

Analysis of Modstore and Modhost in 2016-2017

Good morning everybody! My name is Leonid Krylov, I am a co-owner and manager of Modstore and Modhost. I am very happy to take part of this Meet up. This is my first encounter with MODX community. Thank you Ivan and Michail for organisation this event!

- I am going to talk about results of our projects for the last year and future plans.
- First of all, some overall data

- The amount of addings has grown almost 2 times for the last year, originators (authors) – more than 1.5 times
- Vladimir and Vasiliy have reached the best result – more than 30. The new originators, as a rule, are active members of community. Great amount of addings were created from discussions on modx.pro and crowdfunding.

- Statistics of users. Its number almost doubled. The amount of loadings and keys of repository went up 2 times as well.
- pdoTools has reached the record high (in loadings). Every fifth loading in repository from this adding.

- Traffic ranking is rising at the same pace, there were 300-400 uniques per day, now – almost 600-700. The sources are divided, roughly speaking, in equal parts: direct visits, from search services and by website links. Surprisingly, but moving from social networks is only under 5 per cent.

- The most interesting: money. Total revenue and personal originator proceeds doubled in 2016. Some creators have made sales more than 1 mln. RUB

- What did we achieve in 2016? Firstly, the site upgrading which has completed in spring. Vasiliy has already highlighted this in his presentation, and we plan to post flavorful interface of the new store on a separate domain.
- Established partnerships with legal entities – we collaborate now with around 50 companies. Became more active in social networks – new addings, updates, features are effectively announced all over 4 channels. Became closer to clients – created flexible returns policy, keys flush, constant online chat. New organization of support allows to control the quality of support, choosing unreplied tickets. Also we took a part at crowdfunding of addings in community.

- What is next? We see that our service has become popular in Russian speaking community, now we are ready to offer it to clients across the world. Therefore Modstore was developed to English version. Now it has 30 addings. However (this was 1 of the reasons why I did not learn my own presentation), we have already found translators and we are launching major work over translating descriptions and addings documentation in English. We decided to help our creators and we are investing into this project.

- Some more about investment. Now we can talk about this. We created and successfully tested the program of investment into addings – program 3/7, how we call it in joke.
- A creator whose is ready to produce high quality and interesting to clients adding we are ready to pay for all production and writing documentation. Finished product is published in marketplace in a standard way – drawing logotype, making announce, presenting ad in social networks. Up to the point of returns on investment the author gets 30% of selling. After sales return our investment we increase author's interest until 70 %.
- Finally: we take all risks upon ourselves. An author creates an adding for the financial reward, but not only on pure enthusiasm.
- This pattern was tested by us with Michail Voevodsky who has made integration with amoCRM. Our expenditures were paid back quite quickly.

- Besides translation, we conceived the idea to work out over quality of descriptions and documentations. For today the content of many addings is not well enough. We are taking consultations from content-managers and technical writers. In our view, appropriate description and documentation is beneficial for everybody:
 - it quickly becomes clear for a customer what he wishes and how it works
 - a creator is free from many questions in support service, which can be solved by describing cases review and so on
 - marketplace becomes more attractive, sales grow

At this point we are very comfortable with scrutinous approach of Modmore.

- Creation. In our plans: News, update adjuster. By the way, when I was preparing this presentation I was watching our presentation in Minsk – so this was just one that had been planned but did not implemented yet.
- News distribution to customers of marketplace.
- For creators – expanding the statistics: selection of a period and an adding (table, chart)
- Further development of support service.
- Expanding the capacity of demo bench Modhost.
- Hosting warrant on buying addings to attract customers by Modhost.

- It is about time to move to Modhost.
- At the same way, first of all, the figures

- So then Hosting is also growing which is delightful. We have already had 8 servers: in Russia, Belarus and Germany.
- At the beginning of 2016 there were 4 servers.
- The number of sites increased in 2.5 times.

- Proceeds tripled in 2016 in comparison with 2015. Besides private customers, about 70 companies is taking service from the hosting.

- We achieves within a year:
- launched new board
- added the opportunity to choose site location
- translated hosting into English
- integrated Let's Encrypt for delivering free of charge certificates
- dealt swiftly with vulnerability by adding the opportunity to change system-defined directories
- added the page of servers status and integrated with monitoring bot

- What are our plans? Updating marketplace we think about how to develop hosting.
- Support improvement
- DNS control
- CDN connect
- Public monitoring
- Promised payment
- Firewall connect
- Collocated accounts

Hopefully you enjoyed. Thank
you for your attention.

Questions