

# From Enterprise to Community

by SupportDesk  
Ray Bogman & Ronald Bethlehem

Meet Magento™ <sup>UTRECHT NL</sup>

#MM16NL

12 & 13 Mei

 **SupportDesk**  
[www.supportdesk.nu](http://www.supportdesk.nu)

# From Enterprise to Community

by SupportDesk  
Ray Bogman & Ronald Bethlehem

UTRECHT   
Meet Magento™

#MM16NL

12 & 13 Mei

Success?  
Product Success  
Customer Success  
Business Success  
User Success



Performance Tuning  
Magento 2 Performance  
Threats to  
Magento 2 Security



D-Day



Technical Plan



Functional Plan



Product Development System



Product Development System



Initial Design



 **SupportDesk**

[www.supportdesk.nu](http://www.supportdesk.nu)

# How it all began

September 2009

1ste Magento Enterprise in NL

Eperium | Realvine | MAFF | Jira ICT

CrimsonWing

SupportDesk | ZJAM



1

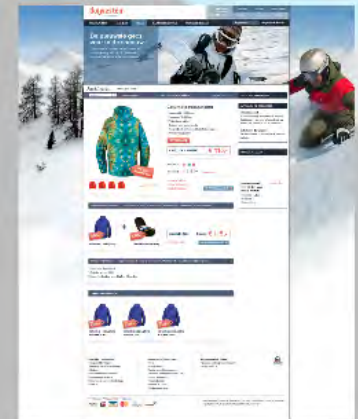
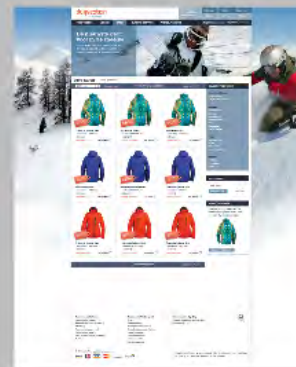
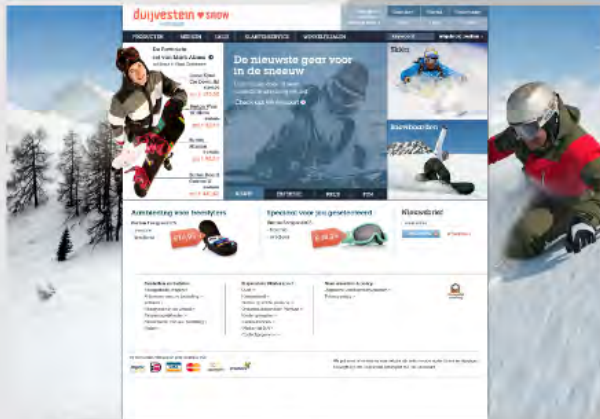
# September 2009

## 1ste Magento Enterprise in NL

### Eperium | Realvine | MAFF | Jira ICT

### CrimsonWing

### SupportDesk | ZJAM





**De Favoriete set van Mark Abma**   
adviseur in filiaal Zoetermeer

Lasse KJuss  
Cio Down Jkt  
~~€349,99~~  
**nu € 175,50**

Burton Wms  
Gt Glove  
~~€85,00~~  
**nu € 42,50**

Burton  
Mission  
~~€190,00~~  
**nu € 95,50**

Burton Board  
Custom X  
~~€680,00~~  
**nu € 340,50**

## De nieuwste gear voor in de sneeuw

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Check out Wintersport

### Skiën



### Snowboarden



NIEUW

EXPERTISE

PRIJS

FUN

### Aanbieding voor freestylers

**Burton Feelgood ICS**  
- freestyle  
- directional



### Speciaal voor jou geselecteerd

**Burton Feelgood ICS**  
- freestyle  
- directional



### Nieuwsbrief

email adres

ABONNEREN

afmelden >

#### Bestellen en betalen

- Veelgestelde vragen >
- Afleveren van uw bestelling >
- Afhalen >
- Reserveren in de winkel >
- Betaalmogelijkheden >
- Retourneren van uw bestelling >
- Ruilen >

#### Duijvestein Wintersport

- Over >
- Klantenkaart >
- Testen op echte sneeuw >
- Onderhoudsservice > Verhuur >
- Kinder groeiplan >
- Cadeaubonnen >
- Werken bij DW >
- Contactgegevens >

#### Voorwaarden & policy

- Algemene verkoopvoorwaarden >
- Privacy policy >



Bij Duijvestein Wintersport kunt u betalen met:



Alle prijzen en informatie op deze website zijn onder voorbehouden fouten en wijzigingen

Copyright (c) 200, Duijvestein wintersport BV, Ski, snowboard

## De nieuwste gear voor in de sneeuw

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



### Jack heren

sorteer op  toon als lijst > filter 14 4 items vergelijken pagina < 1 2 3 >



€115,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€345,-

K2 rumble jacket

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€415,-

Salomon 3 trier

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€345,-

K2 rumble jacket

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€415,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€115,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€415,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€115,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)



€115,-

Colombia Raising King

- waterdicht 10000 mm

- ademend

[bekijk product >](#) [vergelijk](#)

**SELECTIE AANPASSEN**

Selectie: 32 items  
[alle items >](#)  
[uitgebreid zoeken >](#)

**Merken**  
[alle merken >](#)  
[Burton >](#)  
[Columbia >](#)  
[Helly Hansen >](#)  
[K2 >](#)  
[Salomon >](#)  
[meer merken >](#)

**Prijs**  
[alle prijzen >](#)  
[0-200 >](#)  
[201 - 500 >](#)  
[meer dan 500 >](#)

**Type**  
[alle types >](#)  
[Freeride >](#)  
[racer >](#)

**NIJWSBRIEF**

email adres

**WELKE JAS VOOR U**

Welke type jas voor welke sport en welke omstandigheden. Laat u adviseren zodat u de juiste jas kiest.

Items vergeleken > pagina < 1 2 3 >

**Bestellen en betalen**  
[Veiligheids vragen >](#)  
[Afwerven van uw bestelling >](#)  
[Afhalen >](#)  
[Reserveren in de winkel >](#)  
[Betaalwijzen >](#)  
[Retourneren van uw bestelling >](#)  
[Rubric >](#)

**Dijvestein Winterport**  
[Over >](#)  
[kaartlocatie >](#)  
[Teiden op achtie online >](#)  
[Onderhoudservice/ Verhuur >](#)  
[Kinder groepen >](#)  
[Café/buorren >](#)  
[Winkel bij D&V >](#)  
[Contactgegevens >](#)

**Waarwaarden & privacy**  
[Algemeen verkoopvoorwaarden >](#)  
[Privacy policy >](#)



© 2013 Dijvestein Winterport kunt u betalen met:



Alle prijzen en informatie op deze website zijn onder voorbehoud. fouten en wijzigingen. Copyright © 2013, Dijvestein Winterport B.V. Alle rechten voorbehouden.

## De nieuwste gear voor in de sneeuw

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



### Jack heren

Hand - Jack heren    pagina < 1 2 3 >



#### Columbia raising king

- \* Waterdicht: 10.000 mm
- \* Ademend: 10.000 gm
- \* Waterdichte zakken
- \* Speciale zak voor de gogge
- \* 4 way stretch stof om makkelijk te bewegen
- \* Afneembare capuchon

€ 165,- - 30 % KORTING **€ 115,-**

Kies kleur     
Kies maat

#### AFHALEN OF BEZORGEN

**Thuisbezorgd**  
Als het artikel op voorraad is zullen wij het binnen 1 werkdag afleveren voor u in huis bezorgd.

**Afhalen in de winkel**  
dit artikel kunt u in een van onze winkels ophalen

#### WINKELFILIALEN

vallei roestrant 83  
2517 NH den haag  
tel 070 3858665  
Den Haag - Uithoek -  
Londrath -  
Zoetermeer >

 €345,- +  €345,- = **Normaal €165,- Setprijs € 115,-**

- \* Doelgroep: Snowboard
- \* Collectie: winter 2009
- \* Desat(k): heather grey, Big Red, Moon Blue

#### Vaak samen gekocht

 **het €345,-**   **het €345,-**   **het €345,-**

**columbia raising King** Normaal € 165,- **columbia raising King** Normaal € 165,- **columbia raising King** Normaal € 165,-

**Bestellen en betalen**  
Veelgestelde vragen >  
Afwerven van uw bestelling >  
Afhalen >  
Reserveren in de winkel >  
Bestelwijzigingen >  
Retourneren van uw bestelling >  
Rubric >

**Dijvestein Winter sport**  
Over >  
Klantenservice >  
Teilen op sociale media >  
Onderhoudsservice > Verhuur >  
Kinder groepjes >  
Café/buurtjes >  
Winkel bij DSV >  
Contactgegevens >

**Waarwaarden & privacy**  
Algemeen verkoopvoorwaarden >  
Privacy policy >



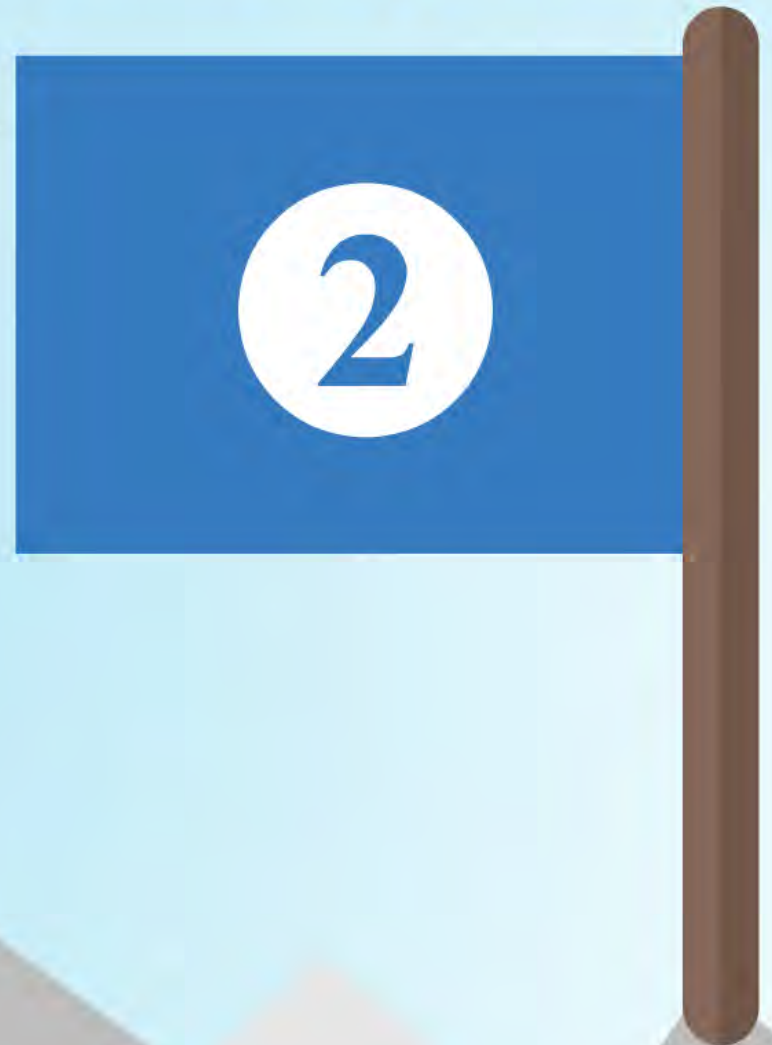
© 2010 Dijvestein Winter sport kunt u betalen met:



Alle prijzen en informatie op deze website zijn onder voorbehoud fouten en wijzigingen.  
Copyright © 2010, Dijvestein Winter sport B.V. Alle rechten voorbehouden.

# Impact Enterprise after 5+ years

- Increased licence fees from 10K to 17K
- How many EE solutions were used in 5+ years?
- Sales between 2009 - 2015 (GA)



# between 2009 - 2015 (GA)

## Audience Overview

1 Oct 2009 - 30 Apr 2015

Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

+ Add Segment

### Overview

Sessions VS Select a metric

Hourly Day Week Month

Sessions

10,000



Sessions

3,277,571

Users

1,760,924

Page Views

23,415,166

Pages/Session

7.14

Avg. Session Duration

00:03:46

Bounce Rate

31.61%

% New Sessions

53.47%

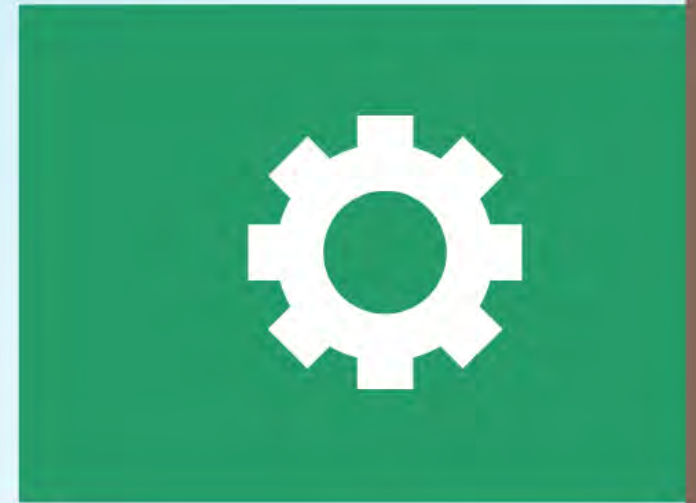
New Visitor Returning Visitor



# Rebuild – Start from scratch? no more Enterprise?

## Why?

Rebrand theme setup  
(framework, why, and what kind?)



Celebration, 60 Years of Duijvestein

# Functional Plan

What kind of modules do we need (convert???)

What about mobile?



4

<p><b>CATEGORIEËN</b></p> <p>HEREN →</p> <p>DAMES →</p> <p>KIDS →</p> <p><b>SKI</b> →</p> <p>SNOWBOARD →</p> <p>PROTECTIE →</p> <p>ACCESSOIRES →</p> <p>ZOMER →</p> <p>MERKEN →</p>	<p><b>SALE</b></p> <p>Lorum ipsum ski (titel)</p>	<p><b>OUTLET</b></p>	<p><b>ZOETERMEER</b></p>	<p><b>LANDGRAAF</b></p>	<p><b>Winkelwagen</b> 1 Artikel   €201,99</p>	
	<p><b>Ski</b></p> <p>Skis Skischorten Skistokken</p>	<p><b>Skikleding</b></p> <p>Jassen <b>Overalls</b> Tritsen Handschoenen en Wanten Sokken Alle skikleding</p>	<p><b>Atomic w hax plus</b></p> <p>€ 209,99 € 150,00 →</p>	<p><b>Atomic w hax plus</b></p> <p>€ 209,99 € 150,00 →</p>	<p><b>Atomic w hax plus</b></p> <p>€ 209,99 € 150,00 →</p>	<p><b>Lange en st 110 pro</b> € 251,99 Deuren, Backs, White Yellow, Model: 24,5</p> <p>Subtotal € 251,99 Verzendkosten € 4,95 Totaal € 256,94</p> <p>← Versterk Winkelwagentje <b>Aankomen</b> →</p>

<p>XS S M L</p> <p><b>686 Authentic Moniker Insulated Jacket</b></p> <p>€ 109,00 € 9,00</p>	<p><b>48%</b></p> <p><b>686 Authentic Moniker Insulated Jacket</b></p> <p>€ 109,00 € 95,00</p>	<p><b>ARBOR</b></p> <p><b>686 Authentic Moniker Insulated Jacket</b></p> <p>€ 109,00 € 95,00</p>	<p><b>ARBOR</b></p> <p><b>686 Authentic Moniker Insulated Jacket</b></p> <p>€ 109,00 € 95,00</p>	<p><b>ARBOR</b></p> <p><b>686 Authentic Moniker Insulated Jacket</b></p> <p>€ 109,00 € 95,00</p>
---	--	--	--	--

<p><b>Ski</b></p> <p>Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.</p>	<p><b>Snowboard</b></p> <p>Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p><b>Helmen</b></p> <p>Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p><b>Brillen</b></p> <p>Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	<p><b>Bindingen</b></p> <p>Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>
--	---	--	---	---

<b>SKI</b>	<b>SNOWBOARD</b>	<b>KIDS</b>	<b>JASSEN</b>
------------	------------------	-------------	---------------

← **THE NORTH FACE** **TENSON** **SINNER** **SALEMZIN** **PROTIST** **ONEILL** **BURTON** →

Duijvestein wintersport sinds 1955 - 80.000 trouwe klanten - Lorem ipsum - etc. - etc. f g+ t w

<p><b>Klanten service</b></p> <p>Beeldform en Examen Beelden Kluis en kluisbeelden Contact Aankomstbeelden Knooppakket</p>	<p><b>Winkels</b></p> <p>Winkelbeelden Examenbeelden Beelden op locatie Tentoonstellingen Eindepresentatie</p>	<p><b>Duijvestein Wintersport</b></p> <p>Over Activiteiten Algemene Voorwaarden Aankomstbeelden</p>	<p>Meld je aan voor de nieuwsbrief</p> <p>E-mail: <input type="text"/></p> <p><b>Aankomen</b> →</p>	<p><b>Laatste tweets</b></p> <p>Duijvestein @Duijvestein · 11 Jun 20 Oh man, oh man, oh man, oh man, #DCJokes voor mijnnieuwe shop, je hier met 30% korting! https://t.co/1kxkxkxk</p> <p>Duijvestein @Duijvestein · 11 Jun 20 So small, so stoked! #GoPro #SBCAdventure. Nu verkrijgbaar bij Duijvestein Wintersport! https://t.co/1kxkxkxk</p>
--	--	---	---	--







# Technical Plan

- Start with clean 1.9
- Preserve all sales and product data
- Cleanup old attributes





```
$old_query = $old->query('describe '.$tableName);
    $old_data = to_assoc($old_query->fetch_all());
    $old_query->free();

$new_query = $new->query('describe '.$tableName);
$new_data = to_assoc($new_query->fetch_all());
$new_query->free();

$result = "";

foreach($new_data as $newKey =>$newData)
{
    if(array_key_exists($newKey,$old_data))
    {
        if(array_search($newKey,array_keys($new_data)) != array_search($newKey,array_keys($old_data)))
        {
            $result .= '    Column ' . $newKey . ' available but in wrong order'.PHP_EOL;
        }
    }
    else
    {
        $result .= '    Missing column ' . $newKey.PHP_EOL;
    }
}

if(strlen($result) > 0)
{
    echo 'Checking '.$tableName.PHP_EOL.$result;
}
```

```

TRUNCATE catalog_product_entity_tier_price;
ALTER TABLE cataloginventory_stock_item ADD is_decimal_divided smallint(5) NOT NULL DEFAULT 0;
ALTER TABLE customer_eav_attribute DROP COLUMN is_used_for_customer_segment;
ALTER TABLE customer_entity ADD disable_auto_group_change smallint(5) unsigned NOT NULL DEFAULT '0';
ALTER TABLE core_website DROP visibility, DROP master_password, DROP master_login, DROP is_staging;
ALTER TABLE sales_flat_creditmemo DROP base_customer_balance_amount, DROP bs_customer_bal_total_refunded, DROP
customer_bal_total_refunded, DROP base_gift_cards_amount, DROP gift_cards_amount, DROP gw_base_price, DROP gw_price, DROP
gw_items_base_price, DROP gw_items_price, DROP gw_card_base_price, DROP gw_card_price, DROP gw_base_tax_amount, DROP gw_tax_amount,
DROP gw_items_base_tax_amount, DROP gw_items_tax_amount, DROP gw_card_base_tax_amount, DROP gw_card_tax_amount, DROP
base_reward_currency_amount, DROP reward_currency_amount, DROP reward_points_balance, DROP reward_points_balance_refund, DROP
base_postnl_cod_fee, DROP base_postnl_cod_fee_tax, DROP postnl_cod_fee, DROP postnl_cod_fee_tax, DROP customer_balance_amount, DROP
cybersource_token;
ALTER TABLE sales_flat_creditmemo ADD discount_description varchar(255);
ALTER TABLE sales_flat_invoice DROP cybersource_token, DROP base_customer_balance_amount, DROP customer_balance_amount, DROP
base_gift_cards_amount, DROP gift_cards_amount, DROP gw_base_price, DROP gw_price, DROP gw_items_base_price, DROP gw_items_price, DROP
gw_card_base_price, DROP gw_card_price, DROP gw_base_tax_amount, DROP gw_tax_amount, DROP gw_items_base_tax_amount, DROP
gw_items_tax_amount, DROP gw_card_base_tax_amount, DROP gw_card_tax_amount, DROP base_reward_currency_amount, DROP
reward_currency_amount, DROP reward_points_balance, DROP base_postnl_cod_fee, DROP base_postnl_cod_fee_tax, DROP postnl_cod_fee, DROP
postnl_cod_fee_tax;
ALTER TABLE sales_flat_invoice ADD discount_description varchar(255);
ALTER TABLE sales_flat_order DROP gift_message_id, DROP postnl_cod_fee_tax_refunded, DROP postnl_cod_fee_tax_invoiced, DROP
postnl_cod_fee_tax, DROP postnl_cod_fee_refunded, DROP postnl_cod_fee_invoiced, DROP postnl_cod_fee, DROP base_postnl_cod_fee_tax_refunded,
DROP base_postnl_cod_fee_tax_invoiced, DROP base_postnl_cod_fee_refund, DROP base_postnl_cod_fee, DROP base_postnl_cod_fee_refunded, DROP
base_postnl_cod_fee_invoiced, DROP base_postnl_cod_fee, DROP onestepcheckout_customerfeedback, DROP onestepcheckout_customercomment,
DROP reward_salesrule_points, DROP reward_points_balance_refund, DROP reward_points_balance_refunded, DROP rwrdr_crrncy_amnt_refunded,
DROP base_rwrdr_crrncy_amnt_refnded, DROP rwrdr_currency_amount_invoiced, DROP base_rwrdr_crrncy_amt_invoiced, DROP
reward_currency_amount, DROP base_reward_currency_amount, DROP reward_points_balance, DROP gw_card_tax_refunded, DROP
gw_card_base_tax_refunded, DROP gw_items_tax_refunded, DROP gw_items_base_tax_refunded, DROP gw_base_tax_amount_refunded, DROP
gw_card_price_refunded, DROP gw_card_base_price_refunded, DROP gw_items_price_refunded, DROP gw_items_base_price_refunded, DROP
gw_price_refunded, DROP gw_base_price_refunded, DROP gw_card_tax_invoiced, DROP gw_card_base_tax_invoiced, DROP gw_items_tax_invoiced,
DROP gw_items_base_tax_invoiced, DROP gw_tax_amount_invoiced, DROP gw_base_tax_amount_invoiced, DROP gw_card_price_invoiced, DROP
gw_card_base_price_invoiced, DROP gw_items_price_invoiced, DROP gw_items_base_price_invoiced, DROP gw_price_invoiced, DROP
gw_base_price_invoiced, DROP gw_card_tax_amount, DROP gw_card_base_tax_amount, DROP gw_items_tax_amount, DROP
gw_items_base_tax_amount, DROP gw_tax_amount, DROP gw_base_tax_amount, DROP gw_card_price, DROP gw_card_base_price, DROP
gw_items_price, DROP gw_items_base_price, DROP gw_price, DROP gw_base_price, DROP gw_add_card, DROP gw_allow_gift_receipt, DROP gw_id,
DROP gift_cards_refunded, DROP paypal_ipn_customer_notified, DROP gw_tax_amount_refunded, DROP base_gift_cards_refunded, DROP
gift_cards_invoiced, DROP gift_cards_amount, DROP base_gift_cards_invoiced, DROP base_gift_cards_amount, DROP gift_cards, DROP
customer_bal_total_refunded, DROP bs_customer_bal_total_refunded, DROP customer_balance_refunded, DROP base_customer_balance_refunded,
DROP customer_balance_invoiced, DROP base_customer_balance_invoiced, DROP customer_balance_amount, DROP base_customer_balance_amount;
ALTER TABLE sales_flat_order ADD coupon_rule_name varchar(255), ADD paypal_ipn_customer_notified int(11) DEFAULT 0, ADD gift_message_id
int(11);
ALTER TABLE sales_flat_order_address DROP giftregistry_item_id, ADD vat_id text, ADD vat_is_valid smallint(6), ADD var_request_id text, ADD
vat_request_date text, ADD var_request_success smallint(6);
ALTER TABLE sales_flat_order_payment DROP ideal_issuer_id, DROP paybox_question_number, DROP ideal_issuer_title, DROP cybersource_token,
DROP ideal_transaction_checked, DROP flo2cash_account_id;
ALTER TABLE sales_flat_quote DROP customer_balance_amount_used, DROP base_customer_bal_amount_used, DROP use_customer_balance, DROP
gift_cards, DROP gift_cards_amount, DROP base_gift_cards_amount, DROP gift_cards_amount_used, DROP base_gift_cards_amount_used, DROP
gw_id, DROP gw_allow_gift_receipt, DROP gw_add_card, DROP gw_base_price, DROP gw_price, DROP gw_items_base_price, DROP gw_items_price,
DROP gw_card_base_price, DROP gw_card_price, DROP gw_base_tax_amount, DROP gw_tax_amount, DROP gw_items_base_tax_amount, DROP
gw_items_tax_amount, DROP gw_card_base_tax_amount, DROP gw_card_tax_amount, DROP use_reward_points, DROP reward_points_balance, DROP
base_reward_currency_amount, DROP reward_currency_amount, DROP base_postnl_cod_fee, DROP base_postnl_cod_fee_tax, DROP postnl_cod_fee,
DROP postnl_cod_fee_tax;
ALTER TABLE salesrule_coupon ADD created_at timestamp NOT NULL DEFAULT CURRENT_TIMESTAMP, ADD type smallint(6) DEFAULT 0;
ALTER TABLE tax_calculation_rule ADD calculate_subtotal int(11) NOT NULL;

```

## **Have multiple environments**

Dedi: running old code, old database

Skeleton: clone of new database,  
with old modules

DWprod: new database

DWstag: clone of completed new environment

```
mysqldump dedi --no-create-info catalog_category_product catalog_category_entity catalog_category_entity_datetime
catalog_category_entity_decimal catalog_category_entity_int catalog_category_entity_text catalog_category_entity_varchar
cataloginventory_stock cataloginventory_stock_item cataloginventory_stock_status cataloginventory_stock_status_idx
cataloginventory_stock_status_tmp catalog_product_bundle_option catalog_product_bundle_option_value catalog_product_bundle_price_index
catalog_product_bundle_selection catalog_product_bundle_selection_price catalog_product_bundle_stock_index
catalog_product_enabled_index catalog_product_entity catalog_product_entity_datetime catalog_product_entity_decimal
catalog_product_entity_gallery catalog_product_entity_int catalog_product_entity_media_gallery catalog_product_entity_media_gallery_value
catalog_product_entity_text catalog_product_entity_tier_price catalog_product_entity_varchar catalog_product_link
catalog_product_link_attribute catalog_product_link_attribute_decimal catalog_product_link_attribute_int catalog_product_link_attribute_varchar
catalog_product_link_type catalog_product_option catalog_product_option_price catalog_product_option_title
catalog_product_option_type_price catalog_product_option_type_title catalog_product_option_type_value catalog_product_relation
catalog_product_super_attribute catalog_product_super_attribute_label catalog_product_super_attribute_pricing catalog_product_super_link
catalog_product_website core_store core_store_group core_website customer_address_entity customer_address_entity_datetime
customer_address_entity_decimal customer_address_entity_int customer_address_entity_text customer_address_entity_varchar
customer_eav_attribute customer_eav_attribute_website customer_entity customer_entity_datetime customer_entity_decimal customer_entity_int
customer_entity_text customer_entity_varchar customer_form_attribute customer_group eav_attribute eav_attribute_group eav_attribute_label
eav_attribute_option eav_attribute_option_value eav_attribute_set eav_entity eav_entity_attribute eav_entity_datetime eav_entity_decimal
eav_entity_int eav_entity_store eav_entity_text eav_entity_type eav_entity_varchar sales_best sellers_aggregated_daily
sales_best sellers_aggregated_monthly sales_best sellers_aggregated_yearly sales_flat_creditmemo sales_flat_creditmemo_comment
sales_flat_creditmemo_grid sales_flat_invoice sales_flat_invoice_comment sales_flat_invoice_grid sales_flat_order sales_flat_order_address
sales_flat_order_grid sales_flat_order_payment sales_flat_order_status_history sales_flat_quote sales_flat_quote_item_option
sales_flat_quote_shipping_rate sales_flat_shipment sales_flat_shipment_comment sales_flat_shipment_grid sales_flat_shipment_item
sales_flat_shipment_track sales_invoiced_aggregated sales_invoiced_aggregated_order sales_order_aggregated_created
sales_order_aggregated_updated sales_order_status sales_order_status_label sales_order_status_state sales_order_tax sales_order_tax_item
sales_payment_transaction sales_refunded_aggregated sales_refunded_aggregated_order salesrule_coupon salesrule_coupon_usage
salesrule_customer salesrule_product_attribute sales_shipping_aggregated sales_shipping_aggregated_order tax_calculation_rate
tax_calculation_rate_title tax_calculation_rule tax_class tax_order_aggregated_created tax_order_aggregated_updated | sed 's/LOCK TABLES \{(.*)\}
WRITE;/LOCK TABLES \1 WRITE;TRUNCATE \1;/g' | mysql dw_prod; php tools/convert.php salesrule sales_flat_creditmemo_item tax_calculation
sales_flat_order_item sales_flat_quote_address sales_flat_quote_item sales_flat_quote_payment catalog_eav_attribute sales_flat_invoice_item
sales_flat_quote_address_item | mysql dw_prod; mysqldump skeleton core_resource | mysql dw_prod; mysql dw_prod < core_config.sql
```

```
mysqldump dw_stag eav_attribute eav_attribute_group eav_attribute_label eav_attribute_option eav_attribute_option_value eav_attribute_set
cms_block cms_block_store cms_page cms_page_store eav_entity_attribute smartwave_blog smartwave_blog_cat smartwave_blog_cat_store
smartwave_blog_comment smartwave_blog_post_cat smartwave_blog_store smartwave_blog_tags catalog_eav_attribute | mysql dw_prod
```

# D-day

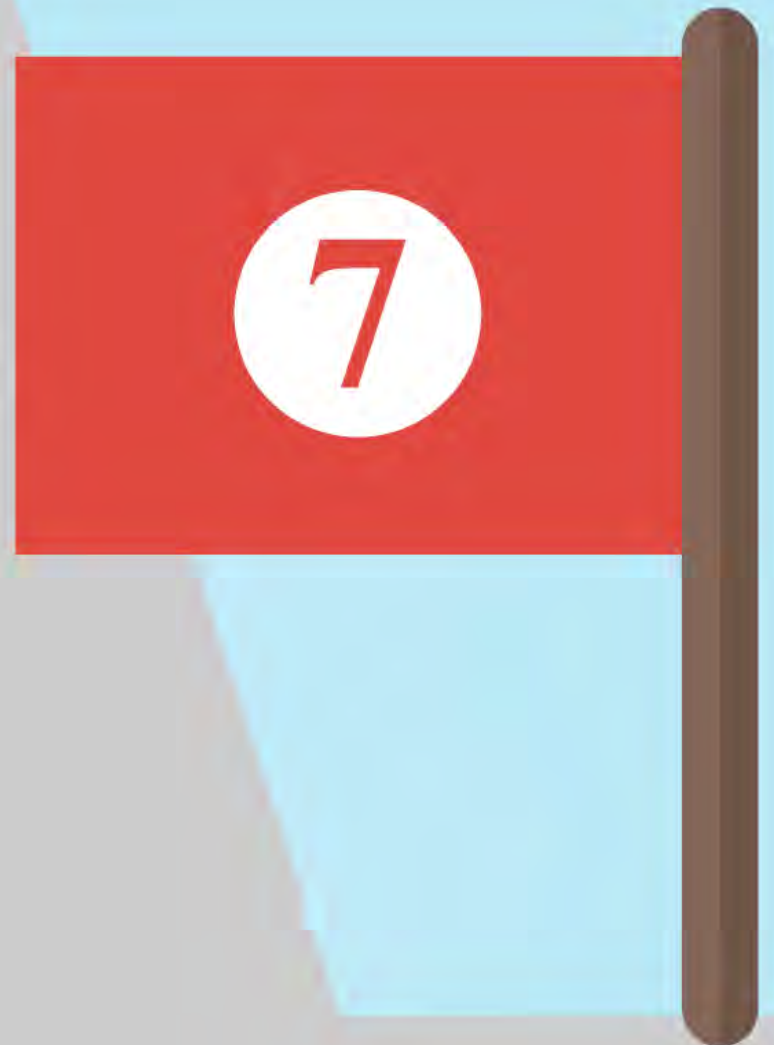
Migration day

More than 12 hours of migration fun

We had an extensive plan

```
1. Backup all data
2. Stop all services
3. Copy data to new server
4. Verify data integrity
5. Stop services on old server
6. Start services on new server
7. Update DNS records
8. Test everything
9. Announce migration
```

Time	Task	Status
10:00	Backup data	Completed
10:30	Stop services	Completed
11:00	Copy data	In Progress
11:30	Verify data	Completed
12:00	Stop old server	Completed
12:30	Start new server	Completed
13:00	Update DNS	Completed
13:30	Test services	Completed
14:00	Announce migration	Completed



Korte samenvatting van de release dag en bevindingen:

6.45 begonnen met release

9.00 issues bij inlezen data, 5 modules worden niet geupdate in db

11.13 drop db, te veel issue, nieuwe import maken en runnen

13:45 alles werkt nu, vincent krijgt toegang voor import rapidflow updates

15:00 postnl key opvragen, MSP testen config afronden, eerste orders testen

16:38 NAV testen en config afronden

16:49 GA live zetten

16:59 NAV import testen, issues met attrib code welke nog in NAV zitten maar niet meer in nieuwe website

18:30 Live

19:09 Ip block op alles er af

de oude omgeving is hernoemd naar [old.duijvestein-wintersport.nl](http://old.duijvestein-wintersport.nl)

Actie/taak	Server	Wie	Wanneer	Duur	opmerking/aandachtspunt	Afgerond
backup nieuwe omgeving	HYPERNODE	Ronald	30 sept	30 min	einde dag [database + files in tar.bz2]	v staan in dumps op
staging omgeving inrichten	HYPERNODE	Ronald	30 sept	30 min	copy public map naar staging verhuizen en swichen in db + poort [op deze manier kunnen we de actuele config en CMS pages copy pasten indien nodig]	
aanmaken duijvestein-wintersport.nl	DNS	Ray	30 sept	5 min	aanmaken duijvestein-wintersport.nl voor koppeling oude omgeving zodra nieuwe omgeving LIVE is	v
Stappen 0-3 uit technisch doc	HYPERNODE	Ronald	30-sept, einde dag	15min	zie doc.supportdesk.nu, duijvestein page: <a href="https://docs.supportdesk.nu/display/DUIV/How+your+database+went+to+Narnia">https://docs.supportdesk.nu/display/DUIV/How+your+database+went+to+Narnia</a>	v
maintenance mode+cron uit	LIVE	Ray+Ronald	1okt 6.45am		IPfilter draait dan op productie, iedereen die toegang moet hebben heeft dat nog	v
Disable FTP access op dedicated	LIVE	RAY	1okt		Block navision toegang	v
Stappen 4-10	LIVE	Ronald	1okt	45min	Het omvormen en opschonen van de 1.11 naar een 1.9 database	v
Stappen 11-15	Hypernode	Ray	1okt	1.5	Importeren en verder omvormen van de huidige db naar de nieuwe omgeving stap 13 is de grootste bottleneck, deze starten en dan naar kantoor vertrekken	v v nieuwe ssh-keygen sys:setup:incremen supportdesk_custo
reindex	hypermode	Ray				v
Flat op hypermode inschakelen!	Hypernode	Ray	1 okt			v
index:reindex:all	Hypernode	Ray	1 okt			v
oude Live verhuizen naar old.duijvestein-wintersport.nl	LIVE	Ray	1 okt			

# Performance Tuning...

Migration 2 Hypernode

Theme tuning

Fullpage Cache Extendware



# Success?

What did we achieve?

Shoppimon monitoring/statistics

Google statistics (sales | speed)

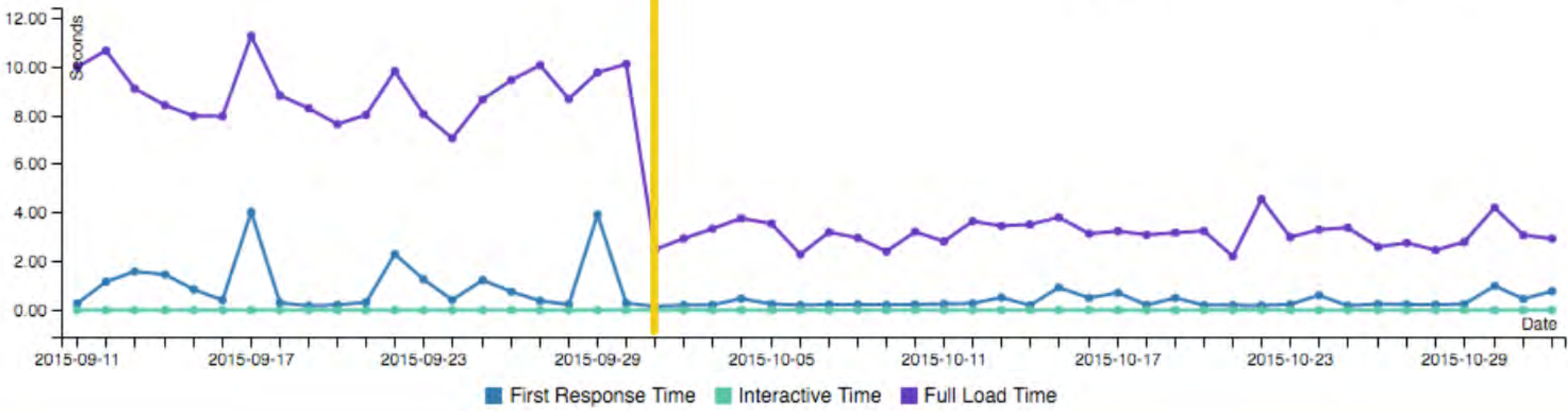
User experience



# HOMEPAGE

AVG. FIRST RESPONSE TIME  
**0.63sec.**

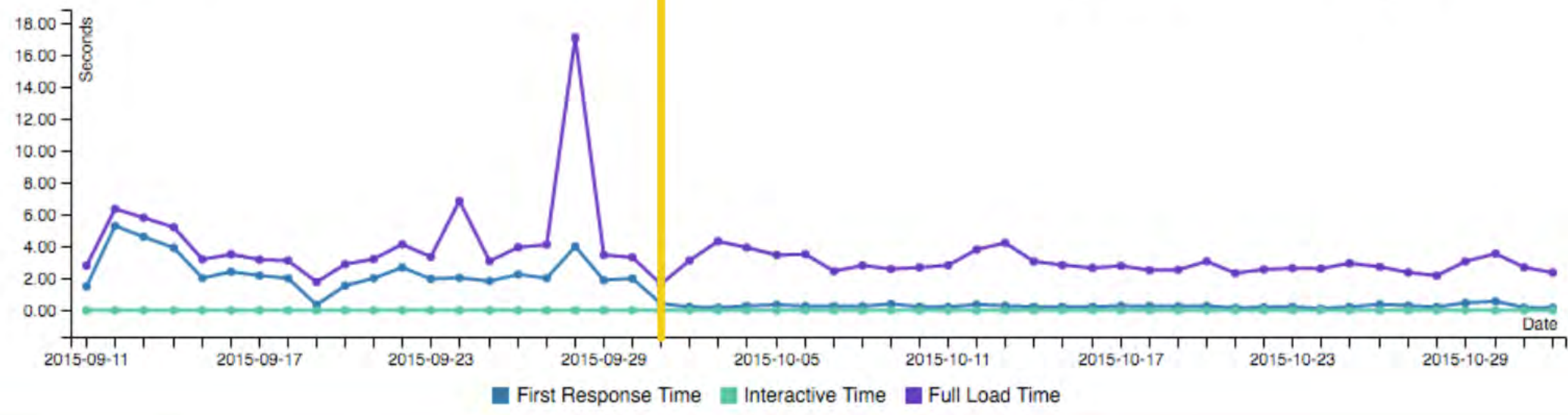
AVG. FULL LOAD TIME  
**5.15sec.**



# PRODUCT PAGE

AVG. FIRST RESPONSE TIME  
**0.83sec.**

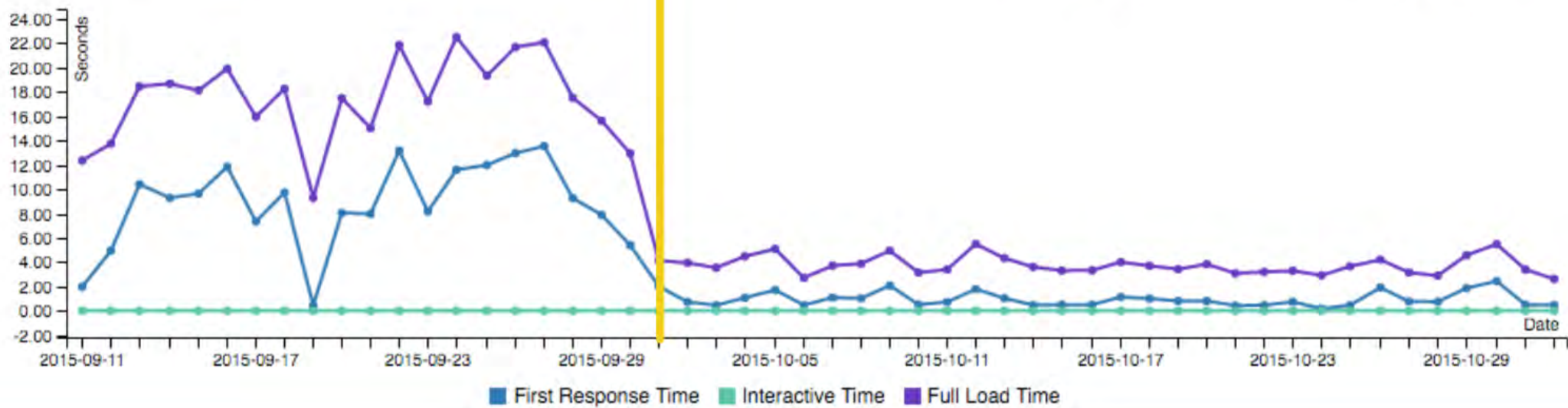
AVG. FULL LOAD TIME  
**3.26sec.**



# CATEGORY PAGE

AVG. FIRST RESPONSE TIME  
**2.99sec.**

AVG. FULL LOAD TIME  
**7.32sec.**



Device Category	Acquisition			Behaviour			Conversions			E-commerce
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate	
	0.72% <span style="color:red">▼</span> <small>517,997 vs 541,902</small>	5.24% <span style="color:green">▲</span> <small>52.63% vs 53.91%</small>	4.48% <span style="color:green">▲</span> <small>283,140 vs 271,005</small>	5.63% <span style="color:red">▼</span> <small>36.35% vs 35.02%</small>	16.30% <span style="color:green">▲</span> <small>6.37 vs 5.47</small>	1.11% <span style="color:green">▲</span> <small>00:03:04 vs 00:03:02</small>	8.80% <span style="color:green">▲</span> <small>4,340 vs 3,989</small>		9.59% <span style="color:green">▲</span> <small>0.81% vs 0.74%</small>	
1. desktop										
01-Oct-2015 - 30-Apr-2016	246,572 (45.83%)	54.27%	133,808 (47.26%)	34.18%	7.25	00:03:27	2,964 (68.23%)		1.20%	
01-Oct-2014 - 30-Apr-2015	276,636 (51.05%)	54.77%	151,522 (53.81%)	31.16%	5.88	00:03:14	2,886 (72.85%)		1.04%	
% Change	-10.87%	-0.92%	-11.69%	9.69%	23.33%	6.78%	2.70%	-7.90%	15.23%	
2. mobile										
01-Oct-2015 - 30-Apr-2016	168,936 (31.40%)	50.65%	85,569 (30.22%)	43.07%	5.21	00:02:15	522 (12.03%)		0.31%	
01-Oct-2014 - 30-Apr-2015	120,141 (22.17%)	46.37%	55,706 (20.56%)	44.23%	4.57	00:02:20	261 (6.54%)		0.22%	
% Change	40.61%	9.24%	53.61%	-2.61%	13.97%	-3.42%	100.00%	71.79%	42.23%	
3. tablet										
01-Oct-2015 - 30-Apr-2016	122,489 (22.77%)	52.06%	63,763 (22.52%)	38.91%	6.19	00:03:25	854 (19.62%)		0.70%	
01-Oct-2014 - 30-Apr-2015	145,125 (26.78%)	43.95%	63,777 (23.31%)	38.49%	5.46	00:03:14	842 (21.11%)		0.58%	
% Change	-15.60%	18.45%	-0.02%	1.09%	13.48%	5.66%	1.43%	-14.00%	20.17%	

Show rows: 10 Go to: 1 1-3 of 3 < >

This report was generated on 10/05/2016 at 20:48:36 Refresh Report

# From Enterprise to Community

by SupportDesk  
Ray Bogman & Ronald Bethlehem

UTRECHT   
Meet Magento™

#MM16NL

12 & 13 Mei

Success?  
Product Success  
Customer Success  
Business Success  
User Success



Performance Tuning  
Magento 2 Performance  
Threats to  
Magento 2 Security



D-day



Technical Plan



Functional Plan



Product Development System



Product Development System



Initial Design



[www.supportdesk.nu](http://www.supportdesk.nu)


# Creative Contributions by:



## Ray Bogman

- Magento Evangelist
- Trainer
- Performance nerd
- Security geek
- SEO freak



 @raybogman  
@supportdesknu

 **SupportDesk**  
Support voor Magento en Joomla!




- ✓ Performance optimalisatie
- ✓ Theming, templating
- ✓ Maatwerk training
- ✓ SEO, SEM, SEA
- ✓ Consultancy
- ✓ Load testing
- ✓ Upgrade
- ✓ Migratie
- ✓ Security
- ✓ Hosting
- ✓ Mobile
- ✓ APK

Magento 2 Cookbook

68 practical recipes that will help you realize the full potential of Magento to build a professional online store

Ray Bogman  
Vladimir Kerkhoff

 PACKT publishers since 2004

<https://www.linkedin.com/in/raybogman>

Meer weten? [www.supportdesk.nu](http://www.supportdesk.nu) Of bel 020-337 5961

# Creative Contributions by:



## Ronald Bethlehem

- Master Computer Science student VU Amsterdam  
Specializing in High Performance Computing

 @supportdesknu

 **SupportDesk**  
Support voor Magento en Joomla!



- ✓ Performance optimalisatie
- ✓ Theming, templating
- ✓ Maatwerk training
- ✓ SEO, SEM, SEA
- ✓ Consultancy
- ✓ Load testing
- ✓ Upgrade
- ✓ Migratie
- ✓ Security
- ✓ Hosting
- ✓ Mobile
- ✓ APK

Meer weten? [www.supportdesk.nu](http://www.supportdesk.nu) Of bel 020-337 5961