MARKETING AND SELLING THE DRUPAL COMMERCE ECOSYSTEM

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COMMERCE GUYS TODAY

- Creators of Drupal Commerce, now a team of 7 after refocusing the business.

- Commerce 2.x development led by Bojan with Matt as co-maintainer.

- Jonathan and András contribute to Commerce 1.x and 2.x and help maintain dozens of related projects.

- Stephen and Milan coordinate partner relationships and project delivery.

WHAT IS DRUPAL COMMERCE?

- We *usually* describe it in the context of the Drupal contributed module space.

- Drupal Commerce powers over 50,000 sites of all types (per drupal.org) - direct to consumer brands, digital commerce stores, events, and more.

- Drupal Commerce 2.x already reports over 1,500 sites in development and production!

BUT WAIT, THERE'S MORE…

DRUPAL COMMERCE IS ALSO...

- A collection of hundreds of modules adding functionality including shipping, license management, recurring billing, and more.

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Migration Tools	Multichannel	Order Management	Payment
Performance	Price & Discount	Product Customization	Recommendations
Search & Filter	Shipping & Fulfillment	Translation	Utility & Tools

DRUPAL COMMERCE IS ALSO…

- A platform for payment and technology vendors to reach merchants.

DRUPAL COMMERCE IS ALSO…

- A collaboration of dozens of agencies who sell Drupal Commerce in their markets and contribute money and code to expand the project.
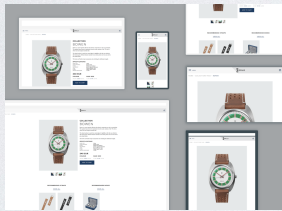
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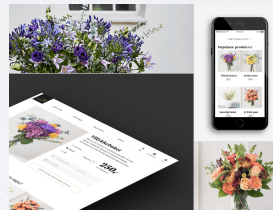
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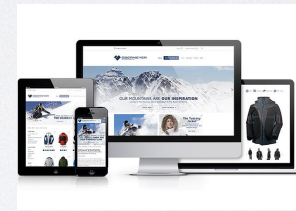
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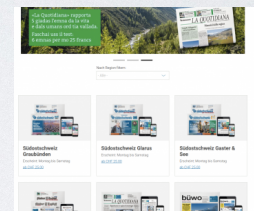
MD Systems

Drupal Commerce is a total ecosystem powering tens of thousands of online stores and over $1.5 billion in annual transactions.

—Stats derived from drupal.org and Technology Partner reports.

HOW DO WE TALK ABOUT OUR VALUE?

- "There's a module for that!" "You can build and own your platform." "No vendor lock-in." "Use a single team for CMS and Commerce."

- Flexibility has no inherent value.

- Merchants can feel threatened by unlimited potential, or we might under serve them by our willingness to customize everything.

WHO'S WHO AT IRCE?

shopify

Small to large, we take care of you.

WOO COMMERCE

We're the most customizable.

Magento®

We kinda do it all.

BIGCOMMERCE

Sell with us through any channel.

COMMUNICATING THE VALUE OF DRUPAL COMMERCE

- Drupal Commerce *does* lead other solutions in digital commerce and content marketing capabilities and in customizability.

- We need ensure teams are more productive with Drupal Commerce but address the optics of productivity coming later in a project.

- We will take by necessity a more curated, selective approach to building the Technology Partner program in our ecosystem.

BUILDING A COMPETITIVE ECOSYSTEM

1. Formalize the Technology Partner Program and fill in the gaps related to marketing, security, and fulfillment technology.

2. Formalize an Agency Partner Network through which we distribute project information, market insight, and opportunities to contribute.

3. Recreate the homepage as a market-facing presentation of the project ecosystem & invest in reaching merchants through traditional channels.

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