

## Introduction

# Magento Go is shutting down on February 1, 2015.

Products eventually reach their natural end of life for various reasons, including changes in technologies and marketplace requirements. This is part of any technology product's lifecycle. Our goal is to help you make a smooth transition to a new eCommerce solution, and to provide as much visibility as possible during the process.

This document provides more details about the end of life of Go, information to help you plan your transition, an FAQ to provide more detail, and also options for support.



## Magento Go Migration Checklist

Use this checklist to help organize and prepare for the migration of your store to a new eCommerce platform.



## Export and Archive Your Data

Your store contains a wealth of business information that can be used to:

- Expedite and simplify the process of creating a new store
- Provide long-term analysis of business trends
- Facilitate customer service actions related to pre-migration transactions

Export and securely archive your store information as close to the migration date as possible. Data and reports from your store will no longer be available after **January 31, 2015**.

Some of the export data will be required for the migration of your store to the new eCommerce platform. Although other data might not be needed for the migration, it is important to have for future reference and analysis. Most reports generated by your store can be exported as comma-separated-value (.csv) or text (.txt) files, and easily converted to other formats.

1. As close to the migration date as possible, export the following data and reports:

- Catalog Data
- Customer Data
- Invoice/Order Data
- All Reports
  - Sales
  - Shopping Carts
  - Products
  - Customers
  - Tags
  - Reviews
  - Search Terms

2. Additional information to be captured includes:

- CMS Content Pages
- Catalog Images
- Media Storage Images
- Store Design Elements (including any custom CSS and JavaScript)

Please contact our support team if you need assistance exporting your data and reports, or capturing other information in your store.



### **Verify Access to DNS Settings**

If you have a dedicated custom domain for your store, you might be familiar with the domain management tools provided by your registrar. If not, you will need to become familiar with your registrar's control panel and the required settings to transfer your domain.

1. Make sure that you have access to your domain registrar's control panel, so you can manage your account.
2. Verify that the contact information for your domain is accurate.
3. After saving any changes, check your email for a confirmation notice. Be sure to respond to all confirmation messages you receive, to ensure that the update is not delayed or canceled.



### **Prepare Your DNS Record Updates**

Most eCommerce providers have prepared specific instructions for transferring a domain to their environment. Your new eCommerce provider might offer a selection of options that supports different business requirements, including:

- Name Server Settings
  - "A" Record Options
  - CNAME Options
1. Review the available options to determine the best solution for your business. Then, make note of the following:
    - Required Name Server Domains
    - "A" Record IP Address
    - CNAME Settings
  2. Explore your domain registrar's control panel to make sure that you understand how to transfer your domain to your new store when it is ready for business.

3. When migrating to a new eCommerce platform, domain registrar, or email provider, you will need to modify your existing DNS records, and possibly create additional ones. Take note of any other DNS records that are associated with your current domain configuration. Then, ask your new eCommerce provider, email service provider, or domain registrar which of the following record types need attention:

- MX Record
- TXT Record
- Other Record Types?

The DNS records might need additional updates to support changes to your email service provider, blog, or other external validation processes that are related to your store.



### **Update Your DNS Settings On Your “Go Live” Date**

1. When your new store is ready to go live, the DNS records must be updated again. Log in to the control panel of your domain registrar, and modify the DNS records according to your new eCommerce provider’s specifications. This update will seamlessly direct shoppers to your new store.
2. Because DNS changes can take at least 48 hours to fully propagate across the Internet, it is possible that some shoppers will continue to be directed to your former store after the DNS changes have been made. During the propagation period, you can do either of the following, according to your business needs:
  - To prevent additional orders from being placed in your former store, you can put the store into “maintenance mode” to close the store during the propagation period.
  - You can leave the former store open during the propagation period to collect any sales that might possibly be lost during the transition.

## Magento Go merchants have attractive transition options:

**Magento Enterprise Edition** is the most powerful, flexible eCommerce platform that scales to support the largest online stores.

**Magento Community Edition** is a flexible eCommerce platform to take your business to the next level.

**Bigcommerce** offers a cloud-based eCommerce platform similar to what you're used to with Go and includes the essentials to grow your business.

For more about transitioning your store and other information, please visit the Migration Center at <https://go.magento.com/migration>.

## Questions or Problems? We're here to help.

We understand that moving your store to another platform represents a significant effort and inconvenience. We are honored to have been your business partner and will make every effort to help you through the migration process. We wish you much success and hope that your business continues to grow on your new eCommerce platform. Please contact Customer Support at <http://go.magento.com/support-page> if you have questions or concerns during the migration process of your store.

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## More details and frequently asked questions about Magento Go end of life:

**Q. When will Magento Go stores shut down?**

- A.** Magento Go is shutting down on February 1, 2015. The last day merchants will be able to access their store's admin functions will be January 31, 2015. We will no longer sell new Go stores, effective July 1, 2014.

**Q. How does this affect my store?**

- A.** Merchant stores on the Go platform will no longer operate or be available to customers beginning February 1, 2015. Merchants are encouraged to begin planning their transition to a new eCommerce solution right away.

Customer and technical support will remain unaffected and available to serve you.

**Q. How will this end of life announcement affect the Holiday shopping season?**

- A.** Your store will not be affected during the Holidays. It will continue to operate and perform at the same level you're used to; customers will not notice any difference either.

Magento is providing seven months advance notice so you can prepare to transition to a new eCommerce platform well before the Holiday season, and complete the transition after the Holidays.

**Q. Why is Magento shutting down Go?**

- A.** There are two related considerations in our decision. One is changing market requirements and the second is allocating resources to products best able to address those changing requirements.

We are focusing on our flagship products, Magento Enterprise Edition and Magento Community Edition. They offer the power, flexibility and features that are ideal for small and medium size businesses, and can scale to support larger businesses. The newest versions of these solutions offer features unavailable in Go, including a new responsive design reference theme that makes it possible to get a mobile device-friendly site much faster than ever before, and new payment options to streamline checkout and help increase sales.

Like Go, both are supported by a network of partners to help design, build, maintain and host your store. And, both can be extended with features and functionality from the Magento Connect marketplace.

**Q. Does Magento remain interested in working with small and mid-size businesses?**

**A.** Magento remains committed to small and medium size businesses, as do the certified developers and partners that make up the larger Magento Community. Our flagship solutions are ideal for SMB merchants and also scale to support growth.

**Q. What kind of assistance are you providing to ease the transition?**

**A.** The Migration Center features information, planning tools and resources to help you make a smooth transition to a new store. You can log into the Migration Center at <https://go.magento.com/migration> today with your Magento account credentials.

We identified some eCommerce offerings to meet your longer term business needs. Go to the Migration Center at <https://go.magento.com/migration> to see more information about these product options that offer improved performance, more features and functionality than Go, and also special offers.