TYPO3 INC. STATE APR/11

GA Essen, Germany

Mathias Schreiber
mathias.schreiber@typo3.com

@mattLefaux

TYPO3

TASKS & GOALS

STRATEGIC GOALS

TYPO3

- Plan: Increase number of people involved
- Reality: slight improvement
- Reason: time consuming
- Suggestion: keep on going

TYPO3

- Plan: Keep our values & spirit
- Reality: mixed
- Reason: Some like professional services, some hate them.
- Suggestion: keep on going

TYPO3

- Plan: Increase Market Share
- Reality: Success. US and „outer Europe"
                 pick it up well
- Reason: Marketing & Presence
- Suggestion: Increase Priority

TYPO3

- Plan: Increase confidence in products
- Reality: Success
- Reason: A small team working REALLY hard
- Suggestion: Increase, but hard to maintain

TYPO3

- Plan: Provide CMS insights
- Reality: -
- Reason: Time Constraints
- Suggestion: Lower priority

BUSINESS GOALS

TYPO3

- Plan: Partner Program
- Reality: DONE
- Reason:
- Suggestion: Apply more Sales capacity

TYPO3

NEW

- Plan: Freelancer Program
- Reality: DONE
- Reason: Market Demand
- Suggestion: keep going

TYPO3

NEW

- Plan: Hosting Partner Program
- Reality: Design Phase (BETA)
- Reason: Market Demand
- Suggestion: Apply more conceptual capacity

TYPO3

NEW

- Plan: Industry Partner Program
- Reality: Design Phase (BETA)
- Reason: Market Pressure
- Suggestion: Staff sales capacity

TYPO3

- Plan: Gamification of Partners
- Reality: -
- Reason: Time constraint
- Suggestion: lower priority

TYPO3

- Plan: Marketplace Operations
- Reality: -
- Reason: Time constraint
- Suggestion: lower priority

TYPO3

- Plan: Marketplace Jobs platform
- Reality: -
- Reason: Unrealistic offer from vendor
- Suggestion: lower priority

TYPO3

NEW

- Plan: InHouse Certifications
- Reality: DONE
- Reason: Market Demand
- Suggestion: Increase Sales

TYPO3

NEW

- Plan: Certified Trainers
- Reality: In Progress
- Reason: Market Demand
- Suggestion: Continue support

TYPO3

NEW

- Plan: Event Streaming (Video)
- Reality: DONE
- Reason: Create more reach for TYPO3
- Suggestion: Continue

TYPO3

NEW

- Plan: Sector Solutions
- Reality: In Progress
- Reason: Create more reach for TYPO3
- Suggestion: Continue

OPERATIONAL CONSTRAINTS

TYPO3

TYPO3

- Managing server infra was not planned
- Operating T3A-tasks was not planned
- Managing events is more time consuming than anticipated
- Core-Team disfunctional
- Some Community Teams need fixing/support

TYPO3

- Community Teams need WAY more support than they should
- Missing trust and long discussions hold us back
- Producing video not picked up by others
- Pick up of NA market faster than planned
- Industry Partners demand fast reactions

TYPO3

- Being perceived as the only source of truth
- Being expected to attend every event
- Being asked permission for most things

FINANCES

TYPO3

- T3G didn't need credit from T3A
- Company closed Q4 with an unplanned profit
- Make income streams more diverse

THANK YOU!

TYPO3