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magnolia®

# Magnolia Services

Full lifecycle services & innovative solutions to bring your digital experience goals to life.

# Our Approach

Magnolia doesn't just build software. We deliver solutions tailored to your unique situation and needs. We aim to create a win-win relationship with our customers and partners, where we deliver a precise combination of software, services and solutions to ensure your project's success.

We understand that each project can have its own unique challenges. So our service packages are designed to be flexible and customisable, covering you throughout the entire project lifecycle.

We guarantee an in-depth exchange with our Magnolia experts, who are equipped to respond to your unique challenges and support you in designing an optimal solution, whether in the exploration, development, implementation or continuous delivery phase.





# How we engage

Our team of experts include the solution architects, support engineers, trainers and customer success managers who will work with you during a service delivery.



## Senior Solution Architect

Senior solution architects across the globe are ready to consult your development team to ensure project success by providing recommendations and best-practises.



## Support Engineer

Our support engineers situated in Magnolia subsidiaries across the globe are ready to respond to Magnolia-related incidents and provide you with prompt resolutions.



## Trainer

Instructor-led training courses grant you deep insights into the product, and provide a certification in your subject area.



## Customer Success / Account Manager

Customer success and account managers in local subsidiaries serve as your single point of contact and can help determine the type of on-demand service needed to solve your current challenges and the future growth of your project.

# Services at a glance

We understand the importance of maintaining a high performing website, and the need to optimise your Magnolia project. Our service packages are flexible and customisable, giving you the option to book in advance or on-demand as needed.

## Core services



### Magnolia product support

Every Magnolia license comes with product support from the DX Core support team. Response times and scope are based on the Service-level Agreement (SLA) in place.



### Self-service

#### Support ticketing system

Our support ticketing system is powered by JIRA and available 24/7, enabling you to report product-related issues or bugs right away.

#### Documentation

Our official documentation is open and accessible. You can read through comprehensive module descriptions, follow step-by-step guidelines and read the latest release notes.

# On-demand additional services



## Technical and information architecture workshop

In-depth architecture reviews at the start of your project are where integration patterns are validated, and technical requirements are defined.

You will discover how to organise content and functionality in an easy to understand way, to allow for scaling as your app or website grows.



## Education

Various training and distance learning options ensure that you are ready to get the most out of Magnolia whether through our materials, your own self-study, attending an instructor-led training, or by subscribing to Magnolia Academy.

**magnolia**<sup>®</sup> Training

### Remote training courses

- Magnolia Author and Content Editor training
- Magnolia Headless training
- Full-Stack Magnolia Developer training

→ See available training courses and register [here](#).

**magnolia**<sup>®</sup> Academy

### Academy

Magnolia Academy is our subscription-based online learning solution for Magnolia users. It comprises a collection of video-based online courses for content managers and developers. It is packed with exercises and knowledge checkpoints and solution codes for the exercises are shared through Git.

→ Learn more about the Magnolia Academy and register [here](#).



## Certification

The Magnolia Certification Program recognises developers who are sufficiently skilled to set up and work on Magnolia projects. Being a certificate holder guarantees that a developer has concrete experience in Magnolia.

As of 2020, both the Magnolia Associate Developer and Front-end Developer certificates are only valid for a period of 2 years. The Magnolia Professional Developer certificate remains valid for one year and should be renewed each year.

- Associate Developer Certification
- Front-end Developer Certification
- Professional Developer Certification

→ Get certified [here](#).



## Guidance and assistance

We are prepared to provide guidance and assistance wherever you are in your project lifecycle, on-demand as needed.

We explore your current challenges with your development team and help you devise solutions to ensure project success.

Magnolia expertise and experience is shared through the whole implementation phase.



## Project or code review and audit

An on-demand service where we perform a project review and code audit of your project, which may take place before or after the project lifecycle.

One purpose of a project review and code audit is to validate the use of Magnolia best practices and other guidelines, to guarantee security, stability and sustainability of the platform. It is also used to predetermine efforts needed to migrate to the most recent Magnolia version.



## Dedicated assistance

In case of emergencies, additional support engineers or a solution architect may be requested.

Magnolia allocates a dedicated resource who works exclusively on your current challenges, to ensure issues are resolved promptly and without interruption.



## Diagnostics services

Our performance diagnostic module provides data about your system operations, and is a valuable tool to optimise your content, cache and rendering performance.

The module comes with a dashboard that displays in-depth Magnolia insight, including the current setup like memory usage, log analysis, rendering performance (pages, areas and components) up and running time as well as CPU load.



## Custom features implementation

Custom feature implementation can be requested, where we develop a specific functionality for you which is currently not part of Magnolia DX Core.

Development of these custom features are on sponsorship-basis only.



## Incubator

Incubator modules are extensions built by Magnolia and supported by Magnolia Professional Services.

These modules were developed in close collaboration with customers, with a goal to meet requirements not covered by the core product.

We have a collection of extension modules aiming to cover various aspects of DXP. We are happy to offer them for DX Core license owners, with levels of documentation, test coverage and support that vary. For more details see the [Magnolia Marketplace](#).

# The Magnolia Journey

Each Magnolia project goes through a journey until a successful delivery. An on-demand service package may be requested at any point in the project lifecycle. This could be in a form of a coaching package, training, dedicated assistance or project review and code audit.

This journey aims to reflect where Magnolia can support your project, and is divided into three sections: focus, tasks and support. Focus refers to Magnolia-specific project goals. Tasks are Magnolia-related activities. Support could be either Core (included in the SLA in place) or on-demand (paid service package).

## Phase 1 Onboarding & setup

### Focus:

In this phase, the project focus is to be introduced to Magnolia, get connected and equip various stakeholders.

We enable your development team and business stakeholders. Together, we can assess the team members to ensure that the required skills and expertise needed for the project are in place.

### Tasks:

- Introduction to Magnolia
- Meeting the different stakeholders
- Setup of Magnolia accounts, license-keys and SLAs
- Evaluation of the scope of requirements: technical, project, implementation and business.
- Developers undergo a developer training

### Support:

The regional Magnolia customer success manager assists you with the onboarding process.

#### • On-demand support

Through an on-demand additional service package, we'll perform the following:

- Register developers to one of our scheduled Magnolia developer training.

## Phase 2 Specification & jumpstart

### Focus:

One of the main goals is to get ready for kick-off development.

If requested, we assist you in defining the right project scope. Together we'll achieve clarity on requirements, timeline, budget and quality. We'll also support you in coming up with a security plan.



## Phase 2

### Specification & jumpstart

#### Tasks:

- Define the architecture, objectives and project timelines.
- Clarify the user stories and requirements
- Planning and setup of the Magnolia installation and DevOps configuration.

#### Support:

We provide support in two ways:

- **Core support service**

- Response times and scope vary on the SLA in place.

- **On-demand support**

Through an on-demand additional service package, we'll perform the following:

- Jumpstart to speed up the Magnolia learning-curve
- Conduct a Technical and Information Architecture Workshop
- Evaluate project blueprints, integration best practices, project objectives and timelines.

## Phase 3

### Development

#### Focus:

The ultimate goal is to successfully develop a Magnolia project that follows best practices. This will ensure a long-term project that is scalable, extendable and easily migratable. This also guarantees smooth operations.

#### Tasks:

- Setup the architecture
- Get the build pipeline running and perform spikes
- Run development sprints
- Implementation reviews

#### Support:

We provide support in two ways:

- **Core support service**

- Response times and scope vary on the SLA in place.

- **On-demand support**

Through an on-demand additional service package, we'll perform the following:

- Assign an additional resource for dedicated technical assistance
- Provide guidance and assistance
- Perform a project review and code audit

# Phase 4

## Before launch

### Focus:

In this phase we focus on three things: getting content editors on board, getting the operations ready and preparing the setup to go-live.

We enable your content editors. In this stage, we expect migration of real content and data into Magnolia. We are prepared to support you to get the operations ready and prepare or test the setup for the go-live.

### Tasks:

- Magnolia user training
- Content migration
- Prepare and test environments for go-live
- Establish disaster recovery, back-up and restore plans
- Go live and fallback planning (Determine go-live plan & checklist and a set of fallback actions)

### Support:

We can support you in two ways:

- **Core support service**

- Response times and scope vary on the SLA in place.

- **On-demand support**

Through an on-demand additional service package, we'll perform the following:

- Provide guidance and assistance to prepare the go-live procedure
- Conduct a Magnolia Author and Content Editor training to the content editors

# Phase 5

## At launch

### Focus:

At launch, the goal is to ensure that everything has been tested and ready for go-live.

We can be requested to stand-by for any special assistance should any issue arise.

### Tasks:

- Have technical support and operation available and ready
- Final content publishing
- Work through the go-live checklist
- Deployment / Go live (launch of the live website that can be accessed by the public)
- Live website monitoring
- After launch fixes and cleanup

# Phase 5

At launch

## Support:

We can support you in two ways:

- **Core support service**
  - Response times and scope vary on the SLA in place.
- **On-demand support**

Through an on-demand additional service package, we'll perform the following:

- Assign an additional resource for dedicated technical assistance for the go-live procedure

# Phase 6

After launch

## Focus:

There should be continuous maintenance and feature enrichment of the Magnolia project. This is accomplished through version upgrades.

We endorse periodical business and technical reviews. This is to stay up-to-date and be able to evolve, optimise and innovate the digital venture.

## Tasks:

- Working on development or maintenance releases
- Continuous operation and improvement

## Support:

We can support you in two ways:

- **Core support service**
  - Response times and scope vary on the SLA in place.
- **On-demand support**

Through an on-demand additional service package, we'll perform the following:

- Assign an additional resource for dedicated technical assistance
- Perform a project review and code audit
- Execute a performance review to optimise content, cache and rendering performance
- Provide guidance and assistance

# Magnolia subject matter expertise

Magnolia's team of experts are eager to impart their subject matter expertise. This could be done through an on-demand guidance and assistance package or a workshop.

## Information Architecture

- Transforming Marketing Strategy to Content Architecture
- Content Types Modeling
- Defining the editorial workflow
- External content and data Management

## Editor

- Building and maintaining websites in Magnolia
- Working with content pools & DAM
- Managing content in context of Content reuse, Multi-Language, Multi-Channels & Personalization
- Task- and Workflow-Management

## Marketing

- Campaign management
- Omni-channel management
- Content optimization
- Analytics, testing & data driven content management
- Marketing automation management

## Technical Architecture

- Translating technical requirements to Magnolia Architecture
- Magnolia extension hooks
- Magnolia integration patterns
- UI/IUX concepts & patterns
- Fitting Magnolia Tech Stack to a system landscape

## Front-End Development

- Template-based website development
- SPA/Headless development
- Content type modeling & Apps
- Using JS libraries to build custom apps
- Rest integration
- Magnolia & JAMstack

## Back-End Development

- Full-stack website development
- Magnolia concepts and tool suite
- Building Magnolia extensions & using connector frameworks
- Workflow customizations
- UI extension development
- Magnolia certified stack and architecture configurations

## Magnolia Best Practices

- Successful project implementation patterns
- High availability and performant Magnolia blueprints & practices
- Extensions & integration blueprints
- UI/IUX customizations
- Testing automation & tools
- Operation and maintenance

## DevOps

- Magnolia application & containerization
- CI/CD tooling and practises
- Continuous deployment pipeline
- Backup/Restore and cloning tooling and handling
- Monitoring, logging and tracing

## Infrastructure & Security

- Operating a certified stack on private and Magnolia cloud infrastructure
- Infrastructure automation
- Roles, groups and permissions
- Security configuration & practices
- Identity Management & SSO
- Multi-factor & PUR registration blueprints

# Get the most out of your services package

## Reach out

To learn more about our service packages or to request for a specific service, please contact your Magnolia customer success or account manager.

## Book in advance

We always advise to book in advance so that we have ample time to evaluate and devise solutions.

## Continuous exchange

We ensure project success and an in-depth exchange with the Magnolia Professional Services team.

## Complete tasks

Your success is our success. Together we'll solve your project-related issues or improve the overall performance of your Magnolia platform.

## Follow-up session

We don't leave you after providing solutions and code packs. We typically arrange a follow-up session before a service package culminates.

## Available resources

- > [Magnolia Documentation](#)
- > [Magnolia Community](#)
- > [Magnolia Academy](#)
- > [Magnolia Webinars](#)

## Magnolia Support

- > [DX Core](#)
- > [Cloud](#)
- > [Incubators](#)
- > [Magnolia Professional Services](#)

## Contact

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# Magnolia at a glance

1997

Founded

180+

Employees

195+

Partners

550+

Enterprise Clients

12

Offices Worldwide



ATLASSIAN



TESCO

FENDI



sanofi

AVIS

The New York Times



“

*The level of support we got before signing the contract was fantastic. Then, as the project evolved, we actually struggled to find things to ask the Magnolia support team. They did such a fantastic job of training our own internal team, that we quickly became experts ourselves!*

*Magnolia provided a very efficient process, taking such a significant amount of content and putting it on a new website with a complete new layout and look and feel – all with virtually no manual effort or heavy lifting from our side.*



**Ryan Cotton**

Head of Marketing, Thomas Cook



## Get in touch

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