



Comparing *Magento Commerce* and Magento Open Source

*Understanding licensing options
and key feature differences*

Table of Contents

3	Introduction
4	Overview of Magento Commerce Advantages
5	Access to Magento Cloud Infrastructure
7	Performance & Scalability
8	Account Management And Support
8	Account Management
9	Support & Support Tools
10	Magento Services
11	Magento Commerce-only Feature Set
12	Marketing and Merchandising Tools
14	Content Creation and Authoring
16	B2B and Hybrid Commerce
18	Customers & Customer Service
20	Store Operations
21	Reporting and Business Intelligence
23	Summary
24	Resource Links

Introduction

Magento is developed with the idea that every business is unique, and merchants with diverse needs require different options to satisfy those needs. For this reason we offer two powerful platforms – Magento Commerce, a licensed, fully-featured, and supported platform, and Magento Open Source, a free version under Open Software License (OSL) to meet the basic needs of eCommerce merchants.

Choosing between Magento Commerce and Magento Open Source is an important decision, and we want to provide you with the knowledge to make the right decision for your business. This document is designed to assist you during the evaluation process by highlighting the functionality and benefits that Magento Commerce delivers beyond the basic functionality offered in Magento Open Source.

Organizations from all types of industries, backgrounds, and geographies have built successful, growing businesses on both flavors of Magento. For larger merchants, Magento Commerce offers a range of advantages over Open Source that help generate more revenue, at a faster growth rate, from more complex operations. These advantages can be split into three main categories.

Overview of Magento Commerce Advantages

Access to Magento Cloud Infrastructure

- Magento-optimized cloud environment designed and built by infrastructure experts
- Managed by a single vendor
- Best-in-class SLAs
- Increased scale and performance

Customer Support & Account Management

- Technical Support
- Roadmap visibility
- Application and Infrastructure support SLAs
- Pre-Release access to patch releases

Extended Featureset

- Marketing and merchandising tools
- Content creation and authoring
- B2B and hybrid commerce
- Customer management and customer service
- Store operations
- Reporting and business intelligence

Access to *Magento Cloud* infrastructure

Magento offers a best-in-class commerce product that is delivered in a Platform-as-a-Service (**PaaS**) cloud environment.

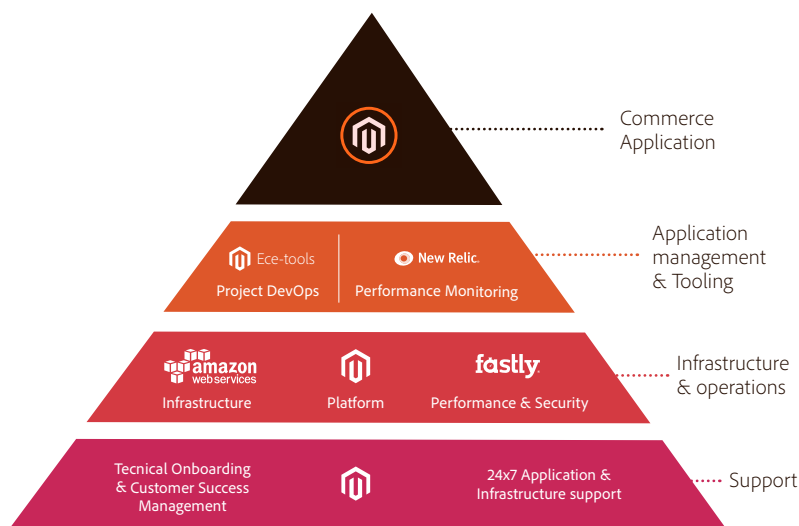
Magento Open Source is only offered “on-premise,” which means the customer is responsible for hosting, security, deployment tooling, monitoring, CDN, and any other services required to power their sites.

With Magento Commerce the customer still has the option to choose the on-premise deployment model or can choose to deploy into the Magento cloud infrastructure – at no additional cost.

Magento Cloud offers a range of advantages not found with on-premise

- Fully managed stack with a **99.99% uptime SLA** on the entire stack (99.9% for Magento Commerce Starter)
- One contract, support line, and vendor to maintain the integrated cloud services
- Can be deployed into nearly all AWS availability zones, offering **global coverage**
- Dedicated Support team that actively monitors systems 24/7

- High performance and secure sites with **Fastly Content Delivery Network (CDN)**, **Image Optimization**, **DDoS protection**, and **Web Application Firewall (WAF)**
- **Application and infrastructure performance monitoring** with New Relic and Blackfire
- Extensive security protections include firewalls at edge-server and origin-server layers, secure networking connectivity, and an intrusion detection system
- Receive some security patches via Composer packages before the next Magento Commerce patch release is available
- **Dedicated Technical Account Manager** to ensure a smooth deployment and launch process
- Infrastructure that is PCI Level 1 certified, SOC2 certified, and GDPR and CCPA compliant



Performance & scalability

Since Magento Commerce is designed to be used by organizations of all sizes, it features a range of scalability and performance improvements over Magento Open Source. These features are particularly useful for customers with higher system demands that are generated by **large product or customer databases**, demand **peaks** that are much higher than the average usage levels, as well as complex integration requirements.

Fastly image optimization

Fastly image optimization (Fastly IO) provides real-time image manipulation and optimization to speed up image delivery and simplify maintenance of image source sets for responsive web applications.

The Fastly IO service improves customer experience by reducing page weight and improving page load times. Testing shows 20 to 30 percent increases in Google Page Speed Scores and 60 to 90 percent reduction in image weight by enabling the image optimization service. The service achieves these results by optimizing images based on the capabilities of the device requesting the image including serving WebP images to compatible browsers. Optimization parameters are set within the Fastly extension.

Account management *and support*

Account management

Each Magento Commerce customer has a **Customer Success Manager** that acts as a doorway into Magento and the wider Adobe organization. They are the day-to-day contact for anything relating to the Magento software and ecosystem, an escalation point for any support issues, provide visibility into our roadmap and explore new commerce solutions with their customers.

Customer success and satisfaction is evaluated based on Net Promoter Scores (NPS) to ensure merchants are on the path towards achieving their goals. Our Customer Success team is available to help review and assess a business' health, and they attend conferences and other live events that bring together the Magento ecosystem and our Magento customers.

Finally, merchants deploying on our cloud infrastructure get technical onboarding resources to assist with the launch planning process and ensure a smooth initial site deployment.

Customer Success Manager Role

- Point of contact within Magento
- Provide tips on how to leverage ecosystem of technologies and partners
- Build tailored training programs
- Understand your business and KPIs

Customer Benefits

- Early insight into Magento company strategy, roadmap and plans
- Opportunity to meet with other Magento customers
- Opportunity to engage with Magento to tell the market about your story
- Access to Commerce-only events and webinars

Support & support tools

All Magento Commerce customers also get full access to our **highly trained support team** whose aim is to ensure the smooth operation of Magento commerce sites. Support is available seven days a week, 24 hours a day around the world, with tiered support teams to accommodate any level of service required by the customer. Our support includes, but is not limited to: assistance with troubleshooting, access to documentation, and advice regarding downloading, installation, configuration, bug fixes, etc.

The support team also has access to Support Tools that are designed to identify known issues in your system. These tools can be used as a

resource during the development and optimization processes, and as a diagnostic tool to help our support team identify and resolve issues. Learn more at https://docs.magento.com/m2/ee/user_guide/system/support.html

When you need support, be sure to log into the [Magento Help Center](#) to:

- Submit a support ticket which allows you to include files or screenshots of your specific issue
- Search our Knowledge Base for self-help troubleshooting

The Magento Support team handles issues through a service level agreement (SLA) that reflects incident priorities and initial response times. You can find detailed information including support SLA information here:

<https://magento.com/legal/terms>

<https://magento.com/sites/default/files/magento-support-services-terms-and-conditions.pdf>

Magento Services

Magento Commerce customers have access to purchase engagements with the Magento Services team. This team helps businesses tackle the diverse commerce challenges that face visionary, transformative companies. Their edge is derived from their direct access to Magento product owners and engineers, unmatched experience, distinctive end-to-end project approach, and blend of in-house and industry best practices. Magento Services can augment a merchant's in-house or agency development teams with multi-disciplinary services to provide strategic vision, reinforce quality, optimize performance, and drive operational intelligence.

Exclusive Magento Commerce features

For those merchants looking for a broader toolset to drive business growth and craft unique customer experiences there are additional, robust features that are exclusively available to Magento Commerce customers.

The features by themselves are very powerful and enhance the merchant experience in several categories:

- Marketing and merchandising
- Content creation and authoring
- B2B and hybrid Commerce
- Customers, Loyalty, and Customer Service
- Store Operations
- Reporting and Business Intelligence

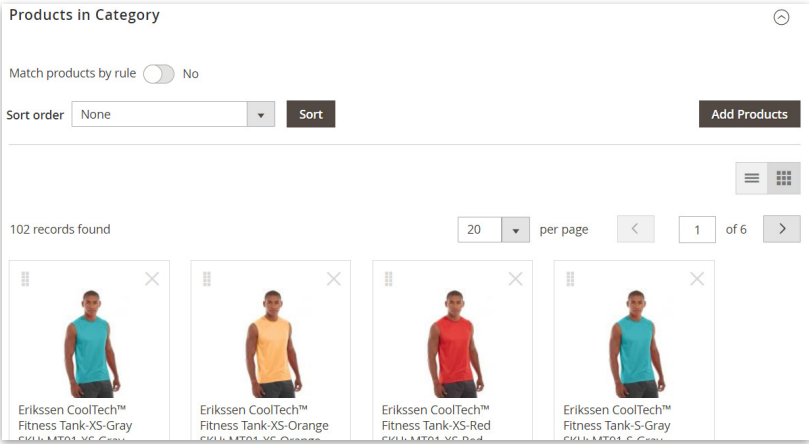
Beside the direct benefit of these features, there are three major indirect advantages of having these features provided by Magento out-of-the-box: First, they are **covered by the support team**. Second, they are **cross-compatible**. This means that for example, the native customer

segmentation tools work very well with the native Page Builder and you can personalize the experience for each customer segment using Page Builder. Third, these features will be **updated and upgraded as part of the core application** and you do not need to be concerned about any issues at the time of upgrade. Leveraging more native features may also lead to fewer customizations which in turn leads to more reliable upgrades with fewer potential conflicts.

The following is a list of features that are exclusive to Magento Commerce, together with the relevant links to our documentation:

Marketing and merchandising tools

Magento Commerce offers very powerful native merchandising features. Tools like reward points, rule-based product relations as well as private and flash sales are designed to increase **conversion rate, customer loyalty, and average order value** - therefore helping **increase revenue and margins** for Magento Commerce customers. Other tools like the



visual merchandiser are designed to give more **flexibility** to business users like merchandisers. They have the ability to curate content and products on the site without having to involve IT or a developer.

You can find a general overview of these features here and more details in the tables below.

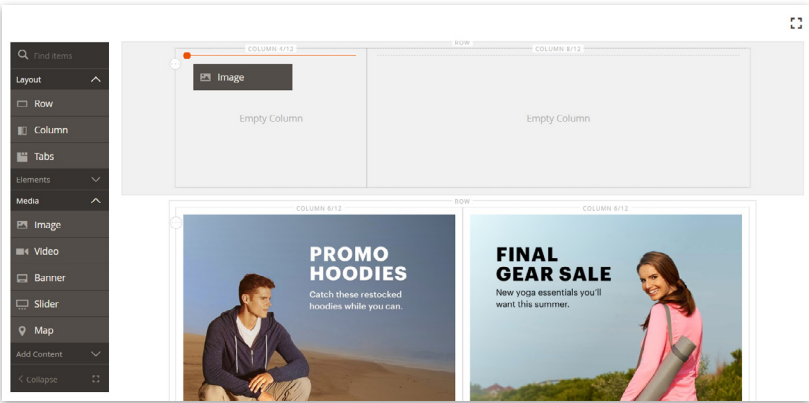
Feature	Benefit
Visual Merchandiser, Add To Category By Rule & Sort By Rule ^{12 3}	Merchandise with visual drag-and-drop interface or via rule-based conditions.
Customer Segmentation ⁴	Dynamically display content and promotions based on specific customer properties.
Private Sales / Flash Sales / Catalog Events ^{5 6 7}	Create exclusive sales and catalog events for targeted groups of customers.
Rule-Based Product Relations (Cross- And Upsell And Related Products) ^{8 9}	Dynamically target the selection of products that are presented to customers as related products, up-sells, and cross-sells.
Category Permissions ¹⁰	Limit access to browse categories, view pricing, or add to cart for products within a category based on customer group.
Email Reminders ¹¹	Send automated emails based on a customer's shopping cart or wishlist activity.



Content creation and authoring

The content authoring tools natively offered in Magento Commerce allow business users to **create beautiful experiences** with ease, without knowledge of HTML and CSS, and without having to involve technical resources. Page Builder is a powerful WYSIWYG editor that, in conjunction with the native customer segmentation and dynamic blocks tools, enables true personalization of the site experience. Because Page Builder is so powerful, yet easy to use, it has a direct impact on **time to market** – up to 10 times faster in early adopter results – allowing Magento Commerce users to stay up to date with current trends and launch campaigns and new products **faster than their competition**.

The staging and preview feature allows business users to **schedule changes** to most of the site's elements like pages, promotions, products, and categories. This allows setting up of full marketing campaigns ahead of time and allows these updates to be previewed ensuring seamless, timely transitions to new content. An easy to use calendar view gives a Gantt-chart style overview of all current and upcoming campaigns.



Feature	Benefit
Page Hierarchy ¹²	Organize content pages within a hierarchy and add pagination, navigation, and menus.
Page Builder ¹³	Create content-rich pages with custom layouts in a visual, drag-and-drop interface that enhances your visual storytelling, and drives customer engagement and loyalty.
Dynamic Blocks (For Personalisation) & Banners ¹⁴	Create rich, dynamic, personalized content that is driven by logic from price rules and customer segments.
Content Staging ¹⁵	Easily create, preview, and schedule a wide range of content updates directly from the Admin of your store. Use Content Staging to create a page that changes automatically throughout the year on schedule.
Content Preview ¹⁶	Schedule updates to the content as part of a campaign, and then preview and share the changes by date, time, or store view.

B2B and hybrid commerce

In today's competitive B2B marketplace, buyers demand an easy, intuitive online buying and account management experience that's so good it feels like B2C. Magento Commerce comes with a host of features to enable B2B Commerce, and merchants can combine B2B and B2C selling on the same site, providing them with flexibility to pursue multiple distribution channels and business models.

Quote #6

Quote & Account Information

Quote #6

Account Information

Name & SKU	Stock	Cost	Catalog Price	Cart Price	Proposed Price	Qty	Subtotal	Estimated Tax	Subtotal (Excl. Tax)
Hero Hoodie SKU: MH07-L-Green Size: L Color: Green	100	\$0.00	\$54.00	\$54.00	\$54.00	25	\$1,350.00	\$0.00	\$1,350.00
Hero Hoodie SKU: MH07-M-Green Size: M Color: Green	100	\$0.00	\$54.00	\$54.00	\$54.00	25	\$1,350.00	\$0.00	\$1,350.00

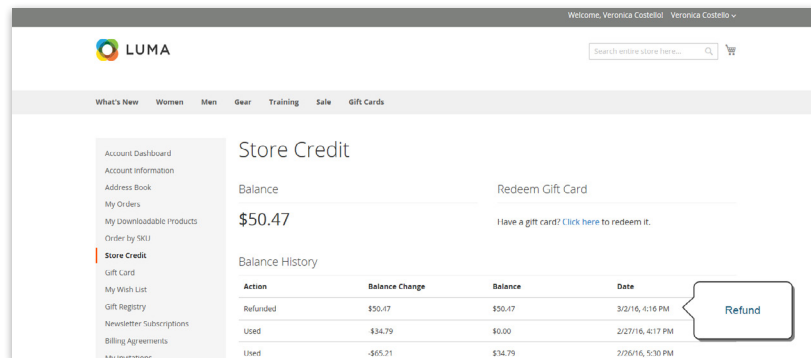
Feature	Benefit
Company Accounts ¹⁷	Allow visitors to create company accounts with the merchant.
User Hierarchy ^{18 19}	Set up company accounts to reflect the structure of the business. Assign individual users associated with the customer account.
Company Roles & Permissions ²⁰	Roles for company users set up with various levels of permission to access sales information and resources.
Account Based Price Lists And Catalogues ²¹	Maintain gated "shared" catalogs with custom pricing, products, and permissions for different companies.
Company Credit & Buying On Account ^{22 23 24}	Allow companies to make purchases on their account up to the credit limit that is granted to the company.
PO As Payment Method ²⁵	Allow customers to pay for authorized purchases by referencing a PO number that has been authorized and issued in advance by the company making the purchase.
Order By Sku & Quick Order ^{26 27}	Add products to cart by entering SKU and quantity into Order by SKU widget or by uploading a CSV file from their customer account.
Request & Negotiate A Quote ^{28 29}	Allow an authorized buyer from a company to initiate the price negotiation process by requesting a quote from the shopping cart.
Requisition Lists ³⁰	Allow customers to maintain requisition lists and add to shopping cart directly from the lists.

Customers, loyalty, & customer service

The customer account and customer service features in Magento Commerce enable efficient management of any customer service tasks. These include tools to support call center requests like managing a customer's cart, RMAs, returns and store credits.

Additionally, the ability to create custom customer attributes allows the collection and import of CRM-style data, enhancing the native segmentation tools.

Furthermore, there are useful features that enhance the **customer experience**, like selling gift cards and the ability to ship different items in one order to separate addresses.



Feature	Benefit
Custom Customer Attributes ³¹	Add custom attributes to the Account Information, Address Book, and Billing Information sections of the customer's account.
Managing A Customer Shopping Cart ³²	Merchants have the ability to edit the contents of the customer's shopping cart in real-time, from the Admin interface
Store Credit ³³	Customers can use store credit to pay for purchases, and track the status of refunds and store credit from their customer account dashboard.
Returns & Rma ³⁴	Provide customers the ability to request an item return for replacement or refund
Gift Cards ³⁵	Sell virtual, physical, or combined gift cards and manage gift card accounts from the Admin.
Gift Options ³⁶	Provide customers with gifting options – like gift wrapping or messages – in the cart, before checkout
Multiple Wishlists ³⁷	Allow customers to create and share multiple wishlists
Gift Registry ^{38 39}	Give customers the ability to create gift registries and invite family and friends to purchase from the registry.
Rewards & Loyalty ^{40 41}	Offer a points-based rewards system to customers to drive engagement and promote loyalty.

Report

Search [Reset Filter](#) 41 records found

Export to: CSV Export

20 per page 1 of 3

Time	Action Group	Action	IP Address	Username	Result	Full Action Name	Details	Full Details
From				All User				
To								
Sep 20, 2017, 5:01:53 AM	System Configuration	View	10.236.6.160	admin	Success	adminhtml_system_config_edit	system	View
Sep 20, 2017, 4:46:29 AM	System Configuration	View	10.236.6.160	admin	Success	adminhtml_system_config_edit	system	View
Sep 20, 2017, 4:45:09 AM	System Configuration	View	10.236.6.160	admin	Success	adminhtml_system_config_edit	admin	View
Sep 20, 2017, 4:43:53 AM	System Configuration	View	10.236.6.160	admin	Success	adminhtml_system_config_index	general	View
Sep 20, 2017, 4:43:41 AM	Admin Sign In	Login	10.236.6.160	admin	Success	adminhtml_index_index	-	View

Store operations

Admin and operational tools in Magento Commerce can help improve the productivity and efficiency of merchants. **Order archiving** helps keep the workspace clear of distractions, **scheduled imports and exports** automate data transfers, and the **Action Log and Support Tools** allow merchants and the Magento Support team to identify store changes and issues to help with resolution.

Feature

Benefit

Order Archiving ⁴²

Merchants can archive orders to clean up their workspace and improve productivity and admin panel performance.

Admin Action Log ⁴³

Log every change made by an admin who works in your store. Tracking these changes, along with setting admin permissions for a user, can help to secure your store from unwanted changes.

Support Diagnostic Tools ⁴⁴

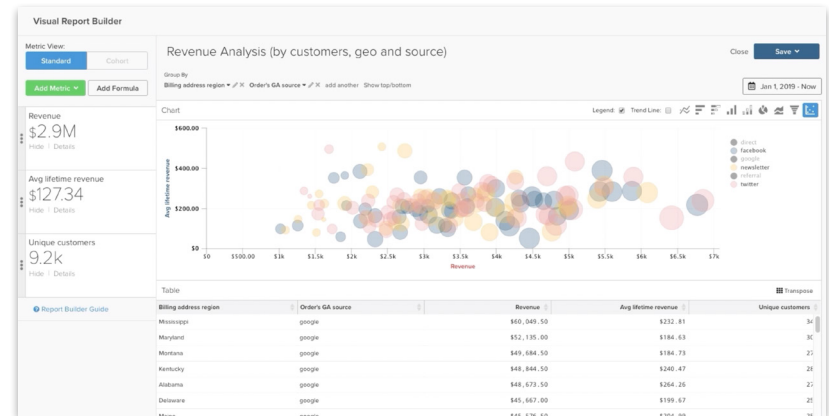
Identify known issues in your system to help our support team identify and resolve issues.

Scheduled Imports & Exports ⁴⁵

Schedule data imports and exports on a daily, weekly, or monthly basis.

Reporting and Business Intelligence

All Magento Commerce customers get access to Magento Business Intelligence (MBI). MBI is a **powerful data warehouse, analysis and visualization tool** that integrates directly with Magento Commerce. This makes it easier to access and analyze your data on day one. MBI can integrate and consolidate data from other sources like web analytics, advertising channels and more. This gives you a single platform to gain a holistic view of the entire business and keep everyone on the same page.



MBI comes with several **vital commerce dashboards** that include dozens of customizable reports out-of-the-box; such as Average Lifetime Value and Repeat Order Probability. It provides intuitive report building tools that you can use to **build unlimited new analyses and dashboards**. All of this is based upon your consolidated data that is automatically updated on a regular basis. This takes the manual and time-consuming efforts required out of your reporting process.



Summary

There are many factors that go into choosing the right platform to support your business and its growth, and we are confident that we have a solution for you. With this information you can make an informed decision on which of these offerings is the best fit for your company.

Explore the success of [customers](#) that have migrated from Magento Open Source to Magento Commerce:

- [The Little Lovely Company](#) who experienced 133% revenue growth
- [Cox & Cox](#) who reinvented their mobile experience and boosted revenue by 44%
- [BAUHAUS](#) transforming their B2B business resulting in a 376% increase in conversion rates

Still have questions or interested in learning more? Reach out anytime at <https://magento.com/contact-us>.

Resource Links

Marketing and merchandising tools

- ¹ https://docs.magento.com/m2/ee/user_guide/configuration/catalog/visual-merchandise.html
- ² https://docs.magento.com/m2/ee/user_guide/marketing/visual-merchandise.html
- ³ https://docs.magento.com/m2/ee/user_guide/catalog/category-products-sort.html
- ⁴ https://docs.magento.com/m2/ee/user_guide/marketing/customer-segments.html
- ⁵ https://docs.magento.com/m2/ee/user_guide/configuration/customers/invitations.html
- ⁶ https://docs.magento.com/m2/ee/user_guide/marketing/events-private-sales.html
- ⁷ https://docs.magento.com/m2/ee/user_guide/configuration/catalog/catalog.html
- ⁸ https://docs.magento.com/m2/ee/user_guide/configuration/catalog/catalog.html
- ⁹ https://docs.magento.com/m2/ee/user_guide/marketing/product-related-rules.html
- ¹⁰ https://docs.magento.com/m2/ee/user_guide/configuration/catalog/catalog.html
- ¹¹ https://docs.magento.com/m2/ee/user_guide/marketing/email-reminder-rules.html

Content creation and authoring

- ¹² https://docs.magento.com/m2/ee/user_guide/cms/page-hierarchy.html
- ¹³ https://docs.magento.com/m2/ee/user_guide/cms/page-builder.html
- ¹⁴ https://docs.magento.com/m2/ee/user_guide/cms/dynamic-blocks.html
- ¹⁵ https://docs.magento.com/m2/ee/user_guide/cms/content-staging.html
- ¹⁶ https://docs.magento.com/m2/ee/user_guide/cms/content-staging-preview.html

B2B and hybrid commerce

- ¹⁷ https://docs.magento.com/m2/b2b/user_guide/customers/account-companies.html
- ¹⁸ https://docs.magento.com/m2/b2b/user_guide/customers/account-company-structure.html
- ¹⁹ https://docs.magento.com/m2/b2b/user_guide/customers/account-company-users.html
- ²⁰ https://docs.magento.com/m2/b2b/user_guide/customers/account-company-roles-permissions.html
- ²¹ https://docs.magento.com/m2/b2b/user_guide/catalog/catalog-shared.html
- ²² https://docs.magento.com/m2/b2b/user_guide/customers/account-dashboard-company-credit.html
- ²³ https://docs.magento.com/m2/b2b/user_guide/sales/credit-company.html
- ²⁴ https://docs.magento.com/m2/b2b/user_guide/payment/payment-on-account.html
- ²⁵ https://docs.magento.com/m2/b2b/user_guide/payment/purchase-order.html

- ²⁶ https://docs.magento.com/m2/ee/user_guide/sales/order-by-sku.html
- ²⁷ https://docs.magento.com/m2/b2b/user_guide/sales/quick-order.html
- ²⁸ https://docs.magento.com/m2/b2b/user_guide/sales/quote-request.html
- ²⁹ https://docs.magento.com/m2/b2b/user_guide/sales/quotes.html
- ³⁰ https://docs.magento.com/m2/b2b/user_guide/customers/account-dashboard-requisition-lists.html

Customers, loyalty, & customer service

- ³¹ https://docs.magento.com/m2/ee/user_guide/stores/attributes-customer.html
- ³² https://docs.magento.com/m2/ee/user_guide/sales/shopping-assisted-cart-manage.html
- ³³ https://docs.magento.com/m2/ee/user_guide/sales/store-credit.html
- ³⁴ https://docs.magento.com/m2/ee/user_guide/sales/returns.html
- ³⁵ https://docs.magento.com/m2/ee/user_guide/catalog/product-gift-card.html
- ³⁶ https://docs.magento.com/m2/ee/user_guide/sales/gift-options.html
- ³⁷ https://docs.magento.com/m2/ee/user_guide/marketing/wishlists.html
- ³⁸ https://docs.magento.com/m2/ee/user_guide/configuration/customers/gift-registry.html
- ³⁹ https://docs.magento.com/m2/ee/user_guide/marketing/gift-registries.html
- ⁴⁰ https://docs.magento.com/m2/ee/user_guide/configuration/customers/reward-points.html
- ⁴¹ https://docs.magento.com/m2/ee/user_guide/marketing/rewards-loyalty.html

Store operations

- ⁴² https://docs.magento.com/m2/ee/user_guide/sales/order-archive.html
- ⁴³ https://docs.magento.com/m2/ee/user_guide/system/action-log.html
- ⁴⁴ https://docs.magento.com/m2/ee/user_guide/system/support.html
- ⁴⁵ https://docs.magento.com/m2/ee/user_guide/system/data-scheduled-import-export.html



Copyright © 2019 Adobe Inc. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries.