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An Introduction to the Magento Solution Partner Program

Dene Schonknecht, Director of Channel Sales
Outi Greve, Director Channel Sales,
2nd May, 2017

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Agenda

- Introduction to Magento in APAC

- Magento Solution Partner Program Mission Statement

- Partnership Opportunity

- Magento Solution Partner Program

- Path to Partnership

Introduction

Why is Magento here (in India) ?

The Magento Team in APAC

Magento has presence in APAC as of 2017

Sales, Channel, Marketing, Solutions Consulting

India is a focus

Dene Schonknecht
Channel Sales
Responsible for Solution Partnerships across APAC. Based in Singapore. Previously with Oracle, Microsoft & HP

Ian Kinsella
Direct Sales
Responsible for Enterprise Sales across APAC. Based in Sydney. Previously with SAP Hybris

Magento®   WHY MAGENTO   PRODUCTS & SOLUTIONS   SERVICES

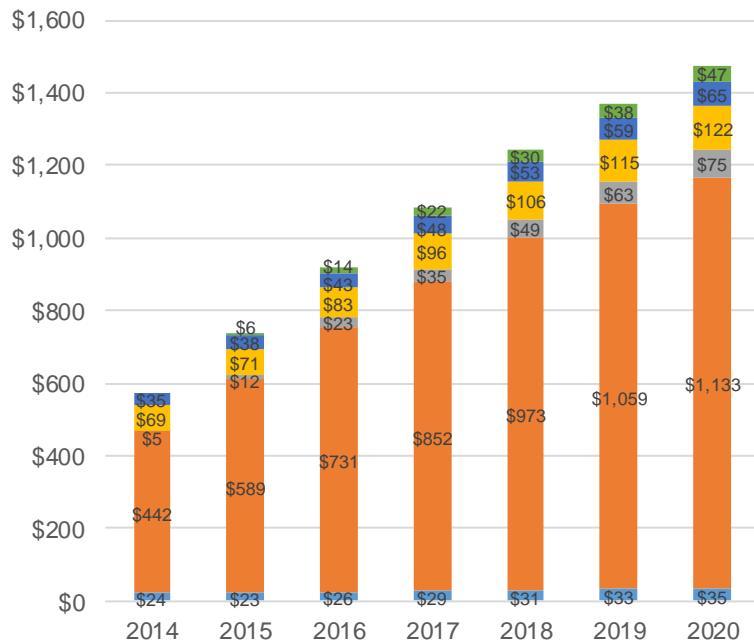Find your next job at Magento

Location

Remote India, India

Channel Sales Manager, India   Remote India, India

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APAC E-commerce Market Experience Significant Growth

Online Retail Spending in APAC

Market	5 year-CAGR
SEA	53%
South Korea	11%
Japan	11%
India	**44%**
China	14%
Australia	9%
Total APAC	**15%**

- High growth in online retail spending over the next 5 years is driven by:
  - Internet penetration
  - Merchant omnichannel experience
  - Customer comfort buying online
  - Merchants moving off of marketplaces

Note: $ in Millions.
Source: Google + Temasek (SEA), Forrester (Rest)

Note: SEA includes Indonesia, Singapore, Vietnam, Philippines, Thailand and Malaysia

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Solution Partner Program Mission Statement

Recruit & Retain Market Leading Consulting Firms

Promote Quality Implementations & Merchant Success

Drive Product Adoption & Expand Magento's Market Presence

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Why Partner with Magento

World-Class Solutions

World-Class Partner Ecosystem

Market Presence

The Future of Cloud Commerce

CUSTOMER TOUCHPOINTS

ORDER FULFILLMENT

Retail Stores
Mobile
Online Stores
Marketplaces
Social
Call Center

Warehouses
Store Network
Distribution Centers
Drop-Shippers
CRM

Business Intelligence
Digital Commerce
Commerce Order Management
Marketplace
B2B
Extensions
Payments & Risk

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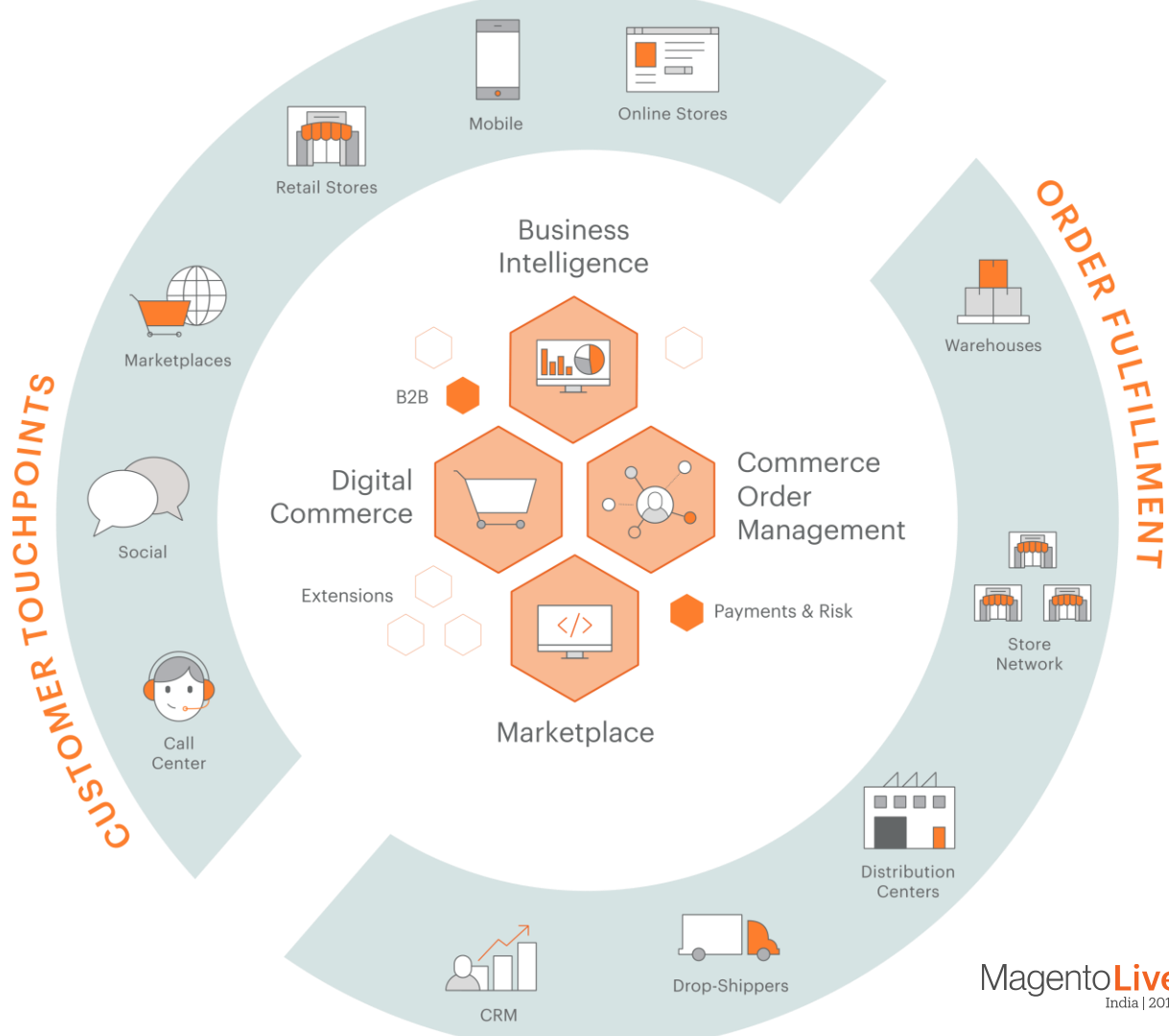
Magento Commerce is the Leading Cloud Commerce Platform

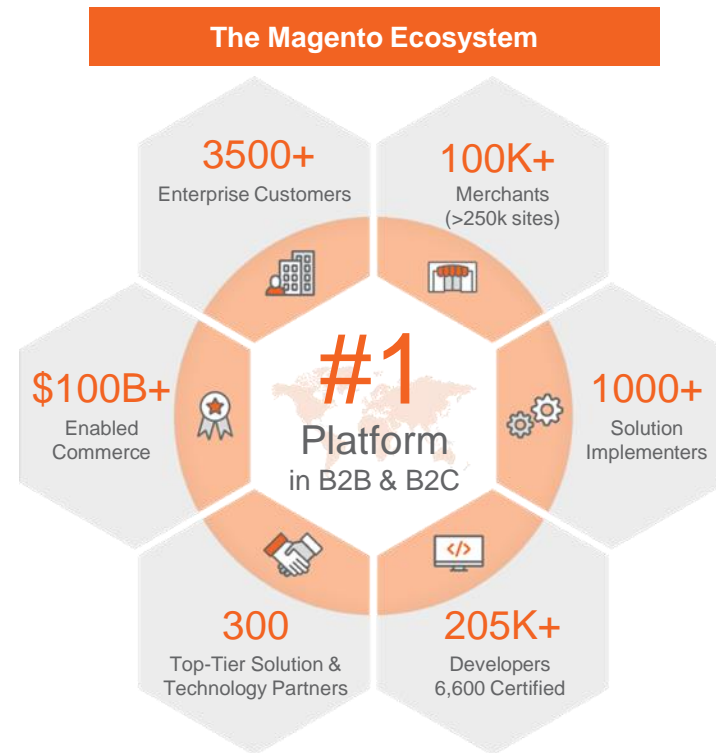- Founded in 2007

- #1 platform in both B2C and B2B

- 26% global market share[1]

- Largest ecosystem of commerce technology & system integrator partners

- Availability of more than 205,000 experienced developers

- Mid-sized merchants through $1B+ global conglomerates use Magento

- Feature rich, scalable enterprise platform enabled by modern technology

The Magento Ecosystem

3500+
Enterprise Customers

100K+
Merchants
(>250k sites)

$100B+
Enabled
Commerce

#1
Platform
in B2B & B2C

1000+
Solution
Implementers

300
Top-Tier Solution &
Technology Partners

205K+
Developers
6,600 Certified
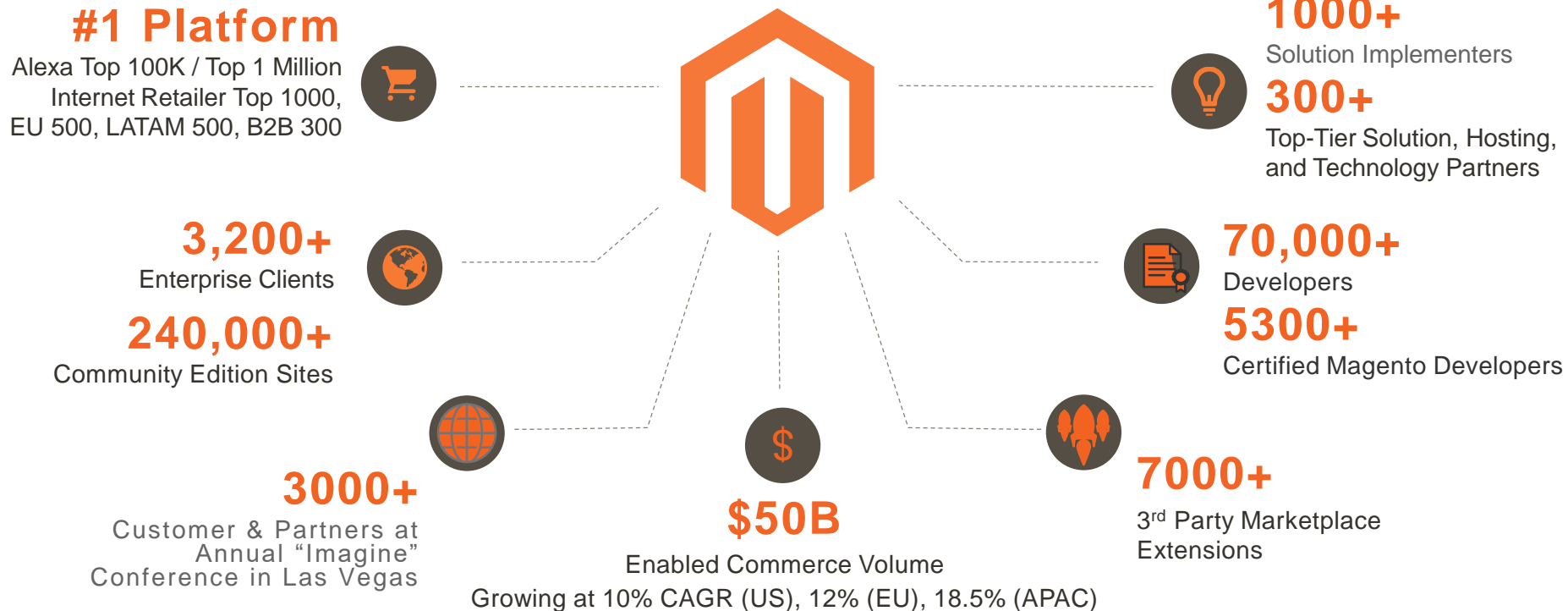
Sources:
(1) Global commerce market share, Hivemind, April 2015
(2) Internet Retailer IR TOP 1000 report 2016 & IR B2B Top 300 report

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The Scale of Our Ecosystem is Unprecedented

Open source allows us to build an ecosystem than no competitor can replicate

#1 Platform
Alexa Top 100K / Top 1 Million
Internet Retailer Top 1000,
EU 500, LATAM 500, B2B 300

1000+
Solution Implementers

300+
Top-Tier Solution, Hosting,
and Technology Partners

3,200+
Enterprise Clients

240,000+
Community Edition Sites

70,000+
Developers

5300+
Certified Magento Developers

3000+
Customer & Partners at
Annual "Imagine"
Conference in Las Vegas

$50B
Enabled Commerce Volume
Growing at 10% CAGR (US), 12% (EU), 18.5% (APAC)

7000+
3rd Party Marketplace
Extensions

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A Vibrant Ecosystem of Technology and Solution Partners

Technology Partners

	Registered	Select	Premier
Accounting & Finance	SNM portal, PowerSync	ecomwise, EPICOR, brightpearl	
Marketing	PIXLEE, hivewyre, justuno, autoresponsermax, LICENTIA, REJOINER, Notify, MAGEVOLVE, Sistel	Bronto, MailChimp, TEALIUM, springbot, SAILTHRU, WINDSOR CIRCLE, SMART FOCUS, sparq	dotmailer
Content & Customizations	Aitoc, Algolia, IKSANIKA, BRAVE, Social Annex, NEKLO	aheadWorks, magestore, nosto, EasyAsk, MAGNETIC, MYBUYS, SLISYSTEMS, nextopia	CELEBROS
Customer Support	unbeatable., LiveChat	zendesk	
Payments & Security	McAfee, CUSTOMER PARADIGM, SCHOGINI, CRYOZONIC, coinbase	Avalara, Authorize.Net, riskified, posim, ebizmarts, VERTEX SMB, Symantec, Wolters Kluwer, SecurePay, SCNIFYD, CyberSource	PayPal, TaxJar
Reporting & Analytics	exto.io, CONVERSION bug	WINDSOR CIRCLE, Experian QAS	New Relic
Sales	CODISTO, celigo, PlumSlice labs, FoyerLive, M2E, VNECOMS	wyomind	
Shipping & Fulfillment	shippit, EH, exempli, Runit Shop, Furgonetka	pitney bowes, SHIPPERHQ, ShipStation, bongo, logicbroker, WebShopApps, Freestyle	temando
Site Optimization	CED COMMERCE, MAGEBITS, blackbird	NEXCESS, byte, anchor, BULLETPROOF, ZEROLAG CLOUD SERVED, COGECO PEER 1	fastly, rackspace

Solution Partners

ENTERPRISE SOLUTIONS PARTNER — 70+ partners

PERFICIENT, LYONSCG, GORILLA, blue acorn, VAIMO, CLASSY LLAMA, BALANCE INTERNET, accenture, pixafy, SILK Better eCommerce, DEMAC MEDIA, CORRA, Smile, REDBOX DIGITAL, Alpine Consulting, Inc, netstarter

PROFESSIONAL SOLUTIONS PARTNER — 130+ partners

WEBJUMP, razorfish, ROCKET WEB, irishtitan, 1R, CREATUITY, TRYZENS GROUP

REGISTERED SOLUTIONS PARTNER — 40+ partners

Keyora inc., ShopWorks, APPNOVATION TECHNOLOGIES, PHOTON

Complexity and size of Implementation

Magento Recognized as the Top Global Commerce Platform
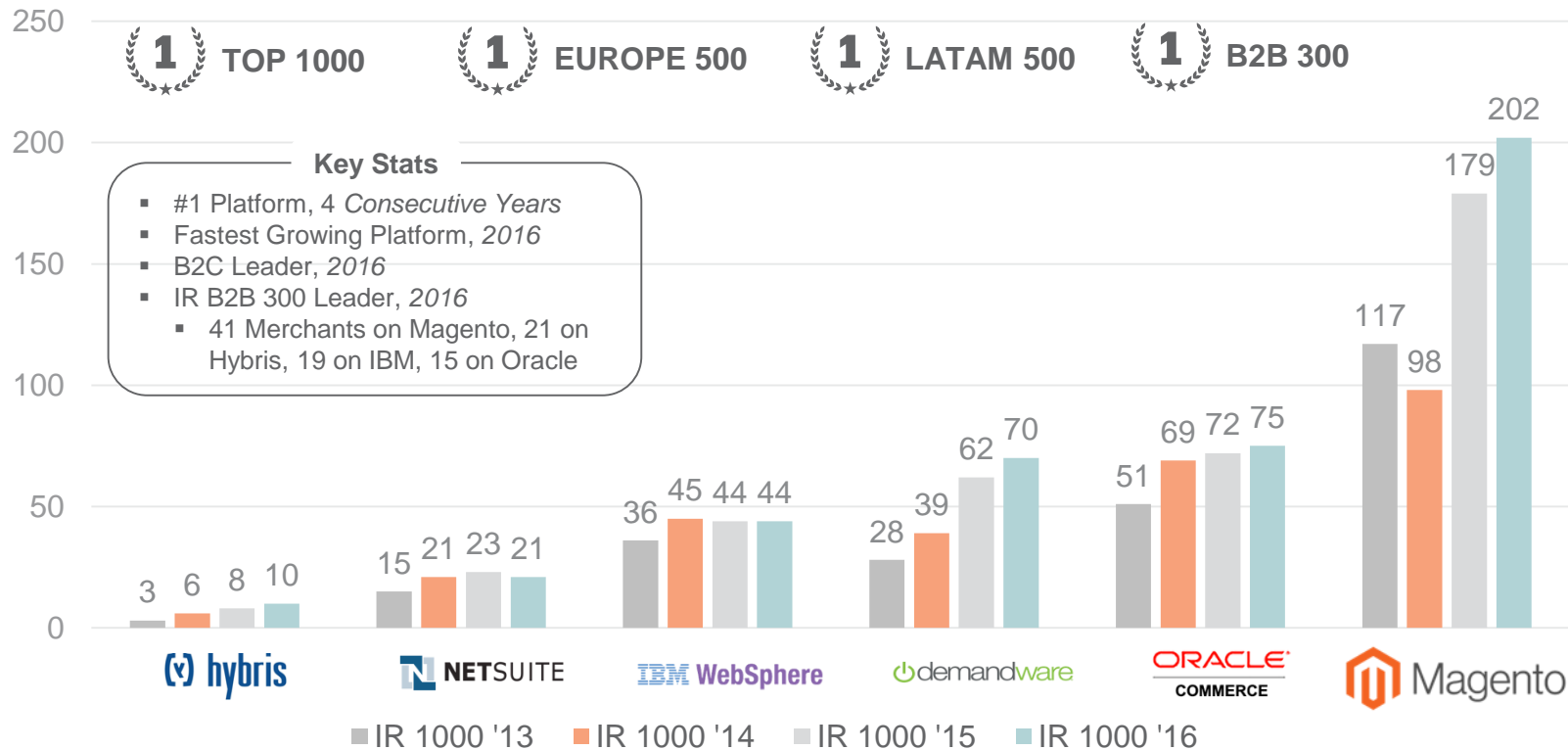
1 US TOP 1000   **1** EUROPE 500   **1** LATAM 500   **1** B2B 300

Bar chart comparing Top Competitor and Magento:

Category	Top Competitor	Magento
US Top 1000	70	202
Europe 500	26	53
Latin America 500	30	64
B2B 300	24	54

Legend: ■ Top Competitor   ■ Magento
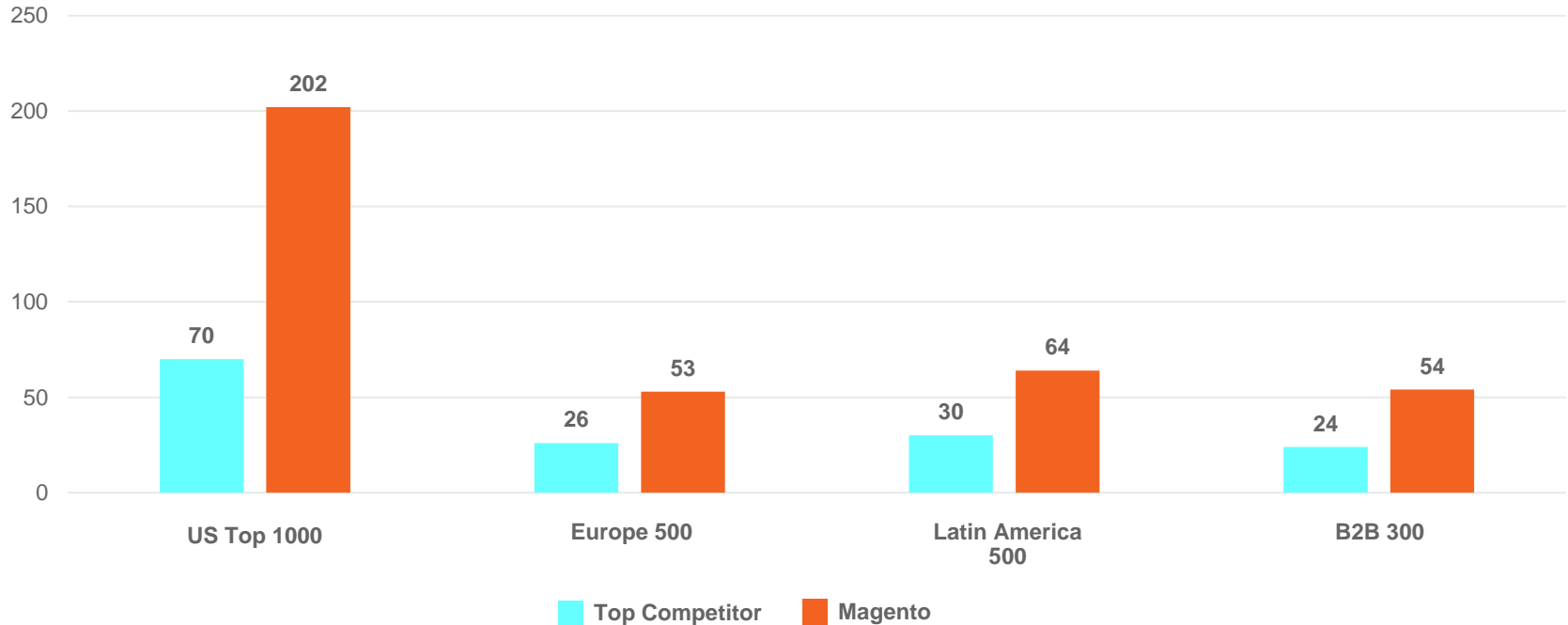
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In Fact More Large Companies Use Magento Commerce than any other platform

1 TOP 1000   **1** EUROPE 500   **1** LATAM 500   **1** B2B 300

Key Stats
- #1 Platform, 4 *Consecutive Years*
- Fastest Growing Platform, *2016*
- B2C Leader, *2016*
- IR B2B 300 Leader, *2016*
  - 41 Merchants on Magento, 21 on Hybris, 19 on IBM, 15 on Oracle

hybris: 3, 6, 8, 10
NETSUITE: 15, 21, 23, 21
IBM WebSphere: 36, 45, 44, 44
demandware: 28, 39, 62, 70
ORACLE COMMERCE: 51, 69, 72, 75
Magento: 117, 98, 179, 202

■ IR 1000 '13   ■ IR 1000 '14   ■ IR 1000 '15   ■ IR 1000 '16

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With 3,500+ Enterprise Customers Covering All Industries

B2C
- Retail & Fashion
- Media & Publishing
- Travel & Hospitality
- Consumer Services
- Branded Manufacturers
- Auto

B2C & B2B
- Financial Services
- Government
- Education
- Software
- Healthcare
- Utilities
- Telco
- CPG
- Grocery

B2B
- Wholesale
- Life Sciences / Pharma
- High Tech
- Industrial Manufacturing
- Energy
- Agriculture
- Business Services

We Thrive Within Global Brands

We have significant success with multi (brand, market) CPG and branded manufacturers

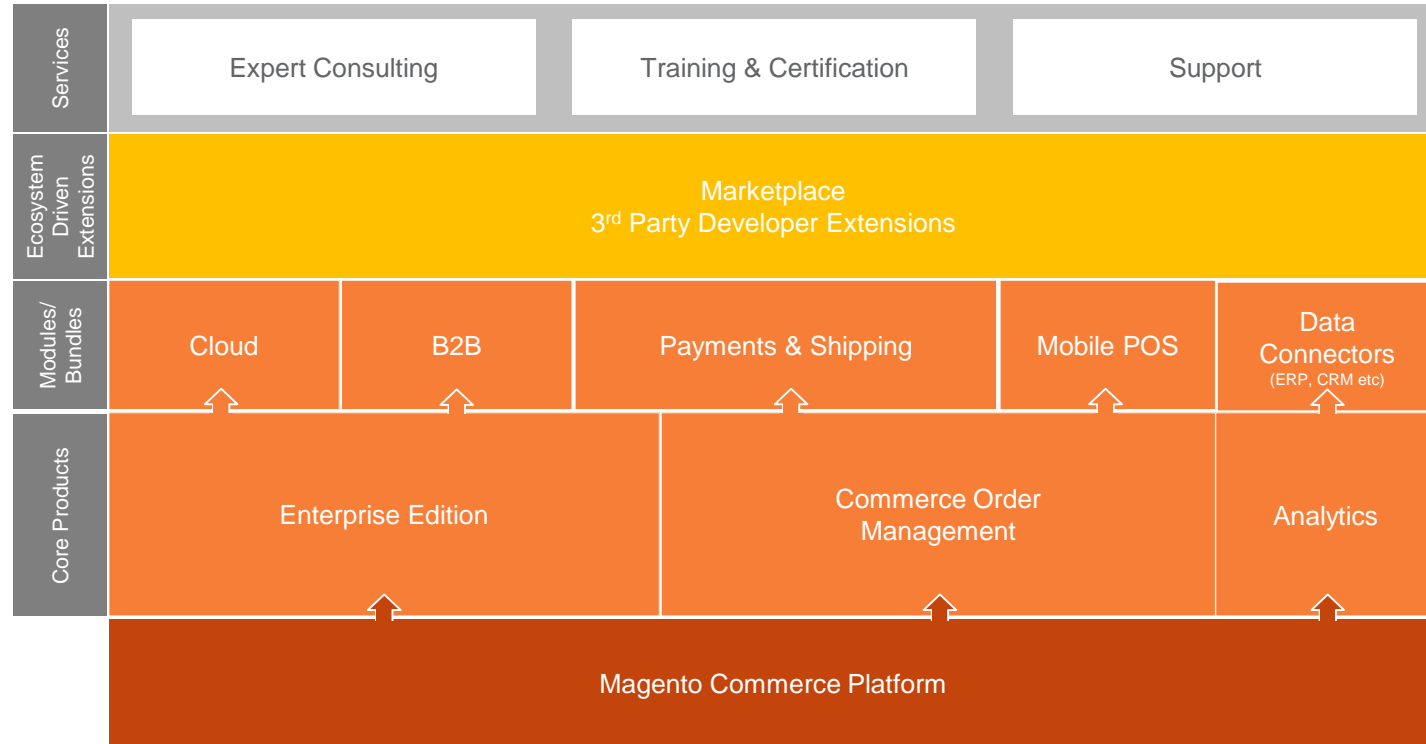| HERMÈS PARIS	dyson	NESCAFÉ Dolce Gusto	SPECIAL.T by Nestlé
27 Countries	**15 Countries**	**62 Countries**	**10 Countries**

Guthy Renker	VANS "OFF THE WALL"	kipling	EASTPAK U.S.A.	for all mankind
8 Brands | 9 Countries	**10 Countries**	**9 Countries**	**13 Countries**	**17 Countries**

Rodan & Fields proactiv+   Meaningful Beauty® Cindy Crawford   CREPE ERASE TRUFIRM COMPLEX   wen by Chaz Dean   it COSMETICS®   sheer cover STUDIO   X OUT   PRINCIPAL SECRET

Magento Suite - How Our Products Work Together

Services	Expert Consulting	Training & Certification	Support

Ecosystem Driven Extensions

Marketplace
3rd Party Developer Extensions

Modules/Bundles

Cloud	B2B	Payments & Shipping	Mobile POS	Data Connectors (ERP, CRM etc)

Core Products

Enterprise Edition	Commerce Order Management	Analytics

Magento Commerce Platform

Our Unique Market Differentiators

Open & Flexible architecture allows merchants complete freedom to rapidly deliver custom experiences independently from Magento release schedule and roadmap.

Vibrant Global Ecosystem of developers, solution and technology partners ensures merchants can find local, certified Magento expertise around the globe with ease.

Leading Time to Market enabled by curated marketplace of high-quality extensions that extend the functionality of their Magento stores and significantly reduce time-to-market

Leading Cost of Ownership driven by competitive licensing and significantly lower implementation costs driven by availability of 3rd party extensions, time-to-market advantages and broad ecosystem of expertise.

Low Risk, Future Ready platform backed by global ecosystem of systems integrators and developers with out-of-the box enterprise performance, simple upgrades and regular new feature releases

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The New Magento
Solution Partner Program

Launched in April 2017

Partner Program

Program Launch

New contracts and commercials

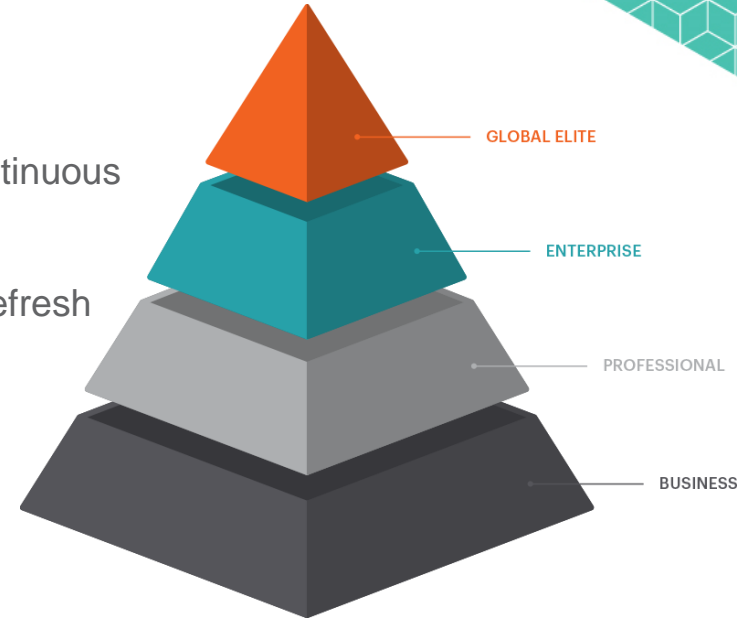New Program Guides and FAQs

MAPs are launched

Leads management improvements

Still Coming

Partner Portal – continuous improvement

Partner Directory Refresh

Badge Program

GLOBAL ELITE

ENTERPRISE

PROFESSIONAL

BUSINESS

BUSINESS SOLUTION PARTNER

PROFESSIONAL SOLUTION PARTNER

ENTERPRISE SOLUTION PARTNER

GLOBAL ELITE SOLUTION PARTNER

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Measuring our Partnership

Revenue

Quality

Activity

- Partner Sourced Revenue
- Partner Influence Revenue

- Delivery Quality Score (DQS)
- Customer Churn (+/-)

- Marketing Engagement Points
- Marketing spend
- Training and Certification

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Solution Partner Program Requirements

Commercial Items	Business	Professional	Enterprise	Global Elite
Annual Program Fee	$5,000	$7,500	$12,500	$17,500
Sourced Revenue Commit (ACV)	$25,000	$25,000	$50,000	$100,000
Influenced Revenue Commit (ACV)	N/A	$50,000	$100,000	$200,000
Total Revenue Target (ACV)	**$25,000**	**$75,000**	**$150,000**	**$300,000**

KPIs	Business	Professional	Enterprise	Global Elite
Certified Developers	4	10	25	50
Certified Solution Specialist	1	2	4	6
Certified Salesperson	1	1	2	3
Magento Activity Point Score (MAPs)	25+	50+	75+	100+
Delivery Quality Score	65+	65+	65+	65+
New Logo Launches (Magento EE)	1	3	6	6
Marketing Commit	N/A	5,000	10,000	15,000
ECG Service Pack Commitment	N/A	Yes	Yes	Yes

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Solution Partner Program Benefits

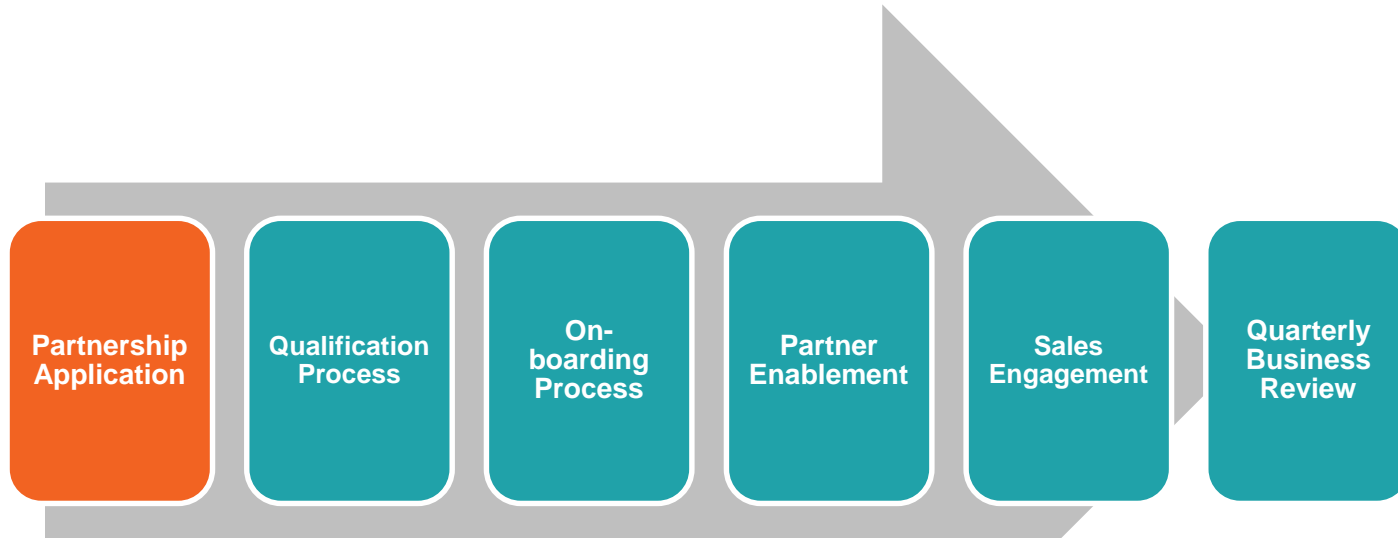|	Benefits	Business	Professional	Enterprise	Global Elite
Enablement	Partner Portal Access	✓	✓	✓	✓
	Access to Magento Software (Internal Use)	✓	✓	✓	✓
	Training Discounts	✓	✓	✓	✓
	Invitation to Partner Kick Off Meeting	N/A	✓	✓	✓
	Seat on Partner Advisory Council (PAC)	N/A	N/A	Invitation	Invitation
	Allocated Channel Development Manager	N/A	✓	✓	✓
	Executive Sponsor	N/A	N/A	Eligible	✓
Sales	Deal Registration	✓	✓	✓	✓
	Lead sharing	N/A	✓	✓	✓
	Joint Account Planning	N/A	Eligible	✓	✓
	Referral Fees	✓	✓	✓	✓
	Annual Business Planning & QBR	N/A	N/A	✓	✓
Marketing	Publish Partner Case Studies	N/A	Eligible	✓	✓
	Co-marketing Funds Available	N/A	Eligible	✓	✓
	Partner Directory Listing	✓	✓	✓	✓
	Magento Partner Badge	✓	✓	✓	✓
	Co-branded Press Releases	N/A	Eligible	✓	✓

Becoming a Magento Solution Partner Program

The Path to Partnership

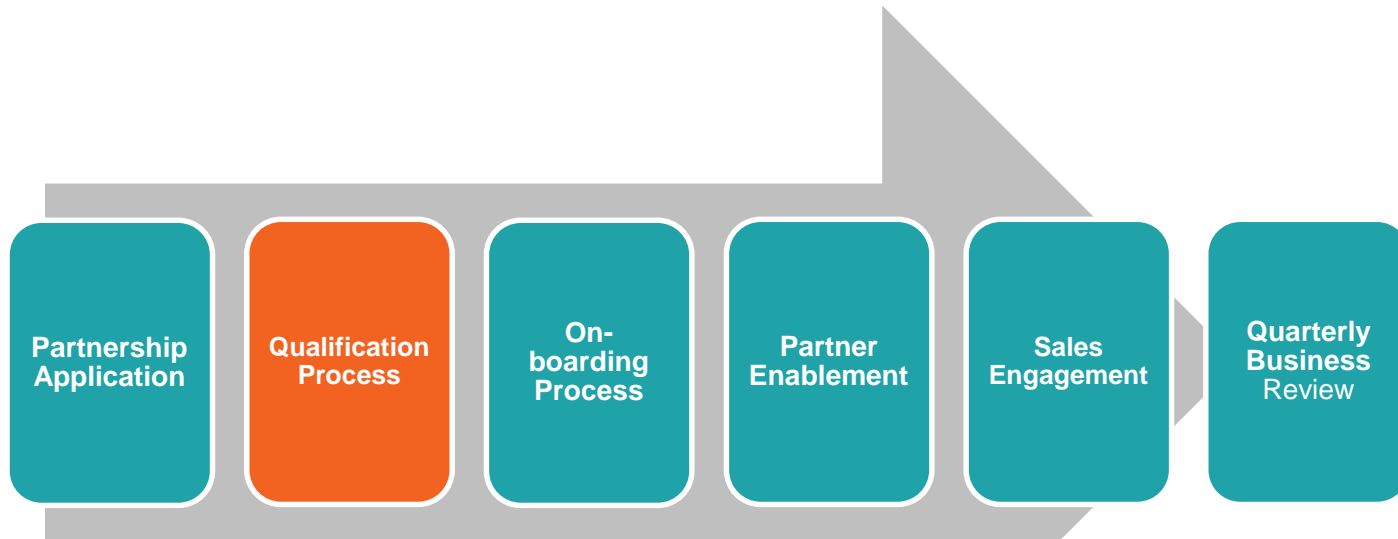# Magento Solution Partner Program

Step 1. Application

Partnership Application → **Qualification Process** → **On-boarding Process** → **Partner Enablement** → **Sales Engagement** → **Quarterly Business Review**

Submit Partnership Application at magento.com
- Why you want to partner with Magento?
- Do you meet the criteria on sales, market and solution focus, and Magento technical capabilities?

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Magento Solution Partner Program
Step 2. Qualification

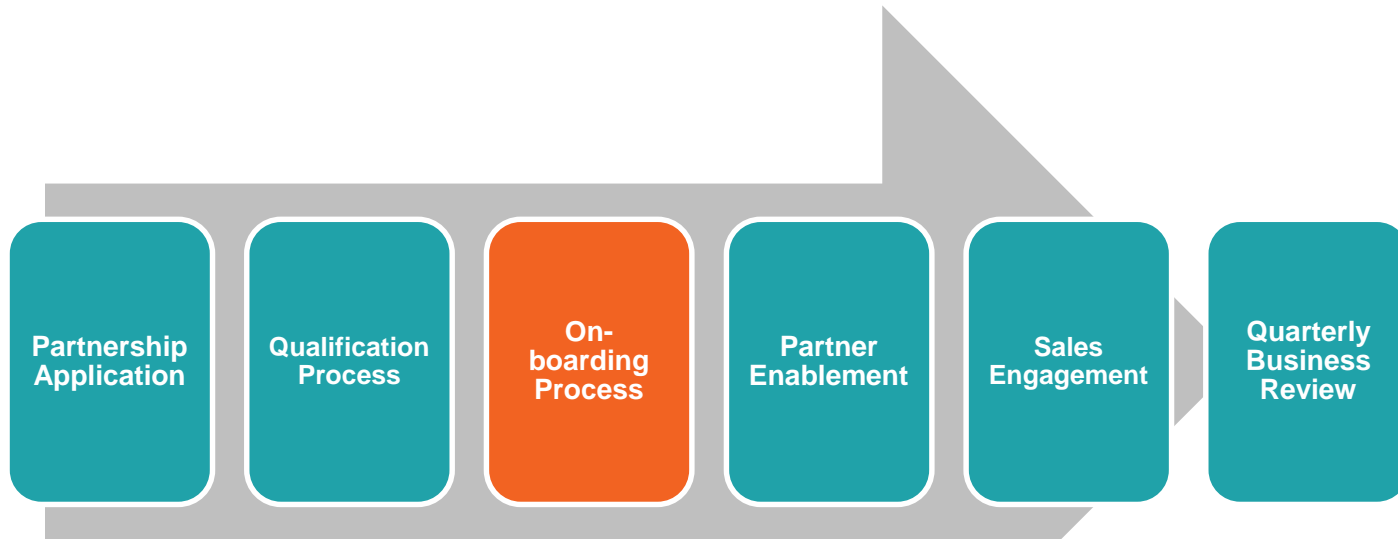| Partnership Application | Qualification Process | On-boarding Process | Partner Enablement | Sales Engagement | Quarterly Business Review |

Business Criteria Review:
- Market coverage: Fill a gap or focus on key GTM region
- Sales: Ability to drive new Magento Enterprise business
- Solution Focus: Magento Enterprise Edition
- Capabilities: commitment for training, certification

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Magento Solution Partner Program
Step 3. On-Boarding

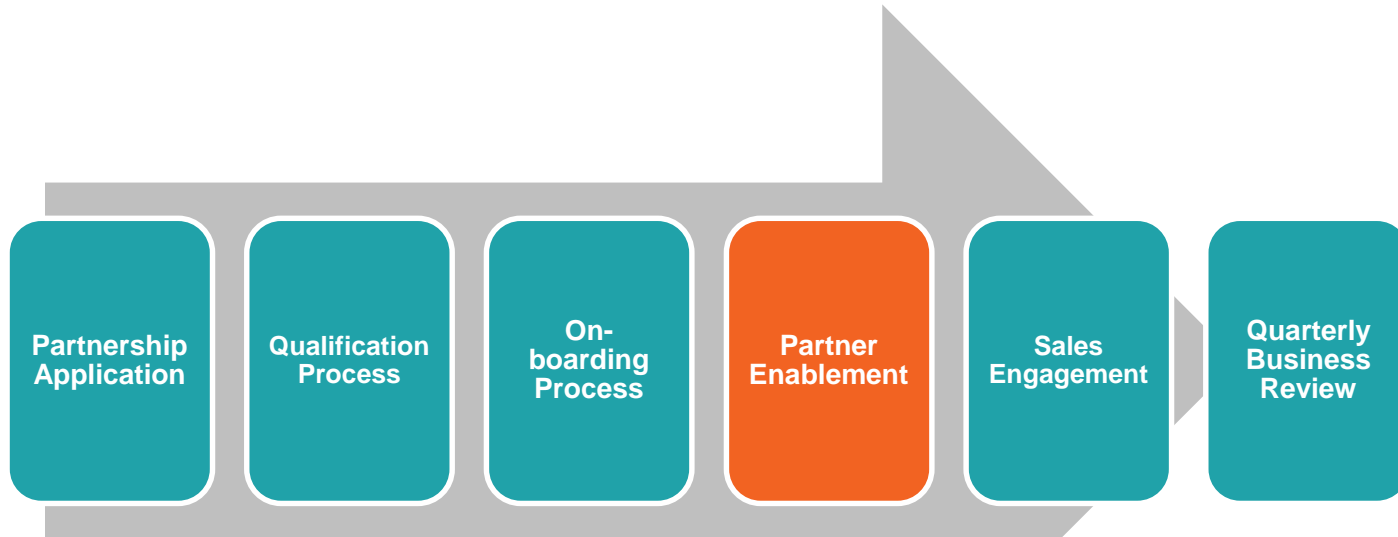| Partnership Application | Qualification Process | On-boarding Process | Partner Enablement | Sales Engagement | Quarterly Business Review |

- Execute Magento SPA
- Partner Portal Access
- Magento Partner Directory Listing
- Partnership Announcement (internal/external)
- Training and Certification Plan
- Sales and Marketing Plan

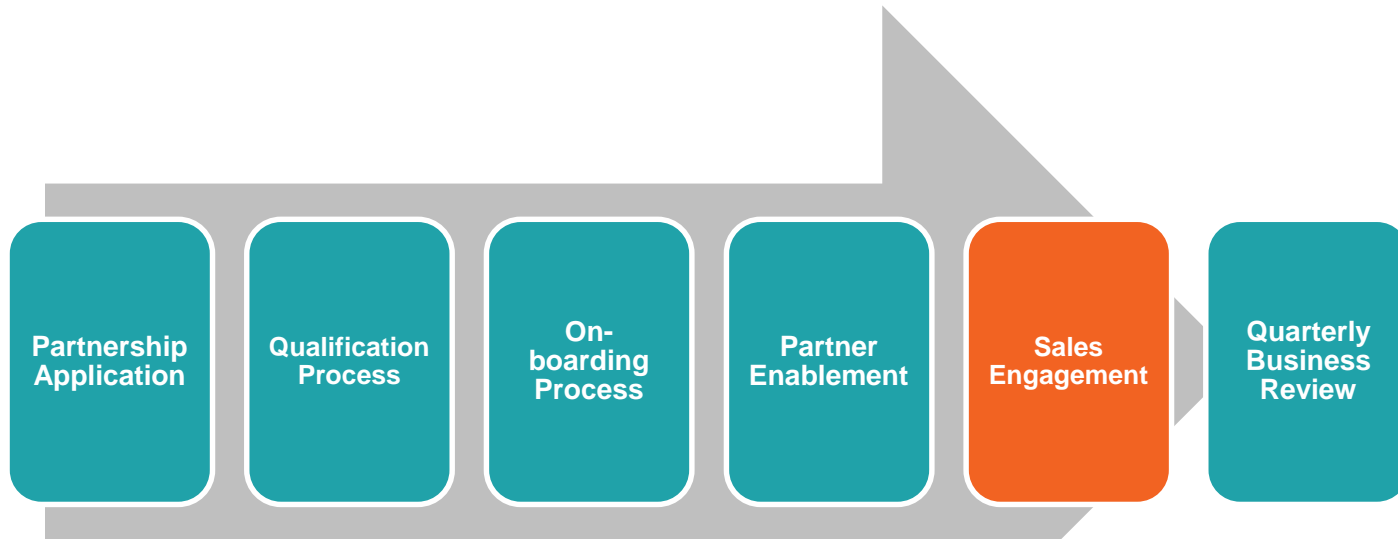# Magento Solution Partner Program
Step 4. Partner Enablement

Partnership Application → **Qualification Process** → **On-boarding Process** → **Partner Enablement** → **Sales Engagement** → **Quarterly Business Review**

Train your Key Sales and Technical Resources
- On-Demand content via Magento Partner Portal
- Magento U training
- Monthly Partner Accelerate Webinars, PKO, New Sales Hire Training
- Subscribe to Magento Communications (newsletters, blogs, social media feeds)
- Training and Certification Plan

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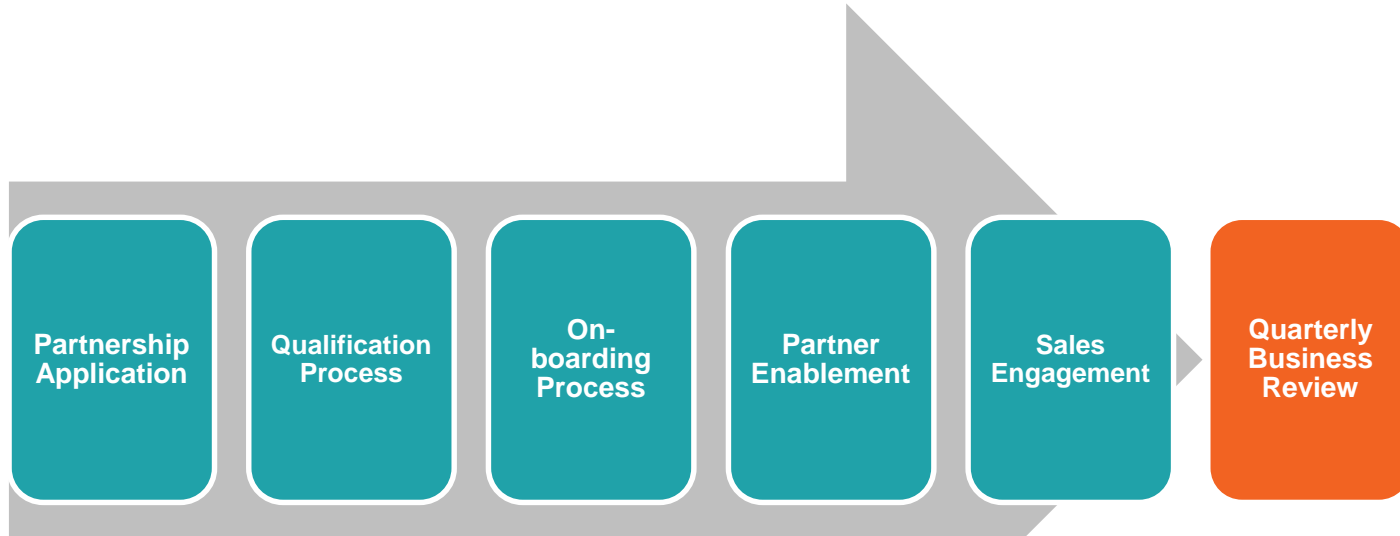# Magento Solution Partner Program
Step 5. Sales Engagement

| Partnership Application | Qualification Process | On-boarding Process | Partner Enablement | Sales Engagement | Quarterly Business Review |

- Sales Engagement with Magento Enterprise and Territory Sales
- Rules of Engagement
- Lead Registration and Partner Commissions Process
- Opportunity Management
- End-User Contract Process & T&Cs, Pricing and Sizing

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Magento Solution Partner Program
Step 6. QBR

Partnership Application → **Qualification Process** → **On-boarding Process** → **Partner Enablement** → **Sales Engagement** → **Quarterly Business Review**

Review Partnership Milestones against Business Plan
- Quarterly Performance Metrics (leads, opportunities, wins/loses)
- Magento Practice Growth: Training, Certification
- Customer Go Lives
- Marketing: Demand Generation, Case Studies, Events

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Ensure Proficiency & Quality Results with Magento U Training

- Engaging and relevant training opportunities

- Get the most out of your Magento implementation

- Training for every role in your business

- Courses developed and delivered by Magento experts

- Include practical, hands-on exercises

FLEXIBILITY // TRAINING DELIVERED THE WAY YOU WANT IT.

CLASSROOM ON-DEMAND ONLINE INSTRUCTOR-LED

	Beginning	Intermediate	Advanced
Merchant/Marketing	eCommerce with Magento	Managing Your Magento Store	Stepping up Sales with Magento Promotions and Discounts Multisite Planning for Your Magento Stores Growing Your Business with SEO on Magento
Front End Developer/Designer	Magento Design Insights	Core Principles for Theming in Magento	
Developer	Quick Start to Magento Customization	Fundamentals of Magento Development	Checkout Series Order Management Test Magento with PHPUnit Catalog

Thank you