



# A Guide on Whether to Select **Magento Enterprise or Magento Community** Comparison at its Best

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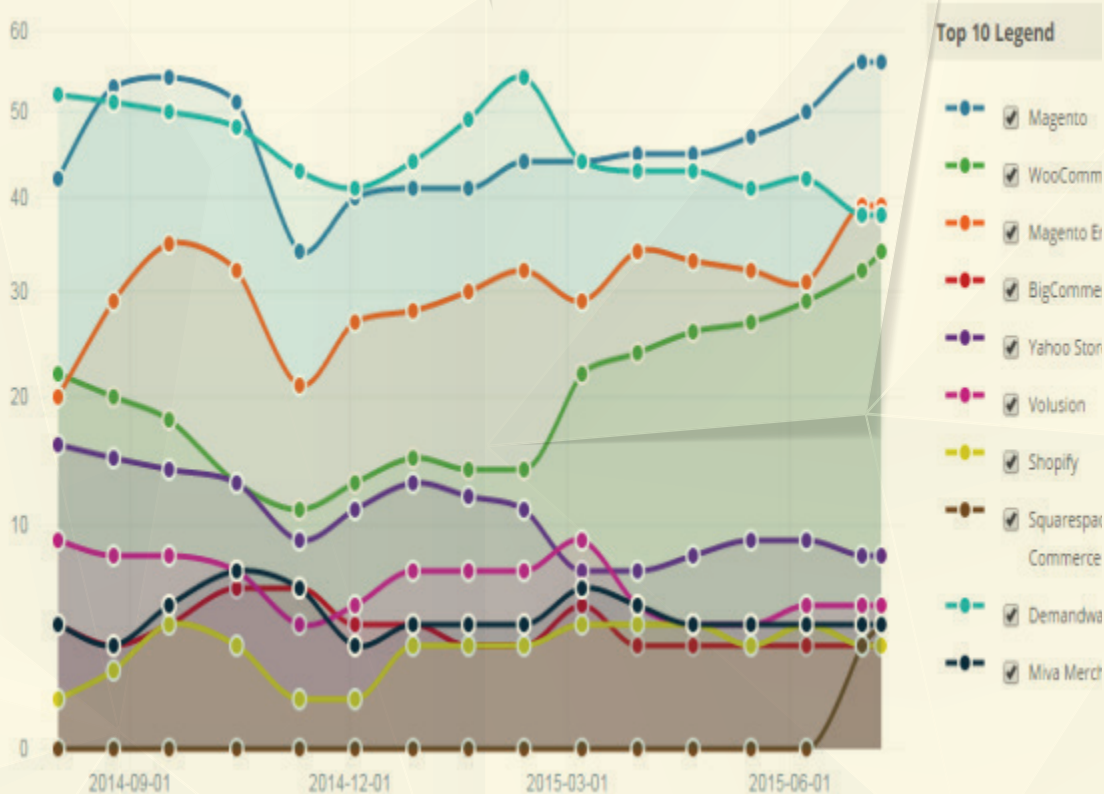
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# Preface

With the advancement of eCommerce technologies, it has become all the more important for businesses to upgrade their online offerings and reap the benefits. One such platform that has been making waves is Magento. Magento is the first choice of business owners due to the advanced features and flexibility it offers. It gives merchants the power to develop sites that provide unrivalled and rich online experience for the end-users. This powerful open source eCommerce solution, offers two primary editions popularly called Magento Enterprise and Magento Community. Nevertheless, the real challenge with the majority of businesses is whether to opt for Enterprise Edition or Community Edition.



Ref: <http://trends.builtwith.com/shop>

## Magento – A Boon For Ecommerce Developers

This eBook will certainly help you overcome all your confusions in terms of your selection of Magento Enterprise or Magento Community.

# Table of Content

1-4

- *Introduction to Magento Community and Magento Enterprise.*

5-8

- *Top Twenty Core Differences between Magento Enterprise and Magento Community.*

9-10

- *Choosing the Right Magento Edition.*

11-15

- *Magento Interest, Market Share and Competitor Movement over Time.*

# Introduction to Magento Community and Magento Enterprise

## *Magento Community Edition*

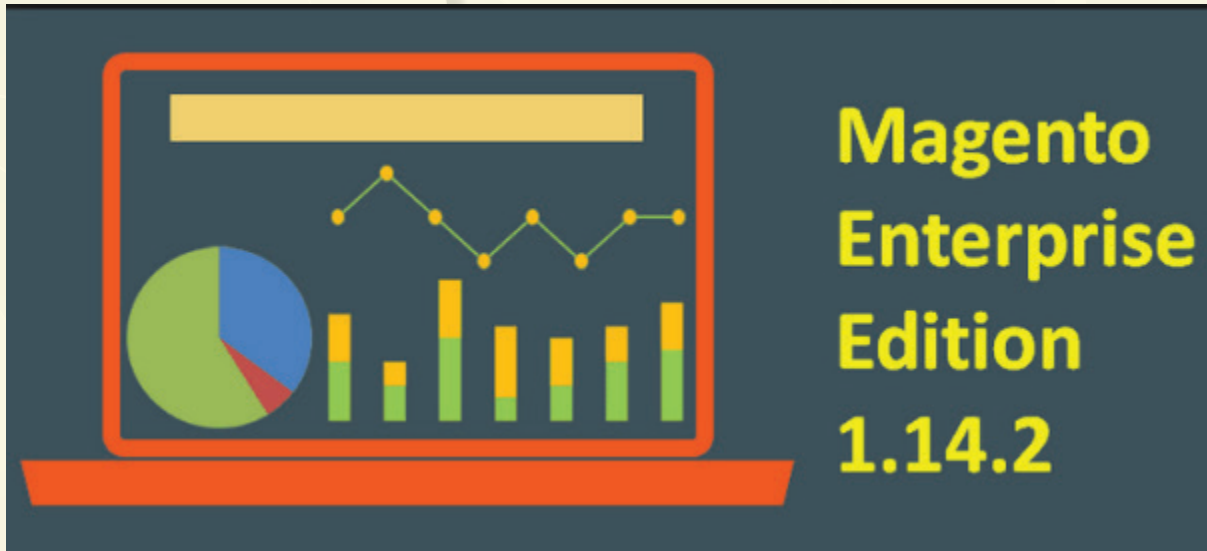


Community Edition is developed as open source software. One can easily download Community Edition without having to pay any charges. Most of the businesses are taking advantage of the inbuilt features of Magento Community and have also developed different extensions to increase its functionalities. Most importantly, this Magento version has also enabled users to make modifications according to their requirements. If you want to explore the flexibility of the Magento eCommerce platform, Magento Community Edition is the ideal solution for you.

### **Advantages:**

- ✓ *Open-source eCommerce software*
- ✓ *Community-based support*
- ✓ *Free to download*

## ***Magento Enterprise Edition***



Although the base remains the same, Enterprise Edition encompasses some more advanced functionalities and features to keep up with the users' expectations and business requirements. It is marked as one of the scalable eCommerce solutions for the large and fast-growing commerce. It is easy to drive more traffic to your business with Magento Enterprise and assures to convert browsers into buyers. As a feature-rich solution, Enterprise Edition effectively boosts online revenue.

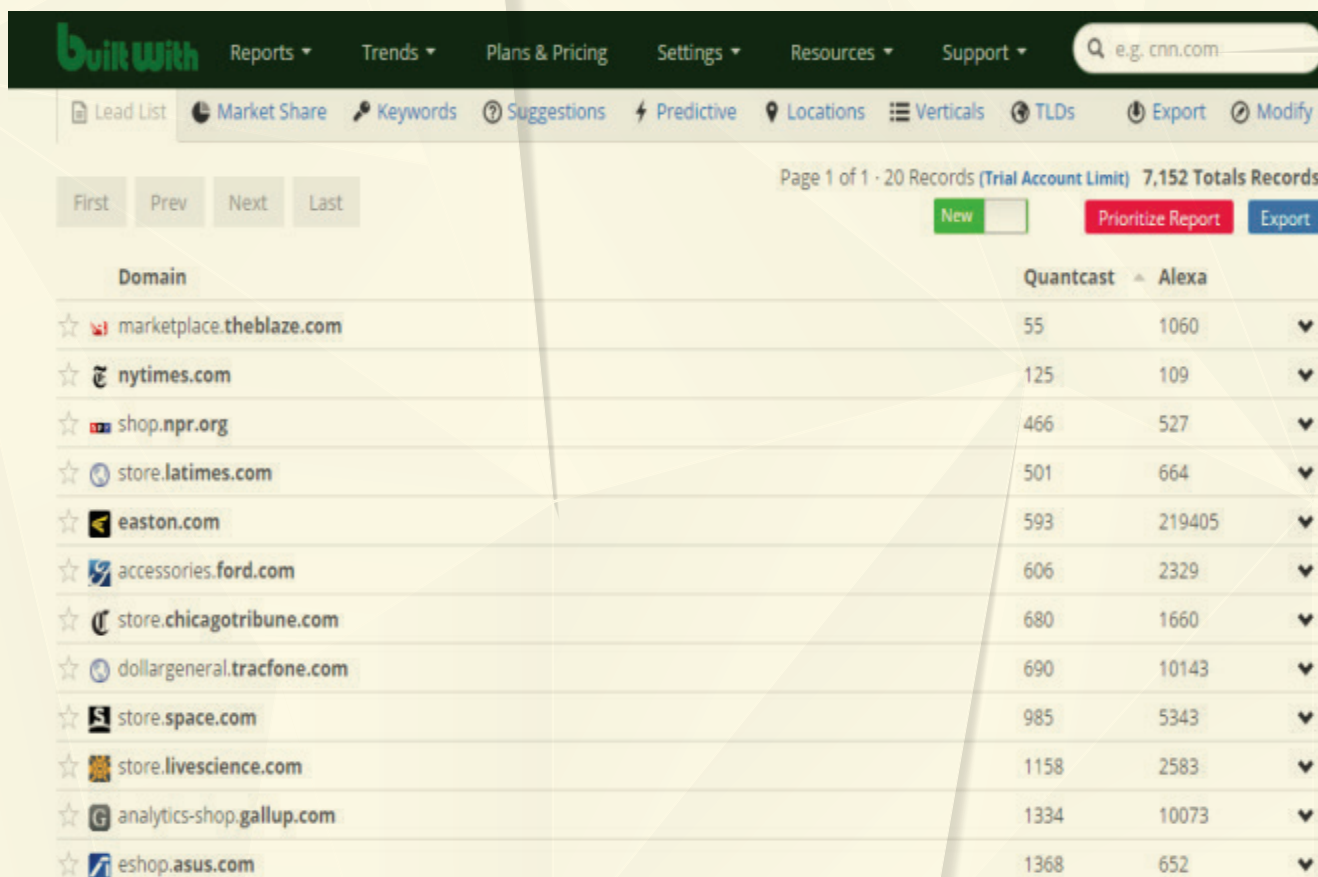
### **Advantages:**

- ✓ *Scalable and grows with business*
- ✓ *Integrate with other eCommerce solutions*
- ✓ *Expert support, training and consulting services*
- ✓ *Hundreds of extensions*

Ref: <http://insync.co.in/magento-community-1-9-sap-b1-integration-with-enhancements/>

Ref: <http://blog.heliossolutions.in/magento-enterprise-edition-1-14-2/>

## Example of 12 websites using Magento Enterprise

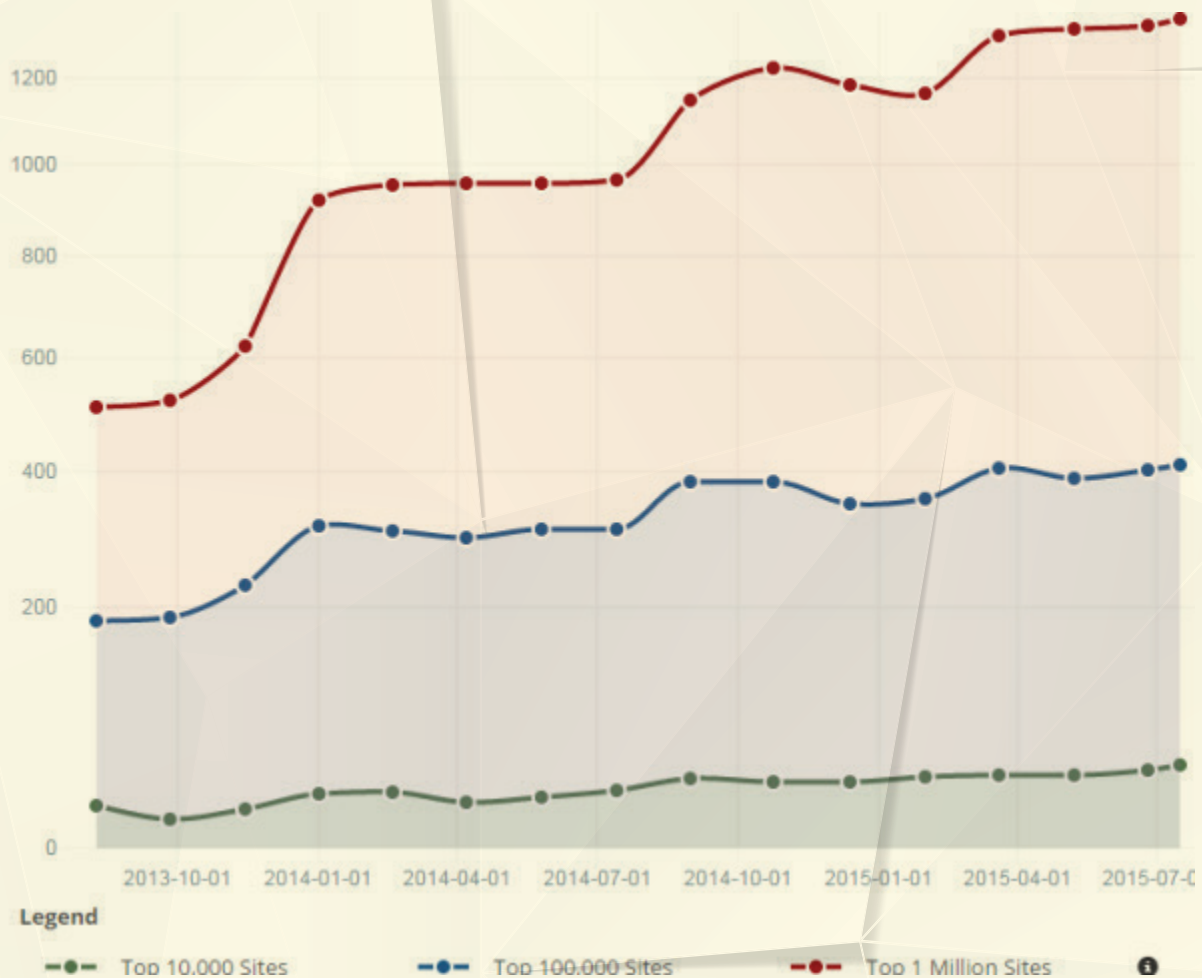


The screenshot shows the 'builtwith' website trends interface. The top navigation bar includes links for Reports, Trends, Plans & Pricing, Settings, Resources, and Support. A search bar on the right contains the text 'e.g. cnn.com'. Below the navigation bar, there are tabs for Lead List, Market Share, Keywords, Suggestions, Predictive, Locations, Verticals, TLDs, Export, and Modify. The main content area displays a table of website trends. The table has columns for Domain, Quantcast, and Alexa. The table lists 12 websites, each with a star icon, a website icon, the domain name, and the corresponding Quantcast and Alexa rankings. The table is paginated, showing 'Page 1 of 1 - 20 Records (Trial Account Limit) 7,152 Totals Records'. There are buttons for 'New', 'Prioritize Report', and 'Export'.

Domain	Quantcast	Alexa
☆ marketplace.theblaze.com	55	1060
☆ nytimes.com	125	109
☆ shop.npr.org	466	527
☆ store.latimes.com	501	664
☆ easton.com	593	219405
☆ accessories.ford.com	606	2329
☆ store.chicagotribune.com	680	1660
☆ dollargeneral.tracfone.com	690	10143
☆ store.space.com	985	5343
☆ store.livescience.com	1158	2583
☆ analytics-shop.gallup.com	1334	10073
☆ eshop.asus.com	1368	652

Ref: <http://trends.builtwith.com/websitelist/Magento-Enterprise>

## *Magento Enterprise Usage Statistics*



Ref: <http://trends.builtwith.com/shop/Magento-Enterprise>

# Top Twenty Core Differences between Magento Enterprise and Magento Community:

<i>The Core Features</i>		<i>Magento Enterprise</i>	<i>Magento Community</i>
<b>1</b>	<b>Costs</b>	Enterprise Edition's (EE) annual fees start at \$15,550 while the premium version starts at \$49,990 annually.	Community Edition (CE) is a free open source code.
<b>2</b>	<b>Target Users</b>	The EE edition is for mid-large size businesses.	CE is for developers and tech-savvy merchants.
<b>3</b>	<b>Magento Support</b>	Enterprise users are fully supported, warranted and indemnified and have an added advantage of having code-level access.	Magento Community offers no technical support, warranties or indemnification.
<b>4</b>	<b>Security</b>	There is a collection of powerful security features such as PA-DSS payment bridge.	There are no highly secured payment bridges available in this edition.
<b>5</b>	<b>Performance</b>	One can find better performance with the advanced features of the paid edition.	The free edition of Magento meets the basic requirements of businesses but is faster than other software obtainable in the market.

<b>6</b>	<b>Support</b>	EE Users can get 24*7/365 days support service. The support includes installation and downloads, usage issues, configurations, troubleshooting ,bug fixes and escalations.	CE users can only get support via the support forum.
<b>7</b>	<b>Speed</b>	With Magento Enterprise version, merchants can see a 30x increase in speed of a site when it comes to indexing.	Magento Community is unable to handle such speed.
<b>8</b>	<b>Full Page Caching</b>	Magento Enterprise does full page caching out of the gate.	Magento Community does not include full page caching.
<b>9</b>	<b>Back-Up System</b>	With EE, merchants have the ability to rollback to previous version of content (CMS) page, product or category page quickly and easily.	Restoring the previous content, products or category page is difficult with the CE version.
<b>10</b>	<b>Scalability</b>	Enterprise version makes it easier to have a scalable website, and separates the parts and pieces on to different servers. Its code base is better architect to handle a high -end development build.	Community version runs on a single server that handles DNS, PHP, Caching, RAM, MySQL, session handling and apache.
<b>11</b>	<b>Checkout Process</b>	EE is designed to offer a faster and streamlined checkout flow.	While the checkout process with CE is comparatively slow.
<b>12</b>	<b>Advanced Administrator Roles, Logging and Site Access Permission</b>	Magento Enterprise allows merchants to set up an administrator on a per site basis, creates a log to make changes to products and access customer information.	All these features are only restricted to Enterprise system.

13	<b>Manage Customer attributes</b>	Enterprise version makes it easy and fast to update customer attributes including prefix, email, first and last name, gender or addition of new attributes.	This isn't an option available easily in Magento Community version.
14	<b>The Facility of Automated Email Message</b>	Magento Enterprise has an integrated Automated Email Message trigger system which is far superior to anything available in any other platforms.	Magento Community does not have a built-in system that allows for automatic trigger-based email campaigns.
15	<b>Advanced Marketing and Segmentation of Customers</b>	EE supports advanced segmentation for customers as it treats different customers differently.	Customer segmentation and advanced marketing is beyond CE's reach.
16	<b>Solr Search</b>	Solr search is built into Magento Enterprise to help people find what they're looking for.	The Solr search service is not available in Magento Community.
17	<b>Creation of Multiple Custom Landing Page</b>	Magento Enterprise allows a merchant to create new landing pages easily and have them tie directly into advanced customer segmentation system.	Although Magento Community allows adding custom landing pages, it does not allow excluding landing pages from the site hierarchy and searching results easily.
18	<b>Cross-selling and Up-selling of Products</b>	EE allows dynamic application of category of products as cross sell, upsell and related products automatically.	The Community Edition includes the ability to only cross sell and upsell in the system.
19	<b>Auto-Generation of Custom Coupons</b>	Enterprise version allows automatic generation of coupon code after a buyer's first purchase.	Community version allows someone to manually generate coupon code into the system for a specific amount or percentage that can be used by one or more people.
20	<b>Return Management Authorization</b>	Magento Enterprise has a RMA system built in to support return merchandise management.	Magento Community doesn't have an easy way to handle return merchandise through the system.

## *Looking for Bug Fixes for the Core Magento Code? Here's the Solution*



Community Edition	Enterprise Edition
Magento CE 1.9 (5/13/14)	Magento EE 1.14 (5/13/14)
Magento CE 1.8 (12/11/13)	Magento EE 1.13 (10/17/13)
Magento CE 1.7 (4/24/12)	Magento EE 1.12 (4/24/12)
Magento CE 1.6 (8/18/11)	Magento EE 1.11 (8/18/11)
Magento CE 1.5 (2/8/11)	Magento EE 1.10 (2/8/11)
Magento CE 1.4 (2/12/10)	Magento EE 1.9 (7/19/10)
	Magento EE 1.8 (4/14/10)
	Magento EE 1.7 (1/19/10)
Magento CE 1.3 (3/30/09)	Magento EE 1.6 (10/30/09)

Image Ref: <http://www.weblinedindia.com/>

Ref: <http://sleepycow.org/2014/06/magento-community-edition-to-enterprise-edition-version-mapping/>

# Choosing the Right Magento Edition

Magento is a great choice, but choosing the right edition typically comes down to what the online ambitions are –

## *Magento Enterprise or Magento Community?*

Merchants who are pretty ambitious about eCommerce business should consider Magento Enterprise Edition, as it incorporates eCommerce best practices. Its revenue-boosting features, modules and continuous support give the users a head start. However, if eCommerce is not mission-critical for your business and if it does not need comprehensive support, Community Edition could be right for you. It offers online merchants a risk-free opportunity to utilize and test the eCommerce environment with no licence costs. Magento Community can later be upgraded to Enterprise Edition however, there would be costs involved.

## *Website's Performance and Conversion with Enterprise and Community Edition:*

Studies and researches reveal a strong correlation between a website's performance and conversion. A site's performance is affected by the number of visitors using it at the same time, order volumes and catalogue size. Each second a page takes to load, it reduces the conversion rate by 10 percent. Consider the following guidelines before deciding between Magento Enterprise and Community

<i>Features</i>	<i>Magento Community</i>	<i>Magento Enterprise</i>
Stock-Keeping Units (SKU)	0-10,000	10 001 upwards
Daily Online Orders	0-50	51 upwards
Daily Visitors	0-5000	5 001 upwards

## ***It is worth Investing in Enterprise Edition if you Want the Following Benefits for your Online eCommerce Platform***

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- ✓ *Enhanced content management system*
- ✓ *Dynamic customer database management*
- ✓ *Reward point system*
- ✓ *Gift certificates/cards*
- ✓ *Add to cart by SKU*
- ✓ *Automated email marketing reminders*
- ✓ *Return management authorisation*
- ✓ *Product suggestion tools*
- ✓ *Highly tuned page performance with full page caching*
- ✓ *Private sales including invitations, events and site access permissions*
- ✓ *Customer segmentation*
- ✓ *Customer store credits*
- ✓ *Manage customer carts via admin panel*
- ✓ *Targeted promotions and merchandising*

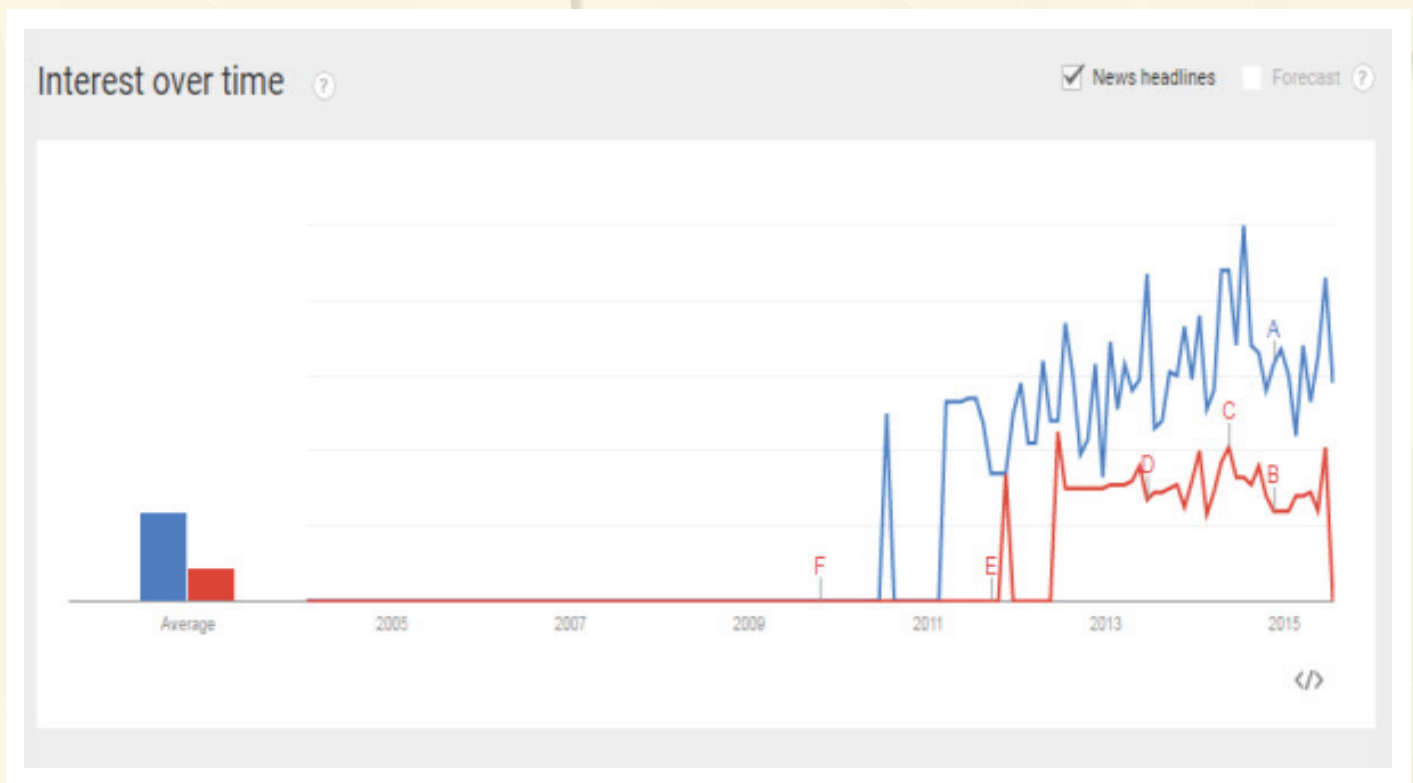
## ***More Advanced Features Incorporated in Enterprise Edition:***

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- ✓ *Export and import product catalogue data locally or from remote server*
- ✓ *Manage back up operation with the option to roll back any changes and reverse any modifications*
- ✓ *Creation and control of multiple admin roles for evaluating and editing promotions and prices*
- ✓ *Administrator permission roles on store level and overall website*
- ✓ *Track and review all actions taken by administrator users with the permission to see views, edits and deletion of information*
- ✓ *Management of purchase items access by customer group*
- ✓ *Enabling order-archiving module to increase store performance and efficiencies in store management*
- ✓ *Protection of site via strong data encryption based on AES-256 and strong hashing based on SHA-256*

# Magento Interest, Market Share and Competitor Movement over Time

## *Magento Interest over Time*

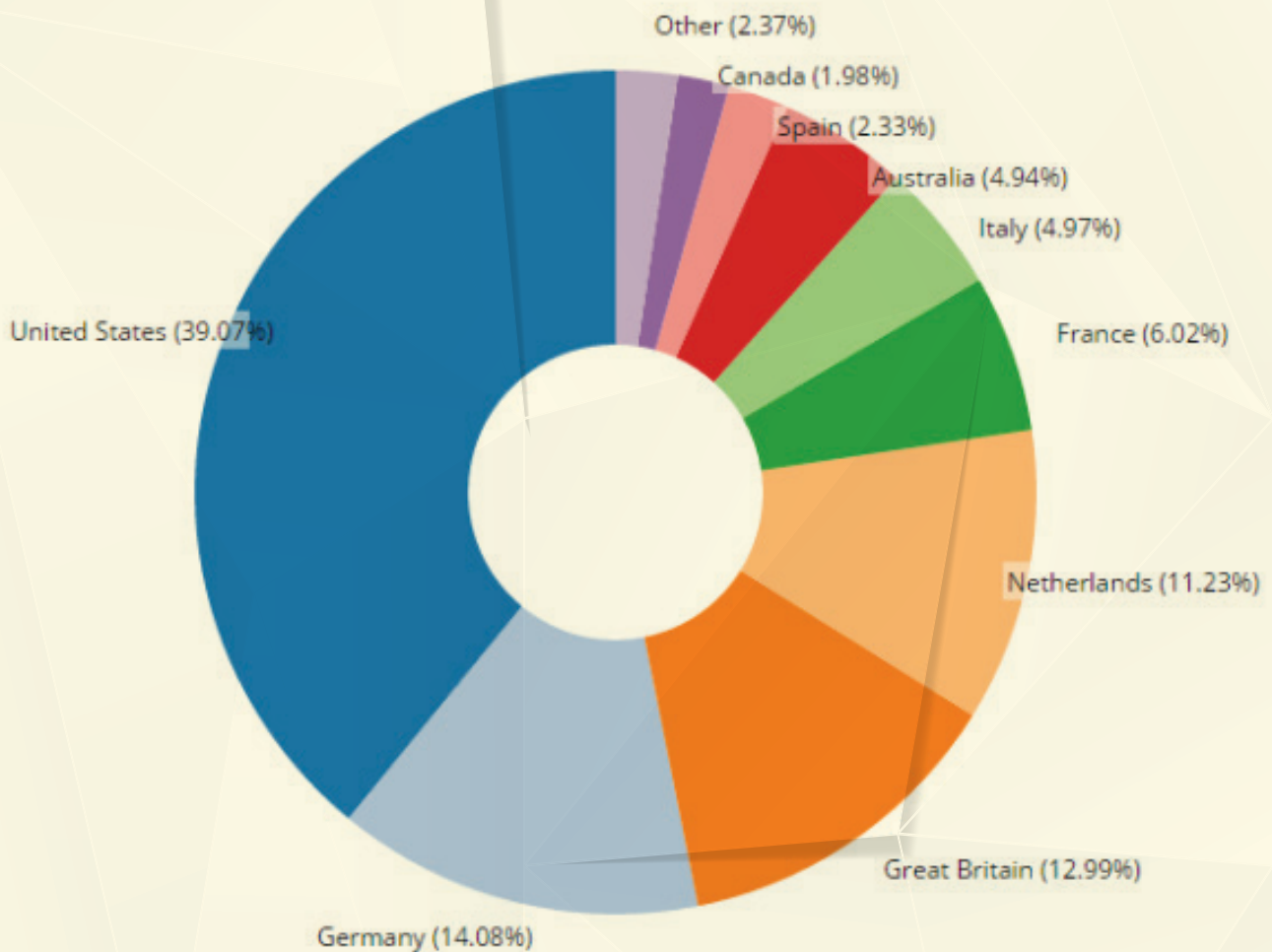


Enterprise Edition

Community Edition

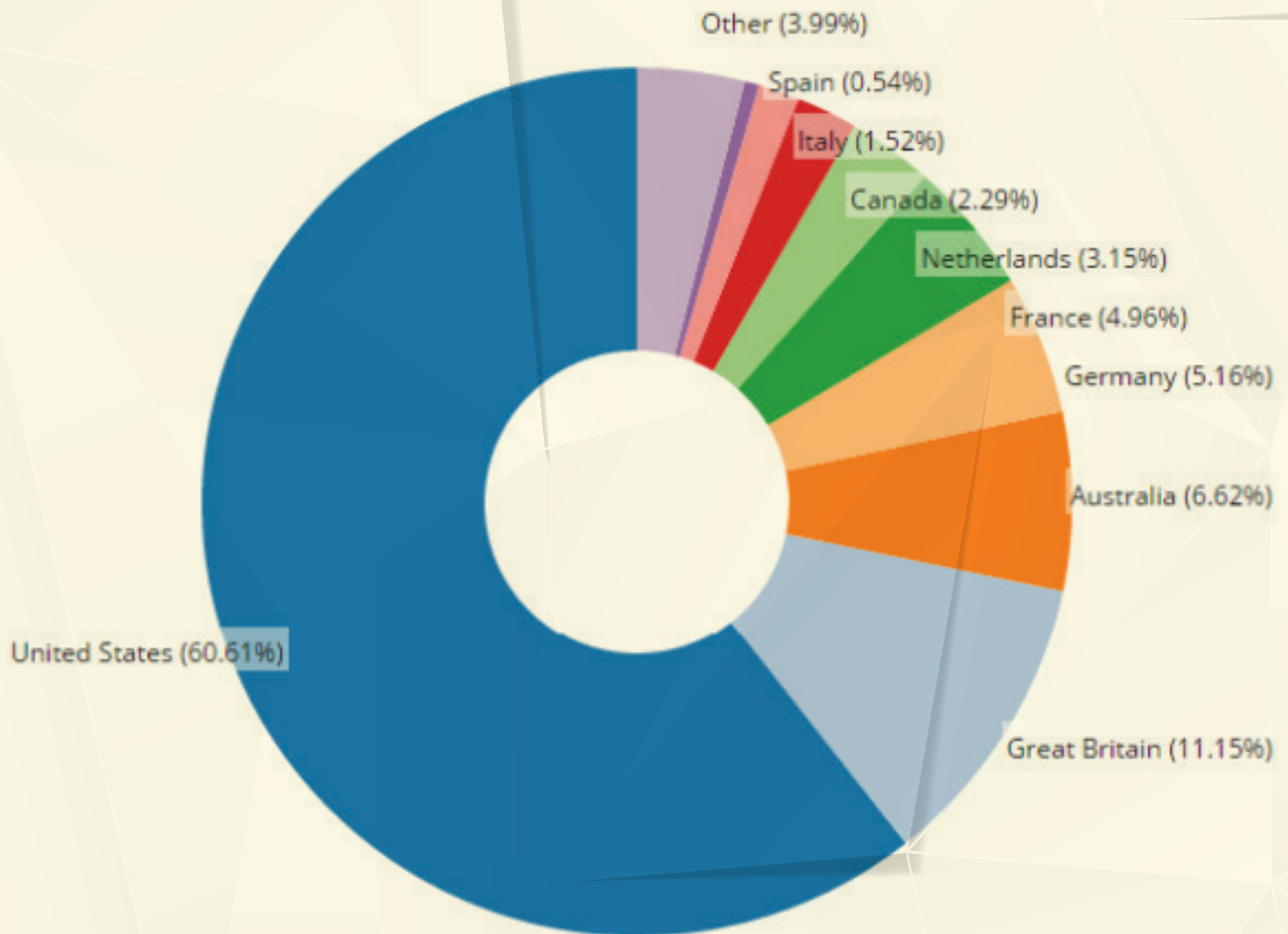
Ref: <http://www.google.com/trends/>

## *Magento Market Share*



Ref: <http://trends.builtwith.com/shop/Magento/Market-Share>

## *Magento Enterprise Market Share*

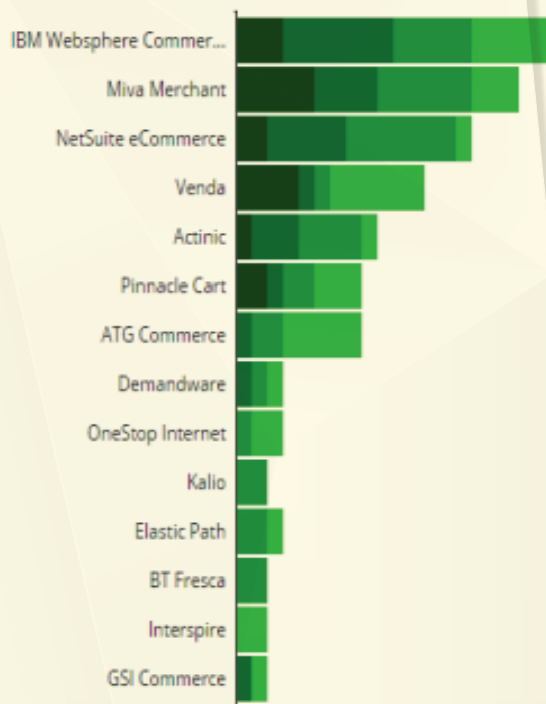


Ref: <http://trends.builtwith.com/shop/Magento-Enterprise/Market-Share>

## *Magento Enterprise Competitor Movement*

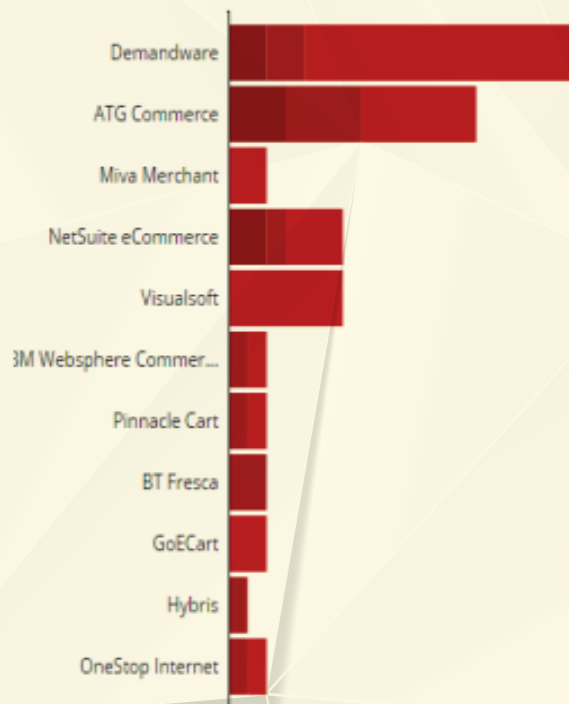
### Magento Enterprise are Gaining Customers from

A breakdown of what customers have eventually migrated from to Magento Enterprise since 2011.



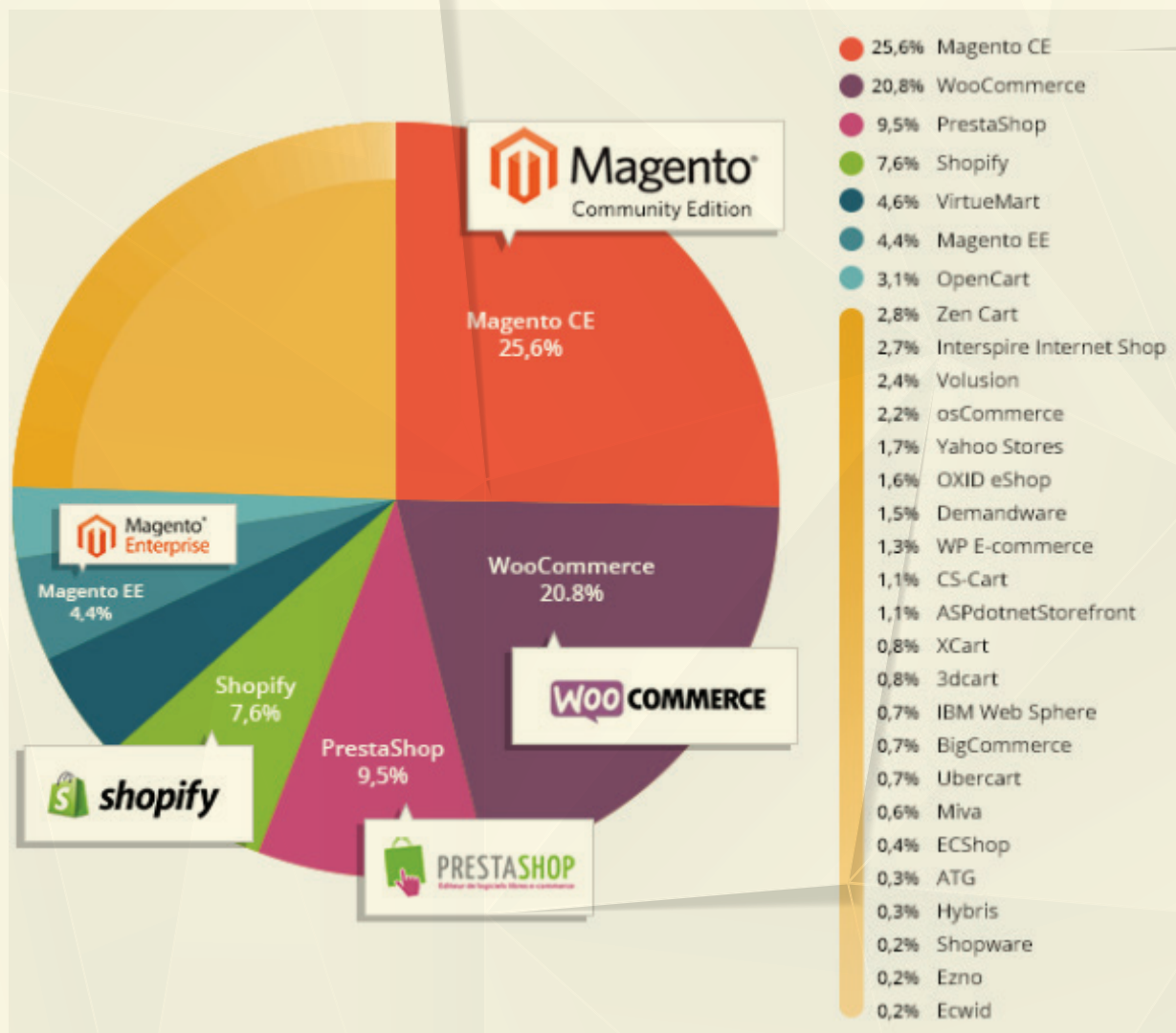
### Magento Enterprise are Losing Customers to

Customers that currently use related technologies that stopped using Magento Enterprise since 2011.



Ref: <http://trends.builtwith.com/shop/Magento-Enterprise/Market-Share>

## *Magento Enterprise Competitor Movement*



Ref: <http://growwithtrellis.com/>

Much of the decisions whether to go with Magento Community or Magento Enterprise Edition should be based on what exactly your business requirements are. The best way to come to a solution is by weighing the costs and benefits of both the editions. Either of the two can contribute to the success of the business. All you need is a smart decision.



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- Promote business through Internet Marketing, increase visibility among customers and encourage customer engagement.
- Convert leads to customers and customers to evangelists.
- Broaden business reach with smart applications for Mobile and tablet platform.

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