

# The €200k Sweet Spot

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

**Talk notes · Codegarden 2026**

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*These are the notes that accompany the slides - the thinking and the stories behind each one. They are written the way I deliver the talk, so they read as a narrative rather than bullet points.*

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## SLIDE 1 · INTRO

**On screen** *The €200k Sweet Spot | Why Mid-Market E-Commerce is / Umbraco's Hidden Goldmine | Tim Gaunt · [tim@tsd.digital](mailto:tim@tsd.digital) · [www.linkedin.com/in/timgaunt](https://www.linkedin.com/in/timgaunt)*

Welcome everyone. I'm Tim Gaunt, founder and CEO of TSD - we're a UK-based e-commerce agency that's been designing, building and launching customer e-commerce websites for over 20 years.

Today I want to talk about an opportunity that I think is hiding in plain sight - the mid-market e-commerce space. And specifically, why Umbraco is perfectly positioned to own it.

This isn't a technical talk - it's about business, positioning, and how to find and win the right projects.

I'm hoping you'll have questions and if we have time at the end I'm happy to answer any but if not, you'll likely find me at the bar

## SLIDE 2 · THE SPECTRUM

**On screen** *Where do your projects fit? | Shopify | < €50k | Shopify Plus | €50-150k | ? | €150-300k | Enterprise | €500k+*

Let's start with a simple question: where do your e-commerce projects typically fit?

On the left, you've got Shopify. Brilliant for getting started. Most Shopify builds come in under €50k.

Shopify Plus pushes that to maybe €50-150k for larger brands.

On the right, enterprise platforms - Optimizely, Commercetools, SAP Commerce, the big players. You're looking at half a million minimum before you've done anything interesting. Often much more.

But what's in the middle? I think that's the €150-300k range.

And I'd argue it's the most under served part of the market.

## SLIDE 3 · THE GAP

**On screen** *Too complex for templates | Too sensible for enterprise*

These businesses are stuck in an awkward middle ground.

They've got real requirements. ERP integration. Complex pricing rules. B2B and B2C on the same platform. Multi-warehouse fulfilment. The kind of stuff that breaks templated platforms like Shopify.

But they're also sensible.

They don't want to spend €200k on software licences before they've built anything.

They don't have 18-month implementation timelines.

They need something that actually works without the enterprise overhead.

This is the gap. And I think it's massive.

#### SLIDE 4 · UNIFIED PLATFORM

*On screen* One licence. Everything you need. | Content | Umbraco CMS | Commerce | Umbraco Commerce | Personalisation | Umbraco Engage | No stitching together separate vendors. / No surprise licensing at scale.

And here's something that's changed recently - Umbraco HQ now offers a complete platform under one umbrella license.

Content management with Umbraco CMS - which you all know and love.

Commerce with Umbraco Commerce - the former Vendr, now fully integrated.

And personalisation with Umbraco Engage - for A/B testing, analytics, and targeting.

This is a genuine competitive advantage.

You're not stitching together Shopify for commerce, WordPress for content, and Optimizely for personalisation. It's one platform, one vendor, one licence.

And critically - no surprise licensing costs as you scale. Your personalisation doesn't suddenly cost an extra €50k a year because you hit a traffic threshold.

#### SLIDE 5 · PLATFORM COST

*On screen* < 10% | of total build cost | Platform Licensing

Here's why Umbraco Commerce is perfectly positioned for this market.

With Umbraco, even with hosting your platform licensing costs are under 10% of the total build. Often closer to 5%. Compare that to enterprise platforms where licensing alone can be 30-40% of your budget.

That means when building and hosting a €200k project, you might spend €15-20k on Umbraco licensing. The same project on an enterprise platform could easily have €60-80k in licensing fees.

That difference in licensing cost can go into actually solving business problems. Into better integrations. Into a better user experience. Into things that actually matter to the client.

### SECTION The Anatomy of a €200k Project

#### SLIDE 6

So if this opportunity is real, what does a €200k e-commerce project actually look like?

Where does the money go?

Let me break it down.

## SLIDE 7 · THE ICEBERG

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*On screen Project Iceberg*

When a client pictures their e-commerce project, they're thinking about what they can see. The storefront. The product pages. The checkout. That's the tip of the iceberg.

What they don't see - and what we often fail to explain properly - is everything underneath. The integrations. The business logic. The data migration. The order management workflows.

This is the iceberg reality of mid-market e-commerce. The visible storefront is maybe 20-30% of the work. The rest is underwater.

If you can't communicate this to clients, you'll either underquote or they'll think you're overcharging.

Neither ends well.

## SLIDE 8 · BUDGET BREAKDOWN

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*On screen Where €200k actually goes | Nearly half the budget is underwater*

So let's break down where €200k actually goes on a typical mid-market build.

Platform and licensing - under €20k. Often around €5k. This is the Umbraco advantage I mentioned.

Design and frontend - €30-40k. This is the bit clients get excited about. The look and feel, the user experience.

Core commerce build - €40-50k. Catalogue, checkout, the expected e-commerce functionality.

Integrations - and here's the big one - €50-70k. ERP. PIM. Fulfilment. Payment providers beyond the basics. This is where the complexity lives.

Data migration - is generally underestimated. Nearly always painful. If they've got 10 years of customer data and order history, that's a project in itself. I would say assume €15-20k

You need time to break things and fix them so Testing, QA and launch - another €15-20k.

Notice where the weight sits. Integrations and the "invisible" work account for nearly half the budget. If you're not communicating this upfront, you're setting yourself up for difficult conversations later.

## SLIDE 9 · ERP REALITY

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*On screen ERP is the source of truth | Get comfortable with that conversation*

Let's talk about the elephant in the room: ERP integration.

Mid-market businesses run on their ERP (Enterprise Resource Planning). It's their source of truth for stock, pricing, customers, orders. Business Central, Dynamics, Sage - whatever it is, any e-commerce platform that doesn't talk to the ERP properly is just a toy.

This is where Umbraco's .NET foundation pays off. Business Central, Dynamics, even older Navision installations - you're working in the same ecosystem. You're not building bridges between incompatible worlds.

But let's be honest: ERP integration is still hard. The ERP is usually older than anyone wants to admit. The data is messier than anyone wants to acknowledge. The person who set it up left three years ago and the documentation is... optimistic.

This is the reality of mid-market. If you want to play here, you need to be comfortable with ERP conversations. Not afraid of them.

And once you're talking to the ERP, the next question is usually: what about pricing?

## SLIDE 10 · COMPLEX PRICING

*On screen Support Complex Pricing | €12.99. | Depends who's asking. | Or €11.50. | Or €9.80.*

One of the things that breaks Shopify for these businesses is pricing complexity.

How much is this product? Well, it depends. Are you a retail customer? €12.99. Are you a trade customer with a negotiated discount? €11.50. Are you a volume buyer with tiered pricing? €9.80.

Customer-specific pricing. Tiered discounts based on volume. Trade accounts with negotiated rates. Pricing that lives in the ERP, not the website. VAT rules that make your head spin.

This isn't edge-case stuff. For B2B or hybrid B2B/B2C businesses, this is Wednesday. It's exactly the kind of problem Umbraco Commerce handles well, because you're not fighting a rigid pricing engine - you're building what the business actually needs.

When you hear a prospect talk about complex pricing, your ears should prick up. That's a qualification signal.

## SLIDE 11 · CASE STUDY · PRIMASIL

*On screen Silicone tubing. How hard can it be? | Size | The price matrix had more dimensions than a sci-fi film. | × Colour | × Hardness | × Length | × Quantity | × Customer group*

Primasil are a silicone manufacturer. They sell tubing. Sounds simple enough.

Except the tubing comes in different sizes. Different colours. Different hardnesses. Already you've got a matrix. Then there are discounts for length - buy more metres, pay less per metre. And discounts for quantity - buy more units, price drops. Those stack. Then layer in customer price groups - because trade customers have negotiated rates that differ from retail.

So the price of a single item or SKU depends on: size, colour, hardness, how much you're buying, how long the lengths are, and who you are.

Try doing that with Shopify's pricing engine. You end up with ten thousand variants or a mess of apps that don't talk to each other.

With Umbraco, we built exactly what they needed. The pricing logic lives in the website and pulls from the ERP periodically, and just works.

That's the flexibility you get when you're not fighting a platform's assumptions about how pricing should work.

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## **SLIDE 12 · B2B/B2C HYBRID**

*On screen One platform. | Two experiences.*

A lot of mid-market businesses aren't purely B2C or purely B2B. They're both. Same products, different prices, different checkout flows, different account features.

Shopify solves it by pretending B2B doesn't exist - or bolting on a half-baked solution using various plugins from their marketplace.

Enterprise platforms solve this by selling you two platforms.

Umbraco solves it by giving you the flexibility to build what's actually needed. One product catalogue. Two customer experiences. Proper trade accounts with approval workflows. Public retail checkout alongside it.

This is a genuine differentiator. When a prospect says "we need trade login with account pricing AND a public shop" - that's a qualification signal.

They're probably in your sweet spot.

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## **SLIDE 13 · WHAT YOU'RE SELLING**

*On screen You're not selling a website. | You're selling / Operational Improvement.*

Here's the mental shift that wins mid-market work: you're not selling a website. You're selling operational improvement.

Fewer manual processes. Fewer copy-paste errors between systems. Fewer phone calls to check stock. Faster order turnaround. Better customer data. Fewer returns because the website showed accurate information.

The website is how you deliver that. But the value is operational.

When you pitch it that way, suddenly €200k feels like a business investment with measurable return rather than expense.

"How much would you save if your team stopped spending 2 hours a day manually entering orders from the website into your ERP?" That's the conversation you want to be having.

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## **SLIDE 14 · VALIDATION · FESTIVE SPARKLE**

*On screen A real-world experiment | Year two, they chose one provider*

A few years back, a seasonal gifting brand decided to run an experiment. They briefed three agencies and gave each of us a budget to build a standalone Christmas shop.

We were the expensive option at around double the cost of the others. Same products, same peak trading window, same marketing spend behind each site.

Six weeks later, the results were in. Our site generated 10 times the revenue than the other two. In year two, they consolidated onto one platform. Ours.

What made the difference? Other than the fact we know e-commerce. It was that we went through a discovery phase which gave us time to think through and challenge the processes. We'd built their integrations properly.

The others had built websites. We'd built a sales channel.

## SECTION Discovery That Works

### SLIDE 15

So how do you find these projects? And once you've found them, how do you scope them properly?

### SLIDE 16 · LEAD SOURCES

*On screen* Where the leads come from? | ERP partners • Shopify escapees • Marketing agencies Your existing CMS clients

Before we talk about scoping, let's talk about finding these opportunities in the first place.

ERP partners are gold. Microsoft partners implementing Business Central often need an e-commerce front-end. They've got the ERP relationship, you've got the web skills. That's a referral partnership waiting to happen.

Shopify escapees. Businesses hitting the walls we just described - pricing complexity, ERP integration, B2B requirements. They're searching for alternatives. They're in forums, they're asking their networks, they're frustrated.

Marketing agencies. They win the brand work, the campaigns, the strategy - but they don't necessarily have technical delivery capability. They need a partner who can actually build the thing. Position yourself as that partner.

And don't overlook your existing CMS clients, many of them likely already sell products or services. You're already running their Umbraco site. Why not ask them if they've thought about adding e-commerce functionality - that's your warmest lead. You know their business, you've got the relationship, and you're already in the stack.

These aren't cold leads. They're businesses already feeling the pain we've been describing.

Your job is to be visible when they start looking.

### SLIDE 17 · DISCOVERY MATTERS

*On screen* Discovery is where projects / are won or lost.

So you've found a lead that looks promising. Now what?

Everything I've just described - the integrations, the pricing complexity, the B2B requirements - you need to uncover this before you quote. Not after.

Discovery is where mid-market e-commerce projects are won or lost.

Get it right and you've scoped realistically, built trust with the client, and set expectations properly.

Get it wrong and you're six months into a project explaining why the "simple Shopify replacement" needs another €80k for ERP integration.

But how do you uncover the hidden challenges? There are a handful of questions that reliably surface the real complexity.

## **SLIDE 18 · QUESTION 1: ORDER FLOW**

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*On screen "What happens when / an order comes in?" | Reveals the integration landscape faster / than any technical discovery.*

Here's the first one:

"What happens when an order comes in?"

Walk through the full journey with them. Where does the order go? Who touches it? What systems are involved? Does it sync to the ERP automatically? Does someone print it out and walk it to the warehouse? Is there a pick/pack/dispatch process? Is it automated? Do humans get involved? If they do, where?

This single question reveals the integration landscape faster than any technical discovery document. You'll find out about systems you didn't know existed. You'll discover manual workarounds that have been in place for years. You'll understand where the pain actually is.

It also builds trust - you're showing genuine interest in how their business works, not just what they want the website to look like.

## **SLIDE 19 · QUESTION 2: PRICING**

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*On screen "Where does pricing live?" | If the answer is 'in the ERP' - you've just found significant scope.*

"Where does pricing live?"

If the answer is "on a spreadsheet that Sarah updates" - that's one kind of project.

If the answer is "in the ERP, and it's different for each customer based on their negotiated terms" - you've just found significant scope. That's real-time pricing lookups, customer authentication, probably some caching strategy to keep the site performant.

This question also surfaces whether they have pricing they're not telling you about. Trade discounts. Volume breaks. Promotional pricing. Contract pricing.

The more complex the answer, the more valuable the project - and the more important it is to scope properly.

## **SLIDE 20 · QUESTION 3: PAIN POINTS**

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*On screen "What's painful today?" | The pain points tell you where the value is.*

"What's painful today?"

Let them vent. Seriously - just ask and then be quiet.

The pain points tell you where the value is.

If they're complaining about manual stock updates, that's your return on investment story. If they're frustrated about phone calls asking "is this in stock?", that's a self-service opportunity. If they're drowning in order amendments, that's a customer account feature.

Pain points also help you prioritise. You can't generally fix everything in phase one. But if you can fix the thing that's causing them daily frustration, you've got a happy client and a reference for phase two.

Write down exactly what they say. Use their words back to them in the proposal. "You mentioned that manual order entry takes your team 2 hours a day..." - that's powerful.

## SLIDE 21 · RED FLAGS

*On screen 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."*

Some things should make you pause. Not necessarily walk away, but slow down and ask more questions.

"We just need a simple checkout." - In my experience, nobody who says this has a simple checkout. There's always something. Guest checkout but also accounts. Payment on account for trade. Click and collect. Multiple shipping. Dig deeper before you believe it's simple.

"The ERP integration should be straightforward - we did it years ago." - That integration was probably held together with duct tape by someone who's long gone. The documentation is either missing or wrong. Budget accordingly.

"We've already promised the board a launch date." - If the timeline is fixed before the scope is understood, that's a problem. You can have a fixed date or a fixed scope, rarely both. Find out how firm that date really is.

"Our current agency couldn't handle it." - Sometimes true. Sometimes the project is genuinely impossible at the budget they're offering. Find out which. Ask what went wrong. If they blame everyone else, that's telling you something.

These aren't reasons to walk away necessarily. They're reasons to ask more questions and price in risk.

## SLIDE 22 · READINESS WARNING · DYNAMIC TECH

*On screen They'd already fired two agencies | We built a great site. / It made it to QA. / It never launched.*

A couple of years ago a client came to us after falling out with their previous agency. That should have been the red flag right there.

But we liked the challenge. We quoted properly, they accepted, and we got to work. We built a genuinely good site. It made it through development, through UAT, into QA. We were weeks from launch.

Then it stalled. The client's team didn't want to do the ERP data cleansing that was needed to go live. The project that was "nearly there" just... stopped.

We'd built exactly what they asked for. But the internal appetite to finish the job wasn't there - and honestly, we should have realised earlier because the data wasn't getting fixed as we were building.

Sometimes the red flag isn't about capability. It's about readiness. If a client has burned through multiple partners, ask yourself: what's the common denominator? And is this time really going to be different?

## SLIDE 23 · QUALIFYING

*On screen* 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

Not every e-commerce enquiry is a mid-market project. Part of discovery is qualifying in or out.

Signs you're in the sweet spot: \* ERP integration is required, not optional. If they mention Business Central, Dynamics, Sage - you're probably in the right territory. \* There's pricing or customer complexity. Trade accounts. Volume discounts. Customer-specific pricing. \* They've outgrown their current platform. Usually Shopify, Magento 1, or something custom that's falling apart. \* The budget conversation doesn't end at €50k. If they're expecting Shopify pricing, they're not your customer.

Signs you're probably not the right fit: \* They mainly need a better-looking shop. That's a design problem, not a platform problem. \* No integrations beyond payment. If everything's manual and they're happy with that, Shopify is probably fine. \* They're comparing you to Shopify agencies. If your quote is 4x everyone else's, either you've misunderstood or they have.

It's okay to qualify out. Better to know early than to waste everyone's time.

## SECTION Architecture Patterns

### SLIDE 24

Let's get a bit more technical - but only a bit.

I want to give you a mental model for how these projects are structured.

### SLIDE 25 · BORING TECHNOLOGY

*On screen* Boring technology wins.

I'm going to let you in on a secret about mid-market e-commerce: boring technology wins.

Your clients don't need cutting-edge. They need reliable. They need maintainable. They need something their next developer can understand.

Umbraco, .NET, SQL Server, Azure - this stack is boring in the best possible way. It works. It scales. People know how to run it. You can hire developers who understand it.

Contrast this with some enterprise platforms that require specialist consultants billing at eye-watering rates, or platforms built on obscure technology stacks that nobody wants to maintain.

Boring is a feature, not a bug. When a client's website goes down at 2am, they want someone who can fix it. Not someone who needs to read the documentation first.

Let me give you an example of boring done right.

## SLIDE 26 · CASE STUDY · JOE DAVIES

*On screen 20 years and counting | BOS → Navision → Business Central | The CSV zip process we built in 2006 is still running today.*

Joe Davies is a long-standing client of ours and giftware distributor, who have been with us for around 20 years.

When we started working with them, they were running a bespoke ERP system called BOS. No connectors, no APIs, no modern integration options. The only way to get data out was a scheduled CSV export to a folder on an internal inaccessible server.

So we built a process. Every night, their system would dump CSV files. We'd zip them, upload them, receive them, process them. Products, stock, pricing - the lot.

That was 2006.

Since then, they've migrated from BOS to Navision. Then from Navision to Business Central. That CSV zip process? Still running.

We've carried it across every ERP migration because it just works. We're only now replacing it with a proper BC connector - nearly 20 years later. The point isn't that CSVs are great architecture. The point is: sometimes you have to meet the ERP where it is, not where you wish it was.

Get comfortable with that.

## SLIDE 27 · ARCHITECTURE DIAGRAM

*On screen Typical Architecture*

So what does boring look like in practice? Here's a typical mid-market architecture.

- \* Umbraco at the centre - your catalogue, checkout, customer accounts, order management.
- \* Connected to the ERP - usually Business Central or Dynamics for the UK market. This sync handles stock levels, pricing, customer data, and pushes orders back for fulfilment.
- \* Third Party Platforms such as a PIM if the product data is complex - though honestly, for most mid-market projects the ERP or Umbraco itself handles product data fine. PIM tends to come in when you've got thousands of SKUs with complex attributes.
- \* Payment provider - Stripe for most, Adyen if they need more enterprise features or complex payment flows.
- \* Fulfilment integration if they're using a third-party logistics provider or have a separate warehouse system.

That's it. It's not complicated architecturally. The complexity is in the details of each integration, not the overall shape.

Don't overcomplicate it. The simpler you can keep the architecture, the easier it is to maintain and the fewer things can go wrong.

## SLIDE 28 · SYNC PATTERNS

*On screen Real-time vs scheduled | Real-time | Accurate / Slower / More fragile | Scheduled | Faster / More resilient / Data freshness trade-off | Most projects: hybrid approach*

One of the key architectural decisions is how you sync with the ERP. You've basically got two options: Real-time - every stock check, every price lookup hits the ERP live. \* It's accurate - you're always showing current data. \* But it's slower, because you're waiting for the ERP to respond. \* And it's more fragile - if the ERP is down, your website has problems.

Scheduled sync - you pull data from the ERP periodically and cache it locally. Maybe every 15 minutes, maybe every hour, maybe overnight. \* It's faster because you're reading from local data. \* More resilient because the ERP being slow doesn't affect the website. \* But your data is only as fresh as your last sync.

Most mid-market projects end up with a hybrid approach: Scheduled sync for catalogue data, product information, stock levels. These don't change by the second, and a slight delay is acceptable. Real-time for order submission - because you want that order in the ERP immediately. The right answer depends on the business. A client selling ten high-value items a day has different needs to one selling hundreds of low-value items. Ask about their volume and their tolerance for data latency.

## SLIDE 29 · INTEGRATION WARNING · THE 'JUST' TEST

*On screen Beware the / 'quick' integration | Every 'just' in an integration statement / is a warning sign.*

If I had to pick one technical red flag, it's underestimating integrations.

"We just need to pull products from the ERP" - but the product data is a mess, there's no unique identifier that matches what's on the website, and half the fields are used for things they weren't designed for.

"We just need to push orders back" - but the ERP expects data you don't capture at checkout, the field mappings are different for trade vs retail customers, and nobody's quite sure what happens to returns.

"We just need to sync stock levels" - but they've got three warehouses, the ERP tracks stock differently for each, and "available" doesn't mean the same thing as "in stock."

Every "just" in an integration statement is a warning sign. Budget time for discovery on each integration point. Assume the documentation is wrong or missing. Assume the first approach won't work.

It's not pessimism. It's experience.

**SLIDE 30 · WAR STORY · REPUBLIC / ROMAN ORIGINALS**

*On screen* We just need to connect to the warehouse | The only access was a web portal. So we built a scraper

A few years ago we worked with a couple of high street fashion brands - Republic and Roman Originals. They were using a proprietary warehouse system called RSG. No API. No export function. Worse, the only way to see web order data was to log into a web portal or receive an email.

"We just need to connect to the warehouse system" is how that brief started.

There was no connector. There was no documented integration path. So we built one. We wrote a process that logged into the portal, pulled down orders, and pushed stock updates back in. Essentially, we automated what a human would do - because that was the only interface available.

It wasn't elegant. But it worked.

When someone says "we just need to connect to X" - that word "just" is doing a lot of heavy lifting. Always ask: connect how, exactly? Because sometimes the answer is "we don't know" and you're designing and building something from scratch.

**SECTION Bringing It Together****SLIDE 31**

Let me bring this all together and share three things I'd love you to take away from this session.

**SLIDE 32 · THE OPPORTUNITY**

*On screen* €150k - €300k | The opportunity is real.

The mid-market opportunity is real. These are businesses with genuine complexity, genuine budget, and genuine frustration with platforms that don't fit.

They're underserved because most agencies are either too small to handle the integrations or too big to care about the budget range.

Umbraco is positioned perfectly here. Low licensing costs. Flexible architecture. .NET ecosystem alignment. The unified platform story with CMS, Commerce, and Engage.

You can deliver serious e-commerce without enterprise overhead.

**SLIDE 33 · TAKEAWAY 1**

*On screen* 1 | Know where the money goes. | Under 10% on platform. / Nearly half on integrations.

First: know where the money goes.

Under 10% on platform licensing. Nearly half on integrations and the invisible work.

When you can explain that breakdown to a client, you build trust. You're not just pulling numbers out of thin air - you're showing them where their investment actually goes.

Use that iceberg visual. Show them the storefront is the tip. The value - and the cost - is underneath.

### SLIDE 34 · TAKEAWAY 2

*On screen 2 | Discovery is everything. | The questions you ask before you quote / determine whether the project succeeds.*

Second: discovery is everything.

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

"What happens when an order comes in?" "Where does pricing live?" "What's painful today?"

Get curious about their operations, not just their requirements. The complexity is hiding in the business processes, not the feature list.

And watch for red flags. If something feels off in discovery, it probably is.

### SLIDE 35 · TAKEAWAY 3

*On screen 3 | You can do this. | Mid-market e-commerce isn't magic. / Its boring technology done well.*

Third: you can do this.

Mid-market e-commerce isn't magic. It's not reserved for specialist agencies or massive teams.

It's pattern recognition. It's realistic scoping. It's boring technology done well.

If you're delivering Umbraco projects today, you have the foundations. The .NET skills transfer. The content management expertise transfers. You're adding commerce capability to skills you already have.

Start with one project. Learn from it. Build your playbook. The second one is easier.

### SLIDE 36 · Q&A

*On screen Tim Gaunt · tim@tsd.digital · www.linkedin.com/in/timgaunt | Questions? Find me by the bar! | Thanks!*

That's me. I'm happy to take questions - whether that's about scoping, architecture, discovery techniques, or war stories from the trenches.

And if you want to continue the conversation afterwards, come find me. I'll be the one near the bar.

Thank you.