

# The €200k Sweet Spot

Why Mid-Market E-Commerce is  
Umbraco's **Hidden Goldmine**



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# Where do your projects fit?



**Too complex for templates**  
**Too sensible for enterprise**

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# One licence. **Everything you need.**

## Content

Umbraco CMS



## Commerce

Umbraco Commerce



## Personalisation

Umbraco Engage



No stitching together separate vendors.  
No surprise licensing at scale.

# Platform Licensing

< 10%

of total build cost



# The Anatomy of a €200k Project



# Project Iceberg



## WHAT CLIENTS SEE

The storefront. The visible part.



## WHAT CLIENTS DON'T SEE

The complexity. The real work.

# Where €200k actually goes

Platform & licensing

< €20k

Design & frontend

€30-40k

Core commerce build

€40-50k

Integrations

€50-70k

Data migration

€15-20k

Testing, QA, launch

€15-20k

Nearly half the budget is underwater

# ERP is the source of truth

Get comfortable with that conversation



# Support Complex Pricing

€12.99. Or €11.50. Or €9.80.

Depends who's asking.

# Silicone tubing. How hard can it be?

Size × Colour × Hardness × Length × Quantity × Customer group

The price matrix had more dimensions than a sci-fi film.

**One platform.**  
**Two experiences.**

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You're not selling a website.

**You're selling  
Operational Improvement.**

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# A real-world experiment

Year two, they chose one provider



# + Discovery That Works

# Where the leads come from?

ERP partners • Shopify escapees • Marketing agencies  
Your existing CMS clients

**Discovery is where projects  
are won or lost.**

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# ***"What happens when an order comes in?"***

Reveals the integration landscape faster  
than any technical discovery.

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# ***"Where does pricing live?"***

If the answer is 'in the ERP' - you've just found significant scope.

***"What's painful today?"***

The pain points tell you where the value is.

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# Red flags

*"We just need a simple checkout."*

*"The ERP integration should be straightforward."*

*"We've already promised the board a launch date."*

*"Our current agency couldn't handle it."*



# They'd already fired two agencies

We built a great site.  
It made it to QA.  
It never launched.

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# Is this a €200k project?

## Yes

- ERP integration required
- Pricing complexity
- Outgrown current platform
- Budget beyond €50k

## Probably not

- Mainly needs better design
- No integrations beyond payment
- Comparing to Shopify agencies



# Architecture Patterns

**Boring technology wins.**

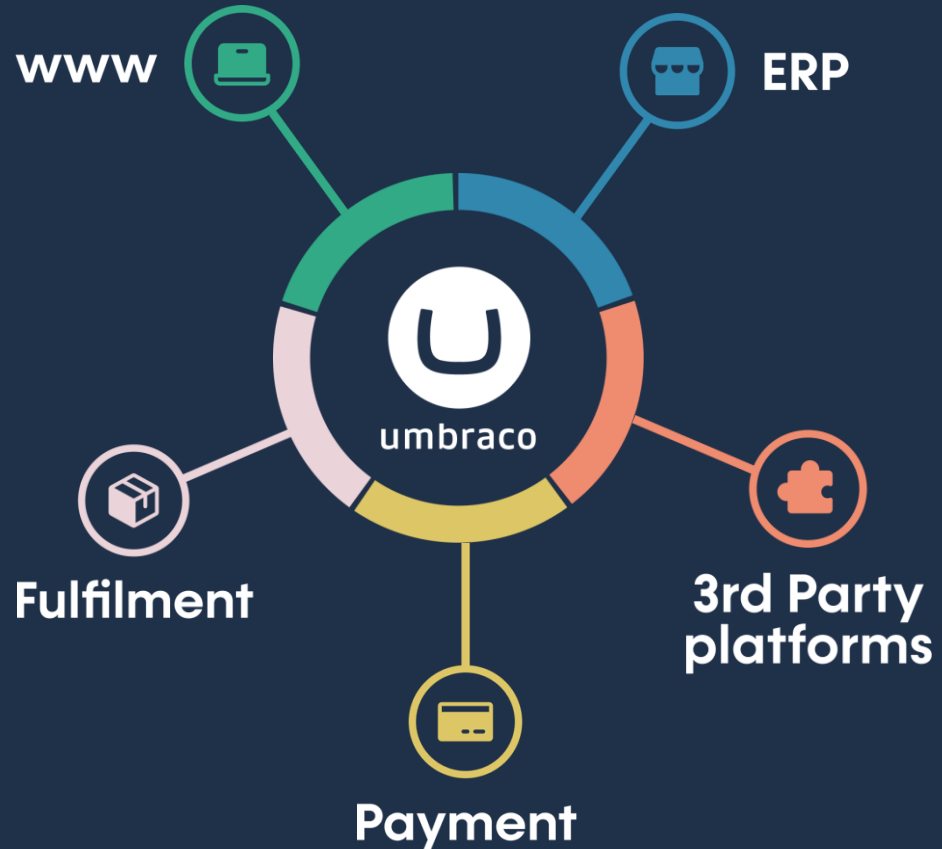
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# 20 years and counting

**BOS → Navision → Business Central**

The CSV zip process we built in 2006 is still running today.

# Typical Architecture



# Real-time vs scheduled

## Real-time

- Accurate
- Slower
- More fragile

## Scheduled

- Faster
- More resilient
- Data freshness trade-off

Most projects: hybrid approach

# Beware the 'quick' integration

Every 'just' in an integration statement  
is a warning sign.

# We *just* need to connect to the warehouse

The only access was a web portal. So we built a scraper

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**Bringing It  
Together**

**€150k - €300k**

The opportunity is real.

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1

# Know where the money goes.

Under 10% on platform.

Nearly half on integrations.

# 2

## Discovery is everything.

The questions you ask before you quote determine whether the project succeeds.

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# 3

## You can do this.

Mid-market e-commerce isn't magic.  
Its boring technology done well.

# Thanks!

Questions? Find me by the bar!



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