

Developers Paradise 2016

26.04

www.interactiv4.com



Madrid

Travesía Navaluenga, 29
Majadahonda 28221
☎ 916 301 720

New York

175 Varick Street
NY 10014
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01

Who we are



What makes us special
Business areas

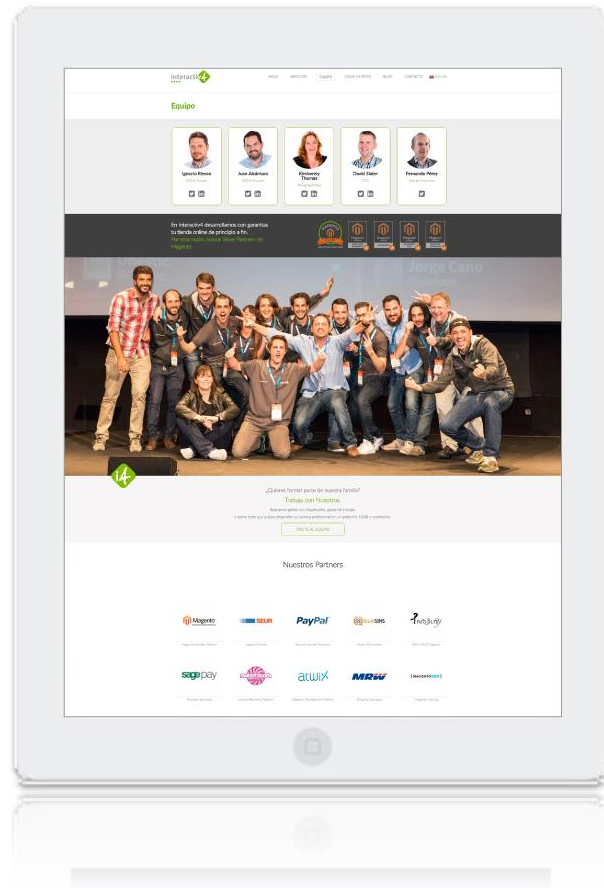
Who we are



100% Spanish company, whose core business is the consulting, development and integration of eCommerce solutions based on the platform Open Source Magento.



SOLUTION PARTNER



Who we are



Interactiv4 holds a team that has more than 27
ecommerce professionals



TEAM



Who we are



Since June 2014, it has started operations in USA, with the opening of Interactiv4 Inc., headquartered in NYC and its own production equipment that counts with a team of 10 professionals.



GLOBAL CHARACTER

2014: Opening of headquarters in NY



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New York, USA

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Madrid, Spain

Magento Community



We are the organizers of the official event of the
Magento community in Spain and USA.

Meet  Magento™

Spain

New York

2014

2015

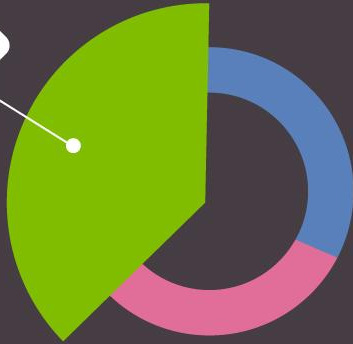
2014

2015



Business areas

interactiv4
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EXTENSION
BUFFET

delicommerce

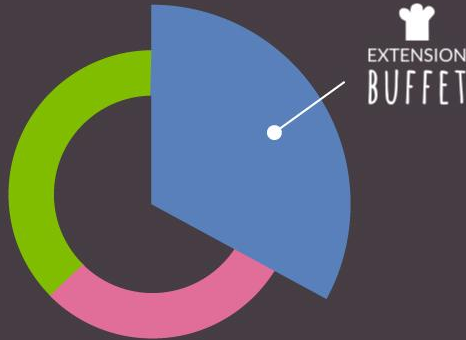
Consulting, development and evolution of
eCommerce platforms

They have trusted us:

EL GANSO	ADOLFO DOMINGUEZ	bq	Best	ma·mu·ky FOR KIDS
molet <small>just imaginations</small>	MATBY <small>simply smart</small>	Med winds	GOCCO	UNO de 50
FLAMENCO	gisela	VINO PREMIER	k-tuin®	PRONOVIAS BARCELONA

- Integrations with SAP, OpenERP, SAGE, AS400, Oracle, ...
- Audits of projects and budgets.
- Projects Consulting .
- UX / usability Consulting. Store design projects.
- RWD migration.

Business areas



Sales of Extensions in ExtensionBuffet.com

- We have a catalog of more than 30 extensions.
Growing every year.
- We adapt our extensions to new versions of Magento and business needs.
Improvement and continuous integration.
- We develop Official Magento Extensions for most transport companies and the European main wholesaler.



- The most sold extension is Redsys Pro.



Business areas

Our own business

We are shopkeepers. **We have our own shops.**

We carry out highly profitable niche projects using our experience and know-how.

We closed agreements with first-tier suppliers for the supply of goods and logistics.

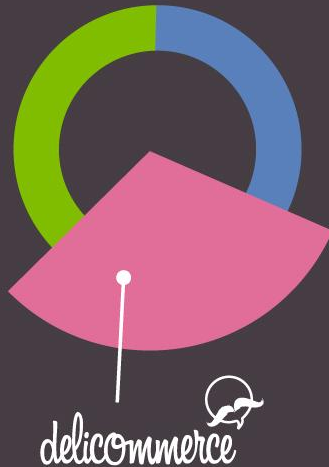
Examples:

Vinoteca.es

Neverasportatiles.es

Barbacoa.es

Induccion-portatil.es



Ignacio Riesco



@ignacioriesco

- 41 years old
- CEO of Interactiv4
- Proud husband and father of three kids
- 6th Tech Company
- Meet Magento Organizer (ES & NY)
- Basketball Coach (25 years)
- Love to party & have friends around the globe
- Proud member of the Magento Community

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Presentation/Speech

THE MOST IMPORTANT THING...

**...IS NOT
MAGENTO...**

**IS NOT
THE CODE
EITHER**

THE MOST IMPORTANT THING:

**THE MOST
IMPORTANT THING:
PEOPLE**

**WHO IS DEV
WHO IS NOT
WHO IS FREELANCE
WHO WORKS IN A
COMPANY**

HOW BUILD A DEVELOPMENT COMPANY

**Human Resource
Insights from a CEO**

Experience Mistakes

**I PREFER TO DO/TRY
INSTEAD OF WATCHING
THE GAME FROM THE BENCH**

WHAT IS A DEVELOPER?

WHAT IS A DEVELOPER?

a person or company that creates new products, especially computer products such as software.

Cambridge Dictionary

WHAT IS A DEVELOPER?

a person or company that is able to
deliver software.

Nacho's Dictionary

WHO IS A DEVELOPER?

**BUT WE ARE NOT
REGULAR DEVELOPERS**

**WE ARE A VERY
SPECIAL SPECIES**

WE ARE TRANSACTIONAL DEVELOPERS

we enable transactions

WE ARE TRANSACTIONAL DEVELOPERS

**we enable people/companies
to make money**

WE ARE TRANSACTIONAL DEVELOPERS

we enable business

WE ARE TRANSACTIONAL DEVELOPERS

BIG RESPONSIBILITY

TYPES OF TRANSACTIONAL DEVELOPERS



TYPES OF TRANSACTIONAL DEVELOPERS



Angry of all

TYPES OF TRANSACTIONAL DEVELOPERS



Scared of all

TYPES OF TRANSACTIONAL DEVELOPERS



Superstar

TYPES OF TRANSACTIONAL DEVELOPERS



Everything is alright,
But is not

TYPES OF TRANSACTIONAL DEVELOPERS



Don't touch my code

TYPES OF TRANSACTIONAL DEVELOPERS

Many, many more...

**WHO YOU THINK
IS THE BEST ONE?**

THE BEST IS:

THE ONE WHO MAKES

OTHERS BETTER

EVERY DAY

**NO ONE CAN DELIVER
GREAT THINGS ALONE**

NO ONE CAN DELIVER GREAT THINGS ALONE

even if you can... you'll need someone to
celebrate your success, right?

WHAT IS THE BEST FORMULA TO GET THE MOST OF A DEVELOPER?

**THINK
CODE
TEST
FIX
WRITE
DELIVER**

THINK
CODE
MANAGE CLIENTS
TEST
FIX
EXPECTATIONS
WRITE
DELIVER

WE BELIEVE IN TEAMS

**teams of people that can
understand the role of each one
and try to help each other all the time**

**IN A TEAM,
THERE IS **NOT** ANY ROLE
MORE IMPORTANT
THAN ANOTHER**

RECAP

WE ARE ALL DEVELOPERS

RECAP

**WE ARE ALL DEVELOPERS
WE ENABLE BUSINESS**

RECAP

**WE NEED TO MAKE OUR
TEAMMATES BETTER**

EXTRA BALL

CELEBRATE
WHEN YOU DELIVER

EXTRA BALL

**WORK HARD
PARTY HARDER**

#wearemagento

Thank you!

info@interactiv4.com

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