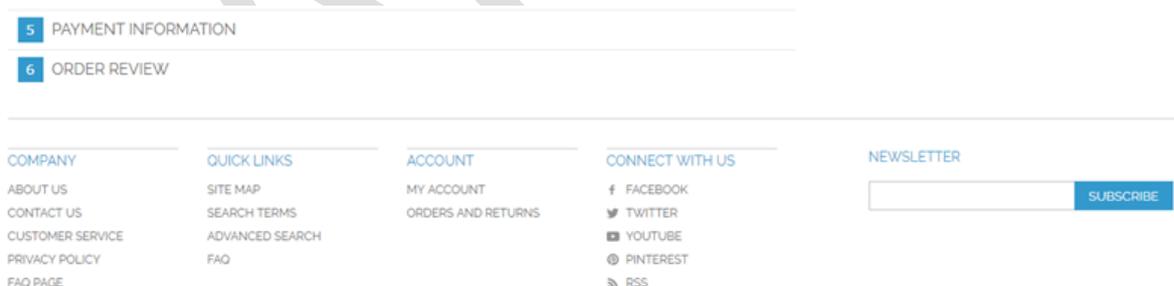


Figure 3 Sample Copy 1.x.x payment page showing distractions<sup>20</sup>

<sup>17</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

<sup>18</sup> <http://www.customerparadigm.com/Sample Copy-development/upgrade/Sample Copy-upgrade-2-0/>

<sup>19</sup> <http://sherodesigns.com/five-checkout-improvements-in-Sample Copy-2-0/>

<sup>20</sup> [https://static10.cmind.com/wp-content/uploads/2016-04-13\\_18-07-20-2.png](https://static10.cmind.com/wp-content/uploads/2016-04-13_18-07-20-2.png)



## Payment

- Credit Card Direct Post (Authorize.net)
-  PayPal Credit [See terms](#)
-  PayPal Express Checkout [What is PayPal?](#)
- PayPal (Braintree)
- Check / Money order

## Order Summary

Cart Subtotal	\$38.00
Shipping Flat Rate - Fixed	\$5.00

**Order Total** **\$43.00**

1 Item in Cart [^](#)

	Crown Summit Backpack	\$38.00
	Qty: 1	

Figure 4 Sample Copy 2 payment page, simplified, fewer distractions

Shipping and Payment has been tidied up. In the new version Shipping now has its own tab. This enables buyers to deal with all shipping matters in one page rather than having to wander through several different pages. Likewise, payment matters are dealt with under a single tab. Overall this is more direct, less confusing with fewer failed payments due to customers not filling out correct or required information<sup>21</sup>.

For the first time Sample Copy 2 now has guest billing. This means that a billing address is not required for payment methods such as PayPal. At the same time Payment platforms from the following are integrated into the system:<sup>22</sup>

- PayPal,
- Authorize.Net,
- Braintree,
- CyberSource (Enterprise Edition)

<sup>21</sup> <https://www.cminds.com/5-ways-Sample-Copy-2-checkout-can-reduce-abandoned-carts-increase-sales/>

<sup>22</sup> <https://blog.aheadworks.com/2016/08/Sample-Copy-1-vs-Sample-Copy-2-should-i-stay-or-should-i-go/>

- World Pay (Enterprise Edition)

Customers who choose to use the guest checkout process are offered the option of adding an email address at the end of the purchase process, this gives them access to the system to track purchases. By placing this optional step at the end of the purchase process the opportunity to abandon the purchase due to perceived complexity and delay is removed. Also, returning customers can now enter their email address and Sample Copy will check if the email address relates to an existing account. If there is already an account, then billing and shipping info is automatically populated into fields.

The entire user experience has been designed using intuitive design principles. In essence, everything is designed to be easy to use, with information, forms, buttons and tabs in places where the user expects to see them and where they can intuitively understand how to deal with any elements they see<sup>23</sup>.

## 7) Multiple Databases (Enterprise Edition)

For the Enterprise Edition Sample Copy has implemented a system of separate databases:<sup>2425</sup>

- 1) Main Database - manages products and configuration settings)
- 2) Orders Database
- 3) Checkout Database

The main benefit of this design is that users of one part of the system will not impact users on other parts. So, for example, if there is heavy use from the order side - shoppers making Black Friday

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<sup>23</sup> [https://articles.ue.com/design\\_intuitive/](https://articles.ue.com/design_intuitive/)

<sup>24</sup> <https://blog.aheadworks.com/2016/08/Sample-Copy-1-vs-Sample-Copy-2-should-i-stay-or-should-i-go/>

<sup>25</sup> <http://www.customerparadigm.com/Sample-Copy-development/upgrade/Sample-Copy-upgrade-2-0/>

purchases and the admins need to update the product database then both can work at full speed. If one part of the system is running more slowly it does not slow down the whole business.

This feature is one that benefits larger sites that are completing in excess of 5000 orders per day.

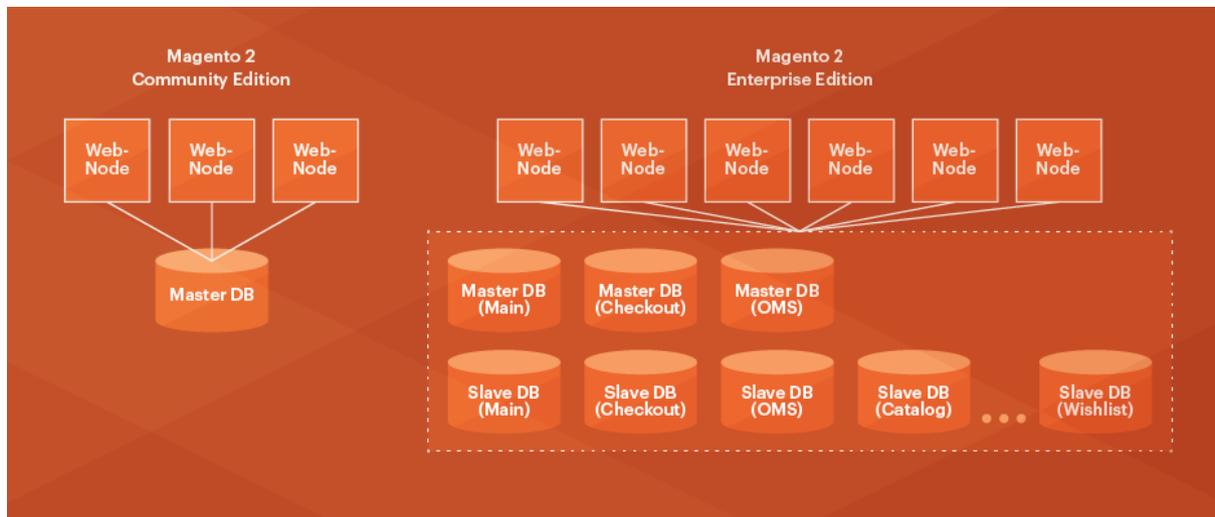


Figure 5 The split database solution in Sample Copy 2 (EE)<sup>26</sup>

## 8) Improved Shopping Cart Process<sup>27</sup>

From the customers' perspective the shopping cart is of crucial importance. If this is not right then the whole process fails, no matter how well organised the rest of the process may be. In Sample Copy 2 the emphasis of the checkout system is upon a better user experience leading to more conversions and fewer abandoned carts. We have identified the following key areas of successful improvement over Sample Copy 1.x.x:

<sup>26</sup> [http://devdocs.Sample Copy.com/common/images/ee\\_split-db-diagram.png](http://devdocs.Sample Copy.com/common/images/ee_split-db-diagram.png)

<sup>27</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

1) *Automatic guest checkout*<sup>28</sup>

When customers arrive to the checkout page they can now continue their purchase as a guest. They are no longer forced to create an account before making a purchase. The result is a faster purchase process for both new and returning buyers.

SAMPLE

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<sup>28</sup> <http://sherodesigns.com/five-checkout-improvements-in-Sample Copy-2-0/>

Shipping 2

### Shipping Address

Email Address 2 ?

You can create an account after checkout.

Password 2

You already have an account with us. Sign in or continue as guest.

[Login](#) [Forgot Your Password?](#)

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First Name 1

Last Name 1

Company

Address 1

City 1

State/Province 1

Zip/Postal Code 1

Country 1

Phone Number 1 ?

Fax

---

### Shipping Methods

\$5.00     Fixed     Flat Rate 4

[Next](#)

### Order Summary 3

Cart Subtotal	\$200.00
Shipping	Not yet calculated
<hr/>	
1 Items in Cart <span style="float: right;">^</span>	
Nail Polish	\$200.00
Qty: 1	

Figure 6 Improved checkout process, numbers indicate relevant text in the section

2) *Registered customers are prompted to log in*

Returning customers who have an account but do not log in during the checkout process will be prompted to log in. Customers can choose to not log in if they choose and check out as a guest.

When a customer does sign in then all appropriate fields are filled out by the system on their behalf.

Having and using a store account has clear advantages to the customer, for example they can save and redeem coupons and reward points previously earned and they can track previous orders through their account.

### *3) Order summaries now have product images*

When the client is checking out purchases they can now see product images in the order summary to be seen in the right sidebar. The order summary serves as a miniaturized form of shopping cart with total prices and quantities for the transaction clearly shown. This reduces the chances of errors in purchasing such as incorrect quantities or products, or maybe a reminder that they did not order a desired product – fewer surprises at the end of the buying process!

### *4) Shipping rates provided as buyer info is provided*

As soon as the customer provides their address info the applicable shipping rates defined within the system are automatically displayed. Once the buyer chooses the shipping rate the shopping cart total is updated with the shipping cost.

### *5) Billing address is not required if the payment solution does not require it*

In cases where the payment system does not require an address the system does not force the buyer to provide a billing address. This is convenient for buyers using, for example, PayPal. Where the payment method requires an address, buyers only need to indicate that the shipping address is the same as their billing address. Providing information only once results in a faster checkout process.

### *6) Ajax Add-To-Cart*

In Sample Copy V1.x.x each time that a customer added an item to the cart the page had to reload, this was very inconvenient particularly for those ordering many products. In Sample Copy 2 this process has been replaced with an Ajax process. With Ajax Add-To-Cart there is no page reload. It might seem that this is a small improvement but for your customers this is a large improvement to their experience and might be expected to increase the number of products that customers add to their cart with a consequent increase to revenue.

Overall, the new checkout process will make life easier for customers. Buyers will now feel more in control of the process and their personal information and should have less confusion about their purchases and deliveries.

## 9) Improved Search Engine<sup>2930 31</sup>

Sample Copy has changed the default search engine from SOLR to Elasticsearch. The goal was to provide a more easily customisable search tool. Configuration is both easier and faster and has a revamped and improved system for changing indexing settings.

Major improvements are that the FullText search engine has been tuned to give greater accuracy and admin interfaces have been added to make configuration of individual stores easier.

Testing has shown that the new search functionality exceeds, out of the box, that found in V1.x.x in many respects although there are more advanced solutions available. It is very likely that for users of Sample Copy v1.x.x who use the built in search that the new search tool will be a significant benefit to their business and customers.

## 10) Improved Data Viewing & Filtering<sup>32</sup>

Sample Copy 2 sees the introduction of Admin Table Filtering which enables admins to customise their view of Sample Copy tables. Backend users can now change columns around, filter rows and

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<sup>29</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

<sup>30</sup> <https://magenable.com.au/Sample Copy-ecommerce/Sample Copy-2-site-search/>

<sup>31</sup> <http://Sample Copy.stackexchange.com/questions/104722/Sample Copy2-enterprise-search-what-s-changed>

<sup>32</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

shift tables. These customised views can be saved so that they appear each time the user logs on to the system further saving time. To aid collaboration and analysis these views can be shared with other admin users.

For many store owners this means no more calls to developers whenever you want to add or remove columns on the customers or orders management grids. Now you can just select the required columns from the list in the admin panel.

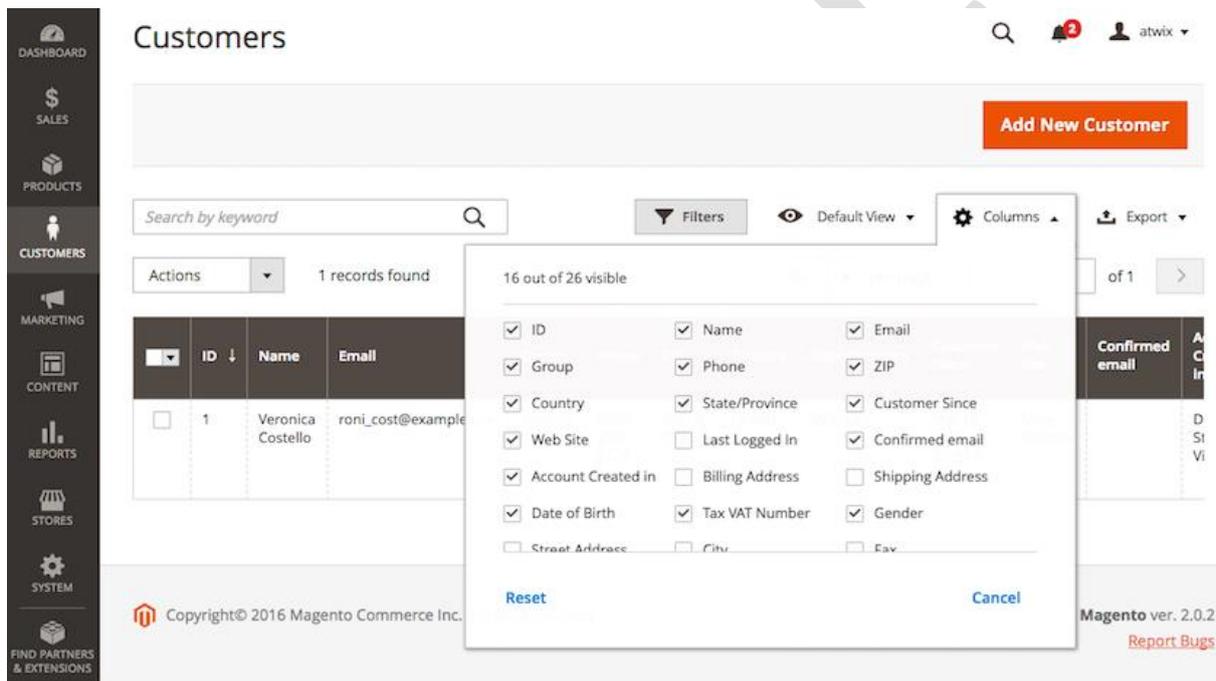


Figure 7 Set up reporting of orders and customers easily

## 11) Centralised & Improved Documentation <sup>33</sup>

Since Sample Copy 1 was introduced there has been criticism of the documentation. In Sample Copy 2 the documentation has been revamped with the introduction of a documentation portal called DevDocs. This is a community driven system but which Sample Copy moderates. With this

<sup>33</sup> <http://www.rswebsols.com/tutorials/Sample Copy/Sample Copy-2-should-you-upgrade>

innovation all information about Sample Copy becomes centralised and, because the content is moderated by Sample Copy can be expected to be more reliable in quality and accuracy than previously.

## 12) Improved Admin Panel<sup>34</sup>

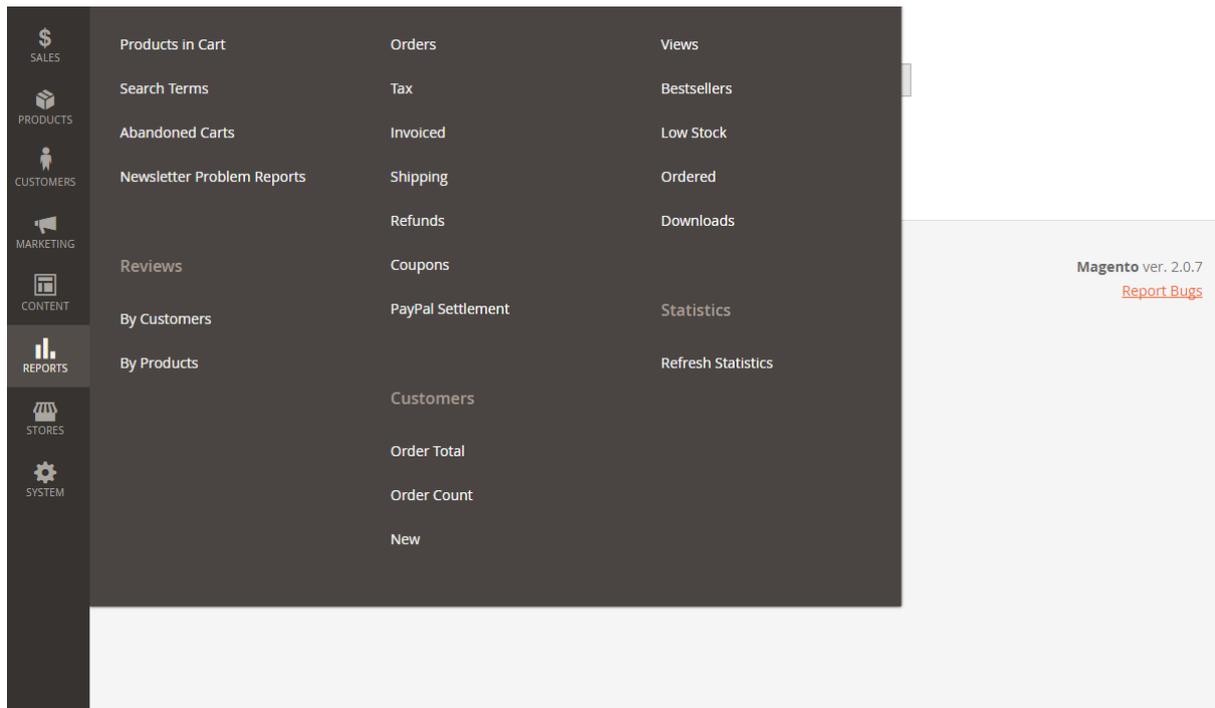
The new admin panel is much less cluttered and 'cleaner' looking than in Sample Copy 1.9. The design uses fewer colors which are used to call attention to needed actions. Each menu button now has sub-categories organised such that the functions are related to each other. For example, previously, Pages and Blocks were to be found under "CMS"; now these items are found under a more intuitive label "Content". There's a category called Marketing where can be found Promotions and Email Templates. This new structure is more user friendly and where previously even experienced users could find themselves scratching their heads to find a function now they will easily remember and find them.

### *Navigating the admin pages*

Immediately upon opening the admin panel administrators will see the most significant change to Sample Copy 2: its navigation. Major navigation is now designed vertically to the left of the screen, looking similar to WordPress. The entire navigation system is designed to be touch friendly and responsive for all small screen devices.

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<sup>34</sup> [http://www.venustheme.com/whats-new-in-Sample Copy-2-admin-panel/](http://www.venustheme.com/whats-new-in-Sample-Copy-2-admin-panel/)



*Figure 8 Navigation panel with touch friendly fly-out*

Overall the goal has been to make access to functions more direct and intuitive so that the learning burden for new users is reduced resulting in an increased workflow.<sup>35</sup>

### *Adding New products*

A change that will be appreciated by anyone working on product catalog management will be the simplified workflow for product management. In Sample Copy 1.x.x when creating a new product there was a tedious process running through five steps. Now the process has been simplified. All the default required fields are accessed from the first product creation screen. From the Products Catalog page all one needs do is select the type of product from the drop down menu labelled 'Add Product' and fill out the form as seen in these screenshots:

<sup>35</sup> <http://Sample Copy2.demo.ubertheme.com/admin/>

Dashboard

SALES

PRODUCTS

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

## Catalog

Search 10 uber

[Add Product](#)

Filters | Default View | Columns

Actions | 2047 records found | 100 per page | 1 of 21

ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Websites	Action
2047		Cap 1	Simple Product	Default	Cap 1	\$10.00	100.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>
2046		Set of Sprite Yoga Straps	Grouped Product	Gear	24-WG085_Group		0.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>
2045		Erika Running Short	Configurable Product	Bottom	WSH12	\$45.00	0.0000	Catalog, Search	Enabled	Main Website	<a href="#">Edit</a>

Figure 9 Adding a new product: step one

← Back [Save](#)

Default | **PRODUCT ONLINE**

**BASIC SETTINGS**

Product Details Product Details

Images and Videos

Search Engine Optimization

Websites

**ADVANCED SETTINGS**

Name \*  [STORE VIEW]

SKU \*  [GLOBAL]

Price \* \$  [WEBSITE]

Tax Class  [WEBSITE]

Images and Videos [Add video](#) [STORE VIEW]

Click here or drag and drop to add images.

Images and Videos

Figure 10 Adding a new product: step two

Another example of the streamlined workflow is that the checkboxes previously used in Sample Copy 1.x.x when adding a product are gone. Now, all a user needs to do is to type in a category in order to add a product to it.

### A new marketing section

For Sample Copy 2 all the marketing tools that were scattered across the admin backend have been moved into their own section on the left of the screen under the new tab 'Marketing'. There's

Promotions, Communications, User Content, SEO and Search; all ready to work on maintaining customer loyalty and marketing your online business.

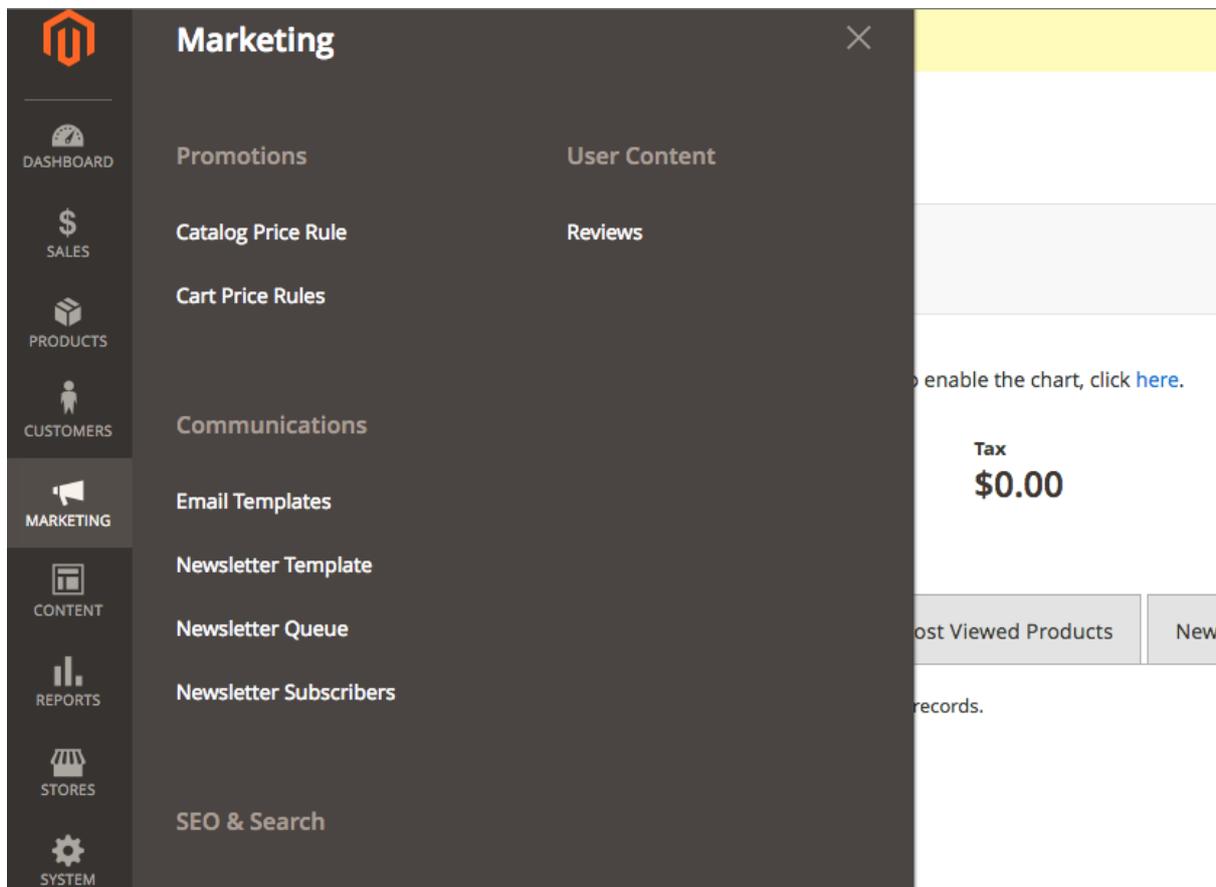


Figure 11 The new Marketing admin section

## What Is Happening To Sample Copy V1 (End Of Life Planning) <sup>36</sup>

For any business running Sample Copy V1.x.x the situation with that platform in a Sample Copy 2 world is clearly a concern. There are many reasons why a business might not choose to migrate to Sample Copy 2 at this time - we will explore some of these issue later in this document.

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<sup>36</sup> <http://Sample Copy.stackexchange.com/questions/54303/future-support-of-Sample Copy-1-9-coming-Sample Copy-2-0>

With the introduction of Sample Copy 2 came an announcement of how Version 1.x.x was going to be handled into the future and to end of life.



Figure 12 Release plan for Sample Copy 2 through 2017<sup>37</sup>

Firstly, because there is no direct upgrade path from V 1.x.x to V 2 Sample Copy is going to continue to support Sample Copy 1.x.x for three years from the introduction of Version 2. That means there will be support until November 2018. This means that Sample Copy 1, in effect, will enter a maintenance mode.

<sup>37</sup> <http://image.slidesharecdn.com/meetSample-Copybelarus-elenaleonova-141023072015-conversion-gate02/95/meet-Sample-Copy-belarus-elena-leonova-39-638.jpg?cb=1414049385>

There will be no further enhancements to the V1 platform however there will be security patches until that time. In addition, it is likely that 3rd party sources will take over the support reins from Sample Copy, assuming that there's a large enough core of V1 users to make such offering worthwhile.

The market for extensions can be expected to move over to Sample Copy 2 very rapidly and it is likely that some extensions will no longer be available, or updated, for the older platform.

If you are not running the latest version of the V1 platform and do not wish to migrate to Sample Copy 2 in the near future then it is a good idea to upgrade to the latest version of V1, currently V1.9.2.4. This will ensure that you are protected in terms of security, that you have the latest bug fixes and that you can access the latest versions of extensions in the event that the extensions market starts to thin out. The last thing you need is to find that an extension you require has become unavailable on your V1 install because you left updating too late!

This means that there's plenty of time to make preparations for migration and that, for most businesses running V1.x.x, migration will become inevitable at some point within the next couple of years. It should go without saying that any new site builds should now, a year after Sample Copy 2's launch, go straight into Sample Copy 2.

## Why Should Your Business Upgrade To Sample Copy 2?

It is our belief that all businesses currently running Sample Copy V1.x will benefit from migrating to Sample Copy 2 for the following reasons:

- 1) The current platform will not be supported after late 2018 and so any investment that your business makes into the old platform will be essentially short term in nature.
- 2) The performance improvements and new functionality in both the Enterprise and Community Editions make migration worthwhile for any V1 users.

- 3) Because of the improvements to the customer side of Sample Copy it is likely that revenues will increase as a result of using Sample Copy 2. Shopzilla's experience is noteworthy here: a 25% increase in page views and a 9.5% increase in revenue. For most businesses increases on this scale will quickly recoup the investment in migration to the new and future platform.
- 4) Changing customer trends will make migration more important in the coming months and years: as we see more and more mobile/small screen use of the Internet e-commerce sites need to be able to meet the demands of those users. Sample Copy 2 with its responsive, HTML5 front end and the new, streamlined checkout process meet those needs and can make your business more effective in a small screen world than ever can be managed with Sample Copy V1.x.
- 5) If you are having performance issues with your current installation then migration to V2 makes a lot of sense, it is hard to justify spending money on extensions and coding to support a platform that is going to be viable for only a short time. Of course some factors such as hosting, CDN usage, image compression etc. are going to need solutions whichever version of Sample Copy you are running.

Even if you are thinking of staying with Sample Copy V1.x for the time being it is probably a good idea to open a conversation with your Sample Copy solution partners about how to best handle the future of your online business.

## How Does The Upgrade Process Work?

Unlike upgrades within versions of Sample Copy where there is a clear upgrade path making upgrading a relatively seamless process the process of migrating to Sample Copy 2 is more involved and for most businesses will require a serious commitment to the planning and implementation of the process.

Sample Copy have implemented a data export/import tool to aid with migrating data between the two platforms however this is far from the only challenge that will be faced.

- You will need to check that your server meets the requirements for Sample Copy 2; this may require an upgrade.
- Your developers will need to check that all 3rd party extensions installed on your site have compatible Sample Copy 2 versions.
- Some extensions may need to be coded from scratch, although as time passes the likelihood of that reduces.
- Your themes will need to be rebuilt from the ground up as Sample Copy 2 has a totally different structure.
- If any core tables have been altered in your Sample Copy 1.x install, then data migration will be made more complex.

The amount of work required for your migration will depend, in large part, upon the amount of customization carried out during the implementation of your Sample Copy v1.x.x store.

The Sample Copy team has gone to great care to ensure that moving your data will be trouble free. That's where the data export/import tool comes in. Your entire database with products, prices, customers and content can be automatically transferred from old to new. On the other hand, the whole store template will need to be rebuilt. Some HTML code can be re-used but will still need to be customised.

For many store owners with stores that have been in use for some time this may prove to be a good opportunity to improve user experience or even to redesign the entire site, ready for the next few years.

Custom created modules will need to be modified extensively but 3<sup>rd</sup> party extensions will probably have Sample Copy 2 versions ready or upcoming.

## Migration process - made easy

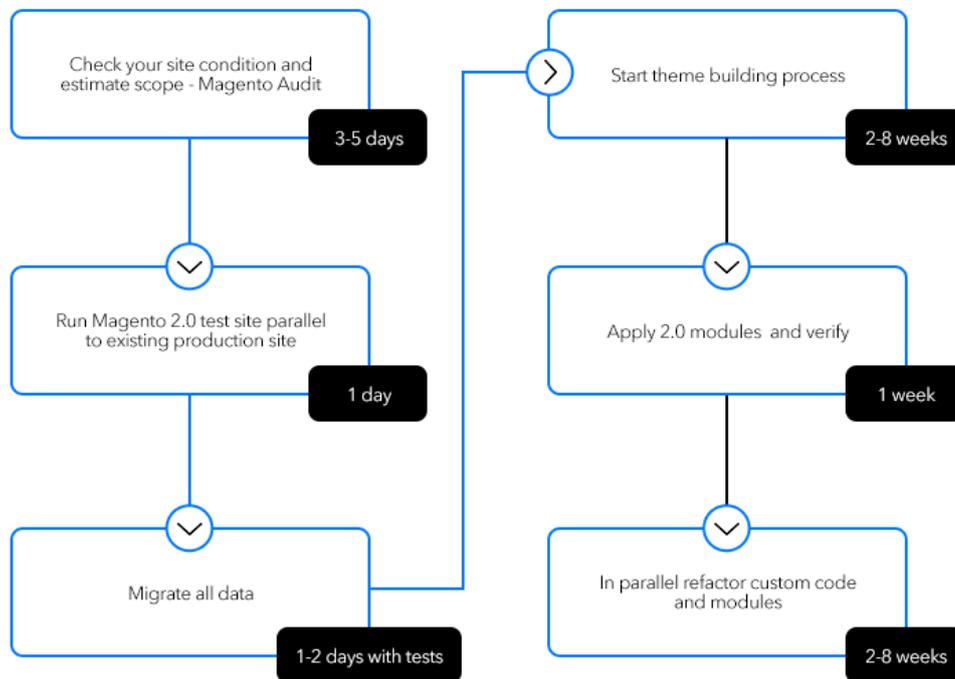


Figure 13 The migration process in conceptual form<sup>38</sup>

### Approaching the migration issue

Once a decision has been made to move toward migration the first task is to ascertain the scope of the task. This will require a code audit. This is a quick overview of the installation from which a detailed report is produced. This report will outline the migration tasks which will need to be performed for your store. This report can be priced up in detail.

The audit can be used to suggest changes and improvements to be embodied in the migration such as code readability, performance and security. Starting with a code audit means that choices will be made on an objective basis using numbers rather than gut feeling and intuition.

<sup>38</sup> <http://divante.co/blog/upgrade-Sample Copy-1-x-Sample Copy-2-0/>

## How We Can Help

Migrating to the new Sample Copy 2 platform is a daunting prospect, after all Sample Copy is supporting the revenue stream and online presence of your entire online business. If your e-commerce platform lets you down, then your entire business is at risk.

At **OUR BUSINESS** we have been developing ecommerce sites for over 15 years. We are a Sample Copy 2 Certified Partner and Sample Copy Gold Partner with 13 Certified Sample Copy Developers on staff. Most of our Sample Copy developers have multiple certifications including:

- Sample Copy Certified Frontend Developer
- Sample Copy Certified Developer
- Sample Copy Certified Developer Plus
- Sample Copy Certified Solutions Specialist

We know a thing or two about implementing Sample Copy and helping businesses to achieve their online goals through the Sample Copy platform.

Our team of designers, developers and marketing specialists can help you in whatever ways that you need. We can explain the migration process to you and walk you through the processes of installation and configuration followed by testing and troubleshooting.

In our opinion the direction in which Sample Copy 2 is going in the right direction and moving to the new platform will only be beneficial to businesses.

If you would like to discuss migration with one of our developers please contact us **at OUR WEBSITE, FACEBOOK PAGE OR EMAIL**. We look forward to hearing from you!

SAMPLE