

Bathcomms



Magento, the popular eCommerce platform, has announced that from June 2020, Magento 1 will have reached End of Life. This means that Magento will no longer be supporting the platform with security updates.

We spoke to Jonathan Sherwin of Bathcomms, a family owned and run digital communications agency which provides eCommerce solutions and Magento support. Founded in 1997, Bathcomms help clients across the UK and beyond to make the most of their websites to improve communications and sales. Established yet flexible, they have evolved to meet the needs of rapidly changing technologies and are rightly proud of their journey.

We asked Jonathan what people who have been relying on Magento 1 need to do now. He explained that they should transition to Magento 2, the new version of the platform. It has actually been established and available for a couple of years, and has numerous benefits over the previous version, being faster, more efficient, mobile-friendly, great for Search Engine Optimisation (SEO), and with improvements to the customer experience.

He said, however, that it is not a simple migration as the new version is constructed differently. Bathcomms have been supporting their clients through the transition and their team of Magento-certified developers have become very accustomed to overcoming the most common glitches to achieve a smooth and secure transition.

A smooth secure transition is particularly important on an eCommerce site. With so many transactions occurring online daily, transactional efficiency is vital, especially since next day delivery and easy returns are considered standard and expected.

When we asked what the key reason was that people should change over, especially if Magento 1 has been working well for them, Jonathan said the main reason is not just to have an

improved platform with extra bells and whistles, but for ongoing security. Just consider the amount of identifiable personal data customers input when shopping online.

Once a platform has been around for a while hackers become more adept at identifying weak spots. Normally the developers quickly apply patches once a threat has been identified, but once a site is no longer supported by the developer, the hackers can have a field day!

A security breach could mean not only substantial fines under the GDPR for your organisation, but a loss of confidential trading and client data resulting in a loss of reputation and business.

Bathcomms excel in making a client's entire digital technology solution perform really well. Their focus is to help their clients to get the most out of every aspect of their eCommerce site and wider web presence, unlike other agencies who think only about the tech. Bathcomms pair high-quality web development with custom communication strategies to ensure the whole solution is considered and delivered correctly.

Bathcomms are eCommerce specialists first and foremost using Magento as their platform of choice. If your site is not working for you, whatever platform you have been using, have a chat to the team. They have a broad range of expertise and have learnt what works.

With Bathcomms it is all about their clients' success, they work with them making amendments and adjustments to their site as necessary to achieve the best sales figures for their clients.



Digital Communications



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