

# Magento Small Business Web Copy

LGS fin • 01.20.15

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## HOME PAGE

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### PAGE TITLE & URL

Small Business eCommerce Solutions | Magento  
<http://www.smallbusiness.magento.com>

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### PAGE TEXT

Hero

## MAGENTO FOR SMALL BUSINESS

**Affordable eCommerce Without Limits**

LEARN MORE

<http://www.smallbusiness.magento.com/whymagento>

2<sup>nd</sup> Section

## GET STARTED

We put the power of Magento in the hands of small businesses—connecting you with an experienced eCommerce partner that offers the products, tools, and services you need to succeed online. Choose the solution that works for your business.

### CREATE YOUR OWN SITE

Discover Pixafy, an easy-to-use solution starting at \$50/month. In as little as one week, create a beautiful modern website.

GO TO PIXAFY

<http://www.pixafy.com/tbd?utm?>

### HIRE A PRO

The Magento Full Service solution gives you professional design, development, hosting, customization, and ongoing maintenance, all from one of our expert partners.

FIND A PARTNER

<http://www.smallbusiness.magento.com/fullservice>

3<sup>rd</sup> Section

## SPOTLIGHT

{Promo 1—Success Story}

**SUCCESS STORY:** Cupertino Networks

Magento technology supports expansion into new channels.

GET THE FULL STORY

<http://www.smallbusiness.magento.com/success-cupertinonetworks>

**SUCCESS STORIES: Tieroom**

Magento customer Christian Andersson built Tieroom, a site ready for multiple markets.

GET THE FULL STORY

<http://www.smallbusiness.magento.com/success-tieroom>

{ Promo 2—Blog }

**THE MAGENTO SMALL BUSINESS BLOG**

Successful eCommerce is smart eCommerce. Check out our tips, tools, and strategies.

SUBSCRIBE NOW

<http://www.smallbusiness.magento.com/blog>

{Promo 3—Create}

FEATURED PARTNER: Creare

Begin your journey with Creare and Magento.

LEARN MORE AT CREARE

<http://www.creare.com/tbd?utm...>

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**Page Metadescription**

Powerful eCommerce software for small businesses designed by Magento expert partners.

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**OpenGraph tags**

**eCommerce done right, from the start.**

Magento Community Edition is the eCommerce platform designed for small businesses.

Whatever your needs, we'll connect you with an eCommerce partner with the products, tools, and services you need to succeed online.

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## WHY MAGENTO

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### PAGE TITLE & URL

Web Solutions to Attract Customers and Increase Sales | Magento  
<http://www.smallbusiness.magento.com/whymagento>

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### PAGE TEXT

## MAGENTO COMMUNITY EDITION

Innovation for Growth

[ GET STARTED ]

<http://www.smallbusiness.magento.com/ecommercesolutions>

Magento Community Edition is the eCommerce solution for small businesses with plans for growth. Magento's powerful open-source software makes it easy to improve or add features as your business grows. Professional design options help you put your best foot forward. Powerful SEO, analytics, and payment solutions give you the tools to sell more. And our experienced partners give you the service and support you need to do it all quickly, easily, and affordably.

### MAGENTO SMALL BUSINESS SOLUTIONS CAN HELP YOU:

- Boost sales
- Get up and running quickly
- Attract customers
- Reduce upfront costs
- Stay nimble
- Sell globally

### THE ECOMMERCE FEATURES YOU NEED

OUR FULL SERVICE AND DIY SOLUTIONS GIVE YOU:

- Professional, modern designs
- End-to-end store management
- Industry-leading payment options
- Powerful marketing and SEO tools
- Easy integration with third-party apps
- All-in-one reporting dashboard

### INTEGRATED SERVICES FROM POWERFUL PARTNERS

#### PAYPAL

PayPal is already integrated with Magento, making it quick and easy to securely accept credit card and PayPal payments from customers worldwide.

FIND OUT HOW

<https://magento.com/paypal/overview>

**EBAY MARKETPLACE**

Waiting on this copy from eBay Marketplace. ETA is EOD 01/21.

**LEARN MORE**

**URL**

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**Page Metadescription**

Magento Community Edition is the eCommerce solution successful small businesses use to accelerate their growth.

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**OpenGraph tags**

**Innovating for growth with Magento Community Edition.**

Magento Community Edition is the eCommerce solution for successful small businesses that want to grow rapidly. Magento's powerful open-source eCommerce software makes it easy to improve or add features as your business grows, without limitations.

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## HOW THIS WORKS

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### PAGE TITLE & URL

Get an Online eCommerce Store for Your Business | Magento  
[smallbusiness.magento.com/howthisworks](http://smallbusiness.magento.com/howthisworks)

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### PAGE TEXT

## GET MAGENTO AFFORDABLY

### How It Works

You're ready to start selling online—or maybe it's time to take your online store to the next level. Get started with Magento in three easy steps:

	<b>STEP 1. CHOOSE A SOLUTION</b>	
	<b>DIY</b> Select a powerful and easy-to-use eCommerce platform that will get you going with Magento, starting at \$50/month. This solution gives you the perfect combination of control, on-call support, and cost savings.	<b>Full Service</b> Looking for an all-in-one solution tailored to fit your business? Magento Full Service <u>partners</u> include expert developers, integrators, designers, web hosts, and professional services consultants. <u>Choose the one that best fits your business.</u>
	<b>STEP 2. DESIGN AND SET UP YOUR SITE</b>	
	<b>DIY</b> Designing and setting up a customized store is easy and fun. Access tutorials and on-call customer support if you have any questions along the way.	<b>Full Service</b> Your partner will consult with you to customize every aspect of your online presence. Full Service sites are ready to go in an average of six to eight weeks, depending on the features you choose.
	<b>STEP 3. GROW YOUR BUSINESS</b>	
	Magento Small Business has the tools, resources, and information you'll need to help your eCommerce capabilities keep pace with your growing business, from professional design to powerful marketing and SEO tools to detailed reporting and analytics.	

### GET STARTED

<http://www.smallbusiness.magento.com/ecommercesolutions>

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### Page Metadescription

Follow these three easy steps to build your online store with Magento Community Edition.

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### OpenGraph tags

#### **How to get started with Magento, in three easy steps.**

You're ready to start selling online—or maybe it's time to take your successful eCommerce business to the next level. Here's a roadmap to help you get started with Magento Community Edition.

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## ECOMMERCE SOLUTIONS

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### PAGE TITLE & URL

Small Business SaaS and Custom eCommerce Solutions | Magento  
<http://www.smallbusiness.magento.com/ecommercesolutions>

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### PAGE TEXT

## MAGENTO COMMUNITY EDITION

Choose the Solution That's Right for You

### CREATE YOUR OWN SITE

Discover Pixafy, an easy-to-use solution, starting at \$50/month. In as little as one week, create a beautiful modern website.

#### GET STARTED

<http://www.pixafy.com/tbd?utm...>

### HIRE A PRO

The Magento Full Service solution gives you professional design, development, hosting, customization, and ongoing maintenance, all from one of our expert partners.

#### FIND A PARTNER

<http://www.smallbusiness.magento.com/fullservice>

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### Page Metadescription

Choose the Magento Community Edition eCommerce solution that best fits your business—DIY or Full Service.

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### OpenGraph tags

#### **Choose the Magento eCommerce solution that works for you.**

You know your business backward and forward. Here's how to choose an eCommerce solution that doesn't limit your growth—quickly, affordably, and professionally.

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## MAGENTO DIY PARTNERS

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### PAGE TITLE & URL

SaaS Partners for Affordable eCommerce Websites | Magento  
<http://www.smallbusiness.magento.com/diy>

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### PAGE TEXT

## MAGENTO DIY PARTNERS

Build and manage your site with a hosted partner solution and website builder.

**Will request copy/images from our partners the week of 01/19/15. Should be received by 01/23/15.**

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### Page Metadescription

Build your own online store with a SaaS solution that includes Magento Community Edition.

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### OpenGraph tags

#### Introducing our partners.

Choose a SaaS solution that includes Magento Community Edition. Build and manage your own site affordably.

## MAGENTO FULL SERVICE PARTNERS

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### PAGE TITLE & URL

Partners for Quick, Powerful eCommerce Websites | Magento  
<http://www.smallbusiness.magento.com/fullservice>

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### PAGE TEXT

## MAGENTO FULL SERVICE PARTNERS

Hire an expert partner to build your site on Magento Community Edition.

**Will request copy/images from our partners the week of 01/19/15. Should be received by 01/23/15.**

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### Page Metadescription

Magento Community Edition partners include expert developers, integrators, designers, web hosts, and consultants.

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### OpenGraph tags

#### **Magento full service partners.**

Magento Community Edition partners include expert developers, integrators, designers, web hosts, and professional services consultants. Choose the one that best fits your business.

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## **PAYPAL Page**

### **Hold off on this page**

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#### **PAGE TITLE & URL**

Get Your Store Online Quickly and Affordably | Magento  
<http://www.smallbusiness.magento.com/introducingpixafy>

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#### **PAGE TEXT**

##### **Hero Section**

#### **POWERFUL ECOMMERCE FOR SMALL BUSINESS**

Create a beautiful online store starting at \$50/month, with Pixafy.  
[ Get Started ] (button)

##### **2<sup>nd</sup> Section**

Magento, PayPal, and Pixafy have partnered to give you an easy-to-use eCommerce solution at an affordable price. Use Pixafy to create your own DIY eCommerce website, fully integrated with the power of Magento Community Edition and PayPal's secure payment solution. So you can start selling quickly—and get ready for unlimited growth.

#### **WHY BUSINESSES CHOOSE PIXAFY**

- Easy to set up and manage
- Modern, mobile-friendly web design
- Sophisticated design tools
- PayPal trust and security
- Expert support
- Quick launch (one week or less)

#### **[ LEARN MORE ABOUT PIXAFY ]**

<https://www.pixafy.com/tbd?utm?>

##### **3rd Section**

#### **BOOST SALES WITH PAYPAL**

PayPal is the faster, easier, and safer way to accept all major credit cards, PayPal, and PayPal Credit online. Your customers don't need a PayPal account to pay, and you get paid quickly. Plus, offering PayPal can help you boost sales up to 18%.

[ LEARN MORE ]

<https://magento.com/paypal/overview>

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#### **Page Metadescription**

Pixafy is an easy-to-use eCommerce platform with the power of Magento and PayPal. Sell ASAP without sacrificing flexibility or scalability.

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### **OpenGraph tags**

#### **Get your store online, affordably, in record time.**

Pixafy will help you develop a modern, easy-to-use eCommerce site with all the power of Magento and PayPal—a secure, affordable choice that positions your business for growth.

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## SMALL BUSINESS PARTNER PROGRAM

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### PAGE TITLE & URL

Small Business Partner Program | Magento  
<http://www.smallbusiness.magento.com/partnerprogram>

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### PAGE TEXT

## SMALL BUSINESS PARTNER PROGRAM

Become a Magento Partner

Does your company get small businesses up and running on Magento Community Edition? We'd love to hear from you.

### Contact Us

First name  
Last name  
Company  
Company expertise  
Title  
Email  
Phone  
Message

Subscribe to the [Magento Small Business Blog](#)

[SEND MESSAGE](#)

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### Page Metadescription

Offer design, web development, SEO, integration, hosting, marketing, or other professional services? We'd love to hear from you.

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### OpenGraph tags

#### How to become a Magento partner.

Do you get businesses up and running on Magento Community Edition? Provide design, web development, SEO, integration, hosting, marketing, or other professional services? We'd love to hear from you.

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## RESOURCES

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### PAGE TITLE & URL

eCommerce Tools and Resources for Small Businesses | Magento  
<http://www.smallbusiness.magento.com/resources>

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### PAGE TEXT

## RESOURCES

eCommerce Tools and Resources For Success

Check out some of our favorite resources—including support and information for Magento Community Edition, technology and tools, and small business community.

### For Merchants

Magento Small Business Blog

<http://www.smallbusiness.magento.com/blog>

Success Stories

<http://www.smallbusiness.magento.com/blog>

Magento Community Edition User Guide

[add](#)

eBay Main Street

<http://www.ebaymainstreet.com/>

[FAQs](#)

<http://www.smallbusiness.magento.com/faq>

### For Developers

Magento Community Edition Knowledge Base

<http://www.magentocommerce.com/knowledge-base>

Magento Community Partner Program

[add](#)

PayPal Infographic

[add](#)

### PayPal Resources

PayPal

<https://magento.com/paypal/overview>

PayPal Passport

<https://www.paypal-passport.com/>

### eBay Resources

eBay Business Blog

need URL

eBay Seller Center

<http://pages.ebay.com/sellerinformation/build-your-business-online/>

eBay Main Street

<http://www.ebaymainstreet.com/>

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### Page Metadescription

Magento provides a wide range of eCommerce tools and resources to help small businesses succeed.

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### OpenGraph tags

**eCommerce resources for successful small businesses.**

Check out these tools and resources from Magento.

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## SMALL BUSINESS BLOG

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### PAGE TITLE & URL

eCommerce Tips and Tools on the Small Business Blog | Magento  
<http://www.smallbusiness.magento.com/blog>

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### PAGE TEXT

## THE MAGENTO SMALL BUSINESS BLOG

Information Is Power

SUBSCRIBE NOW

Successful eCommerce is smart eCommerce. Share your expertise—and get access to online marketing trends, tips, tools, and strategies you can use to grow your business.

### Upcoming posts:

[The Power of Partners for Small Businesses | Lee Hadsock](#)

[Tips on Working with a Partner | Lee Hadsock](#)

[Community | Ben Marks](#)

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### Page Metadescription

The Magento Small Business Blog gives you trends, tips, tools, and strategies for smarter eCommerce and faster growth.

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### OpenGraph tags

**Successful eCommerce is smart eCommerce.**

Get access to online marketing trends, tips, tools, and strategies you can use to grow your business, at the Magento Small Business Blog.

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## RYAN'S BLOG

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### PAGE TITLE & URL

Discover Magento for Small Business | Magento  
<http://www.smallbusiness.magento.com/blog-discovermagento>

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### PAGE TEXT

## MAGENTO SMALL BUSINESS BLOG

### DISCOVER MAGENTO FOR SMALL BUSINESS

Ryan Thompson

It's an exciting time to be a small business. Technological innovation is bringing even more ways for small businesses to compete and grow in the global economy. Today we're launching a new site designed specifically for Magento Community Edition customers: small business owners and managers who want to grow their businesses and learn more about eCommerce technology and best practices.

This site will serve as a central place for companies to learn about the Magento Community Edition; find partners, solutions, and resources; and learn how other small businesses are using and benefiting from Magento. As someone who's founded several startups and worked at many others, I'm thrilled to be part of this new venture to help small companies thrive.

#### What you'll find at this site:

- **Why Magento software (or platform) is right for your small business:** Not sure whether it's time for an e-Commerce platform, or if Magento Community Edition is the right fit for your company? Check out what Magento has to offer, including features and customer stories.
- **Tools and tips for building your business:** Companies often need help getting started on the Magento Community Edition platform. Here you'll find content and links to useful tools that can help you get started.
- **Partner directory:** Small companies often need help deploying and managing their websites on Magento Community Edition. Whether you're looking to hire a developer to create a custom experience for your site or engaging with firms that can implement, maintain, and host your software, this full partner directory can help you find firms in your area with the expertise you need.
- **Community:** This year, we'll be launching a community forum where you can interact with other merchants, ask questions, and share ideas on deploying and using Magento solutions. Stay tuned for more information!

Magento is an eBay company with a rich background in serving entrepreneurs. Magento Community Edition is free for small businesses, just as it was when we introduced the software more than six years ago. Our partner community is expanding, and developers are continually releasing new solutions and tools that make it easier for small companies to succeed with our

platform. The Magento Community Edition is running strong, with more than 240,000 active customers.

Magento is a platform and company built to meet the needs of ambitious small businesses in every sector. We hope you'll find this site useful as you make plans for big wins in 2015 and beyond.

Share this blog post:

[FB, LI, Twitter, email, etc. sharing icons]

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### Page Metadescription

Discover Magento for Small Business

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### OpenGraph tags

#### **Discover Magento for Small Business**

At Magento Small Business, our goal is to help your businesses grow and thrive while improving the shopping experience for your customers.

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## ABOUT US

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### PAGE TITLE & URL

Meet Our Small Business Team | Magento  
<http://www.smallbusiness.magento.com/aboutus>

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### PAGE TEXT

## MAGENTO FOR SMALL BUSINESS

All About Small Business

Our goal is to help your small business grow and thrive, while improving the shopping experience for your customers. Our method: connecting you with powerful, innovative eCommerce solutions built on Magento Community Edition from some of the best partners out there, while integrating best-in-class services from Pay Pal and eBay Marketplace.

### MEET THE MAGENTO SMALL BUSINESS TEAM

{photo – taking 01/26}

#### Ryan Thompson

Head of Small Business

*“We’re dedicated to the eCommerce needs of small business. We help entrepreneurs find the right eCommerce platform and the partners they need to grow.”*

{photo – taking 01/26}

#### Ben Marks

Magento Evangelist

*“I’ve been a Magento developer, educator, certification consultant, and community member. Now I promote Magento open source solutions and our ecosystem.”*

{photo – taking 01/26}

#### Lee Hadsock

Head of Small Business Partnerships

*“The best way to support the small businesses running on Magento’s Community Edition is to support our partners.”*

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### Page Metadescription

Meet our team of small business and eCommerce experts.

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### OpenGraph tags

#### About Us: Magento Small Business

At Magento Small Business, our goal is to help your businesses grow and thrive while improving the shopping experience for your customers.

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## MAIN CONTACT US FORM

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### PAGE TITLE & URL

Contact Us | Magento

<http://www.smallbusiness.magento.com/contactus>

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### PAGE TEXT—MAIN CONTACT US PAGE

## CONTACT US

**We'd Love to Hear from You!**

First name

Last name

Company

Title

Email

Phone

Message

Subscribe to the [Magento Small Business Blog](#)

[SEND MESSAGE](#)

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### REPLY PAGE TEXT—MAIN CONTACT US PAGE

## THANK YOU

**Your Message Has Been Sent**

We'll get back to you as soon as we can.

[MAGENTO SMALL BUSINESS BLOG](#)

<http://www.smallbusiness.magento.com/blog>

## PARTNER CONTACT US FORM

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### PAGE TITLE & URL

Contact Us | Magento

<http://www.smallbusiness.magento.com/contactus-partner>

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### PAGE TEXT—PARTNER CONTACT US PAGE

## CONTACT MAGENTO FOR SMALL BUSINESS

Want to Know More About Partnering with Magento?

First name

Last name

Company

Company expertise

Title

Email

Phone

Message

Subscribe to the [Magento Small Business Blog](#)

[SEND MESSAGE](#)

[URL?](#)

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### REPLY TEXT—PARTNER CONFIRMATION PAGE

## THANK YOU

Your message has been sent.

Thank you for your interest in becoming a Magento partner. We'll get back to you as soon as we can.

[MAGENTO SMALL BUSINESS BLOG](#)

<http://www.smallbusiness.magento.com/blog>

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### Page Metadescription

Contact Magento today to see how becoming a Magento partner can help your business grow and thrive.

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### OpenGraph tags

{n/a}

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## SMALL BUSINESS SUCCESS STORIES

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### PAGE TITLE & URL

Small Business Success Stories | Magento  
<http://www.smallbusiness.magento.com/success>

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### PAGE TEXT

#### SMALL BUSINESS SUCCESS STORIES

See How These Small Businesses Are Making Their Mark

#### Narendra Dev | Cupertino Networks

Supporting Ongoing Business Growth

[Cupertino Networks](#) was ready to expand to more channels. Magento partner [Razoyo](#) helped Dev implement the technology he needed for stable, reliable sales.

Share this story: [FB, LI, Twitter, email, etc. sharing icons]

#### READ THE FULL STORY

<http://www.smallbusiness.magento.com/success-cupertinonetworks>

#### SHARE YOUR SUCCESS STORY

Have a small business success story to share? How has Magento helped you grow your business? We'd love to hear from you.

#### TELL US YOUR STORY

URL?

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### Page Metadescription

Learn how successful small businesses use Magento to connect with customers, boost sales, and keep up with growth.

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### OpenGraph tags

#### eCommerce success with Magento.

Growing eCommerce businesses need to connect with customers, boost sales, and keep up with growth. Learn how successful small businesses are making their marks with help from Magento partners.

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## SHARE STORY CONTACT US FORM

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### PAGE TITLE & URL

Share Your Small Business Success Story | Magento  
<http://www.smallbusiness.magento.com/contactus-share>

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### PAGE TEXT— SHARE STORY CONTACT US PAGE

## CONTACT US

Want to Share Your Business Story?

First name

Last name

Company

Title

Email

Phone

Message

Subscribe to the [Magento Small Business Blog](#)

[SEND MESSAGE](#)

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### REPLY PAGE TEXT— MAIN CONTACT US PAGE

## THANK YOU

Your Message Has Been Sent

We'll get back to you as soon as we can.

[MAGENTO SMALL BUSINESS BLOG](#)

<http://www.smallbusiness.magento.com/blog>

## CASE STUDY 1

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### PAGE TITLE & URL

Supporting Ongoing Business Growth | Magento  
<http://www.smallbusiness.magento.com/success-cupertino-networks>

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### PAGE TEXT

## Narendra Dev | Cupertino Networks

Supporting Ongoing Business Growth with Magento

Share this story: [FB, LI, Twitter, email, etc. sharing icons]

It's the classic Silicon Valley story: start a cool company in your garage and see what happens. Narendra Dev, founder and president of hardware reseller [Cupertino Networks](#), did just that several years ago – and today he still works in his garage, happily. “The garage is close to my kitchen so I can get snacks easily,” he says.

Dev, a former IT manager at Cisco, started his own business in 2008 and hasn't looked back since. His San Francisco Bay Area company buys used networking equipment from major vendors including Cisco Systems, Inc. and Juniper Networks and resells it to businesses, from the Cupertino Networks site as well as on eBay and other online marketplaces. Dev is happy to be small, with just one full-time employee, and says he's reached his goal of being financially independent. Yet it hasn't always been a smooth ride to success.

Dev began thinking about starting a hardware reselling business in 2001, after he wound up with a basement full of discarded equipment from a startup that went under. After photographing the gear and advertising it on eBay, Dev says he was amazed at the prices he was earning for Hewlett-Packard adapters and routers: “I learned that if you have good brand names, you can get good prices for used equipment.” Yet the money wasn't enough for him to break free from corporate life. Later, when he had the opportunity to launch Cupertino Networks, he decided to abandon the consumer market and focus on B2B, where the margins were better and it was easier for a small business to compete.

### Building a powerful site for growth

In the business's first year, Dev's networking expertise helped him gain the trust of his buyers, small companies that want top brands but are on a tight budget. He also sells to large enterprises, which buy equipment for their backup and failover systems. His third market is selling equipment to large hardware resellers. Cupertino Networks is now a "Platinum level power seller" on eBay.

It didn't take long for Dev to gain repeat customers—relationships that he still enjoys today. That stability gave him the incentive to migrate to Magento Community Edition, with the help of Magento eCommerce consulting and development partner [Razoyo](#).

After experimenting with the product and learning about its features, Dev used extensions to sync Magento Community Edition with sales generated using eBay and other online marketplaces. “The product has tons of bells and whistles and I have been really impressed with capabilities such as for tools for website listings, coupon generation, and SEO optimization,” he says. Magento’s payment flexibility has also been a top benefit for his business. “I can allow customers to use any number of options including credit cards and PayPal.”

After attending the Magento Imagine conference in 2012, Dev deployed extensions supporting freight shipping and connection with his ERP software, [Brightpearl](#). “I’ve seen the true significance of using an open-source product like Magento and the variety of extensions that a company can use to enhance its site and improve workflow.” Dev is happy to report that with Magento, his site has had almost no downtime. “It just works with no problems.”

### **Steady as it goes**

Dev is conservative about growth and has no desire to own “a bunch of warehouses and trucks.” He’s weathered a competitive market by staying educated on the latest networking products and focusing on customer relationships. “Because this is a technical sale with high margins, relationship is more important than volume,” he explains.

Dev says that one of the most gratifying aspects of owning his own business has been hiring high school students who help him with packing and shipping orders. The kids get to learn about computer networking and running a business, and several have gone on to pursue technical careers. “I’ve had 25 kids go through my business, and I feel pretty good about that.”

### **SHARE YOUR SUCCESS STORY**

Have a small business success story to share? How has Magento helped you grow your business? We’d love to hear from you.

[CONTACT US](#)

<http://www.smallbusiness.magento.com/contactus-share>

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### **Page Metadescription**

#### **Cupertino Networks**

Magento Community Edition Success Story

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### **OpenGraph tags**

#### **Cupertino Networks**

A Magento Community Edition customer success story. Find out how Magento helps small businesses grow without limitations.

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