



EXPRESSCOMMERCE



A Deep Dive Into Magento 2 Admin Panel

By Expresscommerce



Today's Presenter



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Chief Technology Officer

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- Revealing the New Magento 2 Admin Panel Features and Enhancements.
 - New Admin Panel/Navigation
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- Case Studies

ARE YOU READY FOR MAGENTO 2?

Take a first Step



What is **Magento 2** ?

Fast Flexible Development

**Quicker
Deployment**

**Rapid QA
Cycles**

**Easier
Integrations**

**Faster
Customization**

**Effortless
Variations**

**Seamless
Upgrades**

- . Modern Tech Stack
- . Enhanced API
- . Conflict Management
- . Automated Testing
- . Modular Code
- . Service Contracts
- . Theming & Layout Enhancements
- . Standalone Installer

Fast Flexible Development

Modern Technology Stack

Version Update



Officially Supported

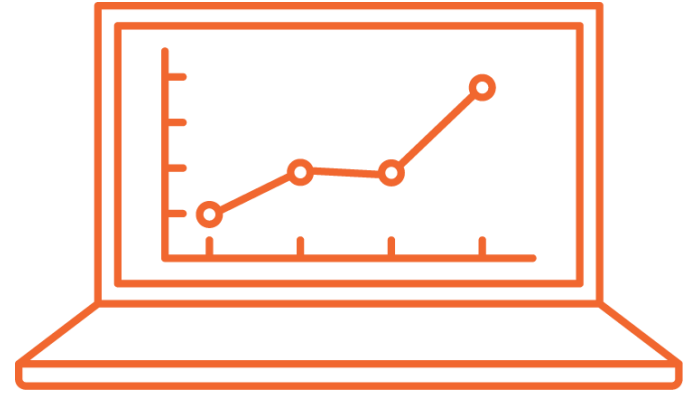


New Technology Added



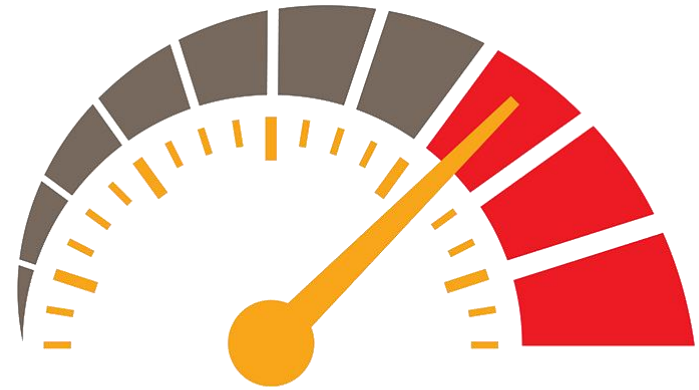
Magento 2: Merchant's Benefits

- Fast, flexible development
- Easier maintenance & upgrades
- High performance & scalability
- Better site conversion and sales
- Efficient business operations



Magento 2 – Performance and Scalability

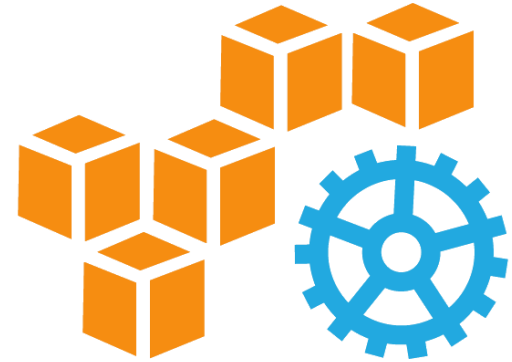
- Full Page Caching out of box in CE
- Cache Applications.
- Built in Application.
- File system / Redis
- Varnish
- Private/public content
- Invalidation logic



FULL PAGE CACHE

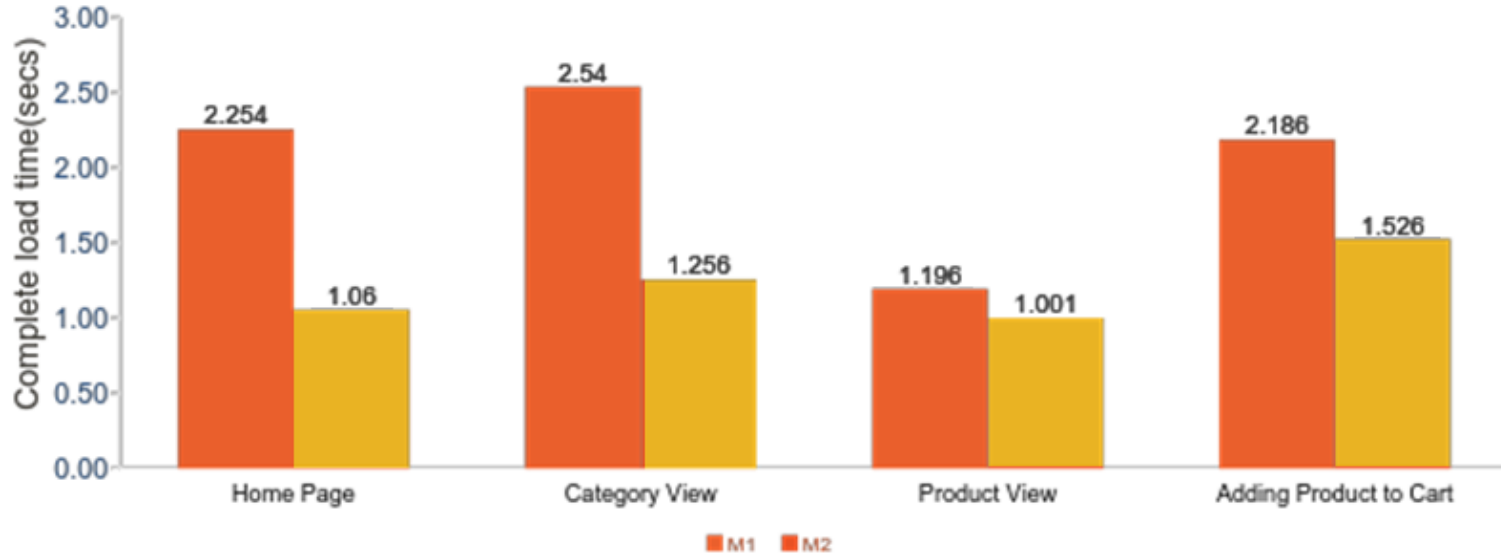
Magento 2 – Performance and Scalability

- Varnish 4 Support out of the box.
- Compatibility with MySQL cluster (Enterprise).
- Magento CE can handle 50k orders per hour.
- Magento EE can handle 90k orders per hour.
- Add products faster – 100k product import in 25 minutes.
- Concurrent 25+ users can perform product updates in Admin.



High Performance and Scalability

End-to-End Catalog Performance – M1 vs. M2

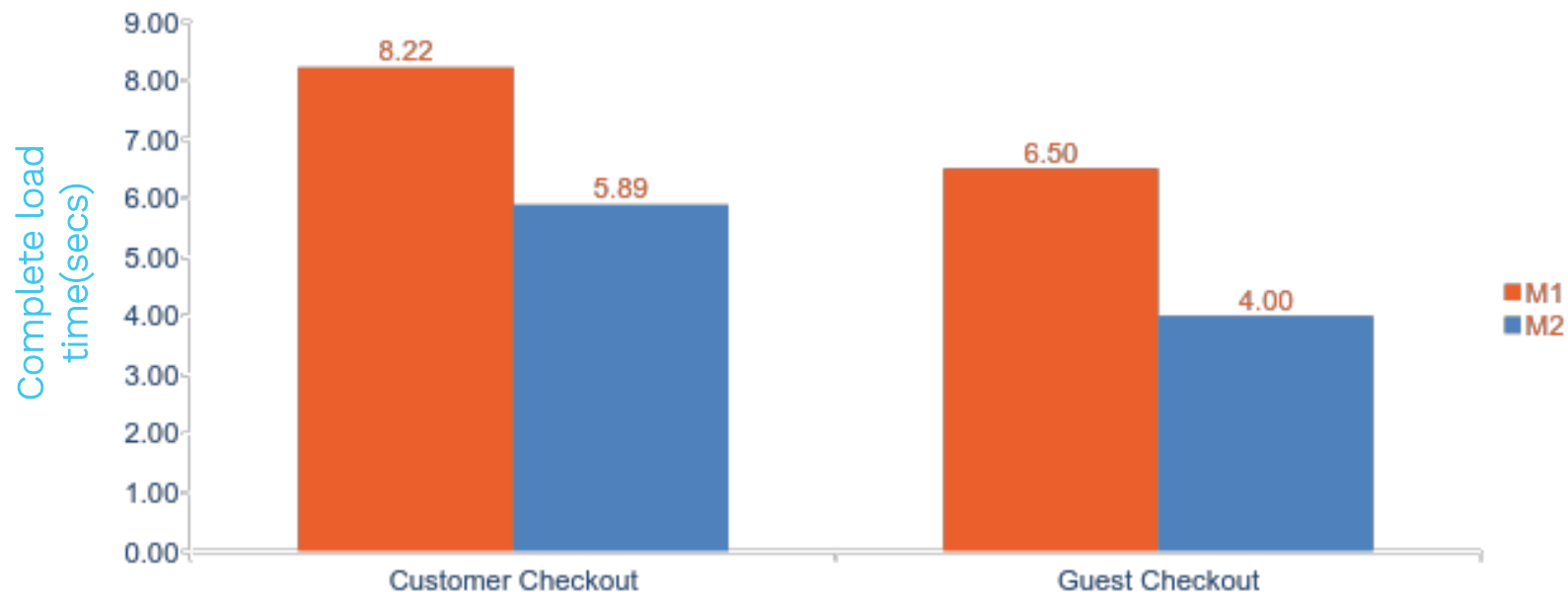


53% faster Home Page

51% faster Category View

High Performance and Scalability

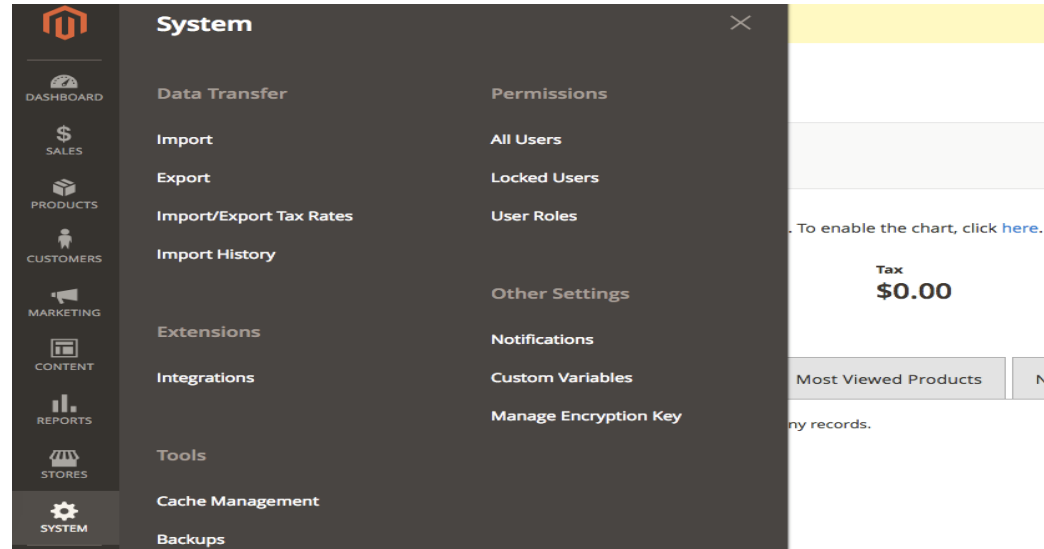
Checkout End-to-End Performance



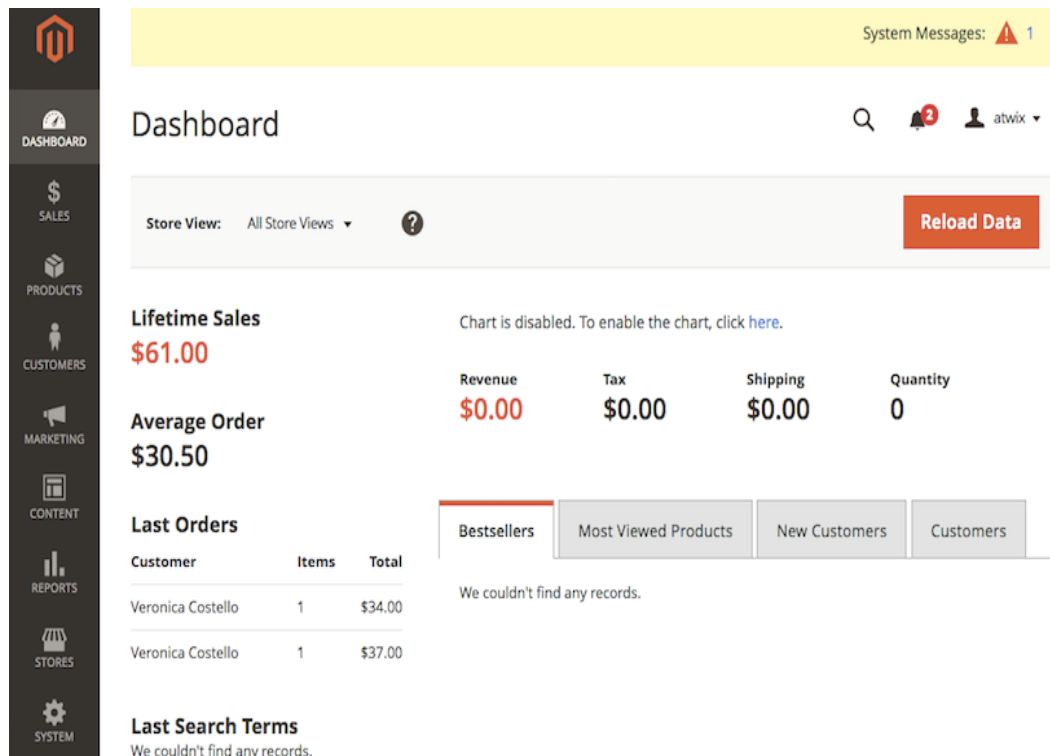
Magento 2 – New Admin Panel



- Admin panel UX redesigned
- User and Touch friendly interface
- Vertical left hand side menu
- Responsive design
- Create custom admin panel views



Magento 2 – New Admin Panel - Dashboard



The screenshot displays the Magento 2 Admin Dashboard. On the left is a vertical sidebar with icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main content area has a yellow header bar with 'System Messages: 1' and a search icon. Below this is a 'Dashboard' title and a 'Store View: All Store Views' dropdown with a 'Reload Data' button. The dashboard features several key metrics: 'Lifetime Sales' at \$61.00, 'Average Order' at \$30.50, and 'Last Orders' (a table with 2 rows). There are also tabs for 'Bestsellers', 'Most Viewed Products', 'New Customers', and 'Customers', with a message stating 'We couldn't find any records.' for the last two. A 'Last Search Terms' section at the bottom also shows no records.

System Messages: 1

Dashboard

Store View: All Store Views ? **Reload Data**

Lifetime Sales
\$61.00

Chart is disabled. To enable the chart, click [here](#).

Revenue	Tax	Shipping	Quantity
\$0.00	\$0.00	\$0.00	0

Last Orders

Customer	Items	Total
Veronica Costello	1	\$34.00
Veronica Costello	1	\$37.00

Last Search Terms
We couldn't find any records.

Magento 2 Dashboard shows:

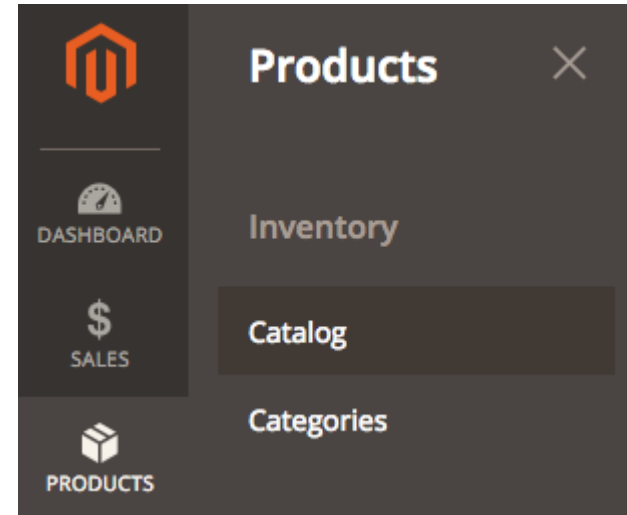
- Lifetime Sales,
- Average Order,
- Last Orders,
- Last and Top Search Terms
- Revenue Tax,
- Shipping and Quantity,
- Bestsellers and
- Customers.

Magento 2 – Product Manager Interface: Boring vs. Polished

Creating or editing a product details has never been faster with the new arrangement of the product fields in the product manager interface.

Let's take a look at this process for creating a **simple product**:

- In the admin go to **Products > Catalog**.



Magento 2 – Product Manager Interface: Boring vs. Polished

Once you're in the main catalog area, click on the small arrow next to the **add product** button and select **simple product**.

BASIC SETTINGS

Product Details

Images and Videos

Search Engine Optimization

Default ▾

Product Details

Downloadable Information

Configurations

Add Product ▲

Simple Product

Configurable Product

Grouped Product

Virtual Product

Bundle Product

Downloadable Product

Filters


Default V


Actions ▾

1 records found

20 ▾ per page

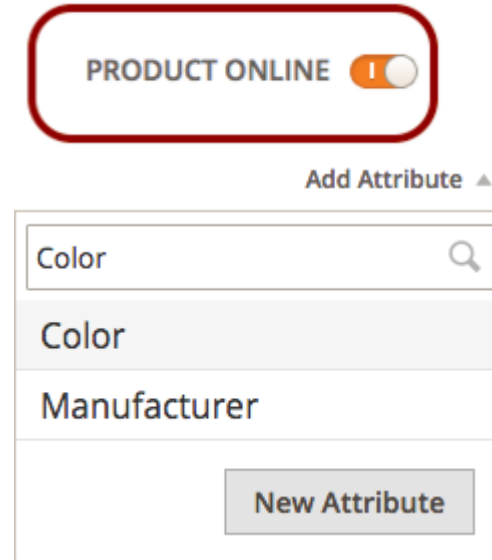
<

<input type="checkbox"/>	ID ↓	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	St
<input type="checkbox"/>	1		Big red chair	Simple Product	Default	Big red chair	£10,000.00	97.0000	Catalog, Search	En

PRODUCT ONLINE 

Magento 2 – Product Manager Interface: Boring vs. Polished

- The **Product Online** toggle lets you enable or disable a product from the frontend of the website.
- **Add Attribute** feature directly from the Products Details tab. Simply click the Add Attribute button and select an existing attribute i.e Color.



Magento 2 – Product Manager Interface: Boring vs. Polished

- **Create a new attribute** on the fly by clicking on the New Attribute button.
- You'll need to select an Input Type (i.e text field, dropdown, etc), the scope of the attribute, whether or not you want it to appear in Search or Layered Navigation, etc. Once the attribute setup is complete and the attribute has been saved, it will automatically **appear at the bottom of the Product Details section**.

New Attribute

Reset Save in New Attribute Set Save Attribute

Attribute Properties

Default label * T Shirt Size

Catalog Input Type for Store Owner Dropdown

Values Required No

Manage Options (values of your attribute)

Is Default	Default Store View	Admin	
<input checked="" type="radio"/>	S	S	Delete
<input type="radio"/>	M	M	Delete

Magento 2 – Product Manager Interface: Creating Configurable products

Magento 1

- Create simple products e.g A hats with two colors (green and orange)
- Sku 1 = HatGreen and Sku 2 = HatOrange
- Create a configurable product called Hat
- Associate Sku 1 and sku 2 to the configurable product

Magento 2

- In the admin go to **Products > Catalog > Add Product**
- Fill out the relevant (mandatory) details in the **Product Details** tab (i.e Name, SKU, Price)
- Add variations e.g Orange and green hat via the “Create configuration” button on the product detail tab

In Magento 2, the process of creating such a product is a lot more intuitive and therefore a lot quicker...

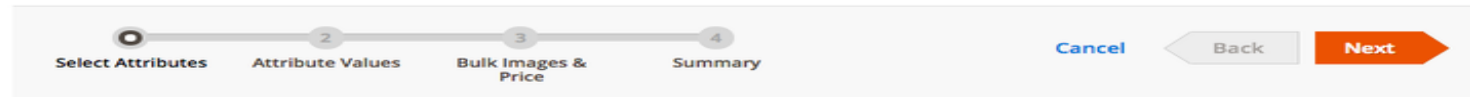
Magento 2 – Product Manager Interface: Create configurations

The first thing you'll notice is that there are 4 steps involved in **Create Product Configurations** process:

- Select Attributes
- Attribute Values
- Bulk Images & Price
- Summary

Step 1: Select Attributes - This is where you select the attribute(s) which are relevant to your product setup. In our example, the attribute named '**Color**' is the one we're interested in.

Create Product Configurations



Step 1: Select Attributes

Selected Attributes: Color

Create New Attribute

Filters

Default View

Columns

1 records found (1 selected)

20

per page

<

1

of 1

>

<input checked="" type="checkbox"/>	Use In Layered Navigation	Attribute Code	Attribute Label	Required	System	Visible	Scope	Searchable	Comparable
<input checked="" type="checkbox"/>	Filterable (with results)	color	Color	No	Yes	Yes	Global	Yes	Yes

Magento 2 – Product Manager Interface: Create configurations

Step 2: Attribute Values - Select values from each attribute to include in this product. Each unique combination of values creates a unique product SKU. You can also create new values on the fly by clicking on the **Create New Value**

Create Product Configurations



1 2 3 4

Select Attributes Attribute Values Bulk Images & Price Summary

Cancel Back Next

Step 2: Attribute Values

Select values from each attribute to include in this product. Each unique combination of values creates a unique product SKU.

Color (2 Options) [Select All](#) [Deselect All](#)

☒ Yellow ☒ Green

[Create New Value](#)

Magento 2 – Product Manager Interface: Create configurations

Step 3: Bulk Images & Price - Based on our selections 2 new products will be created (one for the Green hat, and one for the Orange hat). We'll use this step to customize images and price for our new products.

Images - Because we want to upload separate images for each product, let's select the **Apply unique images by attribute to each SKU**. We can then drag-and-drop the relevant image(s) into the relevant attribute option.

Images

- ☐ Apply single set of images to all SKUs
- ☒ Apply unique images by attribute to each SKU
- ☐ Skip image uploading at this time

Select attribute *

Color



Green



Browse to find or
drag image here

Orange



Browse to find or
drag image here

Magento 2 – Product Manager Interface: Create configurations

Price - In our example, both hats are going to be retailing at the same price, therefore let's select **Apply single price to all SKUs**.

Quantity - Same as for price, both hats will start with the same available quantity, so let's choose the Apply single quantity to each SKUs.

Price

- ☒ Apply single price to all SKUs
- ☐ Apply unique prices by attribute to each SKU
- ☐ Skip price at this time

Price ★

£ 20

Quantity

- ☒ Apply single quantity to each SKUs
- ☐ Apply unique quantity by attribute to each SKU
- ☐ Skip quantity at this time

Quantity ★

10

Magento 2 – Product Manager Interface:

Create configurations

Step 4: Summary - Review your product setup and once you're happy with everything hit the **Generate Products** button.

That's all done. You can see the two simple SKUs have been created and they have been associated to your parent product.

Create Product Configurations



Step 4: Summary

New Product Review

Here are the products you're about to create.

Images	SKU	Quantity	Color	Price
	Hat-Green	10	Green	£ 20
	Hat-Orange	10	Orange	£ 20

Magento 2 – Product Video

Big New Video ×


Cancel Save


Url *
Vimeo supported.
To add YouTube video, please enter
YouTube API Key first.

Title *

Description

Preview Image No file chosen





Title: Joel & Ethan Coen - Shot | Reverse Shot
Uploaded: 2016-02-23 14:19:56
Uploader: Tony Zhou
Duration: 00:07:05

- Magento 2 now allows you to **upload Vimeo or YouTube videos** to your product pages.
- It auto-populates the title, description and image preview fields as soon as the Vimeo URL has been pasted into its field.

Magento 2 - Sales Orders Grid

By far one the best improvements in the admin is the **revamped Sales Orders grid system**. As well as being a lot more intuitive to use, you can also **add or remove** sales data from the grid, and this **without having to get a developer involved**. This can be done through the new **Columns** dropdown:

The screenshot shows the Magento 2 Sales Orders Grid interface. At the top, there is a search bar labeled "Search by keyword" with a magnifying glass icon. Below it, a "Select Items" dropdown menu shows "2 records found". The grid itself has columns for selection, ID, Purchase Date, and Purchase Point. Two records are visible: one from Feb 12, 2016, and another from Nov 12, 2015. A "Columns" dropdown menu is open, showing a list of 19 visible columns. The columns are arranged in three columns: ID, Purchase Date, Purchase Point, Bill-to Name, Ship-to Name, Grand Total (Base), Grand Total (Purc...), Status, Billing Address, Shipping Address, Shipping Informat..., Customer Email, Customer Group, Subtotal, Shipping and Han..., Customer Name, Payment Method, Total Refunded, and Action. The "Action" column is checked. At the bottom of the dropdown menu, there are "Reset" and "Cancel" buttons.

	ID	Purchase Date	Purchase Point
<input type="checkbox"/>	000000002	Feb 12, 2016 7:25:42 AM	Main We Main V Store Defa View
<input type="checkbox"/>	000000001	Nov 12, 2015 8:10:18 AM	Main We Main V Store Defa View

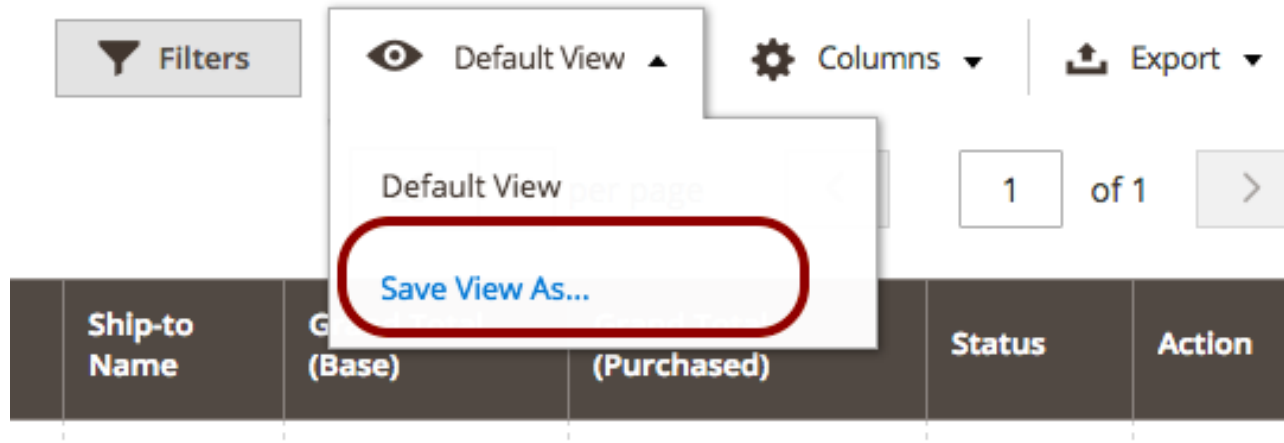
9 out of 19 visible

- ☒ ID
- ☒ Purchase Date
- ☒ Purchase Point
- ☒ Bill-to Name
- ☒ Ship-to Name
- ☒ Grand Total (Base)
- ☒ Grand Total (Purc...)
- ☒ Status
- ☐ Billing Address
- ☐ Shipping Address
- ☐ Shipping Informat...
- ☐ Customer Email
- ☐ Customer Group
- ☐ Subtotal
- ☐ Shipping and Han...
- ☐ Customer Name
- ☐ Payment Method
- ☐ Total Refunded
- ☒ Action

Reset Cancel

Magento 2 – Sales Orders Grid

Once you've added all relevant data to the Sales Order grid, simply use the **drag-and-drop** feature to rearrange the order of your data. Finally, once your new Sales Order grid view is complete, you can save the view so you don't have to re-build it the next time you need to run a sales export. This can be done in the **Default View** navigation item:



Magento 2 – Sales Order Grid

The improved **filtering layout** in the Sales Orders grid is also worth a mention as Magento have finally decided to follow a more conventional way of displaying filters. The much needed **Filtering by attribute** is also added.

The screenshot displays the filtering interface for the Sales Order Grid. At the top right, there are three controls: a funnel icon labeled 'Filters', an eye icon labeled 'Default View' with a dropdown arrow, and a gear icon labeled 'Columns' with a dropdown arrow. Below these, the filters are organized into a grid. The first row includes 'ID' (with 'from' and 'to' input fields), 'Price' (with 'from' and 'to' input fields), 'Quantity' (with 'from' and 'to' input fields), and 'Store View' (a dropdown menu currently showing 'All Store Views'). The second row includes 'Name' (a text input field), 'Type' (a dropdown menu), 'Attribute Set' (a dropdown menu), and 'SKU' (a text input field). The third row includes 'Visibility' (a dropdown menu) and 'Status' (a dropdown menu). The 'Attribute Set' dropdown is open, showing a list of options: 'T Shirt Size' (with a checkmark), 'S', 'M', 'L', and 'XL'. The 'S' option is highlighted in blue. At the bottom right, there are two buttons: 'Cancel' and 'Apply Filters'.

Magento 2: (New) New Relic Reporting

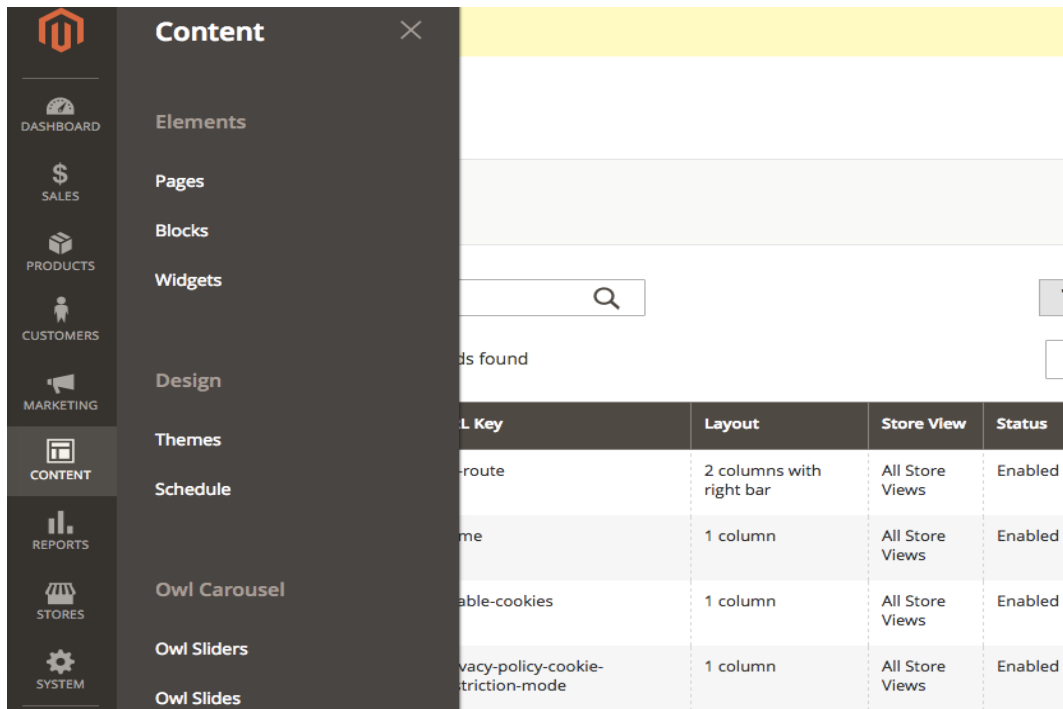
New Relic is well known monitoring and troubleshooting tool widely used by small and large businesses alike to improve the performance of their applications. An extension is available to connect your Magento 1 store with New Relic, but in Magento 2 this feature is now available out-of-the-box. If you have an existing New Relic account, you'll be up and running in no time as the configuration takes under 2 minutes to implement.

Enable New Relic Integration	<input type="text" value="No"/>	[STORE VIEW]
New Relic API URL	<input type="text" value="https://api.newrelic.com/deployments.xml"/>	[STORE VIEW]
Insights API URL	<input type="text" value="https://insights-collector.newrelic.com/v1/accounts/%s/event"/> <small>Use %s to replace the account ID in the URL</small>	[STORE VIEW]
New Relic Account ID	<input type="text"/> <small>"Need a New Relic account? Click here to get one</small>	[STORE VIEW]
New Relic Application ID	<input type="text"/> <small>This can commonly be found at the end of the URL when viewing the APM after "/applications/"</small>	[STORE VIEW]
New Relic API Key	<input type="text"/> <small>This is located by navigating to Events -> Deployments from the New Relic APM website</small>	[STORE VIEW]
Insights API Key	<input type="text"/> <small>Generated under Insights in Manage data -> API Keys -> Insert Keys</small>	[STORE VIEW]
New Relic Application Name	<input type="text"/> <small>This is located by navigating to Settings from the New Relic APM website</small>	[STORE VIEW]

Magento 2: Content and Marketing & Customers

Content:

- Organized menu – with new features like Sliders and Carousals option.
- A data migration tool to help migrate some data from a Magento 1.x site to a new 2.x site, and a speedier product data import feature for ongoing needs
- You can now inline edit some of the CMS page data directly in the grid.
- Built-in Full Page Cache. – Faster load time.



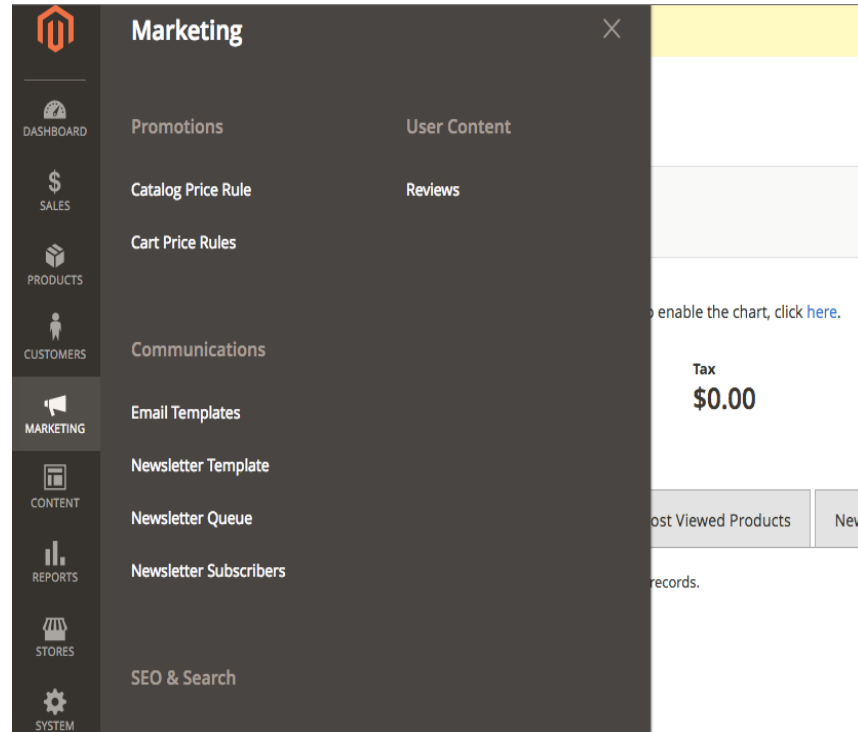
The screenshot shows the Magento 2 admin interface. On the left is a sidebar menu with icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The 'Content' menu is expanded, showing sub-items: Elements, Pages, Blocks, Widgets, Design, Themes, Schedule, Owl Carousel, Owl Sliders, and Owl Slides. The main content area displays a table of CMS elements. The table has columns for 'Key', 'Layout', 'Store View', and 'Status'. The data rows show various CMS elements like 'route', 'me', 'able-cookies', and 'vacy-policy-cookie-triction-mode', all with a layout of '1 column' or '2 columns with right bar', 'All Store Views', and 'Enabled' status.

Key	Layout	Store View	Status
route	2 columns with right bar	All Store Views	Enabled
me	1 column	All Store Views	Enabled
able-cookies	1 column	All Store Views	Enabled
vacy-policy-cookie-triction-mode	1 column	All Store Views	Enabled

Magento 2: Content, Marketing & Customers

Marketing:

- E-mail templates and Promotions have been grouped together in a category called, “Marketing”
- Catalog promotional pricing with the ability to restrict to stores, categories or products
- Flexible coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories
- Create/Customize Email templates using Magento Admin
- Multi-tier pricing for quantity discounts



Magento 2: Content, Marketing & Customers

Customers:

- Add or remove the columns on the orders or customers management grid
- Simply choose the required columns from the available list in the admin panel
- Admin no more hold the right to change any customer's password.

The screenshot displays the Magento 2 admin interface for the 'Customers' section. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main header area includes the title 'Customers', a search icon, a notification bell with '2' alerts, and a user profile 'atwix'. Below the header is a red 'Add New Customer' button. The main content area features a search bar 'Search by keyword', a 'Filters' button, a 'Default View' dropdown, and a 'Columns' dropdown menu which is currently open. The 'Columns' modal shows '16 out of 26 visible' columns and allows selection of various fields. A table below the modal shows '1 records found' with columns for Actions, ID, Name, and Email. The footer contains the copyright notice 'Copyright© 2016 Magento Commerce Inc.' and the version 'Magento ver. 2.0.2' with a 'Report Bugs' link.

Customers

Search by keyword

Filters Default View Columns Export

16 out of 26 visible

ID	Name	Email
1	Veronica Costello	roni_cost@example

Copyright© 2016 Magento Commerce Inc. Magento ver. 2.0.2 Report Bugs

Magento 2 – New Shopper Experience Features:

New shopper experience features:

- Improved **order summary now includes product images** in customer shopping cart.
- **Streamlined checkout.** Thankfully Magento gave up their Accordion style in the checkout process and for Magento 2 the same procedure takes just 2 clear steps. In the first step the system collects customer's information and in the second - billing information. Moreover Billing address is only needed if required by the payment method. Assumed guest checkout, registered customers are recognized via the email field and offered the option to log in to complete the transaction.
- **Payment Methods.** Magento 2.0 has tight integrations with popular payment gateways (PayPal, Braintree, Authorize.net, WorldPay (Enterprise Edition), CyberSource (Enterprise Edition)) that weren't previously supported. Variety of payment options provide better checkout UX for your customers.

Search Engine Optimization(SEO):

- One new SEO feature - Fields Auto-Generation. It helps to set templates for products meta data. They are applied on a **global level**.
- 100% search engine friendly
- Google Site Map
- Search engine friendly URL's
- URL rewrites give full control of URL's
- Meta-information for products, categories and content pages
- Auto-generated site map for display on site
- Auto-generated popular search terms page
- Google Content API for shopping

Security:

1. Strengthened hashing algorithms (SHA-256) for passwords. Passwords are now more resilient to the dictionary types of attacks.
2. Rich snippets on the catalog pages allow to improve search result look in search engines.

Magento 2 – Reports

Reports:

- Sales Reports
- Marketing Reports
 - *Products in Cart Report*
 - *Abandoned Carts Report*
 - *Newsletter problems Report*
- Review Reports
- Customer Reports
- Product Reports



Should you **plan** for
Magento 2.0?

Magento 2 - The Good and The Bad

THE GOOD

- Modern Tech Stack
- Automated Tests
- Best Coding Practices
- Modern Admin
- Regulated Magento Marketplace
- More Documentation
- Speed and Reliability

THE NOT SO BAD

- Skill set availability
- Not easier than Magento 1 (but less pitfalls)
- Migration can be a challenge
- Not as many extensions as Magento 1
- Magento 2 is a sizable project



Magento 2 – Things To Consider

- Magento 1.x will not be extended for any new features.
- Technical support, security patches, etc for version 1.0 will be active until 2018.
- Magento 2 is technically superior to Magento 1.
- Magento 2 is much more efficient than Magento 1.
- Magento 2 Checkout , order processing, indexing, etc is superior and user friendly.

Case Studies

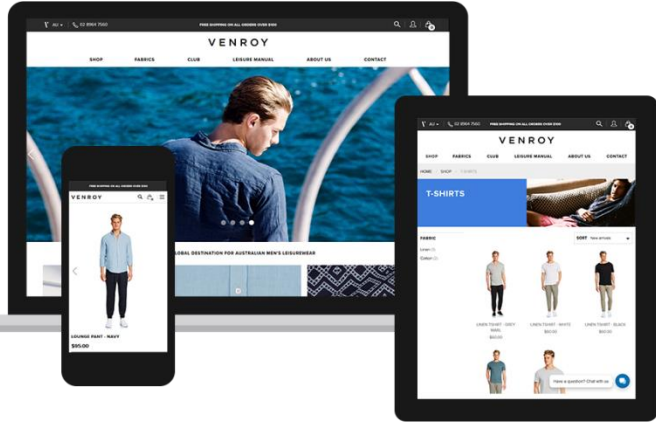
VENROY



EC

Customer Experience was Driving Force Behind B2C Fashion Brand

VENROY



Project Summary

- Venroy, a high end boutique label specializing in male beach resort wear, is making a strategic shift towards direct consumers sales.
- New site design must capture their brand identity, adopt a flexible structure to accommodate seasonality – all in the most cost effective format.

Use Case and Key Features

- Flexibility to control all aspects of the experience – product catalog, design, checkout, search, social media – was more efficient with the new platform.
- High-performance architecture provided a strong foundation to create unique fashion brand and handle future growth.
- Time-to-market enabled by “out-of-box” capabilities

Magento 2 - Testimonial

“With a production schedule of only 8 weeks, we were able to use much of Magento’s capabilities ‘out of the box’ to deliver a unique, mobile optimized, brand experience.”

Sean Venturi, Founder, Venroy



VENROY

KPI

- 🏠 38% increase in the site wide conversion rate
- 🏠 60% increase in the mobile conversion rate
- 🏠 40% decrease in the average page load times



BYREDO



EC

BYREDO

KPI

- Transaction volume increased 30%, AOV increased 160%
- Mobile sessions increased 50%, mobile conversions increased 30%
- Pages per session increased +50% and average session duration was up 20%



SOL

STORE OF LINGERIE



Need a hint?
Search for the thing you're trying to purchase
or the brand you like

SOLO

VIEW CATALOGUE SEARCHED ITEMS SALE DAILY DEALS BRANDS AND COLLECTIONS WISHERY MY DRESS

12

"DAISY" PLUNGE

A Chic Foundation for Every Outfit!

FIND MY SIZE

- Bra fitting and lingerie company focused on providing customers with custom, personalized fit
- Create a sophisticated ecommerce platform that can easily scale and deliver the same unique, personal in-store experiences that their customers want
- Performance and scalability to support projected growth

- Personalization and social media integration
- Performance and scale to support projected growth
- Extensive ecosystem of customizable solutions to meet their specific business needs

The architecture, performance and scalability of Magento 2 has allowed SOL to:

- Handle a significant uptick in traffic and increased number of SKUs
- Leverage native CMS capabilities provide rich content (editorial, images) and integrate content into the ecommerce experience, making it easier to manage, store, and add multiple types of content

Magento 2 - Testimonial

“We quickly realized that growing the business meant growing the online business. Magento opens up the possibility of using technology to provide customers with the same fun SOL experience online as they get instore. That’s the growth we want.”

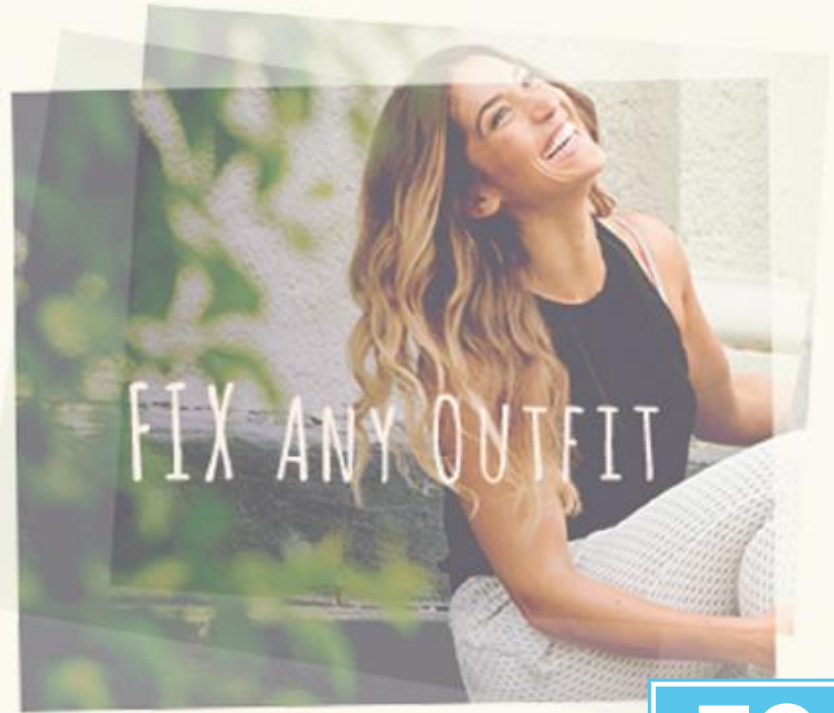
Jeanie Peterson, Co-Founder, SOL



SOL

KPI

- Online revenue grew 104% during the first six weeks
- 60% increase in the mobile conversion rate



Magento 2 - Takeaways

- Think big picture about your e-store.
- Magento is putting in lot of effort to growing the platform.
- Magento has put in strict quality measures for Extensions
- Magento 2 migration is not a trivial effort, but long term will be beneficial for your business

Take a first Step



<http://www.expresscommerce.co/M2-firststep>

A FortNight with Magento 2 - Webinars

Jan 9th - A deep dive into Magento 2 Admin

Jan 23rd - How to Maintain your Magento 2 store?

Feb 6th - How to look for the Best of Breed Magento 2 extensions?

Feb 20th - How to secure your Magento store?

<http://expresscommerce.co/webinars/>

1 on 1 sessions – Webinar Exclusive

Few topics to consider

- An indepth with Magento 2
- Discuss if Magento 2 is right fit for your needs
- What keeps you up at night regarding your e-store
- Just to get to know each other 😊

Contact us at:

sales@expresscommerce.co

THANK YOU

www.expresscommerce.co

