igniti

igniti October 2021

NOVEMBER 2021

Inhalt

Tiny Glossary for the next hour

- **Mindcurv** – Team of the Mindcurv GmbH

- **Mindcurv Group** – Team of the Mindcurv GmbH, Cloudconsulting Group, wysiwig* GmbH, initions GmbH & igniti GmbH

- **We** – the Team of the igniti GmbH (ignitianer) and the ones that are working with us

- **On-Shore** – Middle-Europe

- **Off-Shore** – non- or Eastern Europe, india (focus in our case)

- **Near-Shore** – other parts of Europe (Spain in our case most of the time)

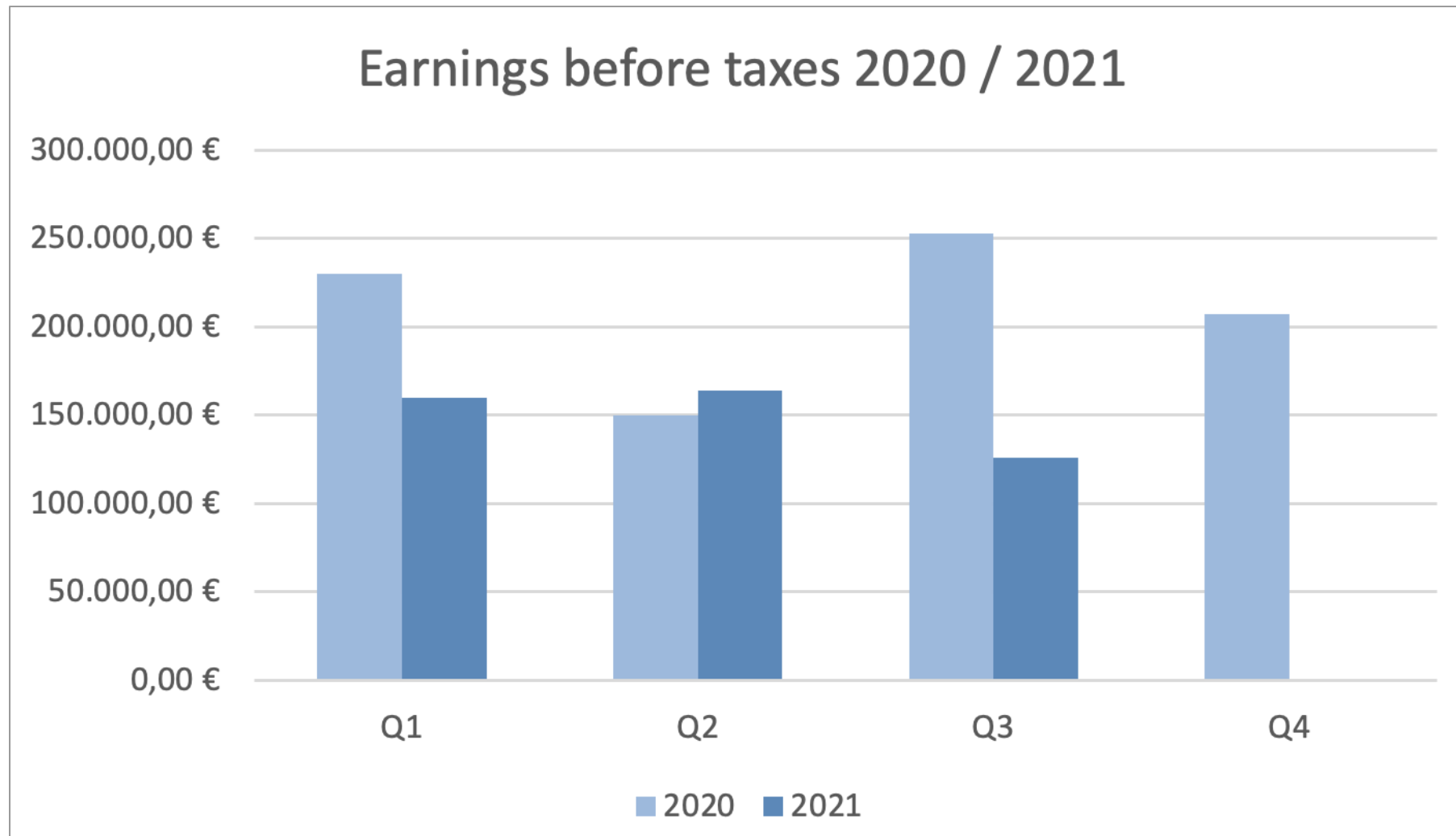- **Mixed Shore** – a mix of the above with a central contact person at each party
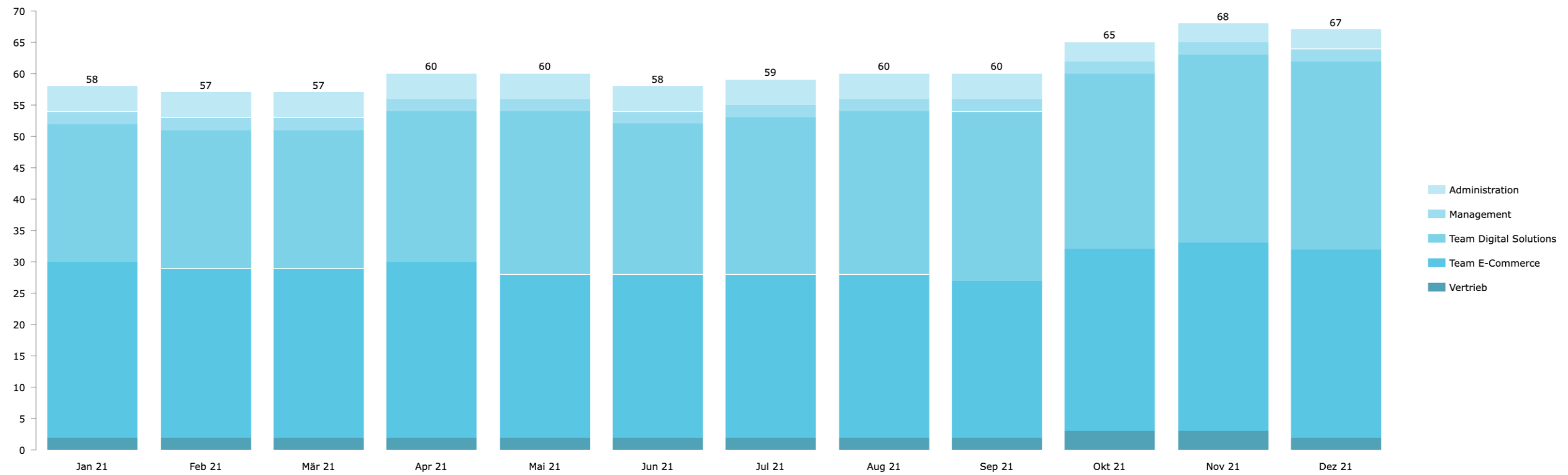
Recap

Recap 6 month of Mindcurv Group

1. Mindcurv Group has a new member: initions GmbH

2. Sales inquiries are analysed, assessed and replied within the Group already

3. The first 2 colleagues at Mindcurv GmbH work in Jena

4. The first common projects are successfully started (e.g. Knauf in 2 topic, DVJ)

5. Integration of the finance accounting tools started

Result of 2020 / Q3 2021 in numbers

The ignitian tribe

	Jan 21	Feb 21	Mär 21	Apr 21	Mai 21	Jun 21	Jul 21	Aug 21	Sep 21	Okt 21	Nov 21	Dez 21
	58	57	57	60	60	58	59	60	60	65	68	67

Legend:
- Administration
- Management
- Team Digital Solutions
- Team E-Commerce
- Vertrieb

Who we are

Technology Specialist for:
- Magento
- Shopware 6
- PHP, Java
- C++/Qt

- Shop-Management
- Online-Marketing/SEO/Performance-Marketing
- great designs

- Construction/expansion Expertise in C#, Spryker, Akeneo

Focus:
B2B, High-Tech, Med-Tech

Sales & Marketing

Sales & Marketing

- Close cooperation with the mindcurv sales departement

  - Mindcurv lead referral (MC always consider us in their inquiries)

  - Planning and execution of joint customer appointments

- igniti sales driver commerce + custom software development

- igniti website lead quality is increasing

  - most valuable website generated opportunity about 1 Mio Euro

Sales & Marketing

- New Customers (May 2021 until now)

  - Sketchbook – Qt partnership

  - Buntbox – website lead – Relaunch Shopware 6

  - Wolters Kluwer / Steuerhelden – website lead – new Logo, UI Design

  - Q-Parts24/PKW-Teile.de – website lead – UI, UX, SEO, SEA

  - InVENTer – igniti network

  - Allmedica – Mindcurv lead, Project A involved

  - Lampenwelt - Mindcurv lead

  - Knauf - Mindcurv lead

Sales & Marketing

- Implementation of Salesforce as CRM together with Mindcurv (CCG configures Salesforce according to our requirements)

  - Complete common management of contacts, leads and opportunities

  - Set-up of Pardot as a marketing automation solution (contacts from website, newsletter, …)

- Common coordination on marketing topics with Mindcurv

  - Weekly planning meeting with Mindcurv on sales and marketing activities

  - Support in optimizing the Mindcurv website from an SEO point of view

  - Proofreading translations of Mindcurv texts (mainly in German)

Sales & Marketing

- The **igniti blog** will go live before the end of the year

  - Goal: Increase of visibility on the web, presentation of our complete competences/expertise

  - some initial texts are already final

  - if you have ideas (technical or non technical things) or even want to write a text yourself, feel free to contact Anna W. & René

- **Spryker as a new e-commerce solution in the portfolio**

  - Building Spryker team internally (sales and marketing plan, training/certification of employees, delivery, …)

  - First customers won (more projects are already in the pipeline)

- **igniti christmas recipe booklet** (Every year again ☺)

  - Presentation of the complete Mindcurv Group (each member is presented christmasy)

  - All members were enthusiastic about the idea ☺

- New position SEO Copywriter/Social Media/Online Marketing

What's up next?

3

Integration Roadmap

1. Other Colleagues for the MC Group will start in Jena in Q1/22 ff

2. We already hired 2 C# Developer in Kochi – others for C++ & Php will follow

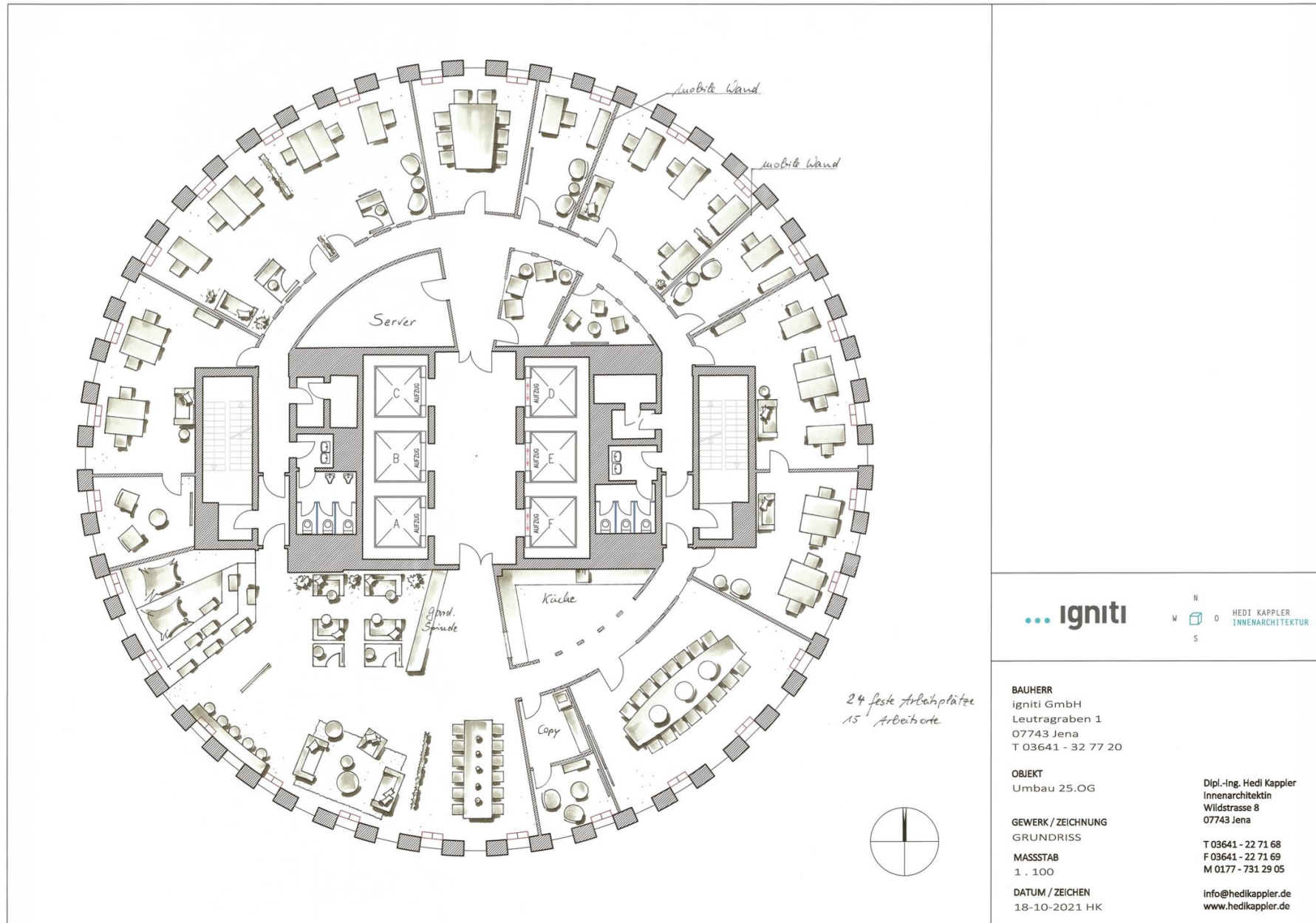   Goal: establishing Mixed-Shore Delivery for all our services if possible

3. Common ways of working are neccessary to be found – many of them need even to be created

   Feel free to contribute!

4. For new Spryker projects we will rely on already gained experiences of Mindcurv delivery approach

5. Establishing Slack as a common communication interface

6. Establishing common controlling (regulatory reasons)

News

1. Third Corona vaccination planned – Thanks to Michaela

2. Jobrad leasing possible again - sorry for the circumstances ;-)

3. Homeoffice after pandemic – work in progress

4. Renovation of the rest room – done (almost ;-))

5. 25th Floor – WIP

6. igniti templates (PowerPoint, letter templates, ...) are available in "igniti Außenauftritt"

mobile Wand

mobile Wand

Server

AUFZUG C

AUFZUG D

AUFZUG B

AUFZUG E

AUFZUG A

AUFZUG F

Gard. Spinde

Küche

Copy

24 feste Arbeitsplätze
15 Arbeitsorte

... igniti

N
W O
S

HEDI KAPPLER
INNENARCHITEKTUR

BAUHERR
igniti GmbH
Leutragraben 1
07743 Jena
T 03641 - 32 77 20

OBJEKT
Umbau 25.OG

GEWERK / ZEICHNUNG
GRUNDRISS

MASSSTAB
1 . 100

DATUM / ZEICHEN
18-10-2021 HK

Dipl.-Ing. Hedi Kappler
Innenarchitektin
Wildstrasse 8
07743 Jena

T 03641 - 22 71 68
F 03641 - 22 71 69
M 0177 - 731 29 05

info@hedikappler.de
www.hedikappler.de

What's up next?

1. igniti becomes more and more international, thus we got to get more into english fellas

2. We have got to grow – new hirings ahead in every skill

3. We have to prepare ourselves for the upcoming projects (improve skills) - Share your knowledge actively

4. Improve our onboarding to be able to onboard more than one at once – who's in?

Summary

Summary

1. igniti is in absolutly stable conditons financialwise

2. Nevertheless: we will invest focused and wisely –primarly in personell

3. Our goals for 2021 are set – let's get cracking on it! (2022 is in the making ;-))

4. Communicate effective & and remember documentation when it's needed

5. Stay connected <3