

Community Insider Program



THE ENTRY-LEVEL PROGRAM FOR DEVELOPERS



Grow your business as a Magento Community Insider

Join the largest eCommerce ecosystem in the world and fuel your growth. If you're an individual developer or part of a small agency using Magento, the self-serve Magento Community Insider Program is the perfect first step for you. As a Community Insider, you'll get everything you need to build your Magento business practice. Then, you'll be ready to help merchants build, launch, and grow innovative online stores.

Magento Community Insider Program Key Benefits



ATTRACT NEW CLIENTS

- Earn a Community Insider Badge to show merchants that you've met the Magento Commerce proficiency requirements.
- Increase exposure of your business with your dedicated listing in the Community Insider Directory.
- Get access to selling and marketing resources on the Magento Partner Portal.
- Enjoy additional exposure with the opportunity to be featured in branded content and attend Magento events.



FORMALIZE YOUR RELATIONSHIP WITH MAGENTO

- Take Magento U training courses at discounted rates.
- Learn quickly with a cloud sandbox account and direct access to Magento Commerce source code.
- Stay up-to-date with early software release information, patches, and tools.
- Hear the industry and Magento Commerce buzz directly from our monthly Community Insider newsletter.

To sign up, visit: magento.com/CommunityInsiderProgram

MAGENTO BY THE NUMBERS

\$155 BILLION

in gross merchandise sales

#1 PROVIDER

to the Internet Retailer
Top 1000*

**#1 DIGITAL
COMMERCE
PLATFORM***

**82% HIGHER
SALES GROWTH**

for Magento Merchants
than other platforms*

It's no wonder Magento Commerce is the **world's leading commerce platform**. Every year it powers over **\$155 billion** in gross merchandise sales.

*Internet Retailer Leading Vendor Report 2018

"Small businesses are nimble and bold and can often teach much larger companies a thing or two about innovations that can change entire industries."

Richard Branson

The Community Insider Program Requirements:

- For individual developers, consultants, and agencies not currently in the Magento Solution Partner Program.
- Once your application has been approved, you'll need to:
 - Pay an annual program fee of \$3,000.
 - Have at least one certified Magento developer on staff. The Associate Developer is the minimum certification level accepted. A Solution Specialist Certification does not currently qualify.
 - Submit any leads to Magento. You'll get a referral commission if a net new lead turns into a paid customer.
 - Provide a portfolio of customer examples to showcase your work.

Magento Commerce is committed to encouraging developers to become contributing members of our global ecosystem. Together, we are a stronger community. **Join us.**



INTERESTED IN BECOMING A MAGENTO COMMUNITY INSIDER?

Visit magento.com/CommunityInsiderProgram