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## Guidance Becomes Magento Enterprise Partner and Authorized Reseller

**MARINA DEL REY, Calif. - September 1, 2009** - Guidance, which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, today announced that it has built a partnership with eCommerce platform developer Magento, a Varien company. Varien's flagship product, Magento™, is the fastest-growing eCommerce platform on the market. Under the agreement, Guidance becomes not only an Enterprise Solution partner, but an Authorized Reseller of Magento software.



Developed as an Open Source solution, Magento is relatively easy to use and simple to customize, allowing developers to create add-ons and plug-ins to expand the platform's capabilities. Magento licenses are available in Community and Enterprise packages. The Community edition is available as a free download under the open source OSL 3.0 license, while the superiorly-architected Enterprise edition includes all of the features on the Community edition, like marketing promotions tools, analytics and reporting, and search engine optimization, plus new ones like advanced administrator roles and permissions, website and store views, content staging and merging, strong data encryption, and support for customer store credits, controlled catalog access per customer group, and private/club sales, including events, invitations and category access permissions. In addition, Magento's Enterprise Edition offers guarantees and full product support which are not available for the Community edition -- all at a fraction of the cost of most Enterprise eCommerce platforms.

Together, Guidance and Magento will provide complete eCommerce solutions for retail sites looking for an advanced, production-ready, PHP platform. "We are very excited to be offering Magento software and development services to our clients," said Jon Provisor, Guidance's CTO and Co-owner. "Guidance's R&D team has found Magento to be one of the top performing platforms of its kind. Its superior architecture and Open Source model make it really easy for our developers to extensively customize the platform to fit our clients' specific needs," added Provisor.

The partnership makes Guidance one of Magento's first Enterprise Solution partners in the United States. "We are very excited to be working with Guidance, a leader in providing captivating Web solutions to their clients." said Roy Rubin, Varien's CEO. "This partnership provides unique opportunities for both Guidance and ourselves to continue to push the envelope when it comes to developing and providing solutions around a cutting edge, high value, enterprise eCommerce platform."

Guidance and Magento will be exhibiting together at the 2009 Shop.org Annual Summit in Las Vegas, NV, September 21 to 23, 2009. Attendees are welcome to stop by booth number 636 at the EXPO.



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For more information, please contact Guidance at (310) 754-4000, via email at [magento@guidance.com](mailto:magento@guidance.com), or visit our website at <http://www.guidance.com/partners/name/magento>.

## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

## **About Magento**

Magento is groundbreaking eCommerce software. With more than 500,000 downloads – and counting – it is the fastest growing eCommerce platform in the market. A feature-rich, enterprise-grade eCommerce solution, Magento offers merchants complete flexibility and control over the user experience, content and functionality of their online stores. Magento's intuitive administration interface includes powerful tools for marketing, search engine optimization and catalog management, enabling merchants to create sites tailored to their unique business needs. Designed to be completely scalable and backed by an extensive support network, Magento offers companies the ultimate eCommerce solution.

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