

MAGENTO ENTERPRISE EDITION 1.14.2 FAQS

GENERAL QUESTIONS:

When will Magento Enterprise Edition 1.14.2 be available?

Magento Enterprise Edition 1.14.2 will be announced and made available for download on April 22, 2015, during General Session III at Imagine. **Please keep all information about the release confidential until the announcement is made.**

What does Magento Enterprise Edition 1.14.2 include?

- **New Visual Merchandiser Category Sorting Rules:** Five new automated product category sorting rules give merchants even more power to drive customer engagement and incremental sales from category pages. Selecting a sorting rule enables merchants to completely re-arrange a category page to feature best sellers, highest-margin products, lowest-stock items, or the newest products at the top of the category. Merchants can also sort products by color within a category to easily implement color groupings or seasonal campaigns. As products are added, removed, or changed, the category sorting rules continue to make adjustments, so the merchandising strategy is maintained without requiring any intervention from the merchant.
- **Google Tag Manager:** Magento Enterprise Edition 1.14.2 now comes with Google Tag Manager built in so merchants can easily add tracking tags to a Magento site for audience measurement, personalization, retargeting, and search engine marketing without modifying code. Using Google Tag Manager can enable faster time to market for new marketing campaigns because marketers can add tags on their own, without waiting for IT. It can also enable more accurate data collection, which supports stronger campaigns and better marketing results. Another benefit is that Google Tag Manager can directly transfer data and events to Google Analytics Enhanced Ecommerce and other 3rd party analytics solutions, giving merchants a clearer picture of how well their site, products, and promotions are working.
- **Other Technology Updates and Quality Improvements:** Magento Enterprise Edition 1.14.2 includes the latest versions of the Zend 1 Framework and Redis integration, as well as refinements to full-page caching that enable more pages to be served from cache. Additionally, this release includes many enhancements as part of our commitment to continually improve product quality and to integrate previous patches into the core code.

Are other product announcements planned for Imagine Commerce 2015?

Yes, we are making two other product announcements in addition to Magento Enterprise Edition 1.14.2:

- **Magento Mobile Software Development Kit (SDK)** for Enterprise Edition customers. The Magento Mobile SDK enables merchants to more easily create a full-featured Magento app that includes all the important ecommerce features you'd expect, such as the checkout process, customer accounts, promotions, and store credits, as well as an API for connecting the app to a Magento store.

The SDK provides a complete library of resources that helps significantly reduce development effort and time to market when creating custom iOS applications for the Magento platform. Additionally, a sample, fully-functioning iOS app is provided to help merchants quickly learn how to use the SDK, and they can even choose to customize the sample app to accelerate development of their own applications.

- **Automated Functional Testing Framework:** Magento Enterprise Edition 1.14.2 includes nearly 170 automated functional tests, which can help improve implementation quality and time to market by making it easier to do basic acceptance testing when adding extensions, making customizations, or upgrading.

Are other partnership announcements planned for Imagine Commerce 2015?

Yes, Magento plans to announce two new Gold Technology Partners:

- **New Relic:** Magento will soon release a New Relic Reporting extension that will enable tighter integration with New Relic Application Performance Monitoring (APM), a powerful solution giving merchants code-level visibility into their application performance, so that they can troubleshoot issues and optimize site speed. Magento Customer Support can also leverage this information when enabled to help resolve issues faster. Additionally, the extension will enable merchants to create customized dashboards in New Relic Insights that combine APM metrics with a rich set of Magento business data to show how site performance is impacting the business.
- **Lagrange Systems partnership:** Lagrange has a solution for improving web application performance and availability in cloud deployments. Their CloudMaestro solution uses predictive analytics to dynamically autoscale Magento servers and balance traffic loads to ensure cloud-hosted Magento sites have the capacity they need – even during periods of peak demand. CloudMaestro also helps to accelerate web site performance through caching, compressing and optimizing web page assets, and by intelligently routing traffic across the distributed network.

How does Magento Enterprise Edition 1.14.2 differ from Magento Community Edition 1.9.2? What other differences exist between Magento Enterprise Edition and Magento Community Edition?

There are several features that are only available to Enterprise Edition customers:

- Enterprise Edition 1.14.2: New Visual Merchandiser Category Sorting Rules and Integrated Google Tag Manager
- Magento Mobile SDK: The SDK is only available to Enterprise Edition customers

All other Magento Enterprise Edition advantages from previous versions remain:

- Support:
 - Gold technical support
 - Account management
 - Access to Magento Expert Consulting Group services
- Feature set:
 - Optimized performance with full-page caching and faster indexing
 - Advanced segmentation and targeting
 - Drag-and-drop visual merchandising tools
 - Dynamic rule-based product relations
 - Better search functionality with integrated Solr
 - Store credits
 - Private sales
 - Gift registry
 - Return management authorization
 - Logging of administrator actions
 - Limited indemnity protection
 - And much more...See the CE to EE One Sheet for other Enterprise Edition advantages

Why should a merchant upgrade to Magento Enterprise Edition 1.14.2?

MERCHANTS CURRENTLY USING ENTERPRISE EDITION 1.14.1 SHOULD UPGRADE TO ENTERPRISE EDITION 1.14.2 TO TAKE ADVANTAGE OF:

- New product category sorting rules that can help improve customer engagement and sales.
- Integrated Google Tag Manager that can make it easier to implement and tune marketing, personalization, and audience measurement efforts.
- New functional testing tools that can help speed time to market and improve site quality.
- A range of product quality and security improvements to enhance their site.

Merchants who haven't upgrade to Enterprise Edition 1.14.1 yet will also benefit from:

- A powerful visual merchandising tool that dramatically cuts the time it takes to optimize product category pages by offering an easy-to-use drag-and-drop interface, category page sorting rules, and the ability to automatically add products to different categories based on their attributes.
- Significantly faster performance and reduced CPU utilization rates compared to previous versions of Enterprise Edition. Benchmark performance testing of Magento Enterprise Edition 1.14.1 shows that it has 27% to 48% faster server response times across various page types when compared to previous editions. Faster site performance can help improve conversion rates.
- New swatch capabilities that make products more appealing by offering shoppers quick access to information on product colors, sizes, fabrics and more.
- A new support tool that enables merchants to generate a comprehensive system report that can be used by support teams to quickly diagnose and resolve technical issues.
- Improved backend scalability that enables larger teams to work in the Magento admin and make product updates at the same time.

Merchants who haven't upgraded to Enterprise Edition 1.14.0 yet will also benefit from:

- A full-featured responsive design reference theme that cuts the time it takes to create a site that will work across any device by 50%.
- PayPal Credit that enables merchants to offer shoppers financing on purchases so that they can buy now and pay later at no additional cost to the merchant. Forrester Research has found that using PayPal Credit can result in 18 percent¹ more sales.
- Support for Solr 3.6.2 and improved search indexing to provide shoppers with more up-to-date search results, and merchants with more efficient operations and admin performance.

Where can I download Magento Enterprise Edition 1.14.2?

Partners can download Magento Enterprise Edition 1.14.2 from the [Partner Portal](#). Merchants can access the latest software by visiting [My Account](#).

Where can I learn more about Magento Enterprise Edition 1.14.2?

Internal teams can review resources posted in the Sales Tool and Collateral folder on Box for more information and watch for a Magento blog post at launch.

¹ August 2013 commissioned study conducted by Forrester Consulting on behalf of PayPal entitled "The Total Economic Impact of PayPal's Bill Me Later Financing Banners."

Partners should review the resources that were sent out in the pre-announcement email and posted on the Partner Portal. Final Release Notes will be posted on the Magento site after the launch, along with a Magento blog update.

Will I need to upgrade any of my extensions?

Developers should test their extensions to make sure they're compatible with Enterprise Edition 1.14.2. They should also refresh their profiles and upload any updated extensions to the Connect marketplace.

MERCHANTS can work with their Solution Partners to confirm they have the latest extensions. They can also check Connect to see if developers have posted updates to accommodate Magento Enterprise Edition 1.14.2.

Is Magento planning to release additional 1.x versions? If so, what features will be included and what is the timing?

Magento is planning to release additional updates to the 1.x version of Magento Enterprise Edition to address quality and security issues only. While Magento will focus on developing new functionality for the Magento 2 platform going forward, we expect that the Magento ecosystem of Solution Partners and extension developers will continue to provide new innovations for the large installed base of Magento 1.x merchants.

VISUAL MERCHANTISER QUESTIONS:

What new Visual Merchandiser features are available in Magento Enterprise Edition 1.14.2?

In Magento Enterprise Edition 1.14.2, Visual Merchandiser has been updated to include new product category sorting rules. These rules allow merchants to move the following types of products to the top of the category:

- Best sellers
- Highest-margin products
- Lowest-stock items
- Newest products

MERCHANTS can also use the rules to sort products by color.

These new sorting rules make merchandising much faster and ensure that top-performing, revenue-generating products are consistently placed in positions where they can be easily found by shoppers to help improve category page engagement and conversion rates.

What is Visual Merchandiser and how does it benefit merchants?

Visual Merchandiser makes category page merchandising dramatically faster and easier. It lets merchants:

- See exactly what a category page will look like to shoppers before submitting the changes
- Easily make adjustments by dragging products to new positions
- Fix “hero” products at the top of a category page to improve their visibility
- Automatically sort products so that out-of-stock items appear at the bottom of the category or products that are top sellers, sale items or offer high margins appear at the top of the category
- View detailed product information within the tool, such as pricing, images, and inventory levels, to make smarter merchandising decisions
- Easily search for new products to add to a category from within the merchandising tool
- Save time by cloning categories and setting up rules to automatically add or remove products from categories
- Easily bulk-upload or remove SKUs from a category
- Create “dynamic” categories that pull in products from other categories based on product attributes. For example, merchants can create categories for products that are “on sale,” “gifts under \$100,” or “new products.”

Who created Visual Merchandiser—Magento or a third-party developer? Is this tool the same as On Tap’s Visual Merchandiser?

Magento obtained Visual Merchandiser from Gold Solution Partner, On Tap. We integrated it into Enterprise Edition 1.14.1 and enhanced it in Enterprise Edition 1.14.2. It is available as part of these Enterprise Edition releases at no additional cost to the merchant.

Can Magento Enterprise Edition customers still purchase On Tap’s Visual Merchandiser?**What about Magento Community Edition customers?**

Since Visual Merchandiser has been incorporated into Magento Enterprise Edition, On Tap is no longer selling a standalone Enterprise Edition extension. Magento Enterprise Edition merchants must upgrade to Enterprise Edition 1.14.1 or 1.14.2 to access the feature. Magento Community Edition customers continue to be able to purchase the extension from On Tap.

Does Magento provide support for Visual Merchandiser?

Magento will only provide support for the version of Visual Merchandiser included in Magento Enterprise Edition 1.14.1 and 1.14.2. We do not support Visual Merchandiser when it is used with earlier versions of Magento Enterprise Edition software.

Will the version of Visual Merchandiser in Magento Enterprise Edition 1.14.1 and 1.14.2 work with earlier versions of Magento Enterprise Edition?

The Visual Merchandiser code that is included in Magento Enterprise Edition 1.14.1 and 1.14.2 has not been tested with earlier versions of Magento and may not work with them. Furthermore, Magento will not provide support for Visual Merchandiser when it is used with an earlier version of Magento Enterprise Edition software.

What do merchants have to say about Magento Enterprise Edition 1.14.1 and Visual Merchandiser?

“As a lean ‘startup’ team with a rapidly expanding portfolio of products, it’s critical to operate as efficiently as possible. Smart category rules save us lots of time when onboarding new products, by automatically assigning products to categories based on their attributes. And, Visual Merchandiser’s cloning capability makes it a snap to replicate sets of products under multiple categories to help boost product discovery and sales.”

John Phipps, AXA Active+ Ecommerce Lead

GOOGLE TAG MANAGER QUESTIONS:**What are the benefits of using Google Tag Manager?**

Google Tag Manager consolidates all web site tags into a single integration that can be managed through an easy-to-use Google web interface. Benefits of using Google Tag Manager include:

- Faster time to market for new tagging by enabling marketers to directly update tags without waiting for IT help. A survey conducted by eConsultancy and Tealium in January 2015 found that 39% of merchants say it takes less than 1 hour to implement or modify tags when using tag management, while 47% say it takes 6 days or more for manual tagging.²
- More accurate data collection, which supports stronger campaigns and better marketing results. Data is more dependable because debugging tools in Google Tag Manager ensure tags work as expected and because tagging is consistently implemented across the site.
- No need to modify site code to install or make changes to tags. The tags are provided through a Google Tag Manager interface that offers full control over which pages are tagged and which events should fire the tags.
- Access to advanced reporting and analytics through Google Analytics Enhanced Ecommerce and other 3rd party solutions.

² The ROI of Tag Management, 2015 Edition, Econsultancy in association with Tealium

What types of advanced reporting and analytics are enabled when merchants implement Google Tag Manager?

Google Tag Manager can directly transfer data and events to Google Analytics Enhanced Ecommerce and other 3rd party analytics solutions, giving merchants a clearer picture of how well their site, products, and promotions are working.

Google Analytics Enhanced Ecommerce reports provide deep insights, including:

- Checkout funnel visualization and segmentation tools, so merchants can evaluate the strengths and weaknesses their checkout process for different customer segments
- Product sales and revenue, as well as information on how often products are added-to-cart or purchased relative to the number of times they are viewed, to determine which products are top performers.
- Product list data to show how individual products and list positions perform on catalog pages, in search results, and in cross-sell, up-sell and related product blocks, making it easier for merchants to decide where to position key products and determine if current merchandising strategies are working.
- Internal banner view and click data so merchants can easily evaluate if the banners are engaging customers and driving desired behaviors.

MAGENTO FUNCTIONAL TESTING FRAMEWORK QUESTIONS:**What are functional tests?**

Functional tests try to simulate real customer behavior by simulating browser activity and offer a good way to check if a product flow, like making a purchase, works.

What is included in the Magento functional testing framework?

The Magento functional testing framework includes nearly 170 automated tests that cover key product flows. They can be used to help improve implementation quality and time to market by making it easier to do basic acceptance testing when adding extensions, making customizations, or upgrading.

Are Magento functional tests covered by Support?

No, Magento functional tests are not covered by Magento Support.

MAGENTO MOBILE SDK QUESTIONS:

What is included in the Magento Mobile SDK?

The Magento Mobile SDK gives Enterprise Edition merchants yet another tool to grow their mobile sales and build brand affinity and loyalty. The toolkit includes:

- A complete library of resources that helps significantly reduce development effort and time to market when creating iOS applications for the Magento platform.
- The ability to create a full-featured Magento app that includes all the important ecommerce features you'd expect, such as the checkout process, customer accounts, promotions, and store credits, as well as an API for connecting the app to a Magento store.
- A sample, fully functioning iOS app that merchants can customize to accelerate their own app development.
- The ability to add additional functionality and capabilities to enhance the toolkit.

The Magento Mobile SDK works with which versions of Magento and iOS software?

The Magento Mobile SDK works with Magento Enterprise Edition 1.11 or above, Magento Mobile Connect v.24, and iOS 7+.

When will an Android SDK be available?

An Android SDK is in development right now and is expected to be ready for release before the end of Q2 2015.

What happened to the existing Magento Mobile product?

Magento Mobile is no longer being sold and plans are in the works to transition a small group of existing Magento Mobile customers off of the service. Newer mobile options, such as the responsive design reference theme available in Magento Enterprise Edition 1.14.2 and Community Edition 1.9.2, and the new Magento Mobile SDK, offer much better ways for merchants to implement mobile strategies.

NEW RELIC QUESTION:

When will the New Relic extension be available?

The New Relic Reporting extension is currently being tested and will be added to Connect in the next few weeks. The extension will enable tighter integration with New Relic Application Performance Monitoring (APM), a powerful solution giving merchants code-level visibility into their application



performance, so that they can troubleshoot issues and optimize site speed. Magento Customer Support can also leverage this information when enabled to help resolve issues faster. Additionally, the extension will enable merchants to create customized dashboards in New Relic Insights that combine APM metrics with a rich set of Magento business data to show how site performance is impacting the business.