The race to deliver effective commerce solutions can sometimes feel like a marathon. Developers who successfully create innovative and ingenious ideas are consistent, tireless, and totally dedicated to the cause. At the front of the pack, developers at the cutting edge of commerce exchange experience, knowledge, and wisdom to contribute to and expand the Magento community.

The Magento Masters program empowers our most engaged contributors to help others learn more, and succeed. Magento Masters are individuals selected for their outstanding contributions and involvement in the community.

Meet the Masters, and check out the Community Hall of Fame.

Makers are frequent contributors highly valued by Magento and other community members. They actively engage with others in the Magento Community, sharing ideas, insights, innovations, and constructive feedback.

Mentors are top contributors to the Magento Community who are highly active in educating others and developing resources. They have proven expertise in building successful Magento implementations.

Movers are thought leaders and industry influencers who deliver best-in-class Magento implementations, and advocate for Magento at a variety of events. Magento Movers demonstrate expertise in driving innovation throughout the ecosystem.

This collection of content is like a yearbook – a celebration of the successes (and challenges) experienced during the marathon of commerce.

The following profiles celebrate the 2017 Magento Masters by highlighting:

- **Starting Line:** Country of Origin
- **Runner's Edge:** Experience and special skills
- **Marathon Rituals:** Must-have advice for building on Magento (from the source!)
- **Hitting the Wall:** Challenging lessons from firsthand experiences
- **Marathon Tip:** Advice to maximize the merchant/developer relationship

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In my opinion the critical step of every project is the beginning. If a client is not willing to invest time, effort, and money in workshops or specifications in the early stages of a project, problems are inevitable. The more you talk and find out from each other, the fewer problems arise. This does not mean that everything has to be determined in detail at the start, but I have to know how flexible the client wants to be. I also need to make sure that the client knows that changes are possible – but not free.

My first project was a takeover store. The client told me that it was so hard to create invoices in Word and that the transactional mails did not provide the correct data. I examined the shop and advised the client to relaunch. Their tax was not configured (tax was calculated in the front-end theme files!), and everything was amiss. This project taught me to expect everything and NEVER take over a shop without a full analysis of the installation.

I’ve been a Magento freelancer since 2010. I’ve built two to three stores per year or taken over “completed” stores. I’m currently maintaining about 20 stores.

“Be honest, open-minded, careful, clear, and transparent. If you don’t trust each other, don’t work together!”
There are many important phases to a project, but getting off on the right foot is essential, otherwise you could waste time going in the wrong direction. A comprehensive discovery phase ensures there is a clear picture of the situation (what is currently in place, what is required, what is good/bad) and the expectations of what success looks like.

The biggest challenge in my early experience was to understand how to implement features and themes without causing major breakages when the next upgrade came along. This was a few years ago now, and thankfully we have a much more mature community around us to support us in our learning. Success relies on you researching and understanding the best practices, and in 2018 the resources and training available make this a much more achievable proposition!

I first started working with Magento in late 2008, developing my first build on Magento 1.2. From there I gained all the certifications and went on to become a partner at Space 48. There I have been involved in many site builds, working with several retailers over a long period to support their growth. This usually involved taking on very technical challenges and utilizing the flexibility of Magento to create the required solutions. Beyond that, I went on to contribute to the vibrant Magento community, including speaking at events and contributing on GitHub. Much of time has been spent creating and organizing the Mage Titans developer conference, which has now been hosted in five countries.

Developers and merchants should feel free to challenge each other, to question approaches and not just accept a simple requirement as it is.
Every stage is equally important for a successful project. Communication at every stage is the key to success.

For developers: Never expect a complete and final set of requirements up-front. Deliver early, gather feedback and refine a product at every stage.

For merchants: Sometimes sharing a reason behind a requirement can help you find a better solution together. Keep in mind that at the finish line you will always have a product that will be different to the one you had in mind at the start.

My first implementation changed my perception of development from the mindset of a system developer into how to help the merchant succeed.

Ivan Chepurnyi

STARTING LINE: THE NETHERLANDS (Originally from Ukraine)

Runner’s Edge

I started as a Magento core developer in early 2007 and a few years later I was running a business providing custom Magento implementations. Since then I have been involved in many projects with merchants ranging from small businesses to huge, from simple projects to complex multi-layer integrations, and I once even worked with an airline’s complex APIs.

Marathon Rituals

Every stage is equally important for a successful project. Communication at every stage is the key to success.

“SOMETIMES SHARING A REASON BEHIND A REQUIREMENT CAN HELP YOU FIND A BETTER SOLUTION TOGETHER.”

“For the best outcome: start early, don’t fear changes, and refine at every stage.”

Hitting the Wall

My first implementation changed my perception of development from the mindset of a system developer into how to help the merchant succeed.
Firstly: Plan! Some Magento developers and agencies fail from the beginning because they don’t have an accurate plan, or even worse, sometimes they don’t have a plan at all. This problem leads to unhappy clients and unfinished projects.

Secondly: Experience. This is very simple. In order to work with any technology, you have to learn first. Many agencies hire unexperienced developers and they don’t review their work. That is a sad reality, and the worst part is that the merchants will spend more money in fixing the website than their initial investment in building it.

Thirdly: Leadership. With any software development project, you must have the right people in charge of planning, reviewing progress, and approving the work. Again, I’ve seen many problems caused by lack of leadership in software agencies. Sometimes the leadership role is not defined, sometimes the person in charge doesn’t have technical knowledge, other times there is no process. You have to have the right people in charge with a process in place.

I have implemented Magento eCommerce stores on every version of the platform, from Magento Community to Magento Enterprise, and also Magento Professional Edition (back in the day). My journey progressed because I applied two principles: Focus – I work with Magento as the only platform, and dedication – I always set the highest standards for myself and my team.

My first Magento implementation was a Magento community website for a small merchant from Buenos Aires. The most memorable part was my perseverance to help the client decide to move forward with the development of their eCommerce store. I called that client by phone once a week for a period of 12 weeks. At the end, he said to me, “I wasn’t sure about moving forward with the store implementation now, but your enthusiasm and perseverance was a motivation to move forward with this.” Sometimes, you must show your enthusiasm and passion for what you do.

“Choose a service provider that communicates the plan from start to the end of the project. Get a weekly report INCLUDING a demo in a server to see the progress. If they report every week, then you will have a successful implementation.”

STARTING LINE: ARGENTINA
“Plans fail for lack of vision.” That means from day zero – from the very outset – you must have a very clear vision of what you’re trying to build. Other commerce platforms emphasize speed to market and ability to change and work on-the-fly. I think this creates the risk of creating a disjointed and unrefined voice for your brand.

I began my Magento journey before the public beta went live in 2007. I recall I was on the Zend Framework IRC channel and someone from Magento was sending a few people the demo! We fell in love with it as a merchant and spent the majority of 2008 migrating the business over to Magento. We grew our business x2 and eventually upgraded to Professional and then to Enterprise. I found that with years of deep experience on the platform at an omnichannel retailer I had rich knowledge of Magento and its ecosystem. I then started to contribute back to the community. In 2011 I traveled to X.Commerce Innovate and took the beta Magento certification. I passed, and became one of the first certified developers in the world. I began to contribute to Stack Overflow, and eventually on the Magento StackExchange. There I rose to #2 worldwide and was elected as a moderator. I then launched a podcast called MageTalk which has a worldwide audience of tens of thousands of listeners.

I now work for a Magento Enterprise-level Solution Partner, Something Digital and I engage with dozens of businesses every day. I’ve been a part of so many businesses’ success it would be difficult to even count them all. Magento has given me a leg up in my career, and helped Something Digital to bring success to the businesses that have put their trust in us to help grow and build their digital retail channel.

I remember feeling inept and in-too-deep. Our first implementation took over a year. We went live on January 19, 2009 on Magento 1.2.1.2. Along the way we made mistakes – including hacking the core. We broke indexing. We shoved Wordpress into our Magento build. We did just about everything that you can do wrong, just to get the site up and running.

Then we found ourselves “stuck.” No community modules would install cleanly. No off-the-shelf solution from commerce module vendors would work. Every question we asked at Stack Overflow had a caveat – our “version” of Magento was unique and the answer probably wouldn’t work as intended.

“Developers: not all solutions end in code. Merchants: not all code ends in solutions.”
The most time-consuming step in the building of a new store is product content. Gathering product content from suppliers, normalizing it, formatting it, and getting it into Magento through custom imports or PIM/ERP is a tedious, error-prone but vital step. Many delays are caused by incorrect or invalid product data sheets. So, my advice would be to start as early as possible with gathering, normalizing, and validating product data.

My first Magento implementation was a tough one; it was a webshop for Magic: The Gathering cards (a role-playing card game). There are about 13,000 cards and we needed an SKU for all three conditions; good, mint, and used. So on my first Magento project (in 1.3!) I had to import 39,000 products. It was – to say the least – daunting!

I started with Magento 1.3 as a freelancer, sometime in 2009. I quickly realized Magento was going to be a prominent system for e-commerce and decided to fully focus on it. Back in those days I was primarily building Drupal sites, and I’d noticed a decrease in willingness to spend on websites (as opposed to webshops). More than eight years later, we’ve grown to a 10-person team and we’ve built around 30 webshops; we have high client loyalty and we’ve seen several customers grow from literally nothing to tens of millions in revenue!

“Care about code quality. Always keep an eye on your technical debt and beware of code rot. Invest in dev-ops to minimize human error and keep your processes clear and focused.”

Runner’s Edge

Marathon Rituals

Hitting the Wall

START AS EARLY AS POSSIBLE WITH GATHERING, NORMALIZING, AND VALIDATING PRODUCT DATA.

STARTING LINE: THE NETHERLANDS

Peter Jaap Blaakmeer
I enjoy getting to the bottom of things and training with code katas. Good resource planning is essential. Doing things right can save time compared to trying to cut too many corners before launch.

At first I felt overwhelmed and frustrated by the core code. But others in the community taught me that it actually is possible to read and understand it. This journey started with the first Magento implementation, and it’s still ongoing today.

“Training and practice carry you through the race! Mistakes are an integral part of learning. Make your mistakes safely outside of project work.”
Success starts by getting all the stakeholders together and defining, in a project plan, what will be worked on. This involved translating challenges on the business side into workable feature descriptions and setting clear boundaries about how this work will be completed. It is up to the project manager to manage expectations and make sure all stakeholders are excited about the chosen solution. Remember these are the evangelists that go out into the company and will advocate for the new system to their new colleagues.

Sander Mangel

Runner’s Edge

Hundreds of stores built!
About a year and a half ago I decided to switch to the merchant side. It was a fascinating step that showed me a whole new world behind the building and managing of webshops, the type of things that a solution provider never sees. Dealing with various stakeholders, seeing the impact small changes make to the overall margin on an order, and understanding how non-technical users interact with systems is fascinating.

Next to my day job, for the last four years, I’ve kept myself busy by hosting hackathons including MageStackDay, and events like Meet Magento Netherlands and the Dutch Magento Unconference. Call it an out-of-control hobby.

Marathon Rituals

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Hitting the Wall

One of the first things I learned is to listen carefully to what the client wants, then try to find how that fits into the inner workings of Magento. Make sure you understand what he or she is trying to accomplish with a certain feature instead of blindly implementing it. Often Magento already offers a solution to a challenge with a few small tweaks.

“Any meeting you had with your client that didn’t involve post-its on walls, markers, and whiteboards didn’t address the topic in depth.”
Localization. Each country and language usually has specific issues. I have 10 years’ experience in Japanese eCommerce rules.

I once tried to integrate Magento and ExpressionEngine. That was a seriously challenging project.

I’ve built more than 100 Magento websites and I currently maintain over 40 websites.

“Never give up. You need to learn about Magento for a minimum of two to three months.”
Set your permissions on your production website and don’t leave them at 777 because you are too lazy to set the correct user!

Doing upgrades with 100,000s of orders. Sometimes it would take hours and hours to complete until we finally got to Magento 1.4.2 when it suddenly became easier.

By April 2009 I had answered (or asked) so many questions on the Magento Forums that I was asked to help with moderation. I’ve attended every single Magento Imagine Event.

Brent runs marathons all over the world! Check out his running highlights:
- Ran the Munich Marathon then spoke at Germany Live 2014 the next day
- Ran the Boston Marathon then spoke at Magento Imagine 2015 the next day.
- Set to run the Mumbai Marathon after Meet Magento India, the Mexico City Marathon before Meet Magento Mexico, and the Chicago Marathon the day before MagentoLive Europe 2018

“Developers: Explain your process to merchants and help them to understand why something takes as long as it does, even if the merchant thinks it should only take five minutes. Merchants: Choose a Minimum Viable Product to launch your site as quick as possible. Everyone pays more attention to a live site than a site that is never finished.”

Runner’s Edge

Marathon Rituals

Hitting the Wall
Create clean code and testing. In order to avoid wasting time debugging or fixing issues, you need to ensure you follow those two best practices as much as possible.

I didn’t know anything about CMS, the only package I had back then was the standard HTML / CSS / JS knowledge from university, so it was light. I freaked out when I saw the number of files in Magento. It took me two or three days to install it (I was desperately looking for a .exe file, which as it turns out doesn’t exist in Magento). The website is actually still online but it seems like someone built another Magento store on top of the original one.

“Whenever you have an issue, feel free to use Magento StackExchange. The Magento community will always be helpful.”
The most critical stage when building a Magento shop is the architectural stage: If the set-up is flawed, if you start building things in the wrong way, it’s all down-hill from there. This counts for complete shops, but also extensions, and even tiny changes: You need to understand the system and the problem before you start work.

I once built a module for a company with a company name starting with 123. This lead to code relying on a namespace starting with 123, which caused the module to load before core modules. In the end, we switched to a name OneTwoThree instead. This was a real face palm moment.

I first jumped into Magento code in 2009. It was the most advanced eCommerce platform I’d ever seen and it allowed me to make customizations and modifications. Since then, I’ve built numerous extensions, a few shops, and have trained multiple developers.
In my opinion, there are two critical stages. The first one is at the very beginning of a project. At this point, it’s essential that developers and merchants know the native Magento features. Otherwise, you have to reinvent the wheel. The second one is when you launch a project. A launch should not be the finish line of a collaboration between developers and merchants, but a milestone. This is the time where things become even more interesting. Now you can tap into the feedback of real customers. Listen to them, find out which features have a positive impact on sales and focus on them.

There was a Magento implementation where we had plenty of work to do to create a good presentation of the client’s products in their online store. All necessary means are available in Magento (attribute sets, configurable products, custom options, etc.). But if you don’t make a detailed plan of how you want to structure the product data, you end up doing it twice.

In April 2012 I co-organized the Magento meetup in Hamburg, Germany. Ever since, I’ve enjoyed helping to organize Magento meetups, MageUnconferences, Christmage, and Mageruns. I simply love the community spirit at these events so I try to attend as many as possible and to help others become active members in the Magento sphere.

Sonja Riesterer

STARTING LINE: GERMANY

Runner’s Edge

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“Dare to ask questions. Ideally make these open questions so your counterpart is encouraged to provide more information.”
Running an online store is not a sprint. As a merchant you have to continuously re-invent yourself. You need to establish an ongoing partnership with your development partner that can support you in this journey.

My first Magento store was actually my own. Back then documentation was sparse and a lot was trial and error. I spent a lot of my time trawling the Magento forum hoping for any of the core devs to drop some knowledge. Understanding and working out how class rewrites worked back then was a huge milestone for me.

Today the extensions that I have built are run by merchants around the world. At last count there were something like 170,000 downloads from 160+ countries.

Community has been super important to me right from day one. Especially when you run your own business, you need community support around you – not just to learn, but to meet great people and make work fun. I run the Magento Meetup in Auckland, New Zealand. I also participate in different Magento communities internationally, such as Nomad Mage and I try to attend Magento conferences in Australia, the USA, and Europe every year or two.

Honest and timely communication from all parties as always in a project is crucial at any stage. Focus on the big picture first – establishing a process on how to work together to create a feature is more important than the feature itself.

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“Most developers have a quality dial. A quick fix with a tight deadline will deliver a different result to a fully specced solution.”
In my opinion, the most critical stage of a software project is plan the next steps based on collected data and real feedback. I've seen so many “opinion-driven” projects fail in the past that I have become an advocate of a “build, measure, learn” approach. My first implementations taught me that 99 times in 100 what I thought to be a bug was actually a feature. In other words, if we don’t have a clear and deep understanding of the platform, it’s easy to place blame when something doesn’t work as we expect. The very first lesson I learned working with Magento is still true today: The platform requires a considerable amount of time and effort to be mastered.

In 2013 I organized the first Italian conference dedicated to Magento. Today I’m involved in the MageTitans Italy organization and in Multi-Source Inventory development. I like to attend conferences and speak about my experience with Magento and programming.

In my opinion, the most critical stage of a software project is plan the next steps based on collected data and real feedback. I’ve seen so many “opinion-driven” projects fail in the past that I have become an advocate of a “build, measure, learn” approach.

The tip which I am constantly repeating is also the title of my technical blog: “Never stop exploring.”
I haven’t built many stores because I mostly worked on big ones that take a lot of time. I think I’ve worked on eight or nine. The first took me six months to launch and two more years of improving. This was pretty challenging because I had everything in it: Custom imports, custom payment and shipping methods, custom order processing logic, custom [insert e-commerce slang here].

Later there was another project that had 30+ websites on the same instance. During these projects I got to screw up a lot, fix my screw-ups, and learn from them. A valuable experience.

From experience I can say my rituals are “deployments.” This does not apply only to Magento implementations. This is the stage when you hear the famous words from developers: “But it works on my machine.” This is the moment when you get rushes of adrenaline, when you might spend long nights working on something that you already checked a few hundred times. My advice for developers is: If you cannot get someone else to do the deployments ... always have a procedure for it. Repeat the procedure as many times as you think it is needed. And don’t worry, it gets easier over time. And for merchants: Be patient. Sometimes it does not go as planned. It gets better over time.

The go-live of my first Magento project. After six months of work, it was release day. Everything worked properly, but since the shop was focused on “one time customers,” it used an external service for GEO IP to fill in the data for the guest checkout. It worked flawlessly, it was fast and reliable. And then two hours after the shop was released, it went down for about 20 hours. “No problem” we thought, “the service is down, customers just don’t fill in the form.” Except one of the unnamed devs in the team (I was the only dev in the team) forgot to put a timeout on the third party API request. Result: One minute to load the checkout page. One whole minute! Not very pretty, I know. Being inexperienced at that point, obviously I panicked. I couldn’t do anything about it. I couldn’t even locate the issue for the first two hours. But I did learn two important lessons, the first: Be paranoid when coding. Never rely on third party services to be there. And secondly, and most importantly – thanks to my way-more-experienced PM: identify the problem and then try and solve it without panicking.

“Never be satisfied knowing that something works. Always check why it works and what it takes to break it.”
The first critical stage is when a merchant asks for a quote for a new online store. They have a budget and sometimes detailed requirements. At this point it’s important to get an idea of what the merchant really wants, and plans to do. Sometimes it can help to give them a rough estimate based on their requirements, then go into detail later.

Another critical part is to understand the merchants’ needs. A lot of times the merchants’ requirements can be simplified, but other times they are more complicated than you first thought.

I learned A LOT during my first Magento implementation: From building a Magento module, front-end changes, payment integration, to handling downloadable products – the list is long! I also remember spending a lot of time in the old Magento Forum, desperately looking for answers. Starting as a developer today is a bit easier, because there are DevDocs available with a lot of useful content.

Since 2011 I have been involved in building and maintaining more than 50 Magento online shops. I’ve developed new features, fixed problems, improved existing functionality, patched and upgraded Magento stores, and the tech stack.

“Don’t be afraid to ask questions and share what you have learned!”
Matthias Zeis

**Runner’s Edge**

We’ve built about 25 Magento shops. I love to work continuously on projects to help them succeed, and in the long term I’m happy to report that of the three projects I primarily worked on, all are still alive and kicking. Each of those projects has been online for between five and eight years.

**Marathon Rituals**

First, there is the conception phase. This one is often talked about but I still cannot overstate the importance. Be clear about what you want to achieve and how to get there. Don’t do something just because others do it. Consider what your customers want and follow their needs. Try to find a MVP and get it out of the door. It doesn’t have to be perfect in the beginning – just start gathering experience and learn what works and what doesn’t. Be ready to adjust your plans. Hardly anybody ever succeeds with their first try. You will find many surprises along the way.

The second phase I want to emphasize is not talked about so often. It goes hand in hand with the former: maintenance. First time merchants believe that you once build a store, you are done. No way! Maintenance is where the fun (and success!) begins. An online store is a constantly changing system. Customer needs change, your plans change, technology changes. You find out some features work, others don’t. You find opportunities to improve all the time. Don’t focus all your energy, time and money on the first implementation. You only can win in eCommerce if you are ready to invest, improve, and re-invent yourself along the journey.

**Hitting the Wall**

In one of my first projects I learned that you can get very creative (and find performance optimizations) quickly if you have to. ;-)

We had to import products via SOAP and the SOAP import had room for improvement in the early days of Magento 1. We got the final dataset very late so we had to start with the complete re-creation of about 50,000 products with only a few hours before launch. I quickly realized that with the current speed there would not be enough time to get all the products into the shop on time. So I started to profile the import process and looked for potential optimizations while the import was already running. I found two quick wins, implemented them in a module and then deployed the changes. It was close but we got our product data in, just on time.

Speaking in Marathon terms: make sure to keep your pace but save some energy for the end spurt.

“**How to have a fruitful relationship and build a successful store:** Be pragmatic. Work together. Learn together.”
Good planning before, and project management during implementation are crucial. It's important that the merchant has a deep knowledge about Magento, which helps achieve better understanding and communication with the solution provider. Always look a few steps ahead.

I started my Magento adventure back in 2008 with a small automotive shop for a friend. I quickly converted from an interactive agency to a Magento-focused solution provider. Since that time, I have fallen in love with Magento. I spend my free time talking about Magento and the open source approach to eCommerce, I organize Magento meet-ups and conferences, and educate merchants. Recently I became involved more in technical education, starting official Magento trainings at universities in Poland, and workshops in Africa (Nigeria, Kenya, and Rwanda). I believe that Magento as an open source approach can bring amazing value to developing markets.

Don’t be afraid to share your knowledge. Technology is only a part of the commerce business. By sharing the basics we can all be better.
“Find a common language and don’t be afraid to ask questions. The more you understand the other side, the more effectively you can work together.”

Fabian Schmengler

STARTING LINE: GERMANY

When I made first contact with Magento in 2011, I was already running my own small business around online portals and IT services. At that time I had one partner. A client of ours was running/tinkering with an old and heavily modified osCommerce shop and wanted to migrate to Magento. He asked if we could do it and our honest response was that we had no idea, but were willing to give it a try. Learning Magento seemed to be a good investment. After all, this was not the first request related to Magento. So we came to an agreement and I got my teeth into Magento.

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I have to preface: In both Magento agencies I’ve worked at up until today, the focus was more on long-term client relationships, not on pumping out new sites, and so I have more experience with “rescue projects.” These usually go like this:

1. Partner selection. As a merchant you have two options: a) Go to Google Maps and find the nearest web design agency. If they advertise as eCommerce specialists or even have “Magento” somewhere on their website, they are the right partner for your shop, no doubt. b) Invite Magento agencies to bid on your project. Write a generic email and add agencies you can find in CC. Do not use BCC to make them aware that they are in tough competition. This will motivate them to make a good offer! Pick the cheapest fixed-price offer you get. Do not waste your time with agencies that ask a lot of questions, or even want to make a requirement analysis workshop.

2. Design. How a website looks and feels for the end user is very important. Make sure to involve as many opinions as possible in the design process. The more important the people, the better they know what’s good design. Pay attention to details like pixels.

3. Implementation. This is where programming magic happens. You don’t have to understand or even care much about it. When you receive a preview site for testing, wait a week or two, then write down everything that is still missing. Also
My first Magento implementation turned out to be a failed project. In the end the client ran out of money and could not rescue it. Some learnings from that were:

- Never blindly implement requirements without understanding why. Talk to the client to find out what they really need and find a sensible solution.
- Do not reinvent the wheel. Many requirements can be implemented by leveraging core features in Magento.
- Communication is key.
- Be proactive, not reactive.

4. **Going Live.** Plan TV campaigns months in advance for the going live date, to make everyone stick to the initial deadline. Do not make compromises about the scope. Everything has to be perfect to the last detail when the campaign lands. If time is running short, you can still cut down time for testing.

5. **Call for help.** Sooner or later you realize that everything went horribly wrong and you need professional help. It might also happen that the agency gives up finishing or maintaining the project, so you are forced to look for a new partner. This is the most critical stage in such a project and where people like me come in to audit the state of the project and see how it can be rescued.

Now, being serious for a moment: If you as a merchant find yourself in a position like this, one thing is important to get the project back on track successfully: Do not put all blame on your previous partner, but realize your own mistakes as well. Clients who got burned in the past but learned from it are often the best. They realize the value of quality work and a good process and listen to professional advice.

When a site is live, be it a rescued project or a new project, the next stage is Ongoing Maintenance. Do not underestimate the effort it takes to run a successful online shop, it is never “done.” There are many aspects: Marketing, content management, software updates, new technology integrations, continuous improvement of the user experience, and more.
About Magento Commerce

Magento Commerce is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than $155 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest ecommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.

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