

The real risk isn't migration—it's standing still

Why Shopify is the fastest path to value for enterprise commerce



Net Sales

\$342,518.53



It's been one disruption after another, each one demanding faster responses than the last.

20%

Faster implementations

3x

More predictable costs

Now, AI is reshaping consumer behavior at remarkable speed, creating expectations that shift not quarterly, but monthly. Personalized experiences, instant gratification, seamless omnichannel journeys—what once seemed futuristic is now the baseline.

This relentless pace creates a dilemma: watch your current platform drain your competitive edge, or leap into a massive replatforming project and brace for months of chaos. But this is why we build. Commerce rewards those who thrive amid change—who see disruption not as a threat, but as an invitation. Yes, the stakes are high. But so is the satisfaction of shaping what comes next.

Fortunately, there's also a third path. Independent research shows that migrations can be both fast and empower innovation rather than disrupt it. We commissioned a study from a leading independent research firm, and the data is clear: **Shopify delivers 20% faster implementations and 3x more predictable costs than traditional enterprise platforms on average**, while fueling the innovation velocity that drives competitive advantage.*

This guide examines the data behind these claims, explores why the traditional migration paradigm is broken, and reveals how you can use Shopify to accelerate—rather than disrupt—your digital transformation.

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01

Mythbusting traditional migration assumptions

In the past, it's been true that the majority of platform migrations were inherently disruptive, expensive, and risky. Over time, this perception grew to the point that now, it's a common belief that all migrations are inherently problematic. But that's simply not true. Not anymore.

In this guide, we'll be examining a few of these assumptions that no longer apply:

Myth #1: "Enterprise migrations take 18–24 months."

This timeline reflects the complexity of most platforms, not the inherent difficulty of migration. When platforms require extensive custom development and complex integrations, migrations naturally become lengthy and complicated. But this isn't a law of nature—it's a consequence of architectural choices.

Let's mythbust this →

Myth #2: "Budget overruns are inevitable."

Cost overruns occur when platforms have unpredictable development requirements and hidden complexity. When every customization requires bespoke coding and every integration demands custom work, budgets become impossible to forecast accurately.

Let's mythbust this →

Myth #3: "Migrations are just about the technology."

This assumption treats migration as a technical deployment rather than a business transformation. When the focus becomes solely about moving code and data, it's easy to overlook the change management, process optimization, and team alignment that determine whether migrations actually deliver business value. Success requires treating technology as one component of broader organizational change.

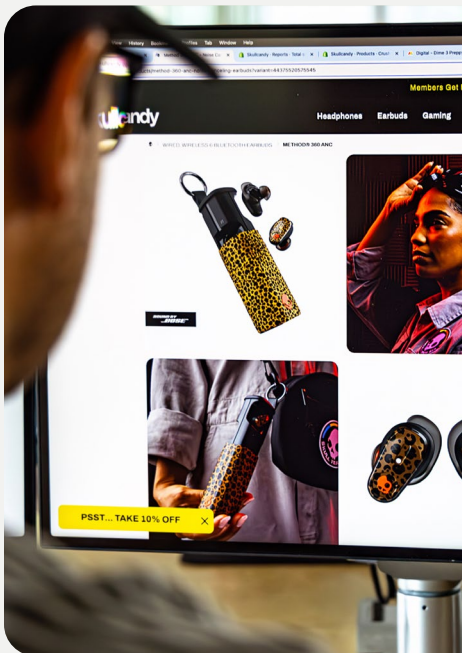
Let's mythbust this →

So what happens when we challenge these assumptions? What if migration complexity isn't inevitable, but optional?

Essentially, these myths create a self-fulfilling prophecy: expect difficult migrations, get platforms that deliver them. Complex enterprise platforms require complex migrations, reinforcing the belief that all migrations must be complex.

But migration difficulty isn't inevitable—it's determined by platform architecture. Platforms built for speed and simplicity power migrations that are faster, more predictable, and less disruptive. This isn't theoretical, either. It's measurable, repeatable, and increasingly common.

The question isn't whether you can afford to migrate. It's whether you can afford not to.



Business spotlight

Skullcandy's 90-day global migration

When Skullcandy realized their existing platform had become a ceiling rather than a foundation, they completed a global migration to Shopify in just 90 days. "We hit the ceiling pretty quickly on functionality," the team explains. "Our aging code base was holding us back from innovation and growth." The transformation eliminated platform constraints that prevented rapid response to cultural moments and trends, facilitating the agility essential for lifestyle brand success. The 90-day timeline minimized business disruption while delivering the innovation bandwidth that Skullcandy needed to compete in fast-moving markets.

[Read the story](#)

02

Independent research proves Shopify's fastest time to value

Independent research by one of the world's leading consulting firms analyzed hundreds of enterprise migrations worldwide, controlling for project complexity and business requirements to isolate platform impact.

The results challenge industry assumptions and provide objective, third-party validation of the new truth about migrations: platform choice fundamentally determines migration outcomes. The right platform doesn't just support faster implementation—it catalyzes it.

↑20%

Speed of implementation for brands migrating to Shopify are on **average 20% faster** compared to competitors.

↑66%

On-time implementation for brands migrating to Shopify are on **average 66% more likely** compared to competitors.

↓23%

Budgeted implementation costs for brands migrating to Shopify are on **average 23% less** compared to competitors.

↑3x

On-budget implementation for brands migrating to Shopify are on **average 3x more likely** compared to competitors.

Speed you can trust

The research reveals that brands replatforming to Shopify implement 20% faster on average than those moving to traditional commerce platforms.* This speed advantage can determine market leadership.

In practical terms? A 6-month migration on another platform wraps in 4.8 months on Shopify. Take Skullcandy, which expected a 12-month migration but completed it in 90 days. “I challenged the team with an aggressive timeline to go live in our top market within just 90 days,” says Evin Catlett, VP of global commerce and growth marketing. “Initially, there was concern and a lot of doubt. But once we officially kicked off, everybody quickly saw a path to, ‘This is actually going to happen.’”

Still, speed without quality is meaningless. That’s where Shopify’s architecture delivers both.

“Brands see value immediately after replatforming simply because they no longer find themselves worrying about the platform going down,” says Joseph Brown, operations director at Kubix Media, in an EY report commissioned by Shopify. EY adds that “Shopify’s modular design facilitates easy integration of third-party apps, enhancing functionality without the need for extensive development.”

In short, Shopify powers speed through simplicity—not shortcuts.



Business spotlight

Orveon Global migrated from Salesforce to streamline processes

With three different brands—each with originally distinct technologies that Carney Nir, Orveon’s VP of ecommerce and site experience, calls “hodge podge”—Orveon knew they needed to streamline. The driving force behind this migration was to bring all three brands onto a single platform to improve efficiency, agility, and speed to market. By replatforming from Salesforce Commerce Cloud to Shopify, Orveon immediately saw how much more streamlined their operations became. And the cascading effect? They could move their resources into bigger, more revenue-driving initiatives, resulting in successes such as 10% average AOV increase across all three brands.

[Read the story](#)

Budgets you can predict

In addition to speed, there's also predictability. The independent research cited previously found that Shopify migrations are **3x more likely to stay on-budget** compared to migrating to other leading commerce platforms, and **budgeted implementation costs are 23% less on average**.*

This stems from architectural differences that eliminate common sources of cost overruns:

Other platforms	Shopify
Custom-built integrations for basic functionality, turning each connection into a mini-development project with its own timeline and budget risks	Optionality to architect your tech stack exactly how you want. Choose from a mix of prebuilt apps or custom code to transform unpredictable development work into predictable migrations
Extensive customization required when platforms can't handle standard business requirements out of the box, escalating complexity and cost	Customize what you want and nothing you don't. Robust native functionality and the largest app ecosystem in commerce allow you to get your ideas to market quickly, while still allowing you to build customizations on top of that
Complex licensing structures with usage fees and hidden costs that make accurate budgeting nearly impossible	Transparent pricing model that allows for accurate long-term budgeting without surprise fees or complex calculations
Dependencies on specialized consultants whose availability and pricing fluctuate throughout the project	More commerce partners than any competitor means it's never hard to find a Shopify expert to implement, build, and deliver against your needs
Extensive cleanup and modernization work that's nearly impossible to scope accurately upfront, leading to scope creep	Streamlined migration process with predictable timelines and well-defined scope boundaries mean migrations that are 3x more likely to stay on budget compared to traditional enterprise platform migrations

Budget predictability opens up strategic advantages beyond cost control. Money saved on migration complexity gets redirected toward customer experience improvements and market expansion, while predictable costs allow for faster decision-making to capitalize on opportunities.

Take the example of Busy Bee Tools. They saw a 15% increase in Black Friday sales after moving from BigCommerce to Shopify. Or Skullcandy, which migrated in just 90 days with no conversion loss.

The benefits extend beyond initial migration. Shopify's operational model reduces ongoing costs through automatic updates, managed infrastructure, and usage-based pricing that scales with business growth. This translates to more accurate forecasting, better resource allocation, and reduced financial risk.

Launches you can rely on

The research also reveals that implementation for brands migrating to Shopify are on average 66% more likely to launch on-time compared to competitors.* This reliability advantage reflects the compound benefits of speed and predictability working together.

On-time launches matter because they preserve market timing, maintain stakeholder confidence, and allow for accurate business planning. When migrations consistently hit their target dates, enterprises can coordinate marketing campaigns, inventory planning, and business operations with confidence.



Business spotlight

Le Chameau saves 65% with rapid Shopify migration

Heritage French bootmaker Le Chameau migrated to Shopify in just 5 weeks—well ahead of the planned 19-week timeline. The move delivered a 65% reduction in total cost of ownership and significantly improved operational agility. “Our total cost of ownership has gone down by 65%. We’ve been able to be a lot more agile and respond quicker to either needs of the business or customer needs,” says Aaron Smedley, chief digital marketing officer at Le Chameau.

[Read the story](#)

03

The agility imperative

You know the feeling: a brilliant idea emerges from your team, stakeholders align—and then reality hits. It's not feasible on your current platform. Not without months of custom development, extensive IT resources, and a high price point. Modern commerce is not forgiving of this pace. You either move fast or fall behind.

The brands below—and countless others—came to the same realization: that the risk of staying on their current platform was greater than any risk replatforming might introduce.

Here's how those risks paid off.



Platform	Customer example
Adobe Commerce (Magento)	<u>SANJO</u> struggled to implement new features, find technical support, and unify their online and offline channels. The move to Shopify resulted in TCO reduction of ~60% and a 25% increase in conversions.
Salesforce Commerce Cloud	<u>Rainbow Shops</u> struggled to keep pace in a competitive market, but after moving to Shopify, they can now launch new features in minutes versus months.
BigCommerce	<u>4ocean</u> was forced to focus more of their resources on tech than on their core mission. That all changed after a switch to Shopify. Now, they're driving revenue through easy-to-add apps and saving tens of thousands of dollars in operational expenses.
WooCommerce	<u>Junglück</u> migrated to Shopify to reduce their reliance on developers, and they can now independently manage and optimize their online store, leading to a 7x increase in revenue.
commercetools	<u>Daniel Wellington</u> dealt with lengthy dev cycles and expensive, complex internal systems. After a move to Shopify, they cut license costs by 50% and now enjoy a faster time to market.
Custom platforms	<u>BARK</u> was deep in technical debt and suffered from long development cycles on a custom platform. Moving to Shopify has allowed them to launch new initiatives quickly and experience a 6% conversion increase in their first four weeks.

Traditional enterprise platforms were built for a different era—when stability trumped speed and “enterprise-grade” meant complexity. They promise robust functionality but deliver operational burden. Every update requires extensive development. Every new feature demands custom coding. Every market opportunity becomes a platform limitation.

The result? What should be progress becomes a sprint just to maintain the status quo—where technology infrastructure limits what should be possible.

04

The innovation multiplier

Consider what [Stripe](#) found regarding what most enterprise teams are actually doing with their time: the average developer spends more than 17 hours a week dealing with maintenance issues on legacy systems. That's nearly half their working hours consumed by keeping existing systems running rather than building what's next.

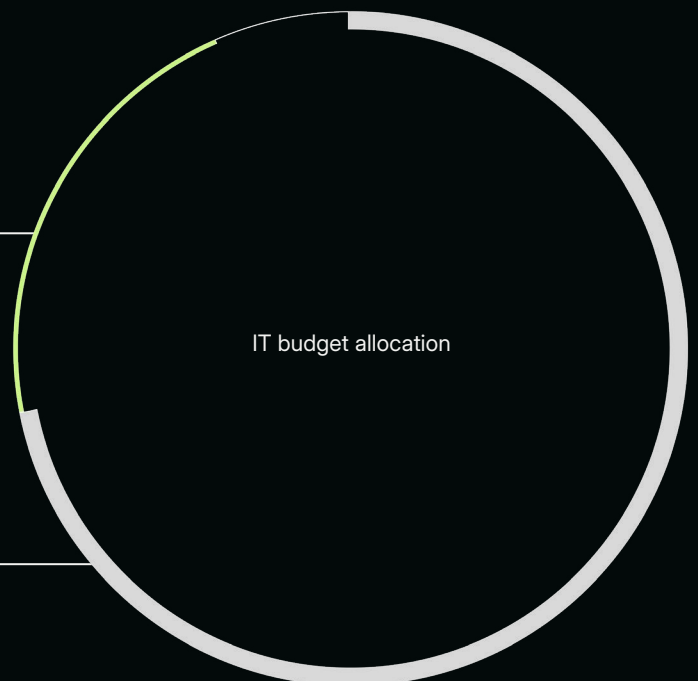
The broader picture is even more sobering. According to the [Ivey Business Journal](#), roughly 70% of IT budgets are allocated for operations or maintenance rather than driving innovation. Similarly, [McKinsey & Company](#) found in a survey of US companies that businesses pay an additional 10%–20% to address tech debt on top of project costs.

10%–20%

Tech debt

70%

Operations or maintenance



For countless companies, maybe not unlike yours, the priorities are inverted—the initiatives that drive growth get the least amount of resources. The opportunity cost is huge. Think about what's left on the table by remaining in maintenance mode, quarter after quarter, while agile competitors are taking advantage of every market opportunity.

What could you accomplish by reclaiming that time and money? What will you lose if you don't?

Platform choice creates cascading effects that become more significant over time. A platform that requires 20% more maintenance effort doesn't just cost 20% more resources—it reduces innovation capacity by 20%, which compounds as missed opportunities accumulate.

You can see how this plays out in the graphic below. Early movers benefit from what we call a value surplus. This is the compound benefit of a fast migration, at a lower cost, that generates immediate productivity gains. This same **value surplus** becomes an **inaction tax** for the laggards—

this is the market share brands fail to capture, the margins they lose, and the market needs they can't respond to while early movers accelerate.

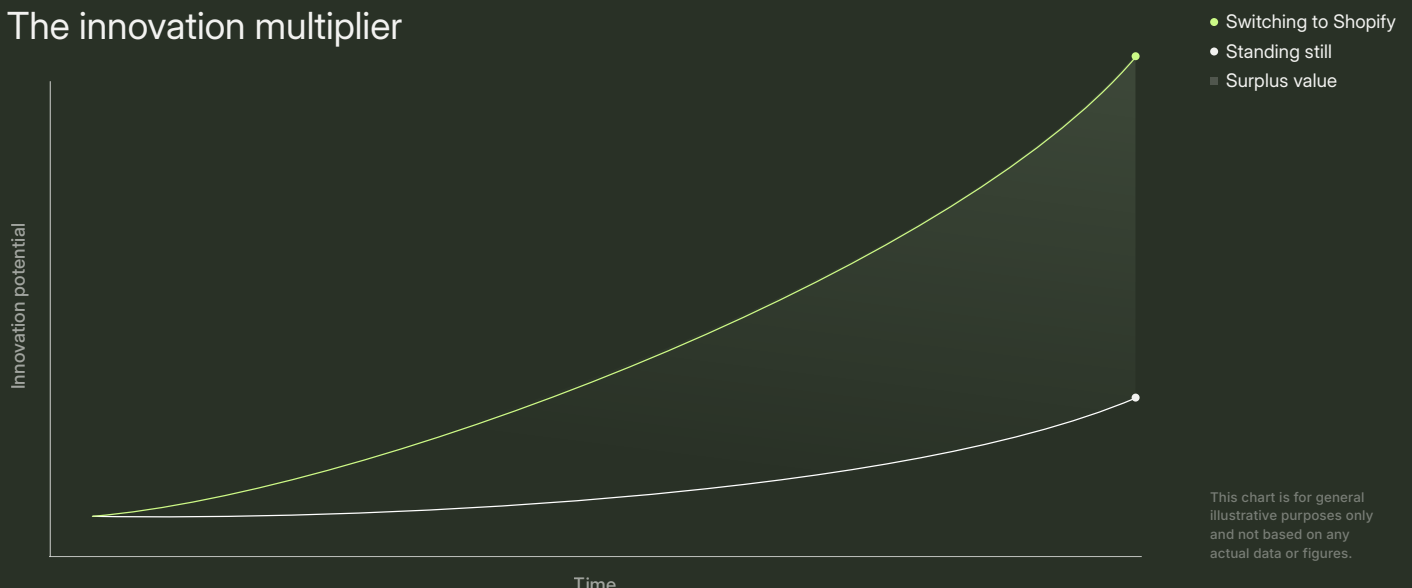
Business spotlight

Unilever brand Murad boosts conversions by 56% with Shopify migration

Skincare pioneer Murad, a successful Unilever brand, modernized their ecommerce platform by migrating to Shopify, which improved operational efficiency and the customer journey. With Shopify, they could innovate and experiment faster, letting the team implement new features, optimize the site, and test digital experiences more quickly than before. "In the year since we've migrated to Shopify, we've seen a plus 56% increase in conversion rates, and we've also seen an increase in average order value of plus 17%. This has been really, really positive for us," says Sharine Perrier, senior ecommerce and digital marketing manager of Murad.

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The innovation multiplier



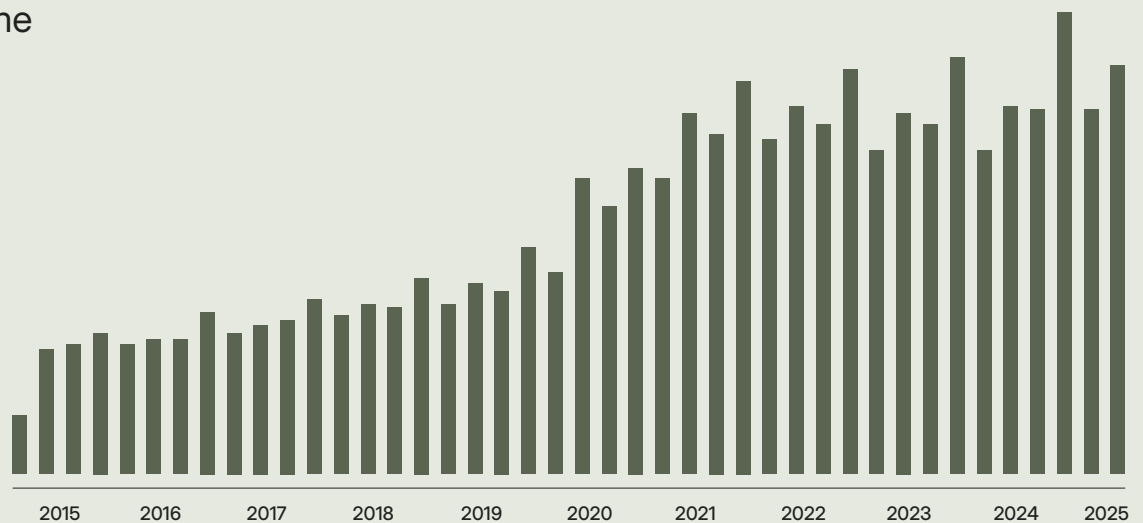
Shopify fuels innovation

Shopify's platform architecture inverts the traditional maintenance-to-innovation ratio. Instead of consuming team bandwidth, it amplifies it, meaning you get to invest your time into innovation that drives revenue.

And we have the numbers to back that up.

Shopify revenue cohorts get stronger over time

3.1x growth
13% CAGR



Since 2015, growth rates for 38 out of 39 of Shopify's quarterly customer cohorts have outperformed the overall ecommerce market.

We also invest more of our revenue in R&D on average than other tech companies—roughly 21% compared to 16%, according to EY and Shopify, and use that investment to ship 150+ new features every six months through [Shopify Editions](#).

This means that Shopify not only gives you more time back, it also gives you growth tools you can't get anywhere else, such as:

Shop app: Connect with hundreds of millions of engaged shoppers and instantly grow your brand presence.

Shop Pay: The best-converting accelerated checkout, outpacing other accelerated checkouts by at least 10%.

Collective: Boost profits by importing products from top Shopify brands without holding inventory, or reach new customers and push up profits by selling your products on top Shopify stores.

AI tooling: Powerful AI technology that speaks your language and scales your vision across Shopify.

Business spotlight

Brand Collective consolidates 19 brands on Shopify, unlocks 10% sales growth

When Australian multi-brand retail group Brand Collective consolidated 19 brands onto Shopify, they transformed how they innovate at scale. With all brands operating on a single codebase, experimentation became a portfolio-level activity—the team can A/B-test ideas on one store and roll out successful tests across their brands. This unified approach delivered 10% sales growth and reduced new brand launch timelines to within three months. “We have the ability to test, learn, and scale quickly because of Shopify’s consistent, flexible architecture,” says Aaron Gard, group general manager, digital and ecommerce at Brand Collective.

[Read the story](#)

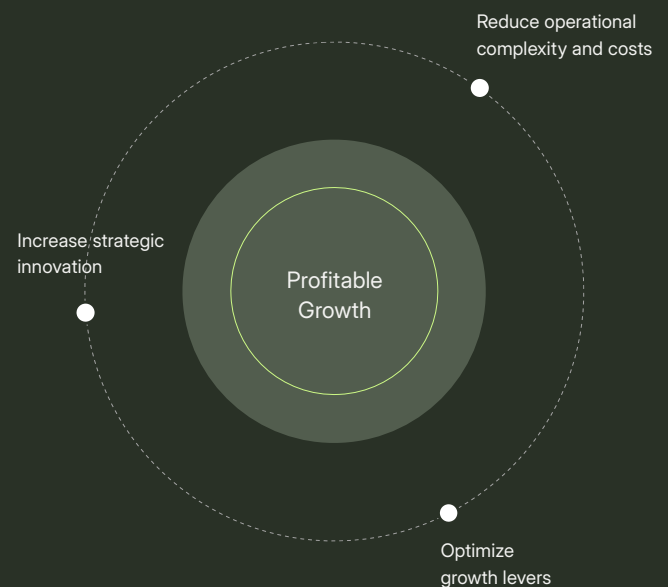


Here’s how this works out for our customers in practice.

Moving to Shopify allows you to offload unnecessary maintenance toil, bringing overall costs down. Businesses can then reallocate those resources formerly used on maintenance to growth, driving better ROI. Finally, as costs continue to come down and ROI increases, this fuels more strategic innovation.

So, instead of responding to opportunities in quarters (or years), react in real time. Instead of spending time on maintenance, spend it on projects that drive revenue. Instead of lagging behind competitors on the latest channels, be the pioneer.

The path forward





Business spotlight

The digital transformation of David's Bridal

David's Bridal had experienced a lot of growth in their 75-year history—from a single store in Florida to over 200 stores across the US, Mexico, and Canada. Over that time, however, their technology had aged. They knew they needed a technology that would accelerate their transformation, not continue to hold it back.

"Shopify has absolutely reinvigorated and reignited our strategy from the bottom up. It's the gift that keeps on giving."

Kelly Cook, CEO, David's Bridal

[Listen to the interview](#)

05

Not all replatforms are created equal

At this point, you may be convinced that staying on your current platform isn't an option. Like most companies though, you're likely undertaking a thorough evaluation process to ensure that you're not making the leap out of the frying pan and into the fire.

We'd like to help with that.

The independent research below evaluates how replatforming to Shopify compares to replatforming to other technology platforms from both a speed and budget perspective. While regional technology landscapes may vary and some local players may not be covered in this analysis, the independent research below covers most major enterprise platforms.

Platform	Common customer frustration	The numbers*
Adobe Commerce Want to migrate from Adobe to Shopify? Get the guide to learn how	Customization becomes a maintenance burden that consumes increasing amounts of team bandwidth.	Migrating to Shopify compared to migrating to Adobe: 25% faster speed of implementation 53% more likely on-time implementation 3% lower budgeted implementation costs 3.3x more likely on-budget implementation
Salesforce Commerce Cloud Want to migrate from Salesforce to Shopify? Get the guide to learn how	Complexity that requires specialized teams and extensive resources to manage.	Migrating to Shopify compared to migrating to Salesforce: 22% faster speed of implementation 2.5x more likely on-time implementation 35% lower budgeted implementation costs 1.5x more likely on-budget implementation
BigCommerce Want to migrate from BigCommerce to Shopify? Get the guide to learn how	Platform limitations emerge as brands scale, leading to more and more custom-developed capabilities and integrations.	Migrating to Shopify compared to migrating to BigCommerce: 10% faster speed of implementation 22% more likely on-time implementation 4.4x more likely on-budget implementation
WooCommerce Want to migrate from WooCommerce to Shopify? Get the guide to learn how	Brands max out functionality and require full dev teams for basic updates.	Migrating to Shopify compared to migrating to Salesforce: 10% faster speed of implementation 2.7x more likely on-time implementation 3% lower budgeted implementation costs 5.8x more likely on-budget implementation
commercetools	Composable architecture forces management of complex vendor networks and custom-built components.	Migrating to Shopify compared to migrating to Salesforce: 10% faster speed of implementation 29% more likely on-time implementation 8% lower budgeted implementation costs 14x more likely on-budget implementation
Custom platforms Want to migrate from a custom platform to Shopify? Get the guide to learn how	Businesses become technology companies instead of retail companies.	Migrating to Shopify compared to migrating to Salesforce: 10% faster speed of implementation 2.7x more likely on-time implementation 3% lower budgeted implementation costs 5.8x more likely on-budget implementation



Make momentum your greatest asset

The evidence is overwhelming. Independent research confirms it. Customer success stories validate it.

The reality is, you don't have to choose between staying stuck on your current platform and risking disruptive migrations. There's a third path that's already been proven. One that's faster, more predictable, more innovative.

The question isn't whether this path exists—it's whether you're ready to take it.

Every day spent managing platform limitations is a day not spent on market opportunities. Platform advantages compound over time—each quarter of faster innovation cycles, predictable costs, and operational agility creates momentum that becomes increasingly difficult for competitors to match.

This momentum is especially critical as AI reshapes commerce. EY reports that 74% of businesses on Shopify are considering AI a

strategic priority for commerce, proving they trust our platform to deliver on the promise of AI to enhance the commerce experience. Which means it's more important than ever to choose the platform that will empower you to capitalize on emerging technologies as they evolve.

Take it from Sapna Shah Parikh, chief digital officer at Kendo Brands: "We're in an industry-defining moment right now with all the different technologies that are arising. Who's the partner that's going to drive what that next generation of consumer experience is going to be? It's Shopify."

Shopify has ended the false choice. The question is: will you choose the third path, or will your competitors choose it first?

Learn more about how Shopify is built to deliver value faster than any other platform.

[Talk to an expert](#)

Sources

Aamer Baig, James Kaplan, Jeffrey Lewis, and Pablo Prieto, "The New Economics of Enterprise Technology in an AI World," McKinsey & Company, May 16, 2025.

"The Developer Coefficient," Strip, September 2018.

"Europe Monthly Index," Economic Policy Uncertainty, 2025.

"The Pursuit of Time to Value: Unlocking Agility and Growth in Today's Commerce Market," EY, commissioned by Shopify, 2025.

Ramnath Venkataraman, Prashant P. Shukla, and H. James Wilson, "Flipping IT Budgets Toward Innovation," Ivey Business Journal, May/June 2022.

"According to research commissioned by Shopify from a leading independent consulting firm to study time to value across major platforms across the globe and understand Shopify's relative positioning."

About the research

This guide is based on independent research examining enterprise commerce platform migrations across multiple industries, company sizes, and geographic regions, including the United States, Canada, France, the United Kingdom, Ireland, Spain, Germany, Portugal, Netherlands, Italy, Belgium, Switzerland, Denmark, Sweden, Finland, Norway, Iceland, Australia, Singapore, Japan, New Zealand, and Malaysia. The research methodology controlled for variables such as project complexity, team experience, and business requirements to ensure that platform differences, rather than external factors, drove the observed outcomes.