

BRIDGE THE GAP

connect content & community to commerce



COMMERCE **village**

Drupal Commerce Delivery Partner Program

*DrupalCon Prague
September, 2013*



Thank You For Joining Us



Scott Dahlgren

Managing Director, North America



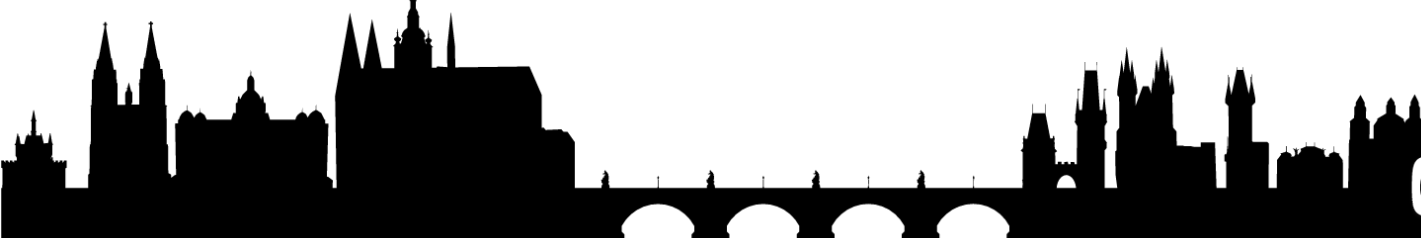
Agenda

- Why You Should Be Interested?
- What is the Delivery Partner Program?
- How will we work together?
- How do you participate?



Why You Should Be Interested

- The future of Commerce is changing (and growing)
 - Commerce will exist everywhere
- Information & social connections are key
 - Content Driven Commerce
- Easy entry into commerce = Hard to differentiate
 - Commerce is a utility & importance of merchandising
- Drupal is ideally positioned to win
 - One native solution for Content, Community, Commerce



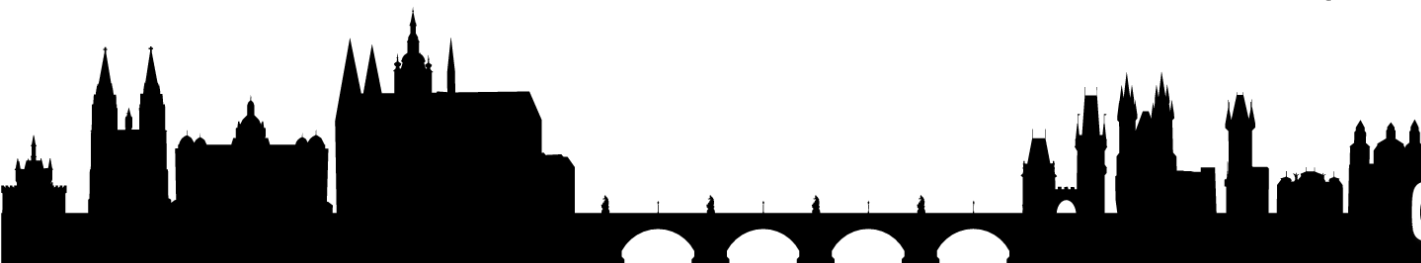
What is the Delivery Partner Program

- Mission
 - Invest, Support, & Enable the Ecosystem through meaningful Partnerships
 - Drive the successful sale and delivery of Drupal Commerce
 - Help our Partners to build strong & lucrative Commerce practices



What is the Delivery Partner Program

- Value We Deliver to Delivery Partners
 - Expertise & insight to help build a strong commerce practice with higher probability of success
 - Incremental revenue through market exposure, lead referral & pre-sales support
 - Backing & Support to develop competency and implement sites successfully

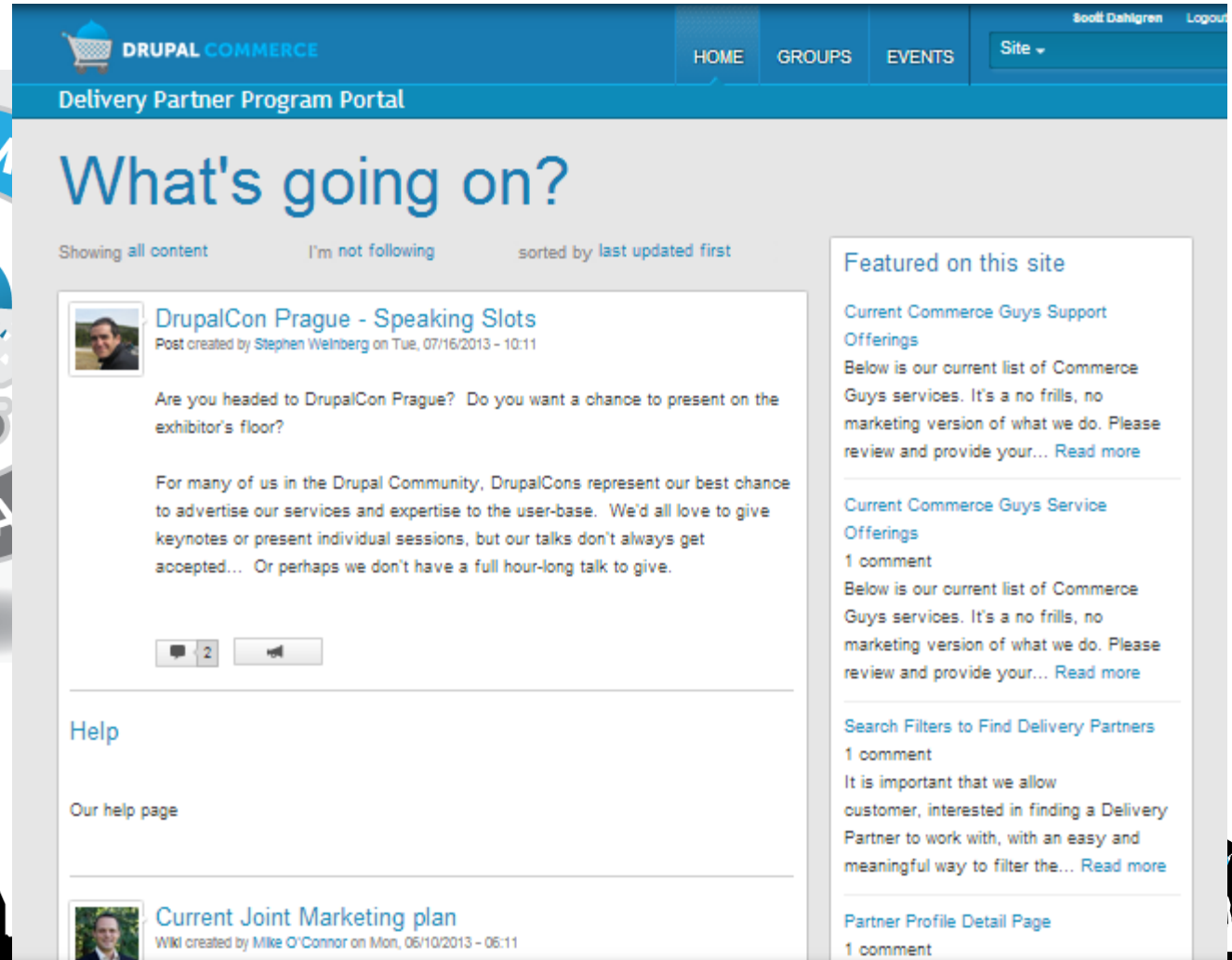


What is the Delivery Partner Program

- Value You Deliver to Commerce Guys
 - Grow the Drupal Commerce market
 - Implement & ensure merchant success & adoption
 - Increase utilization of Commerce Guys Products, Support & Expert Services



An Open Source Approach to Partnering




The screenshot shows the 'Delivery Partner Program Portal' for Drupal Commerce. The header is blue with the Drupal Commerce logo and navigation links: HOME, GROUPS, EVENTS, and a Site dropdown menu. The main content area is titled 'What's going on?' and shows a list of posts. The first post is 'DrupalCon Prague - Speaking Slots' by Stephen Weinberg, dated 07/16/2013. The post text asks if users are headed to DrupalCon Prague and want to present. It mentions that DrupalCons are a great chance to advertise services and expertise. The post has 2 comments. The second post is 'Current Joint Marketing plan' by Mike O'Connor, dated 06/10/2013. The right sidebar contains a 'Featured on this site' section with links to 'Current Commerce Guys Support Offerings', 'Current Commerce Guys Service Offerings', 'Search Filters to Find Delivery Partners', and 'Partner Profile Detail Page'. The bottom of the page features a silhouette of a city skyline.

DRUPAL COMMERCE HOME GROUPS EVENTS Site ▾ Scott Dahlgren Logout

Delivery Partner Program Portal

What's going on?

Showing all content I'm not following sorted by last updated first



DrupalCon Prague - Speaking Slots

Post created by Stephen Weinberg on Tue, 07/16/2013 - 10:11


Are you headed to DrupalCon Prague? Do you want a chance to present on the exhibitor's floor?

For many of us in the Drupal Community, DrupalCons represent our best chance to advertise our services and expertise to the user-base. We'd all love to give keynotes or present individual sessions, but our talks don't always get accepted... Or perhaps we don't have a full hour-long talk to give.

2 comments

Help

Our help page



Current Joint Marketing plan

Wiki created by Mike O'Connor on Mon, 06/10/2013 - 06:11

Featured on this site

[Current Commerce Guys Support Offerings](#)
Below is our current list of Commerce Guys services. It's a no frills, no marketing version of what we do. Please review and provide your... [Read more](#)

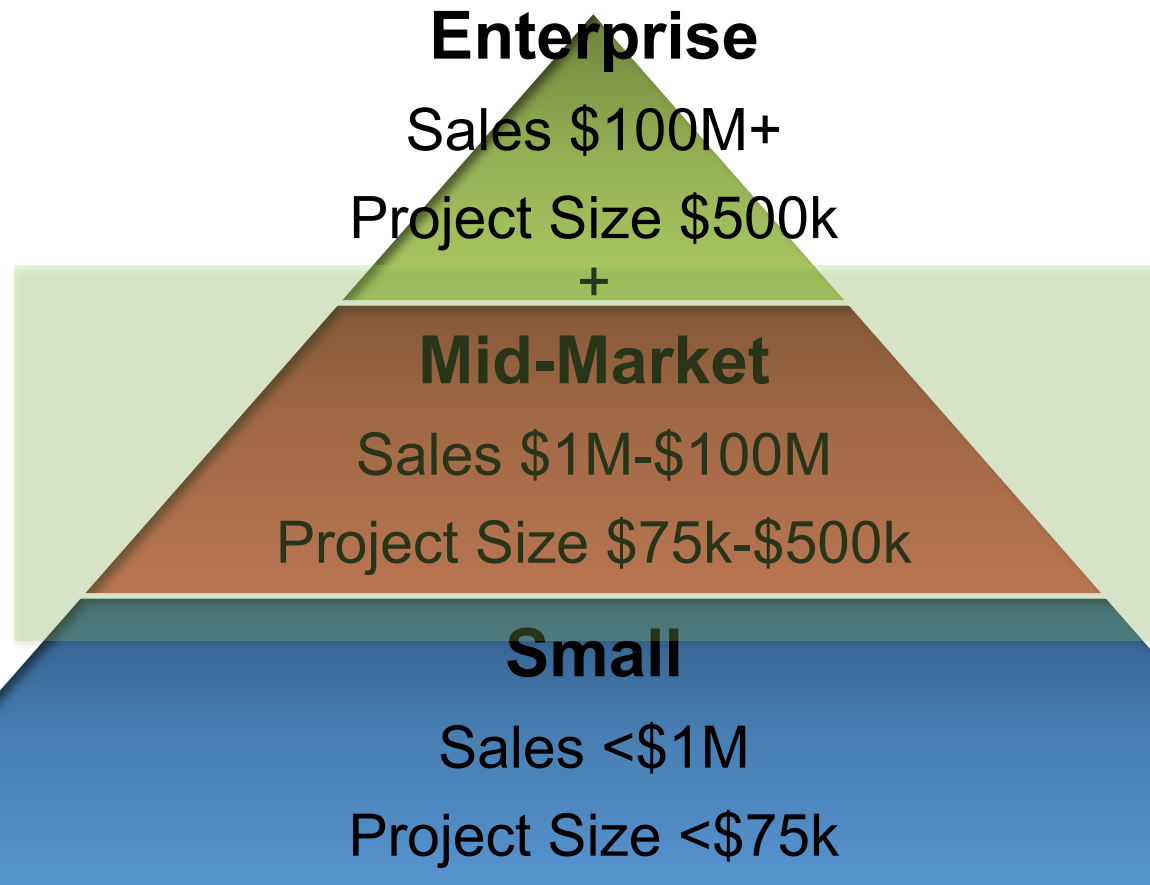
[Current Commerce Guys Service Offerings](#)
1 comment
Below is our current list of Commerce Guys services. It's a no frills, no marketing version of what we do. Please review and provide your... [Read more](#)

[Search Filters to Find Delivery Partners](#)
1 comment
It is important that we allow customer, interested in finding a Delivery Partner to work with, with an easy and meaningful way to filter the... [Read more](#)

[Partner Profile Detail Page](#)
1 comment

COMMERCE village

Commerce Guys Target Customer



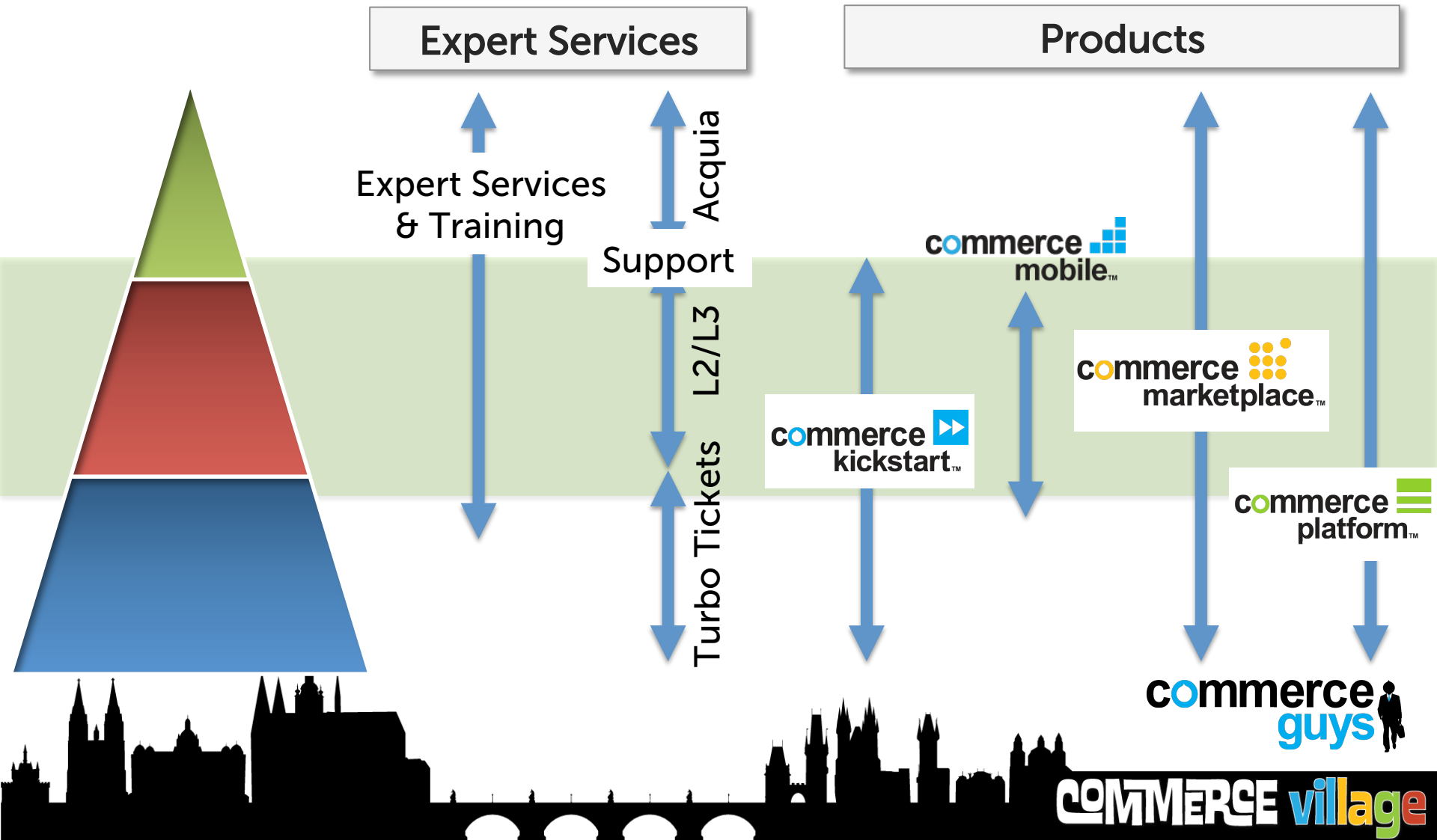
Ideal Drupal Commerce Prospect

- Drupal user with Commerce Needs
- Non-Drupal user with rich content, community, & commerce needs

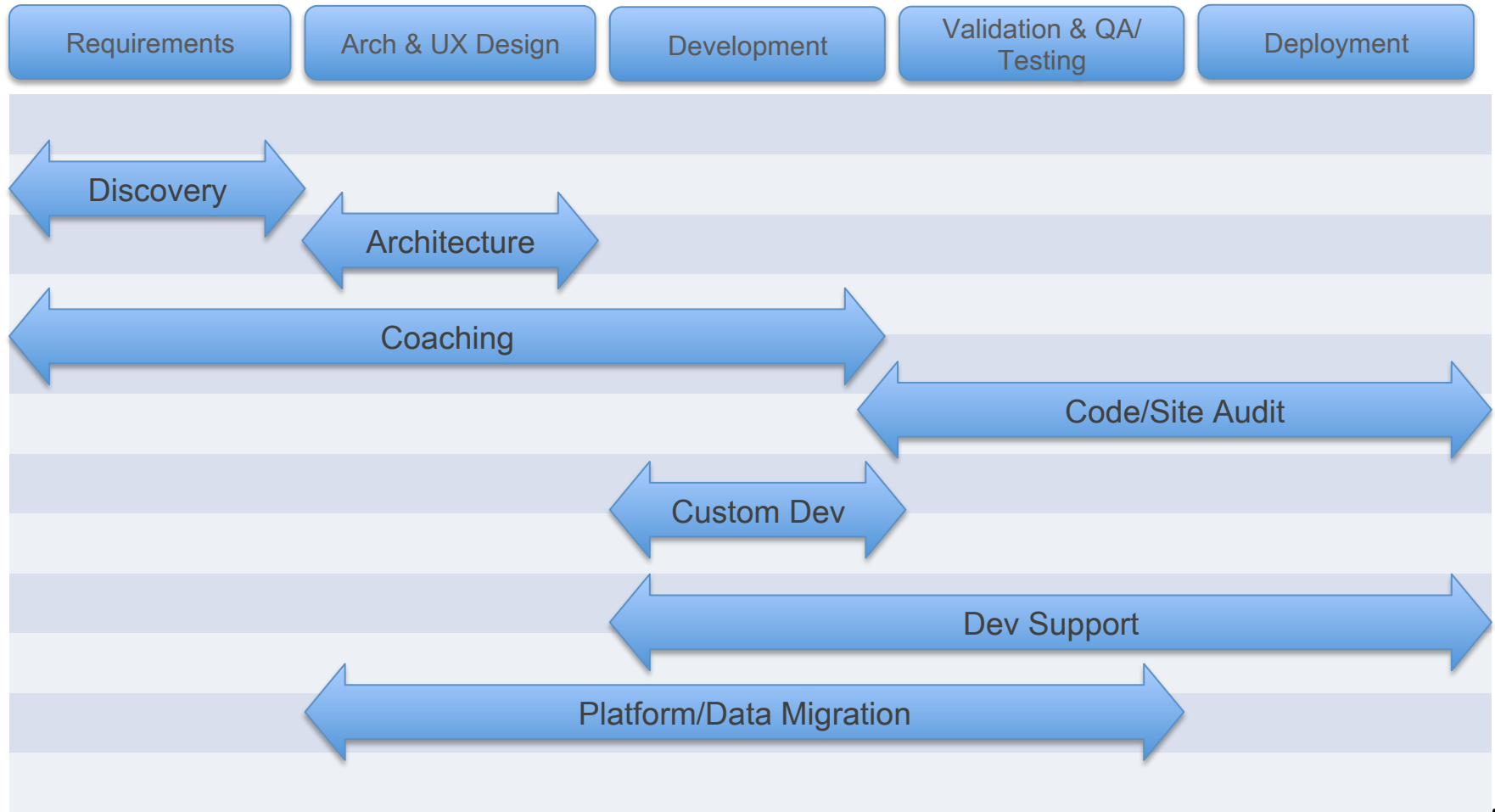
commerce
guys

COMMERCE village

Commerce Guys Products & Expert Services



Commerce Guys Expert Services

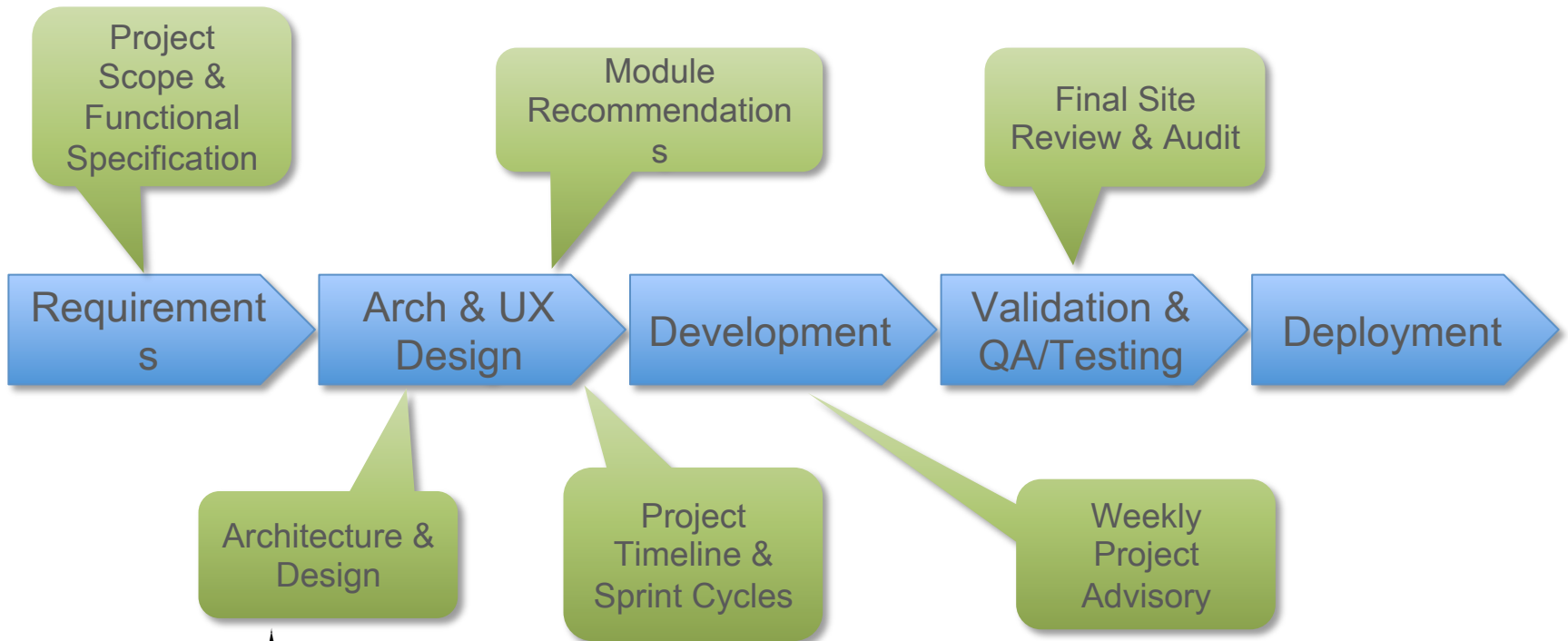


Commerce Assurance Levels

	Commerce Assurance <i>Basic</i>	Commerce Assurance <i>Professional</i>	Commerce Assurance <i>Enterprise</i>
Target Customer	Project: \$25k to \$75k Sales: <\$1mil	Project: \$75k to \$200k Sales: \$1mil to \$5mil	Project: \$200k + Sales: \$5mil+
Project Support	Turbo Tickets <ul style="list-style-type: none"> • 2 Business Days Response • Online & Email 	Development Support <ul style="list-style-type: none"> • 1 Business Day Response • Online, Email, & Phone Project Assurance	Project Coaching Development Support <ul style="list-style-type: none"> • 4 Hr Business Day Response • Online, Email, & Phone Project Assurance
Production Site Support	Business Hour Good SLA L2/L3 Support Thru Partner		7-24 Best SLA L2/L3 Support Thru Partner or Acquia
Price Range	\$7k to \$12k	\$15k to \$25k	\$30k to \$50k

Project Assurance

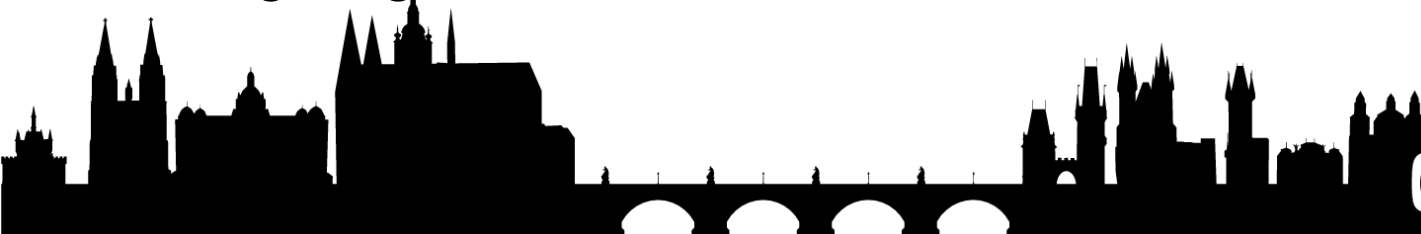
Review, Validate, and Make Recommendations



How do you participate?

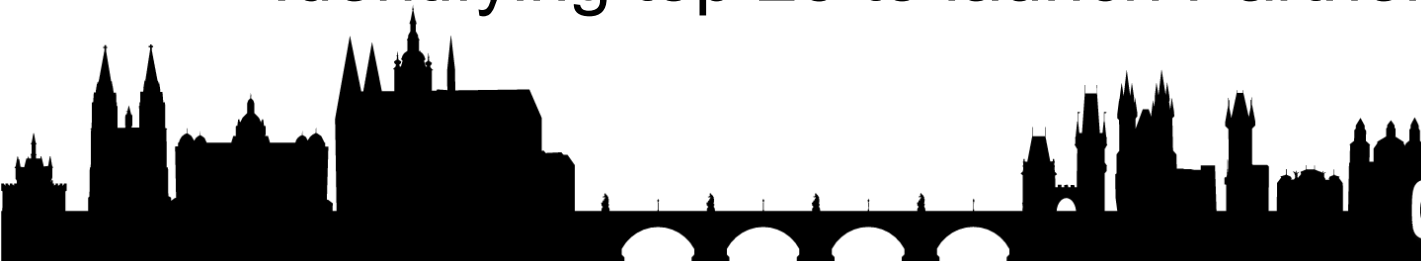
Ideal Delivery Partner Profile

- Partner has proven Drupal skills & experience or has proven experience delivering commerce solutions with other technologies.
- Commerce is strategic to Partner's future growth and they expect commerce to represent more than 25% of their revenue.
- Partner sees value in offering a solution that combines their value with the expertise and backing of Commerce Guys.
- Partner works with customers who would value a combined solution that ensures their long term success
- Partner is committed to working with Commerce Guys to grow the commerce market through proactive marketing efforts & targeting of new customers.



Delivery Partner Priorities

- Working together to close business
- Filling the pipeline with new business
 - 3 business development events in October with Partners
 - Since July 1, Delivery Partners responsible for creating 60% of all new opportunities
- Delivery Partner Listing on Marketplace
 - Identifying top 25 to launch Partner Listing

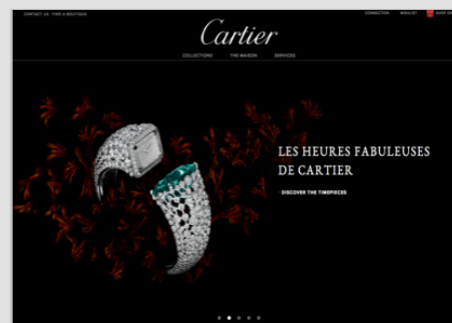




- Design
- Full project
- Customization
- Module dev
- Integration

Office Locations
Paris, France
Ann Arbor, MI USA
London, UK
+ more

Projects starting at
75,000 EUR



- Design
- Full project
- Customization
- Module dev
- Integration

Office Locations
Paris, France
Ann Arbor, MI USA
London, UK
+ more

Projects starting at
150,000 GBP



- Design
- Full project
- Customization
- Module dev
- Integration

Office Locations
Paris, France
Ann Arbor, MI USA
London, UK
+ more

Projects starting at
25,000 USD

commerce
guys

COMMERCE village

Wunderkraut

We are a professional services firm for the web, providing consulting, design, development, hosting, training and support on Drupal.

OVERVIEW

REVIEWS



Nobel Museum



Wunderkraut created a new website design and implemented a new Drupal Commerce store increasing sales by 70%.

ABOUT WUNDERKRAUT

Our team of 140 staff across 9 countries serves some of Europe's best-known brands and forward-thinking governments. Our solid processes and business focus are as important as our technical knowledge in making these projects a success. We're great to work with because of our people and experience — and we're a great place to work because of our clients and the way we do things.

Our company was formed from the merger of four Drupal agencies across Europe:

- > NodeOne in Sweden and Norway
- > Mearra in Finland and Latvia
- > Krimson in Belgium and the Netherlands
- > Wunderkraut in Germany

The merger has brought together some of the best Drupal talent in the largest Drupal company in Europe.

In mainland Europe we trade under the combined name Wunderkraut. We have since opened a UK office, where we trade under the name WunderRoot.



Contact this partner

TRACK RECORD

80% of customers recommend this partner

[View 6 reviews](#)

[Write a review](#)

PROJECT BUDGET RANGE

50,000 - 250,000+ USD

PROFESSIONAL SERVICES OFFERED

- Design
- Full project
- Customization
- Module dev
- Integration

OFFICES LOCATED IN

- Antwerp, Belgium
- Ghent, Belgium
- Helsinki, Finland
- Munich, Germany
- Riga, Latvia
- Rotterdam, Netherlands
- Oslo, Norway
- Stockholm, Sweden
- London, United Kingdom

COMPANY SIZE

100 - 500 employees



How do you participate?

Getting Started

1. Contact Commerce Guy for help selling or closing a Commerce opportunity
2. Team with Commerce Guys on joint marketing efforts to identify new business
3. Include Commerce Guys expert services and proven products to supplement offering to customers
4. Enhance existing support offerings with Commerce Guys providing L2/L3 support
5. Promote your success by uploading client success stories to the Drupal Commerce Showcase



Thank You

