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
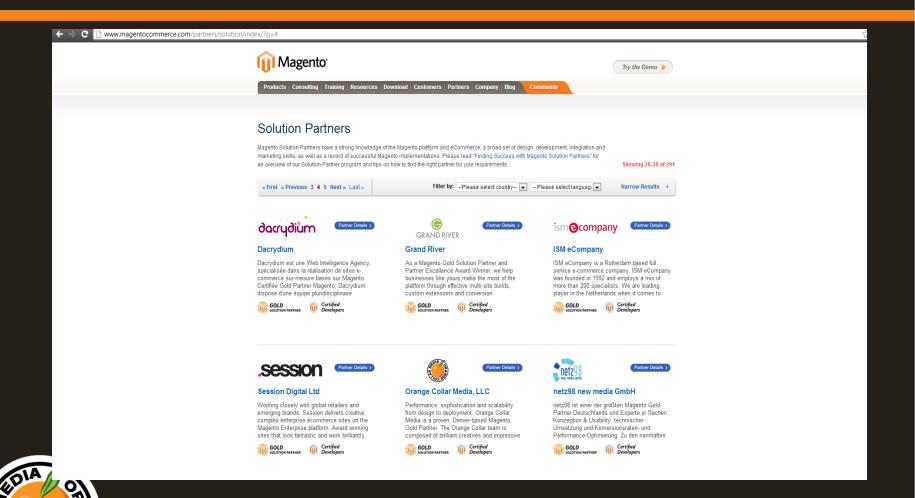- Magento Certifications
- Specialties

Location

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

Magento Partner Page

Where is the work done?

- Outsourcing
- 3rd Parties
- Offshoring
- Facilities
  - Dedicated PMs
  - PM System
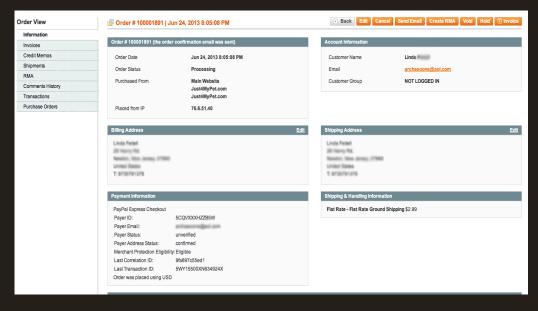
A peak at OCM's office in Denver CO!

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

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

Tips from a Merchant:

Call references!
Fly out & meet with your SI

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

Functional Spec

Integration 1:
Integration 2
Module 2.3
Modul3 2.5

The Development Stage

- Purchase of Magento License

- Development

- Change Orders – Changes in Scope

- Transparency!!

- Testing/QA

- Launch

- Training

Your request is out of Scope…
Here's what we can do…

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

2 – 6 Weeks

6. Discovery/Design/Specs

4 – 6 Weeks

7. Development
8. Testing/Hosting/Launch

3 - 4 Months

Thank you for attending our Webinar

Feel free to contact us with any questions:

Orange Collar Media

866-262-1517

www.OrangeCollarMedia.com

hello@orangecollarmedia.com