

The image features a solid green background with a repeating pattern of faint, semi-transparent geometric shapes, including squares, rectangles, and circles. In the lower-left quadrant, the word "magnolia" is written in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to its upper right. Below the brand name, the words "Magnolia Migration Services" are written in a smaller, white, sans-serif font.

magnolia®

Magnolia Migration Services

Why should you migrate to Magnolia 5?

Each Magnolia version is supported for at least **two years** after the release of the following major version. This means that Magnolia 4.4 will reach its **end of life** in June 2015, with Magnolia 4.5 reaching end of life in June 2016. Organizations running on Magnolia 4.x are thus well-advised to **move on** to Magnolia 5 now, to ensure continued **support** and keep up-to-date with today's **digital world**.

Magnolia's clients operate in a **challenging new business environment**: the digital world has changed the way people interact with businesses, creating much more demanding customers. They want experiences that add to or exceed what they know from the offline world - no matter where they are and what device they're using.

This means that each **digital business** needs a platform that allows it to **integrate** all other systems that the business is using (e-commerce, ERP, CRM, analytics and booking engines, to name but a few) - to make sure that customers get a seamless and pleasant experience all the way through. Magnolia 5 is the platform for this exact purpose - it enables businesses to act in an **agile** way, go to market **faster**, and stay **competitive**.

What are the business benefits of Magnolia 5?

Magnolia 5 is our most **powerful** and **flexible** release to date. It'll keep your implementation **state-of-the-art** and **future-proof** it for your digital business. There are many benefits associated with migrating from Magnolia 4.x to Magnolia 5.

- **Connect your existing ecosystem with Magnolia:** Magnolia 5 delivers exceptional **integration** capabilities with its connectors, allowing you to integrate Magnolia with your choice of third-party tools. For most systems, Magnolia already offers a connector - and if there is none yet, Magnolia gives you the flexibility to build your own.

- **Reflect your business processes with custom apps:** Magnolia's app framework allows you to build your own apps, often by just configuring the system. This enables you to reflect your business processes and tasks in focused apps.
- **Increase efficiency:** thanks to collaboration and productivity tools like Magnolia 5's Pulse and Favorites, your team will work together better and get work done faster.
- **Create interactive and personal content:** Magnolia 5's personalization tools allow you to make your site's content relevant to your audience, improving their experience and your return.
- **Be fully mobile:** Magnolia 5 was built from the ground up for mobile devices. Your mobile field workers can use the system on the road as well as at their desks.
- Stay on **tech's cutting edge:** by migrating to Magnolia 5, your technologies and libraries are kept up-to-date.

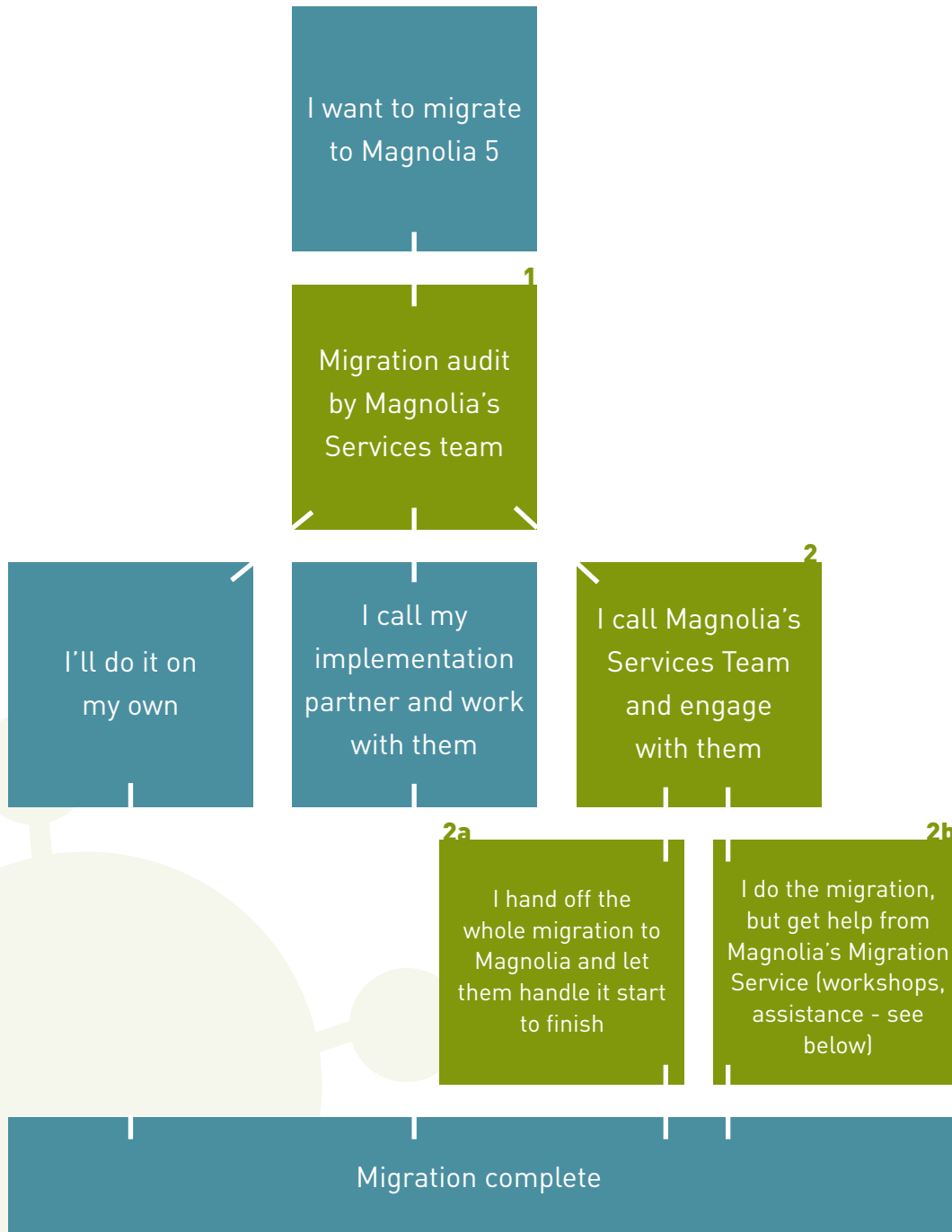
How long will a migration take?

Every migration is a **project** with several phases (typically, consisting of evaluation, preparation, implementation and go-live). That's why, to determine the duration of a migration, we recommend you let us do an **audit** before you start your project - regardless of if you'll want to complete the migration yourself, or let our Services team help.

The second important thing to know is this: every migration project is different. This is why all of Magnolia's Migration Services can be **customized** to your project's requirements and your available resources. No matter the level of assistance or services rendered, our Services team always works in close **collaboration** with your team to ensure a successful migration.

What are my migration options?

Once you've decided to migrate, you can choose one of several paths.



Step 1: Migration audit

Everything starts with a migration audit. This is where we analyze your project to determine the **complexity, timeframes and specifics** of the migration. In the beginning of the audit, we will ask you to fill in a migration questionnaire. This provides us with a high-level overview of the eventual migration tasks and an accurate indication of the time required to conduct a full audit of your project (typically around 5 days).

The outcome of this audit is a document that recommends the **best course of action, including a comprehensive migration plan**.

Step 2: Engaging with Magnolia Services Team

You then choose one of these general directions:

2a. You order a **complete migration** from Magnolia's Services team, and put them in charge of the whole project.

On the basis the comprehensive migration plan generated out of your audit, we provide you with a thorough offer that includes the following:

- Services description
- Resources you'll interact with
- Elaboration of the prerequisites
- List of specific deliverables
- Project timeline
- Pricing
- Terms and conditions

Once we have agreed on the project contents, timeline and conditions, our Services team starts the migration **process**. Throughout the whole project, you can **monitor** the status of the project on our issue tracking platform, **JIRA**. Every two weeks, our team **checks** in with you, delivers an image of

the current status, and talks you through what happened. This ensures that you have continuous **reports on the progress** of the project.

2b. You execute the migration **yourself**, but with the help of Magnolia's Services team. In this case, you purchase a set of further migration **services** like the ones below.

Migration Workshop (2-3 days)

Developers **learn** about the migration process in a standardized workshop that showcases a sample project, designed to show clients and partners how to conduct a full migration. Depending on the length and scope of the workshop, we'll also look at specific examples from your project.

Migration Assistance

The client and Magnolia Services Team agree on the total hours of assistance during the migration. This part of the service is designed to **answer** client **questions** in the course of the migration.

App Workshop (2-3 days)

This standardized app workshop is an **essential** part of the migration package. The migration process automatically creates an app for each data type in your migrated project. While the data is useable, developers still need to optimize the apps for ease of use and to ensure that the project can be integrated with external systems.

Our team structure

Magnolia's **Services Team** is responsible for delivering all Migration Services. The team consists of a pool of trained and certified Magnolia developers and experts - all of them Magnolia specialists who have plenty of migrations under their belt, knowing every edition inside and out.

Benefits of engaging our Services team are:

- Guaranteed Magnolia **quality standards** and proven **best practices**, resulting in a clearly structured and maintainable project to build on
- **Quality assurance**: our team will make sure that the quality of your migration is optimal at any point in the project
- **Reduced cost**: our team's extensive migration experience dramatically lowers the time and resources needed, compared to you doing the project autonomously

Resources

- <http://www.magnolia-cms.com/resources-directory/webinar-recordings/migration-5-3.html>
- <https://academy.magnolia-cms.com/display/MA/M2+Migrating+to+V5>
- <http://documentation.magnolia-cms.com/display/DOCS/Migration>
- <http://www.magnolia-cms.com/clients/case-studies/lugano.ch.html>

Contact Us Now!

We're here to help! If you'd like to discuss your Migration Services needs, get in touch via email (info@magnolia-cms.com) or phone (+41 61 228 9000).

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