



EVERYTHING TO KNOW ABOUT



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TABLE OF CONTENTS

- 01** Magento Overview
- 02** Magento History
- 03** Timeline
- 05** The Success of Magento
- 06** Stats to Prove
- 07** Conclusion
- 08** Contact us

WHAT IS MAGENTO?



Magento, you may refer to it as an eCommerce development platform. It is basically an open-source eCommerce platform that provides merchants with the facility to build a fully-featured online store. This is a platform that offers a complete flexibility to the merchants over shopping cart, functionalities and look and feel of the online store. Magento comes with a huge variety of tools and features that helps you build an intuitive and out of the box eCommerce store.

If you are an eCommerce store owner, chances are you might have heard about this platform or are already using it. If you're a Magento developer, you might know it all about the platform's code but might missed out on its' history.

THE HISTORY



Well, it is surely one of the best eCommerce platforms which is why the word Magento is Googled even more than eCommerce. This has a lot to say about Magento's impact in the eCommerce industry.

Though it may seem like as old as time, Magento isn't that old. Just its impact is great, it is a bit more older than a decade.

The first beta version of Magento was launched in August 2007.

Talking about history, it hasn't been linear. You might know that Magento is an Adobe Company, but there have been various companies that Magento partnered with, from time to time.

Originally, it was started as a project by Roy Robin through his company Varien, a US private company headquartered in Culver City, California developed the software. Later, a share of the company was sold to eBay, which eventually completely acquired. Then, it was sold to Permira and later Adobe purchased it.

TIMELINE OF MAGENTO

2007

Developed by Roy Rubin and Yoav Kutner. The first beta version was released in Aug 2007.

2008

Launched as Bento. The first community edition was introduced in June 2008.

2009

Magento soars in popularity. The Enterprise edition was released in April 2009.

2010

Magento mobile launched. eBay buys 100% stake in Magento.

2012-2014

Magento 1 saw several updates and revised versions.

2015

Magento 2.0 was officially launched. Permira took over ownership of Magento in November 2015

TIMELINE OF MAGENTO

2016

Launches: Magento Commerce Order Management, Magento 2.1, Magento Marketplace, Magento Commerce Cloud



2017

Launches: Magento 2.2, Magento Shipping, Magento Business Intelligence



2018

Adobe acquires Magento. Magento 2.3 to be launched by the end of this year.



2019

Launched The Magento Progressive Web Application Studio



2020

Launched Magento 2.4 with shiny new API



THE SUCCESS OF MAGENTO



eCommerce world has experienced the highest acceptance during the Covid 19 pandemic. With lockdowns and social distancing rules in place, people prefer online shopping more than actually getting in touch with people and going out.

This practice has given eCommerce and Magento a chance to evolve and become the best version of itself.

According to Forrester Consulting, an American company, the e-commerce businesses attribute 10% – 80% of their revenue uplift to Magento.

Magento brings in world-class features and mobile-friendly themes, which makes it a platform that delivers an outstanding experience to the users. With Magento, you may not even require to be worried about the security issues on your eCommerce store. The ever-evolving technology industry makes it difficult for any eCommerce store to be safe from hackers, but the Magento developers are strictly consistent with fixing all the security issues through updates and security patches.

MINDBOGGLING STATS TO PROVE MAGENTO'S SUCCESS

“More than 250,000 merchants worldwide use Magento as their ecommerce platform. (Source - Magento IT Solutions, Magento.com)”

According to data by Magento itself, more than a quarter of a million merchants rely on Magento CMS to run their online business.

“Magento powers 0.7% of the internet. (Source - W3Techs)”

This might not seem much, but given the fact that there are over 1.5 billion websites in total, you can get an idea of number of websites using Magento.

“Top names like Ford, Omega Watches, Christian Louboutin, and Bulgari use Magento. (Source - Paul Rogers)”

Isn't it the name says it all situation here? Some other amazing Magento sites include Liverpool FC, Pepe Jeans, Land Rover, and Harvey Nichols.



CONCLUSION

Just like every other platform, Magento too has gone through ups and downs, but it is here to stay. Despite the challenges it continue to get, the platform comes with a strong future. It's acquisition by Adobe has offered a massive boost to the success of the platform. Magento keeps thriving in the world of eCommerce and will continue to do so, in the upcoming years. It would be interesting to watch it fighting against the other eCommerce platforms.

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