



OUR GUIDE FOR MAGENTO PROJECTS





OVERVIEW

Magento at Star Digital

Choosing to work in Magento for your ecommerce project is a sound decision, and considering Star Digital as a partner for your project will pay dividends. We've been working in the platform since 2009, hold professional partner status and have a team of certified developers.

Our relationships with best of breed digital suppliers means that we can deliver robust and scalable hosting solutions, enterprise level email automation solutions and access to our team of certified digital marketers to help with SEO, PPC, social, affiliate and remarketing tactics.

Since 2009 we've designed, coded and built in excess of 75 Magento stores in both Community and Enterprise editions of Magento for a wide range of clients from multiple verticals. We specialise in providing solutions for B2C clients with annualised sales up to £30 Million per annum and for B2B clients with small or moderate online sales that are looking to significantly increase sales through this channel.

Most recently our developers have been recognised by becoming Magento 2 Trained Solution Partners. This means we are ready to create and deploy client builds in the new version of Magento and migrate from the older versions.



What does this mean for you?

It means that you can rest assured that your project will be taken seriously. We will agree budgets with you, and define a detailed functional specification for your project that will show exactly what we will deliver and over what timescale.

We don't just look at your project from a build and deliver perspective, but instead try to embed our team in your operational processes to make sure we fully understand your business goals to deliver a lasting and commercially valuable relationship.

Our UX team will create a fully interactive wire frame of your project before beginning on design layering, and we will advise on whether to work within a standardised theme or go fully bespoke. Suffice to say all of our work will be fully responsive for use on all types of user device.

When you work with Star Digital you will notice the benefit of the collaborative project management tools that we use such as Asana and Harvest that ensure you know exactly where and with whom each task in the project is at all times.

We will always agree a fair payment plan to cover the duration of the project, with your final payment staged to coincide with your user acceptance sign off.

WHY MAGENTO?



The goal for merchants today is clear:

Consistently deliver great customer experiences that turn first-time buyers into loyal customers.

Magento's open, flexible platform empowers merchants to quickly and cost-effectively create innovative shopping experiences across all touchpoints that attract new customers and inspire them to return again and again.

A rich, out-of-the-box feature set gives merchants a complete solution that can adapt and grow with their needs. Add to that a high-performance platform that is designed for speed and handling enterprise-level loads, it's no wonder that more than 240,000 sites worldwide trust Magento to power their online stores.

The standard Magento feature set is extensive and at Star Digital we have developed some extremely useful extended modules to give our clients even more of a competitive advantage.

Our experience in customising the platform to suit our client requirements without compromising the core code constructs in Magento is clearly displayed in a lot of the projects that we've delivered. This can be seen at clients as diverse as Fitness Superstore, Dar Lighting, Kinesis Scientific Experts and Bambino Mio.

We have experience of working in multiple languages and across multi-storefront environments to help deliver B2B2C and true Omni channel experiences for our clients.

Our relationship with the Magento team means we can put you in touch with the right people to discuss any licensing options if you are looking to launch on the Magento Enterprise product.

So what about the competition?

We get asked this a lot. And its very simple. Products such as Woo Commerce, Big Commerce are fine for small micro businesses looking to start out in ecommerce, but if you are serious about joining a truly open platform with a unique extensibility model and a global installed base of mid size retailers providing a genuinely attractive cost of ownership you need to look at Magento.

Magento is a developer friendly, user friendly architecture with a sound foundational feature set that gives you ownership. No complex hosted solutions or SaaS that make it difficult to extend and customise.

With over 7 years of mid market experience Star Digital are a solid partner for clients that are serious about their ecommerce goals.

2 MAGENTO VERSIONS

There are two versions of the Magento ecommerce application layer to choose from. Star Digital are experienced in working in both of them.

Magento Community Edition (CE)

The community edition of Magento is a fully open source free to use application that is supported by the large Magento developer community. It has a lot of the functionality of the Enterprise edition but is not as scalable.

Suitable for merchants looking to run stores with B2C turnovers up to £2 million per annum and with SKU listings of less than 25K the Community Edition can be customised extensively to deliver bespoke solutions for B2C and B2B clients that need to automate processes from the back office into the application.

Typical integrations include bespoke SQL ERP systems, MS Dynamics NAV/CRM, SAP and Oracle. All of these integrations are managed via our extended module known as Magento Connected Commerce.

To see examples of our high end Magento Community sites that use Magento Connected Commerce please see;

www.sovr.co.uk
www.kinesis.co.uk

Magento Enterprise Edition (EE)

The Enterprise edition of Magento is the paid for version of Magento, starting at \$22,000 per annum at the time of writing. It is fully covered by an SLA direct with Magento and comes with full support from the company.

The Magento Enterprise Edition Platform empowers you to create rich, differentiated consumer experiences that maximize revenue and help you achieve the highest levels of success.

They have designed every feature built into the Magento platform to help you improve ROI. Here are a few ways it can help you drive revenue and save time and money:

Get instant access to robust out of the box enterprise features. No other platform provides the variety of built-in tools and features that Magento does at any price point.

Operate more efficiently. An intuitive platform that makes it easy for you and your marketing and merchandising teams to set-up, implement, and manage some of Magento's most powerful features with in-house, non-technical resources, or even by yourself.

Give yourself unparalleled flexibility and control. Whether you're refreshing your brand or scaling up your business, invest in a platform that integrates with your existing platform and supports your business as it grows.

99.9% of the time you can achieve what you want cost-effectively with Magento via custom development through a Magento Solutions Partner such as Star Digital.

Magento Enterprise Edition is the only eCommerce solution that delivers enterprise-class capabilities and performance at the most compelling lowest total cost of ownership, as well as the flexibility and scalability to support your aggressive business growth goals.

To see examples of our high end Magento Enterprise sites that use Magento Connected Commerce please see:

www.darlighting.com
www.darlighting.co.uk
www.fitness-superstore.co.uk



STANDARD FEATURE SET

Marketing, Promotions and Conversion Tools

- Related products, up-sells and cross-sells
- 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
- Generate a set of unique coupon codes for each promotion and export the list of codes for offline distribution, email, newsletters and more.
- Easily manage and monitor coupon usage and generate detailed reports
- Multi-tier pricing for quantity discounts
- Minimum Advertised Price (MAP)
- Landing page for categories
- Customer groups
- Product bundles
- Recently viewed and compared products
- New items promotional tool
- Persistent shopping cart
- Free shipping options
- Polls
- Newsletter management
- Send to a friend for all visitors or registered users only
- Send wish lists by email

Site Management

- Control multiple websites and stores from one Administration Panel with the ability to share as much or as little information as needed
- Administration permission system roles and users
- Fully 100% customizable design using templates
- Support for multiple languages and currencies. Web Services API for easy integration between Magento and third-party applications
- Batch import and export of catalog and customer information
- Content Management System for informational and landing pages
- Tax rates per location, product type or customer group (i.e. wholesale vs. retailer)
- CAPTCHA functionality to help prevent automated software from attempting fake logins. This auto-generated test ensures that the login is being attempted by a person and can be enabled in both the admin and customer login areas

Catalog Browsing

- Layered / faceted navigation for filtering of products in categories and search results - Filter products by price and display a range of prices based on even increments or by a similar number of products within each range
- Static block tool to create category landing pages
- Product comparisons with history
- Configurable search with auto-suggested terms
- Breadcrumbs
- Ability to assign designs within category and product level (unique design per product/ category)
- Recently viewed products
- Popular search terms cloud
- Product listing in grid or list format

Catalog Management

- Simple, configurable (e.g. size, color, etc.) bundled and grouped products
- Create different price points for different customer groups, such as wholesalers and retailers
- Virtual products
- Downloadable/digital products with samples
- Unlimited product attributes
- Attribute sets for quick product creation of different item types
- Inventory management with backordered items, minimum and maximum quantities
- Batch updates to products in admin panel
- Automatic image resizing and watermarking
- Advanced pricing rules and support for special prices
- Search results rewrites and redirects
- Moderated product tags and reviews
- Customer personalized products – ability to upload images and text (i.e. for embroidery, monogramming, etc.)
- Customer sorting – define attributes for customer sorting on category (price, etc.)
- RSS feed for low inventory alerts

Checkout, Payment and Shipping

- One-page checkout
- Guest checkout and checkout with account to use address book
- Shipping to multiple addresses in one order
- Option for account creation at beginning of checkout
- SSL security support for orders on both front-end and back-end
- Saved shopping cart
- Accept gift messages per order and per item
- Shopping cart with tax and shipping estimates
- Saved credit card method for offline payments
- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integration with multiple PayPal gateways
- Integration with Authorize.net
- Accept checks/money orders
- Accept purchase orders
- Additional payment extensions available through Magento Connect
- Offer Bill Me Later as a payment option
- Shipping integration with label printing - view, edit, print labels for all major carriers

- Integrated for real-time shipping rates from: - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Ability to specify allowed destination countries per method
- Flat rate shipping per order or item
- Free shipping
- Table rates for weight, sub-total, destination and number of items
- On-site order tracking from customer accounts

Product Browsing

- Multiple images per product
- Product image zoom-in capability
- Related products and upsell
- Stock availability
- Multi-tier pricing upsell
- Product option selection
- Grouped products view
- Add to wish list
- Send to a friend with email
- Share on Facebook

Order Management

- View, edit, create and fulfill orders from the admin panel
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices, packing slips and shipping labels
- Call center (phone) order creation - provides transparent control for administrators and front-end enhancements for customers during the shopping process. Changing product configurations, for all types of products, can be done by the call center sale representative on the admin side as well as by the customer throughout the shopping process. Custom product choices and configurations can be changed directly during order creation, in the wish list and the shopping cart - Includes the ability to create new customers, or select existing customers and view their shopping cart, wish list, last ordered items, and compared products lists, as well as select addresses, give discounts and assign custom prices
- Assisted Shopping - customer service representatives and other admin users are

able to manage products and coupons in customers' shopping carts and wish lists through the administrator panel

- Customized Order Status - tracking an order is easier than ever with customizable order statuses easily assigned to order states. A predefined list of order states (ex. new, processing, payment review, complete) represents the order processing workflow.
- An order status is assigned as a sub-category of the order state (ex. cancelled, complete, decline)
- Create re-orders for customers from the administration panel
- Email notifications of orders
- RSS feed of new orders

Search Engine Optimization

- 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

Customer Accounts

- Account dashboard
- Address book with unlimited addresses
- Wish list with ability to add comments
- Order status and history
- Re-orders from account
- Recently ordered items
- Default billing and shipping addresses
- Email or send RSS feed of wish list
- Newsletter subscription management
- Product reviews submitted
- Product tags submitted
- Downloadable/digital products

Customer Service

- Contact Us form
- Create and edit orders from the admin panel
- Feature-rich customer accounts
- Order history with status updates
- Order tracking from account
- Password reset email from front-end and admin panel
- Order and account update emails
- Customizable transactional emails

International Support

- Support for localization, multiple currencies and tax rates - Includes support for WEEE/DEEE in EU
- Support for accented characters and right to left text
- Configurable list of allowed countries for:
 - Site registration
 - Shipping destination addresses with ability to specify per shipping method
 - Billing addresses with ability to specify per payment method
- European Union VAT-ID validation facilitates the tax collection process by automatically applying the correct tax rules according to VAT customer groups
- EU cookie notification simplifies the EU
- Privacy and Electronic Communications
- Directive compliance process by displaying an opt-in message at the top of the storefront

Analytics and Reporting

- Integrated with Google Analytics
- Admin dashboard for report overview
- Sales report
- Tax report
- Abandoned shopping cart report
- Best viewed products report
- Best purchased products report

- Low stock report
- Search terms report
- Product reviews report
- Tags report
- Coupon usage report
- Total sales invoiced
- Total sales refunded

Mobile Commerce

Mobile HTML5 (pre-integrated)

Quickly and easily create a storefront optimized for mobile devices so customers can shop even when they're on the go. This mobile interface uses HTML5 technology and supports iPhone, Android and Mobile Opera browsers. It includes out-of-the-box features such as:

- Device-specific media capabilities for audio and video
- User-friendly search and results display
- Clean display of product detail pages
- Pinch, multi-touch and scaling images
- Easy swipe between product images
- Zoom capabilities
- Cross-sell and up-sell capabilities
- Drag-and-drop of products to the shopping cart

Responsive Design

Quickly create a site optimized for any device using an included responsive design reference theme. Can be easily customized for a fast time to market.

- Includes all major flows, product types and features
- Reduces long-term maintenance costs and eases site updates
- Offers SEO benefits by using Google's preferred approach to optimizing mobile sites

Native Device Applications

Support available for native applications on iPhone, iPad, and Android mobile devices.

- One admin panel for multiple devices
- Seamless integration with your current product catalog, CMS and store configurations
- Real-time customization including updates for promotions and merchandising
- Support for a wide range of checkout capabilities



ENTERPRISE ONLY FEATURES

Customer Segmentation, Targeted Promotions & Merchandising

Segment customers into groups and optimize marketing initiatives by identifying specific customer groups using specific characteristics (address, location, sex, etc.) and/or value (purchase history, on-site browsing, etc.).

Advanced segmentation capabilities include the ability to identify unknown site visitors. Whether they're new visitors or returning customers who have not logged in, you'll now be able to identify and target them with special promotions to convert browsers into buyers.

Dynamic Rule Based Product Relations

Dynamically target customers to present up-sells, cross-sells, and related products based on their specific product selections. Rules are easily administered through a condition based tool,

allowing marketers to easily manage specific product suggestions, shopping cart price rules and banners to any customer segment to encourage additional purchases.

Persistent Shopping

Customers are able to shop and maintain items of interest in their shopping cart, wish lists, recently viewed and recently compared items between browsing sessions and from device to device. Once a customer logs in to a site, a long-term cookie is established for that browser/device combination and the customer can now view the contents of their shopping cart in subsequent sessions without logging in again.

Automated Email Marketing Reminder

Increase customer retention by automating email reminders to customers with abandoned shopping carts and wish lists. Email reminder campaigns are configurable and customizable for a variety of parameters including frequency, cart value, quantity and more.

Private Sales

Restrict your catalog to specific customers. Create invitations and events for limited time sales to select customers and allow customer-initiated invitations.

Gift Registry

Increase revenue and capture valuable customer data with the Gift Registry feature. Those purchasing gifts can search for the registry by owner's name, email or gift registry ID. Privacy settings are included.

Gifting Options

Allow customers to purchase physical and virtual gift certificates/cards for your store. Increase the average order value with gift wrapping and gift messaging options to individual products or complete orders before check out. Applicable pricing and taxes for gift wrapping options are easily configured by administrators.

Rewards Points

Enables merchants to implement programs that provide incentives to frequent shoppers, increasing customer loyalty. Points can be awarded based on a wide range of transactions and customers. Redemption rules can be controlled by merchants based on a variety of parameters including balances, expiration, customer history, conversion rate and more.

Store Credits

Store credits can be created and tied to customer accounts. Orders can also be refunded with store credit or virtual gift cards which can be redeemed to make future purchases.

Multiple Wish Lists

Customers can save products to multiple wish lists and copy or move items from list to list. They can make their wish lists public so they're searchable by anyone. And merchants can review them to learn about their customers' wants and needs.

Add to Cart by SKU

Streamline the ordering process, especially for B2B customers, by enabling them to enter a list of SKUs without having to go into product pages. This simplifies large orders, recurring orders and ordering based on offline catalogs.

Return Management Authorization (RMA)

Enables of customer and merchant administration of returns with support for partial order and individual item returns, customer notifications, shipping methods and more.

Content Management System

Magento's CMS uses a WYSIWYG editor with support for rich content. Build complex content pages, create multiple versions of a page, restrict publishing privileges and create menus. Easily add CMS pages to the navigation menu and create, copy or delete different CMS hierarchy trees for each website and store view individually or en masse.

Scheduled Import/Export Functionality

Import and export product catalog data either locally or from remote FTP servers. Merchants can configure for error handling, status reporting and backup.

Backup and Rollback

Manage and schedule a variety of backup operations with the option to rollback the changes to reverse any modifications. This feature is particularly useful when testing new modules or customizations, or when upgrading to a new version of Magento. You can review specific customizations and their impact on the new code. (We do not recommend using this feature in your production environment.)

Three types of backup are supported:

- System Backup
- Database Backup
- Database and Media Backup

Staging, Merging and Rollback of Content

Create a staging site to test new categories, product information, promotions etc. Content can be merged to the live site after approval, either on-demand or per a schedule. Supports on-demand, scheduled merges and rollbacks of content.

Customer Attribute Management

Improve sales and marketing efforts with advanced attribute management. Customer account and address attributes are managed by the Magento Administrator interface and then used to create customized marketing campaigns and customer profiles.

Administrator Permission Roles on Website and Store Levels

Restrict access roles so that staff can view only the data to the stores relevant to them.

Price and Promotion Permission

Merchants can create and control multiple admin roles for reading and editing prices and promotions.

Logging of Administrator Actions

Track and review all actions taken by administrator users, with the ability to see views, edits and deletions of information. Logs are associated to specific administrator users, with the ability to see the action taken, when it was made, and more.

Category View and Purchase Permissions per Customer Group (Limited Catalog Access)

Manage viewing or purchasing items access by customer group. Access can be controlled globally or by specific category.

Order Archiving

Increase store performance and provide efficiencies in store management through an order archiving module, enabling merchants to archive orders after a configurable time. Orders are still available to both administrators users and customers, while providing increased performance by storing historical orders in an archive.

Solr Search

An alternative to the standard Magento search, Solr search provides merchants with site-search options and enhancements to the speed, quality and relevancy of search results provided to customers. Performance and search quality are improved with layered navigation and features like spelling/synonyms/stop words and weighted attributes.

Full Page Caching

Enhance performance with caching of primary pages, including category, product and CMS pages for all users, including session users (excludes personal information). Caching of pages generally improves server response times and reduces load.

Optimized Indexing

Optimized indexing enables significantly faster indexing with limited to no impact to the customer's shopping experience. This makes it easier to add and update products more frequently while ensuring URLs, promotions, navigational menus and product search tools are always up to date while never slowing down site performance. Incremental indexing reduces the need to perform a full re-index and most indexing operations are automated.

Configurable Order Tracking Widget

Customers can track the status of existing orders and returns without the need to log in to their account.

Support for Alternate Media Storage – CDN and Database

Media files can be stored within the database or CDNs.

PA-DSS Certification/Payment Bridge

Magento Secure Payment Bridge is a PA-DSS certified payment application, enabling merchants to efficiently attain PCI compliance with minimum cost and effort. Customers will also be able to securely save their credit card information for future transactions

Strong Data Encryption, Hashing and Key Management

Strong data encryption based on AES-256 and strong hashing based on SHA-256. Database keys are easily managed and updated.



B2B SPECIFICS

If you have a B2B Ecommerce project you should make contact with Star Digital as part of the process.

Call **01604 696 385**

Magento lends itself to B2B Ecommerce implementations due to its ease of extensibility.

At Star Digital we specialise in B2B implementations, specifically where there is the need for an integration with a 3rd party ERP/CRM/PIM system or a bespoke database architecture. Our developers have worked for several years to develop and extend our own middleware solution specifically designed for B2B known as the Magento Connector Plus.

The connector is designed to allow for a seamless movement of data into and out of Magento to include but not limited to the following;

- Customer Data
- Product SKU data
- Product Information
- Product Imagery
- Product Pricing
- Group Pricing
- Tier Pricing
- Customer Specific Pricing
- Inventory
- Bill of Materials
- Order Data
- Shipping Rules
- Offer Rules
- Payment Transaction Data

The Magento Connector Plus has been configured to work with MS Dynamics NAV, MS SQL, SAP, Oracle, BrightPearl, Spark and a number of other proprietary back office systems. It is fully web service enabled and interacts directly with Magento models to ensure fast, accurate and future-proofed transferral of data.

Our skill in the creation of custom Magento modules means that we are able to create intelligent solutions for our customers to enable them to maintain any USP's or daily methods of operation and transfer them into the online environment for their customers.

Recent examples of this include;

- A bespoke Shade Configurator for a lighting company
- Knowledge Bank linked to Products for a Scientific Supplies Company
- Colour Chooser CGI model for a Small Domestic Appliances Brand
- PDF Catalogue Generator Direct from the Magento Database for a Medical Clothing Supplier
- A Client Specific CSV Daily Feed of Products, Pricing & Inventory for a Global Electronics Supplier



PLANNING FOR YOUR MIGRATION

When you are looking to migrate away from a different platform it is important to manage a few key areas as part of the process.

Product and category data

If the migration is manual (No back office system in place) then it will be important to perform some manual data exports from your existing system, making sure that you create CSV files for the simple, grouped and configurable products, meta descriptions and the categories that are found in the existing website.

You will also need to look for a media folder and download your product imagery using an FTP client. Star Digital will then request that this is archived and sent too our ecommerce team at ecommerce@star-digital.co.uk using a file transfer service such as www.wetransfer.com

If you have an ERP or PIM system it will be important to make sure that Star Digital have access to this and the web service instructions that relate to it. This will normally be requested at the RFI stage of the project and written into the functional specification.

Customer Data

Exporting all of your existing customers is the next phase, you will not be able to bring order history across economically unless you have a back office system, but you will be able to create new customer accounts for all of your historic users and on launch all of them will be emailed prompting them to choose a password and log in to the new Magento web site.

Blog and Newsfeed Data

If you have a blog/newsfeed on the existing site you will need to export this data to a CSV file as well. If you are using Wordpress there is a simple export/import routine that can be followed. A member of the Star Digital team can provide further information.

Search Engine Equity

If your current site is not listed in Google Search Console our digital marketing team will assist in getting it configured. We will use the resultant data alongside some of our other SEO reporting tools to fully understand which of your pages rank well in the main search engines and ensure as part of the migration process that 301 redirects are created to permanently point the old page URL's to the new ones therefore maintaining your search rankings.

Hosting

Proper hosting of your Magento site is very important. You need to make sure that it has the correct amount of resource and is configured to provide optimum performance. At Star Digital we recommend our clients use Nexcess for their hosting needs. The service is affordable, robust and they are a platinum hosting partner to Magento with global coverage. Providing solutions from simple Community solutions right through to multi-server load balanced solutions for Enterprise clients.

MOVING MAGENTO AGENCY

Sometimes you will need to consider moving from your current supplier and in this case it is very important that you know what to expect.

In most cases your existing provider will make the web site available via SSH or FTP.

Star Digital cannot underwrite any previous code and will perform a full audit of the your existing site before agreeing to take it over.

As part of any takeover project we will prepare a scope of works and provide a quotation to cover those works assuming there are no issues that are found as part of the process.

Typical issues that are found in poorly performing Magento sites include but are not limited to the following;

- Shared hosting environments with lack of resource
- Old versions of the Magento application
- Sites with no patching in place
- Core code overwrites (hacks)
- Conflicting and out of date plugins and extensions
- Unsecure payment gateway connections
- Hacked server and application environments (this will necessitate a fresh build in all cases)

If the Star Digital audit points to issues then any developer time needed to fix these will be charged on a time and materials basis. (Where developers find problems with poor coded Magento implementations they have to perform a lot of research to understand how to fix them - this time is chargeable. In some cases the development team will recommend a fresh build of the web site and Star Digital will quote for this separately before any other work begins)

Star Digital will always insist on the hosting of any site supported by us being on reputable hosting provider such as Nexcess or Rackspace. We can provide advice on this as part of any move.

A typical site move involves us creating a clone version of your live site on a new server, checking all of the elements on that site and performing any remedial works.

We will then perform any extra requirements outlined in the scope of works, such as new modules, changes to the theme or skin and we will then go through a full user acceptance testing process before releasing the site.

Star Digital will not perform any moves without a proper process in place to ensure that all risks have been captured and discussed and that we have a scope of works in place to cover all elements

Once the new build is signed off we will perform a database 'true up' with the live site and arrange the pointing of any DNS records to the new server.

Our new client on-boarding process will introduce your team to the main functions that are available to you as a Magento customer which include;

- Digital Creative Services
- SEO/PPC and Social Marketing
- Affiliate marketing
- Email marketing and Automation
- Web Analysis and Strategy Services
- Content Marketing Services
- Marketplace Selling
- Back Office Integration
- Custom Module Development
- Support Block



MAGENTO WEB HOSTING

Star Digital recommend hosting with a Magento partner such as Nexcess.

Their Magento SIP Plans provide the most stable, secure and scalable out-of-the-box Magento hosting solution on the market today. Starting at entry level and scaling through to multi server clustered solutions there is an SIP available to suit every configuration requirement.

Each SIP (Secure Isolated Platform) is an entirely self-contained and fine-tuned e-commerce hosting environment. SIPs come with a pre-installed Magento store running the most recent Magento software and are optimised for increased performance, stability and security.

To find out more please visit:

www.nexcess.net/magento/hosting-optimization

Star Digital are a partner to Nexcess and can arrange for on boarding calls to discuss the best requirements for your Magento project.





MAGENTO SUPPORT

Star Digital Block Buy Support Services

Once a web site has launched we understand how important it is to be able to support you in keeping your site running efficiently and making any development changes. An ecommerce site is an organic and evolving platform that requires constant change and refreshing to get the best out of it.

The Magento platform allows non-technical users to do a lot of the tasks to keep it fresh on a day to day basis, but from time to time you might need extra help.

To cater for this Star Digital have introduced a block buy support service that allows you to purchase from 5 hours at a time and use them for any of our services as necessary. So whether its support for a version upgrade, some new module development, or an SEO audit. The hours can be used as necessary.

Star Digital Magento Patching Service

Magento release regular security patches that need to be installed as soon as possible after release. Star Digital have introduced a simple monthly direct debit service for clients wishing to use this service.

Community users are charged **£40** per month and Enterprise users **£85** per month to ensure they are covered for any patch releases.

Star Digital SLA Agreements

For clients that need to have the option of a more intensive SLA on their Magento installation as opposed to a block buy service, Star Digital offer the following options all payable by direct debit;

4 hour response Mon-Fri 9-6pm
£369 per month

4 hour response incl. weekends
£540 per month

2 hour response incl. weekends/bank holidays
£760 per month

2 hour response 24/7
Please liaise with an account manager



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