



## Magento and Razor 360 Team Up to Present Webinar “7 Tips to Accelerate your eCommerce Evolution”

A Holistic Perspective of eCommerce and Considerations, Guidance, Tactics and Tools to Accelerate Online Success

**Los Angeles, CA and Dallas, TX – FOR IMMEDIATE RELEASE –** Varien, the Magento Company, creators of the world’s premier and fastest growing eCommerce platform, and RAZOR 360, an end-to-end eCommerce consultancy, providing strategic guidance, digital and interactive marketing, technology services, and customer care and fulfillment, today announced plans for a joint webinar entitled “7 Tips to Accelerate your eCommerce Evolution.”

Scheduled to take place on Thursday, November the 12th at 10AM Pacific Time, the webinar targets small and medium-size businesses either considering or with an already established eCommerce presence, and for manufacturers looking to establish a direct-to-consumer online channel. “Quite often, we see organizations making mission critical decisions about aspects of their online presence without considering the effects on the whole channel. These mistakes can be fatal to your brand and your business.” said Douglas Hollinger, Managing Director of RAZOR 360. The webinar aims to provide a holistic, 360-degree view of the truth about going online and to educate retailers about what that truly entails, including 7 key tips on how to cut through the clutter of options and select the right tools, models and tactics to accelerate online success.

“There can be a fundamental misunderstanding on the part of retailers when it comes to establishing an online channel and what needs to be taken into consideration when doing so,” said Roy Rubin, CEO of Varien, the Magento Company. “As our partners at RAZOR 360 like to put it, ‘one weak link breaks the chain,’ and we need to do all that we can to educate retailers and anyone else considering going online to ensure they achieve success.”

The webinar will present 7 tips on a wide and diverse range of key factors for online success, including requirements that need to be in place in the back office, non-online operations which may need change or enhancement, and other considerations such as customer acquisition and marketing costs and how to choose the best platform and tools to run, maintain and manage an eCommerce site.

“We are incredibly excited to be Enterprise Partners with Varien. We at RAZOR 360 believe Magento is much more than a leading eCommerce technology,” said Hollinger. “We see it signaling a paradigm shift in the marketplace. Now small and medium sized businesses can have the tools to compete with retail Goliaths. However, this level playing field makes planning and execution even more crucial for success.”

“RAZOR 360 is a clear leader when it comes to consulting with retailers and providing full circle guidance on all the diverse requirement for going online properly and successfully,” said Rubin. “We are glad to present this webinar with them.”

## About Razor360

RAZOR 360 is an end-to-end eBusiness agency, focused on optimizing the web presence and online capabilities of their clients. RAZOR 360 provides a comprehensive set of solutions and services to help companies drive transactions while creating the optimal consumer experience. They specialize in strategy development, user experience, creative design, digital marketing, technology implementations, and product fulfillment. RAZOR 360 can provide your company with a complete, end-to-end Magento solution, built to thrive in today's digital economy. Please visit [www.razor-360.com](http://www.razor-360.com) to find out more.

## About Magento

Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the presentation, content, and functionality of their online channel. Magento's intuitive administration interface features powerful marketing tools, a catalog-management engine and is SEO optimized to give merchants the power to create sites that provide an unrivaled and rich online shopping experience for their customers, tailored to their unique business needs. Designed to be completely scalable and backed by an extensive support network, Magento is the ultimate eCommerce solution. For more information about the Magento Enterprise Edition subscription, visit [www.magentocommerce.com/editions/enterprise-edition](http://www.magentocommerce.com/editions/enterprise-edition). To keep up with Magento news, please visit [www.magentocommerce.com/company/press-releases](http://www.magentocommerce.com/company/press-releases) and [www.magentocommerce.com/blog](http://www.magentocommerce.com/blog).

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