DevStream

the complete magento support & strategic development solution

Introducing DevStream.

We've been supporting merchants using the Magento platform for many years and recognise the need for all merchants to be able to simultaneously resolve support issues as they arise and deliver new feature requests in a timely manner. Previous ways of working would mean new requirements were specified in isolation, quoted for, then scheduled with the next available resource. This would lead to the delivery of new requests being sporadic and disjointed. Merchants need regular feature releases to keep ahead of the competition.

We developed DevStream, a service focused at Magento merchants that have a simultaneous requirement for 24/7 technical support, operational support and continuous development. With dedicated resource and clear online tools, DevStream provides you with professional support coupled with a dependable development process, backed up by our Magento certified team whose success is measured by your satisfaction rating.

One solution.

Covering your ongoing support and strategic development requirements, with pre-booked resources, delivered by an award winning team.

✓ Dedicated resource

Reserved resource for change requests. Your development demand is pre-booked in our resource management system enabling us to deliver change requests fast.

✓ Flexibility

One hourly rate, unlimited roll-over of unused hours, no long contracts with the ability to pause, upgrade or downgrade packages at any time.

✓ 24/7 Incident support

Our team are highly experienced in providing 24/7 critical support and have robust solutions for out of hours monitoring, response and incident escalation.

✓ Direct communication

Your dedicated account manager provides weekly prioritisation and update calls. This combined with regular director level account reviews ensures we deliver value.
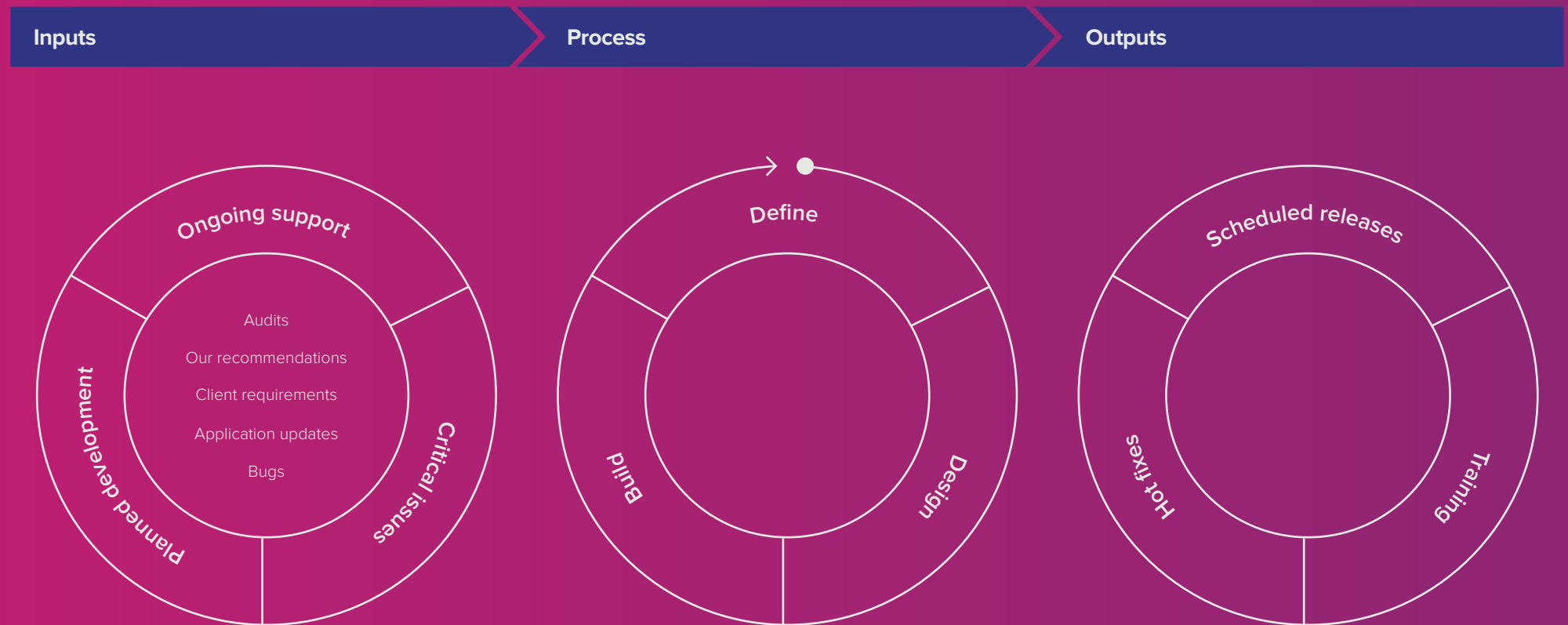
✓ Solution specialists

Access senior solution consultants for advice via scheduled consultation meetings for complex requirements or persistent issues.

✓ Online tools

Full visibility of real-time support usage with a breakdown of tasks, ticket priorities, feature requests, resource slot bookings and deployment milestones.

For full details of our inclusive services, response times and T&C's please request a copy of our Service Level Agreement.

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How it works.

During your weekly review call your dedicated account manager will prioritise tasks from all workstreams and provide an update on open tasks. Regular director account reviews ensure we are discussing your higher level objectives, providing solutions and recommendations to help grow your business.

Inputs	Process	Outputs

Ongoing support

Planned development

Critical issues

Audits

Our recommendations

Client requirements

Application updates

Bugs

Define

Build

Design

**Scheduled releases**

Hot fixes

Training

Transparency.

Regular and open communication is key to a successful partnership, we have the process and tools in place to make sure this happens.

Open dialogue

It's crucial for us to know how satisfied you are with our service. Using a simple traffic light system we'll ask for your rating at the end of each month. If your rating is anything other than green we'll use this feedback to help resolve any issues and get your account back on track.

Online tools

We provide full visibility of real-time support usage with a breakdown of tasks, ticket priorities, feature requests, resource slot bookings and deployment milestones, so you get a real-time 360° view of all activities.

Client portal

Client dashboard

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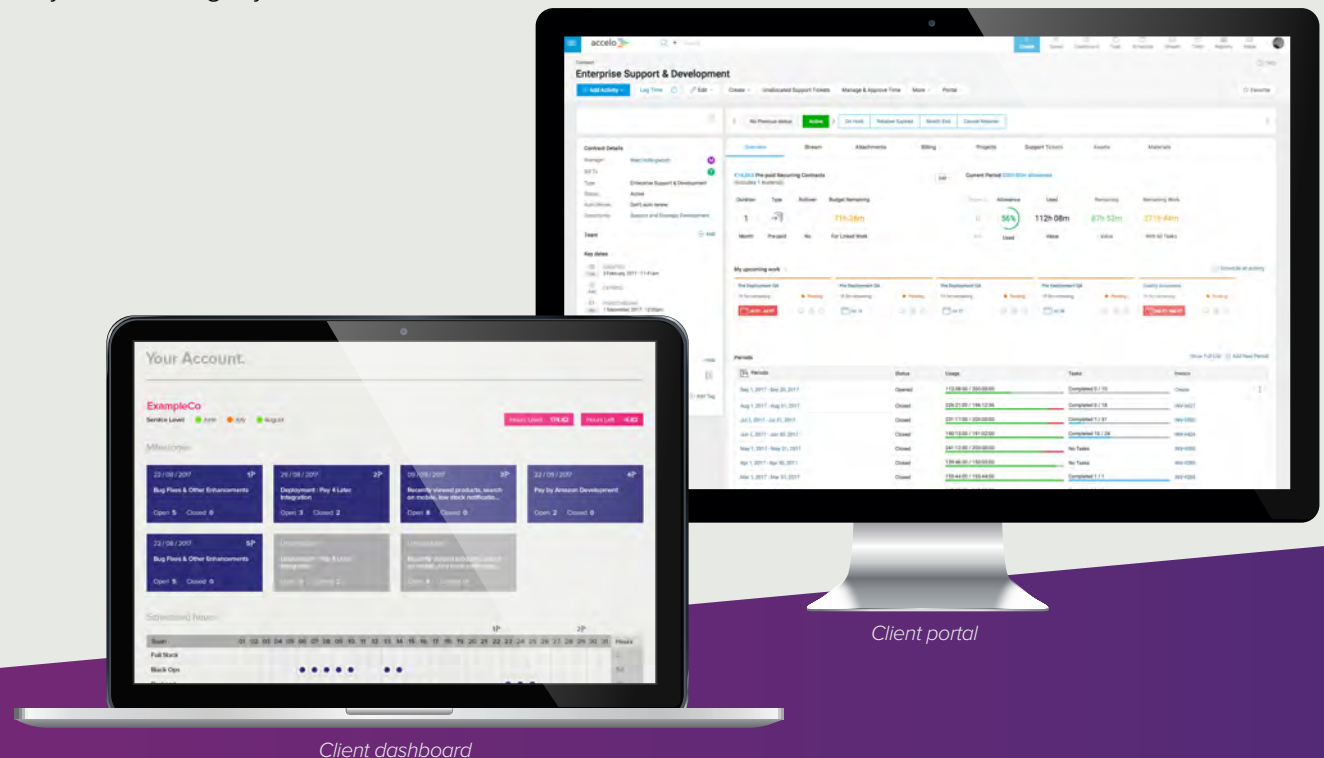
Feature comparison.

	Professional	Enterprise
Minimum hours per month	20	50
Unlimited roll-over of hours	✓	✓
Minimum contract term	1 Month	1 Month
Support		
24/7 telephone incident support	✓	✓
24/7 monitoring	✓	✓
Operational support & training	✓	✓
Magento minor version updates	✓	✓
Bug fixing	✓	✓
Capacity management		✓
Security		
SUPEE patching	✓	✓
Vulnerability scans	Monthly	Daily
Environment audits		✓
Development		
Dedicated resource allocations	✓	✓
Project management	✓	✓
UX audits		✓
SEO audits		✓
Communication & tools		
Account manager	✓	✓
Direct access to Magento solution specialists		✓
Director reviews		✓
Client portal	✓	✓
Release management	✓	✓
Supplied infrastructure		
Managed code repository	✓	✓
Development server	✓	✓

Terms

Minimum contract 1 month, payment upfront by direct debit. Discounts available for 3 and 6 month commitments. Agreements can be paused, upgraded or downgraded at any point.

Use of time

You have full control over where your time is being used, including all aspects of development, design, consultancy, account management, QA and deployment. Time logs are audited monthly to ensure accuracy and fairness.

Pricing

Packages are competitively priced, larger hourly commitments result in lower rates. Please contact us for current pricing.

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Enterprise benefits.

Select from a range of additional DevStream Enterprise services, as and when required.

✓ UX recommendations

Our UX specialists perform a multi-device usability audit, providing our findings and recommendations. We'll use InVision to allow simple collaboration, then scope solutions to be implemented in future releases.

✓ Speed optimisation

Proactive speed and speed metric monitoring, via code profiling, New Relic insights and google PageSpeed. We'll provide and implement recommendations to keep your site consistently fast.

✓ App & extension updates

Regular auditing of all installed extensions and Magento version. Providing proactive updates to important extensions, this practice helps resolve potential issues before they occur on your site.

✓ Environment audit

Regular monitoring of hosting environment configuration and architecture, including cache effectiveness, security updates, NGINX conf and log file truncation. Includes the implementation of our recommendations.

✓ Capacity management

Capacity monitoring and planning for peak trading. We'll use a combination of Analytics, New Relic and out of hours siege testing to make sure your site is ready to perform under peak traffic loads.

✓ Strategic consultation

Strategy meetings with our commercial experts focused on your objectives, providing the opportunity to discuss the latest developments in ecommerce and our learnings from working with other clients.

You decide how we use your hours, if and how frequently we perform additional tasks.

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Getting started.

1

Transfer

On-boarding

Complete your transfer form and we'll setup your account on our systems.

Setup version control

We'll setup a code repository on our private GitHub account for version control.

Setup hosting environments

Setup of staging server along with design and build of production environment (if required).

Migration / test

Full migration management from current hosting (if required) along with test deployments.

2

Discover

Technical audit*

A technical audit should be conducted to find any code, performance or security issues.

UX audit*

A multi-device UX audit will highlight any usability issues and provide actionable recommendations.

Client requirements

You'll normally provide a list of outstanding issues and new feature requirements.

Strategic consultancy*

Our commercial consultants bring expertise in ecommerce and other client learnings.

3

Plan

RTM process

Capture and estimate all recommendations from the discovery phase in one document.

Prioritise tasks

Make informed decisions based on ROI to prioritise tasks within the RTM document.

Define releases

Agree and prioritise tasks in scheduled releases for the next month.

Agree communication flow

Setup in advance account management calls and meetings for updates and re-prioritisations.

Enterprise tier only

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Who we are.

We're an award winning Magento Solution Partner, our team of 25 provide a perfect mix of creative thinkers and ecommerce experts with years of experience. We are focused solely on the Magento platform, with certified developers and solution specialists ensuring quality. Over 75% of our revenue is attributed to growing our clients businesses through support and strategic development proving our commitment to long term partnerships.

Dave Mistry Pain
Managing director

John Hughes
Technical director

Rob Tranter
Creative director

Matt Hollingworth
Operations director

Other services.

Our focus is on providing ongoing support and strategic development for merchants, along with this we provide around 80% of our clients with hosting infrastructure and over 50% with PPC management. When the time comes to rebuild or migrate to Magento 2 we are well versed in successful build projects.

Hosting

In the mission critical environment of ecommerce, having a robust, scalable and fast hosting environment is a must, choose from our own MageOptimised hosting or our AWS management service.

The majority of our hosting clients host directly with us on MageOptimised, with superfast MAXIOPS disks and full scalability it's faster than AWS. For those with complex multi-region requirements we offer a AWS management service and have AWS Certified SysOp and Certified System Architect.

Full build

We have years of experience in rebuilding and replatforming sites. Our development methodology is driven by retail focused decisions, combining business insight, creativity and technical expertise.

We actively maintain a core Magento 2 code base, which forms the foundations for our site builds. This allows for more cost effective deployment of proven (in the real world) core functionality and streamlines support.

Magento SEO & PPC

Our SEO health check service manages the way the search engines interact with your website, keeping on top of algorithm changes, spotting potential technical SEO issues and fixing them quickly.

According to Google's peer performance data, Fisheye are in the top 1% of Adwords Agencies in the UK in terms of performance (return on ad spend). We specialise in Adwords Management for e-commerce businesses and have many years experience of designing and running commercial results based campaigns.

DevStream clients.

Palletways

arvato
BERTELSMANN

SAVILE ROW COMPANY
LONDON

Walls and Floors
Leading Tile Specialists

OutdoorToys.co.uk

Pen Heaven

OFS OAK FURNITURE SUPERSTORE

SINCE 1984
VIRGINIA HAYWARD
THE HAMPER COMPANY

Global
Foodservice Equipment

Great furniture
TRADING COMPANY

Tokyo Laundry

TANNERS
WINE MERCHANTS
ESTABLISHED 1842

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Simplicity.

Focusing on what makes a difference, we keep your ROI central to the decisions made at every step, helping to deliver the best value for your money. Cutting edge design with a clean and engaging user journey always wins in ecommerce.

Reliability.

We understand that we play an important role in your business and we take it seriously. Over the past 5 years we have invested heavily in refining our project delivery processes, internal systems and the level of experience of our staff.

Progression.

In the world of ecommerce it's important to stay ahead of the curve. Our Solutions Specialists are focused on researching, testing and employing the latest technologies enabling us to take a proactive approach to your continuous development.

Partnership.

Fundamental to a successful partnership is communication and a shared vision. It takes time to fully understand each others businesses and needs, and therefore we look upon our partnership with you as a long term commitment.