TYPO3 INC.
STATE APR/11
GA Essen, Germany

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STRATEGIC GOALS
Plan: Increase number of people involved

Reality: slight improvement

Reason: time consuming

Suggestion: keep on going
Plan: Keep our values & spirit
Reality: mixed
Reason: Some like professional services, some hate them.
Suggestion: keep on going
Plan: Increase Market Share
Reality: Success. US and „outer Europe“ pick it up well
Reason: Marketing & Presence
Suggestion: Increase Priority
STRATEGIC GOALS

- Plan: Increase confidence in products
- Reality: Success
- Reason: A small team working REALLY hard
- Suggestion: Increase, but hard to maintain
Plan: Provide CMS insights
Reality: -
Reason: Time Constraints
Suggestion: Lower priority
BUSINESS GOALS

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

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

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

- **Plan:** Industry Partner Program
- **Reality:** Design Phase (BETA)
- **Reason:** Market Pressure
- **Suggestion:** Staff sales capacity
Plan: Gamification of Partners
Reality: -
Reason: Time constraint
Suggestion: lower priority
BUSINESS GOALS

- Plan: Marketplace Operations
- Reality: -
- Reason: Time constraint
- Suggestion: lower priority
Plan: Marketplace Jobs platform
Reality: -
Reason: Unrealistic offer from vendor
Suggestion: lower priority
BUSINESS GOALS

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

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

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

- **Plan:** Sector Solutions
- **Reality:** In Progress
- **Reason:** Create more reach for TYPO3
- **Suggestion:** Continue
OPERATIONAL CONSTRAINTS
• 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
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
EVEN MORE OPERATIONAL CONSTRAINTS

- Being perceived as the only source of truth
- Being expected to attend every event
- Being asked permission for most things
- T3G didn’t need credit from T3A
- Company closed Q4 with an unplanned profit
- Make income streams more diverse
THANK YOU!