



Presented By:
Orange Collar Media
Gold Solutions Partner
Denver, CO

Preparing for an eCommerce Project

Agenda

- What is the Magento Ecosystem?
- Macro-level Prepping
- What you should expect in a Proposal, Contract and Scope of Work
- Project Components
- What should you expect during Development



Who Is Orange Collar Media

- Gold Solutions Partner
- Denver, CO
- Enterprise level development
- 20 person team
- OCM is a Full Service Magento Firm
 - Founders have a solid background in software development
 - Certified Developers
 - Dedicated Project Managers
 - Six person Design & Branding team
 - Known for developing highly customized sites
 - 3Rd Party Integrator - ERP, CRM, and custom backend systems.
 - A True Partner for our clients



The Magento Ecosystem

- Solution Partners – build the store
- Industry Partners – extend the store
- Hosting Firms- host your store
- Marketing Firms – affiliate & ongoing marketing



Metals

- Gold Partner

- Excellent record
- Outstanding Customer Feedback
- Builds Enterprise level sites
- At least 4 Magento Certified Developers



- Silver Partner

- Community Sites
- May be smaller in size than a Gold Partner



What to Look for in a Partner

- Portfolio
 - Existing Clients
 - Existing Websites
 - Vertical Specialization
- References
- Face-to-Face
- Magento Certifications
- Specialties



Location

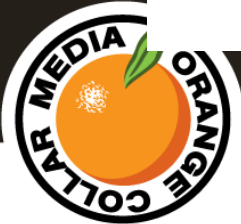
- Partner Geography
- Local
- Distant
- Overseas
- Magento Website lets you filter by geography
- Transparency



Magento Partner Page

The screenshot shows the Magento Partner Page with the following content:

- Header:** Magento logo, navigation menu (Products, Consulting, Training, Resources, Download, Customers, Partners, Company, Blog, Community), and a "Try the Demo" button.
- Section Header:** "Solution Partners"
- Text:** "Magento Solution Partners have a strong knowledge of the Magento platform and eCommerce, a broad set of design, development, integration and marketing skills, as well as a record of successful Magento implementations. Please read 'Finding Success with Magento Solution Partners' for an overview of our Solution Partner program and tips on how to find the right partner for your requirements."
- Filters:** "Showing 28-36 of 291", pagination ("« First « Previous 3 4 5 Next » Last »"), "Filter by: --Please select country--", "--Please select language--", and "Narrow Results".
- Partner Cards:**
 - dacrydium:** "Dacrydium est une Web Intelligence Agency, spécialisée dans la réalisation de sites e-commerce sur-mesure basés sur Magento. Certifiée Gold Partner Magento, Dacrydium dispose d'une équipe pluridisciplinaire." Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.
 - GRAND RIVER:** "As a Magento Gold Solution Partner and Partner Excellence Award Winner, we help businesses like yours make the most of the platform through effective multi-site builds, custom extensions and conversion." Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.
 - ism eCompany:** "ISM eCompany is a Rotterdam based full service e-commerce company. ISM eCompany was founded in 1992 and employs a mix of more than 200 specialists. We are leading player in the Netherlands when it comes to" Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.
 - .session:** "Working closely with global retailers and emerging brands, Session delivers creative, complex enterprise ecommerce sites on the Magento Enterprise platform. Award winning sites that look fantastic and work brilliantly." Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.
 - Orange Collar Media, LLC:** "Performance, sophistication and scalability from design to deployment. Orange Collar Media is a proven, Denver-based Magento Gold Partner. The Orange Collar team is composed of brilliant creatives and impressive" Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.
 - netz98 new media GmbH:** "netz98 ist einer der größten Magento Gold-Partner Deutschlands und Experte in Sachen Konzeption & Usability, technischer Umsetzung und Konversionsraten- und Performance-Optimierung. Zu den namhaften" Includes "GOLD SOLUTION PARTNER" and "Certified Developers" badges.



Where is the work done?

- Outsourcing
- 3rd Parties
- Offshoring
- Facilities
 - Dedicated PMs
 - PM System

A peak at OCM's office in Denver CO!



Prepping for eCommerce

- Website Goals and Strategies
 - Market Position
 - B2C or B2B or Both
 - International
 - Online and Physical
 - Exit
- Budget
 - Start Passively or Aggressively?
- Research
 - Competitor
 - Keyword
 - Product



Day to Day MGMT

- Who will handle:
- Site Management
- Customer Service Issues
- Blogs/Content/Analytics
- Shipping & Fulfillment
- Is your team ready for change?
- Order Processing
- Fulfillment
- Operational Changes

Order View

Order # 100001891 | Jun 24, 2013 8:05:08 PM

Back Edit Cancel Send Email Create RMA Void Hold Invoice

Information

- Invoices
- Credit Memos
- Shipments
- RMA
- Comments History
- Transactions
- Purchase Orders

Order # 100001891 (the order confirmation email was sent)

Order Date: Jun 24, 2013 8:05:08 PM

Order Status: Processing

Purchased From: Main Website
Just4MyPet.com
Just4MyPet.com

Placed from IP: 76.6.51.40

Account Information

Customer Name: Linda #1000

Email: archaeoone@aol.com

Customer Group: NOT LOGGED IN

Billing Address

Linda Finkel
28 Henry Rd.
Newark, New Jersey 07102
United States
T: 9732791376

Shipping Address

Linda Finkel
28 Henry Rd.
Newark, New Jersey 07102
United States
T: 9732791376

Payment Information

PayPal Express Checkout

Payer ID: 5CQVXXXXH2B6W

Payer Email: archaeoone@aol.com

Payer Status: unverified

Payer Address Status: confirmed

Merchant Protection Eligibility: Eligible

Last Correlation ID: 9fa897c55ed1

Last Transaction ID: 6WY15500XN634924X

Order was placed using USD

Shipping & Handling Information

Flat Rate - Flat Rate Ground Shipping 32.99



A Mutual Journey – Help Us Help You

- Products Sold
 - # of skus/products
- Target Markets
- Use Cases/Process Flows
- Create a Requirements Laundry List
 - Customer Facing
 - Back Office
 - Order Processing
- A list of sites that you like
- RFP – Request for Proposal



Project Documents- What to expect

- Proposal
 - Partner Information
 - History/Principals
 - Expertise
 - References
 - Detailed Scope of Work
 - Functionality List– Customer-Facing and Back Office
 - Price Quote
 - Time and Materials – Hourly Rate
 - Fixed Bid
 - Design and Development Process
- Contract
 - Intellectual Property
 - Scope of Work
 - Time Lines/Milestones



Design & Development Milestones

- Kickoff Call
- Requirements & Discovery
 - Use Cases/Process Flows
 - Design Spec
 - UX/UI Creation
 - Functional Spec
 - Order Processing
 - Shipping
 - Payment Processors
 - Hosting
- Design and Functionality Spec Signoff



The Development Stage

- Purchase of Magento License
- Development
- Change Orders – Changes in Scope
- Transparency!!
- Testing/QA
- Launch
- Training



Post Launch & Beyond

- Support Plan
- Post Launch Bug fixes
- Marketing plan?
- Industry partner introductions



Case Study – Mid Market Merchant

1. Initial Call – High Level
 2. Conference Call -Specifics
 3. Laundry List Generated
 4. Proposal Generated
 5. Contract Negotiations
 6. Discovery/Design/Specs
 7. Development
 8. Testing/Hosting/Launch
- 2 – 6 Weeks
- 4 – 6 Weeks
- 3 - 4 Months



Thank you for attending our Webinar

Feel free to contact us with any questions:

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