CLIENT HANDBOOK

MULTIDOTS®

Empowering **Content Publishers.**

Opening doors to new possibilities with
Enterprise WordPress Solutions.

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Greatness is not a function of circumstance. Greatness, it turns out, **is** largely **a** matter of conscious **choice**, and discipline.

~ Jim Collins, Author 'Good to Great'

Letter from the Founders

There is no greater pleasure than to be a contributor towards something that makes a difference to the world. And, we at Multidots, have had this pleasure in generous proportions. The world of WordPress has been our oyster.

It has been ten roller-coaster years since we started functioning. And yes, we must say, *Time Flies*.

For us, at Multidots, it has flown by real quick and has left a lot of pride-worthy moments in its wake. From 2 people working from a small set-up to over 100 people and offices across the globe, it has been a breath-taking journey.

And now, that you and we know each other, we are sure the excitement will only grow and the journey would get more fulfilling for both of us.

But to make it more fulfilling, and to make the association beneficial for all of us in the long term, it is imperative that we understand each other and respect the ideologies, expectations and commitments of both the ends - you and us.

This book is a token from us to you, towards the same end.

We have put together little things about us - little, but crucial, in the following pages of this book, for you to have the knowledge and confidence enough to associate with us and invest in our services.

We hope, through this book, we are able to answer your questions, alleviate your doubts, win your trust completely and most importantly, give you a true reflection of how we add value to all our associations.

We end this note with a promise - to be committed in all ways to this relationship that we are about to get into.

Your very own,

Anil and Aslam

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The most commonly asked questions.

01

WordPress

Facts that Matter.

The biggest motivation is not the money but the impact.

~ Jim Collins, Author 'Good to Great'

At present, this is the percentage of websites powered by WordPress	**34%**
Enterprises that use WordPress as a CMS of their choice.	**57%**
Usage of Enterprise WordPress in Marketing Departments.	**71%**
Enterprises using WordPress for Corporate Websites.	**64%**
Enterprises using WordPress for E-commerce Business.	**46%**
Enterprises using WordPress for Product Websites.	**59%**

From building corporate websites to marketing micro-sites, WordPress is the go-to choice for businesses across the globe. As we move towards 2020, its imperative to mention that this CMS also plays a critical role for enterprise businesses.

In recent times, the CMS has had a knock-on effect on success for various organizations globally. From media publishing to corporate houses, large-scale businesses are realizing that WordPress is a force to be reckoned with.

Source : https://wpengine.com/resources/wordpress-success-among-enterprise-cmss/

02

Know About Multidots.

Building a good customer experience does not happen by accident. It happens by design.

~ Clare Muscutt

Build businesses as great as your ambitions

40x
growth in overall business.

30%
increase in efficiency.

Publishing

Drive digital transformation, improve workflow efficiencies & align your marketing teams. Seamlessly migrate existing web properties to keep growing your digital publishing offerings.

WEBSITE AUDIT | CMS MIGRATION | CRO | PERFORMANCE OPTIMIZATION

50+
websites become easier to manage from a single database.

60%
improvement in page load speed.

Education

With the turnaround time being a key factor in this industry, reduce page loading times by more than half to improve conversions. WordPress VIP lets you scale your business easily.

MULTILINGUAL | WP MULTISITE | LMS | WEBSITE ACCESSIBILITY

10K+
pages (multi-lingual) being published seamlessly from a single database.

2x
your team's productivity.

Corporate

Have a single system to align your cross-border teams to boost productivity, implement efficient processes and improve operational efficiencies across departments.

USABILITY | CMS MIGRATION | AUDIT | CUSTOM INTEGRATION

3.5x
reduction in load times.

50%
increase in revenues.

E-commerce

Performance improvement holds the key to success in e-commerce. WooCommerce is known for its winning SEO capabilities allowing your business to reach its potential.

CRO | STORE CUSTOMIZATION | PLUGINS | WOOCOMMERCE MIGRATION

We exist for

Serving People Solving Problems

Ever since we started, we have had just one small dream - **To do something massively significant in the WordPress Universe.** Every day, we realize a small chunk of that dream by crafting scalable, robust WordPress Solutions for our clients. Today, we have gone global and bring to your table, a rare cocktail of the East & the West.

Multidots by the numbers

110+

Employees

Who believe in combining logic with humility to solve problems by taking one thing at a time.

87%

Repeat Customers

Who trust in our technical capabilities to build solutions with a strong focus on users' needs.

100+

Global Customers

Come to us to solve complex business problems because we see problems as windows to opportunities.

60+

WordPress Experts

Who think from the mind and act from the heart to make your business better & WP community stronger.

89%

Dots

Contributed to the WP community with great care & compassion to make WP better & more accessible to the world at large.

200+

WordPress Websites

Launched with utmost precision, meeting the highest, stringent WordPress VIP standards.

Amazing Brands We Have Worked With

Check Out What We Did For The Biggies

Growing from $100K to $15M

Helped the business transform from a startup to a highly successful company with super low operating expenses, which led to a successful acquisition by Higher Education.

WEB DEVELOPMENT | CMS SYSTEMS | SECURITY | PAGE PERFORMANCE

Increasing business efficiency by 30%

Redeveloping the world's biggest sneaker encyclopedia in WordPress VIP was instrumental in improving subscriber base, Alexa rank and seamlessly managing 80,000 pieces of content.

WP CUSTOMIZATION | REST APIs | SECURITY | PAGE PERFORMANCE

Engineering complex websites

Implementing advanced web optimization techniques for one of the world's premier educational institute to boost page speed & improve overall user experience.

WEB PERFORMANCE | CMS SYSTEMS | SECURITY | EDUCATION

Developing mobile app for executives

In partnership with Potential Project, our team built a mindfulness training app which is being used by 10,000+ executives from Accenture, CISCO, Lego & similar others.

LEARNING MANAGEMENT | MOBILE APP | WORDPRESS | HEADLESS WORDPRESS

Giving Back to the WordPress Community

89%

of the Multidots team actively contributes to the WordPress Community including BuddyPress & WooCommerce.

7 Contributors

from Multidots **are a part of the 'Five for the Future' initiative by WordPress** which means dedicatedly contributing 5% on improving the WordPress Core.

28 Hours

is what we spend every week on contributing to WordPress Core by being present on teams such as accessibility, security, polygots, training, documentation, theme reviews, training and much more.

Besides, we also regularly participate and sponsor events at WordCamps across the globe. Our co-founders & employees make it a point to share their experiences and learnings by speaking at different WordPress focused events and conferences (like BigWP) worldwide .

03

How We Achieve Precision.

Excellence is a continuous process and not an accident.

~ Dr. A.P.J. Abdul Kalam

- **Discovery**
- **Proposal & Onboarding**
- **Project Carry-Through & Handover**

Discovery

We like to consider as a stand-alone phase of our engagement with you. In sense that, it is a paid stage, with not post-discovery engagement obligation.

In this phase, the most eligible people from our team sit with you, to analyze your obstacles and figure out ways to solve them.

What Do We Do

- Discuss and define your business objectives and goals.
- Determine the scope of work like outlines, features, work-flows, wireframes, and any other needed information.
- Depending on the information available, paid or complimentary scope of work document creation is done.
- This is an extensive phase, and take anywhere between 2 weeks and a month for completion.

How We Do It

- Initial 3-hour complimentary consultation to discuss solutions from a high-level.
- If required, we sign a Non-Disclosure Agreement (NDA) before discussing your project.
- Gain holistic information about your business like its goals, objectives, customers, team, competition, market, digital assets, KPIs etc.
- Discussions about budget, competitors/references and timeline.
- Our Solution Architect works with you to prepare a SoW document.
- The SoW document has detailed description about your business objectives, problems you are trying to solve, solution diagrams, features, technical architecture and similar other aspects.

Proposal & Onboarding

Sending proposals is pretty serious for us. While documenting a proposal for you, we keep in mind the ultimate goal and allocate resources accordingly.

A prime feature of our working process is that we have a high-touch team. We believe frequent and clear communication is at the heart of everything good.

What Do We Do

- The proposal stage involves giving you a ballpark, timeline & solution recommendations.
- Get a clear picture on the way ahead including the working model.
- We offer milestone based engagements and follow the agile methodology.

How We Do It

- Our team prepares a detailed proposal outlining our understanding of your problems & goals.
- We highly recommend a 30-45 minute meeting to discuss the proposal.
- When the proposal is confirmed and finalized, we sign a Master Service Agreement (MSA) and other supporting documents and assign the point-of-contacts.
- For client on-boarding, we follow through with a client registration form which allows us to maintain ‘KYC’ for future-reference purposes.
- Likewise, we are open to follow through with a vendor registration form (at your end) and tax-supporting documents, if any.

Project Carry-Through

This is understandably the longest stage of our engagement with clients. We are strong advocates of an agile method of working.

Basically, all our engagements are sliced down into milestones and each mile-stone market a unit in itself.

Project Kick-off

- The first meeting before we write even a single line of code.
- The purpose is to introduce our team to you, understand project objectives, what success looks like and align everyone to achieve goals.
- Discuss key information and instill confidence in you that your Project is in right hands.

Project Management

- Get a concrete roadmap about your project.
- We use tools like Basecamp, JIRA and teamwork to keep you and your team updated on the latest progress and gather your feedback.
- This ensures better productivity and efficiency. You are constantly in touch with our team on what's happening when.
- Offers you 100% flexibility to make changes to achieve long-term goals.

Basecamp 3 JIRA teamwork.

Project Carry-Through

Milestone Demos

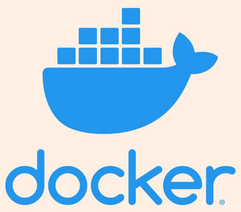
- Milestones are similar to signal posts in context to achieving the ultimate goal.
- Each milestone is thoroughly planned along with the deliverable.
- Discussions are centered around the deliverable. Utmost care is taken to ensure that the deliverables help achieve your vision with the project.
- Milestone based engagements make the process iterative to allow you to make continuous changes & improvement in your website/app/product.

Customer Acceptance Testing (CAT)

- Your team is involved in testing the software to ensure it meets your overall goals & project requirements.
- It also provides you the window to suggest changes/submit feedback based on your team's experience with the software and polish the final outcome.

Development

- The Multidots team has over a decade of experience in building front-end, back-end and complex architectures depending on various business goals.
- Development is an iterative process. As described above, each milestone involves building a specific feature set and testing it simultaneously.



Quality Assurance & Code Review

- Our team of 12 quality assurance specialists adhere to stringent standards laid down by WordPress VIP.
- We even make sure that the designs are pixel-perfect and use tools like 'PixelPerfect' Google Chrome add-on.

New Relic. PHPUnit APACHE JMeter™ Selenium GT METRIX

Communication & Tools

- We have dedicated team members available in your time zone. You get direct access to our developers. Some tools we use for connecting with you include -

zoom Video Conferencing slack

Project Handover

- Once the development is finished and testing done, we hand-over the project to you.
- We provide video guides/tutorials and PDF documents for software developed to make it easier for your team to use it.
- Our team also gives you detailed technical documentation and license keys, if required. These documents contain advanced work-flows for CTOs and the technical team.

04

Understand **Working Models.**

Begin with the end in mind.

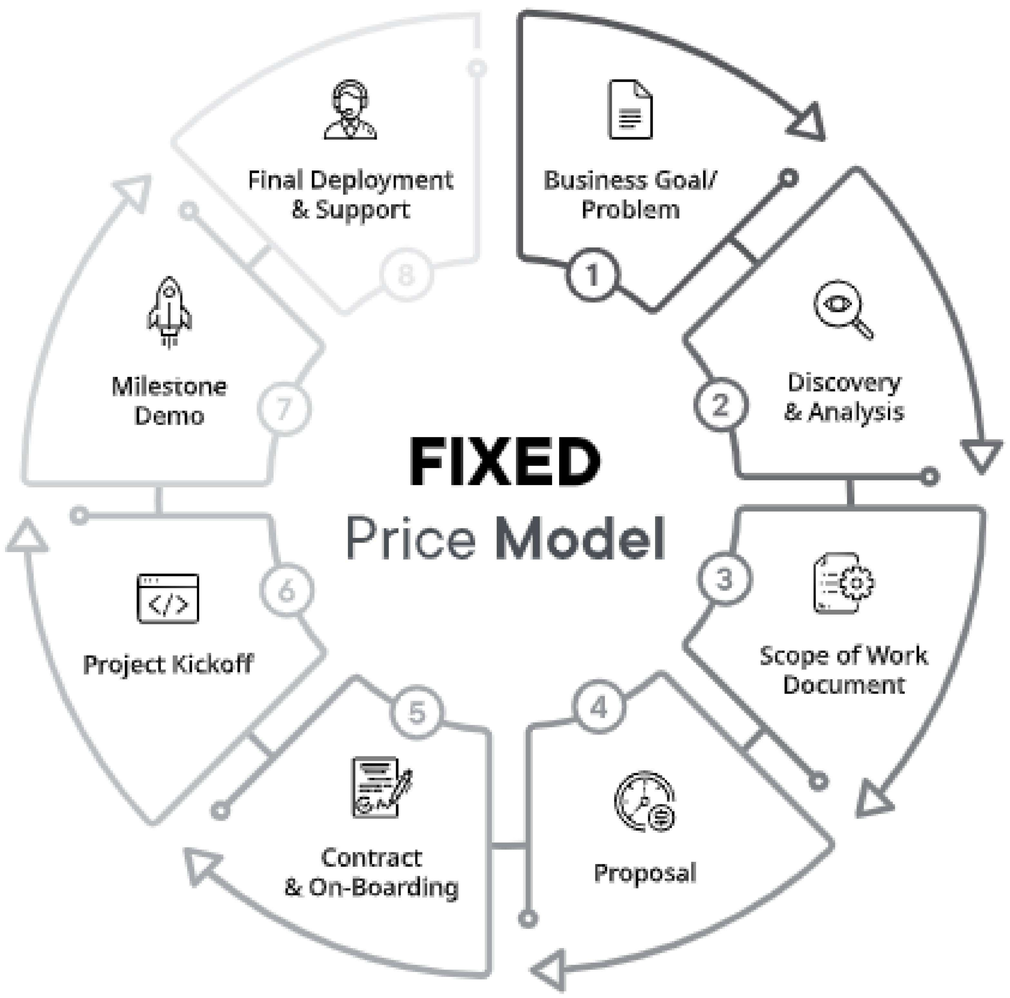
~ Stephen Covey

- **Fixed Price**
- **Staff Augmentation**
- **Support Bundles**
- **Maintenance Plans**

Fixed Price

Works best when you have a defined goal & need a turn-key solution. The model is meant for those who don't have specializedin-house teams or the teams are too busy to take additional projects.

When you have a preset goal and need a team to meet them, then our fixed cost project-based model will be the right fit for your needs.

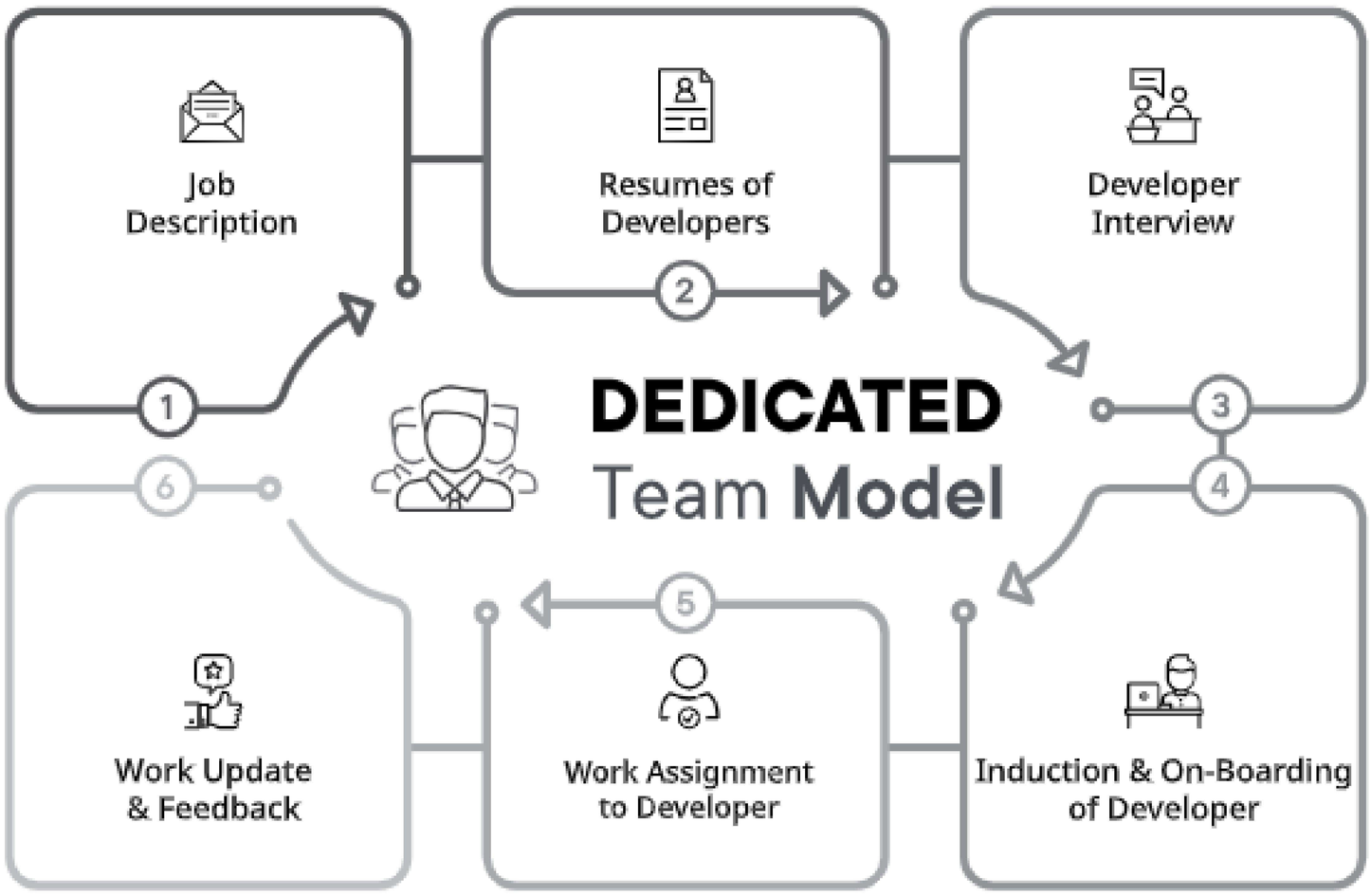


- **Get clearly defined cost break-down of the project.**
- **Access to a dedicated project manager in your time zone.**
- **Periodic updates via project management system.**
- **Milestone based deliverables and project demos.**
- **Meet critical, time-sensitive deadlines for your product launch.**
- **Get detailed technical documentation & user guides after project completion.**
- **Free technical support for bug fixes, CMS/plugin updates unto one-month post launch.**

Staff Augmentation

Scale faster and skip the long- ardous process of hiring top-class talent. Hire experienced staff including senior developers, designers, project managers & business analysts.

We offer a one-month free trial and will replace the staff if you are not satisfied with the results. You have 100% access to our development staff.



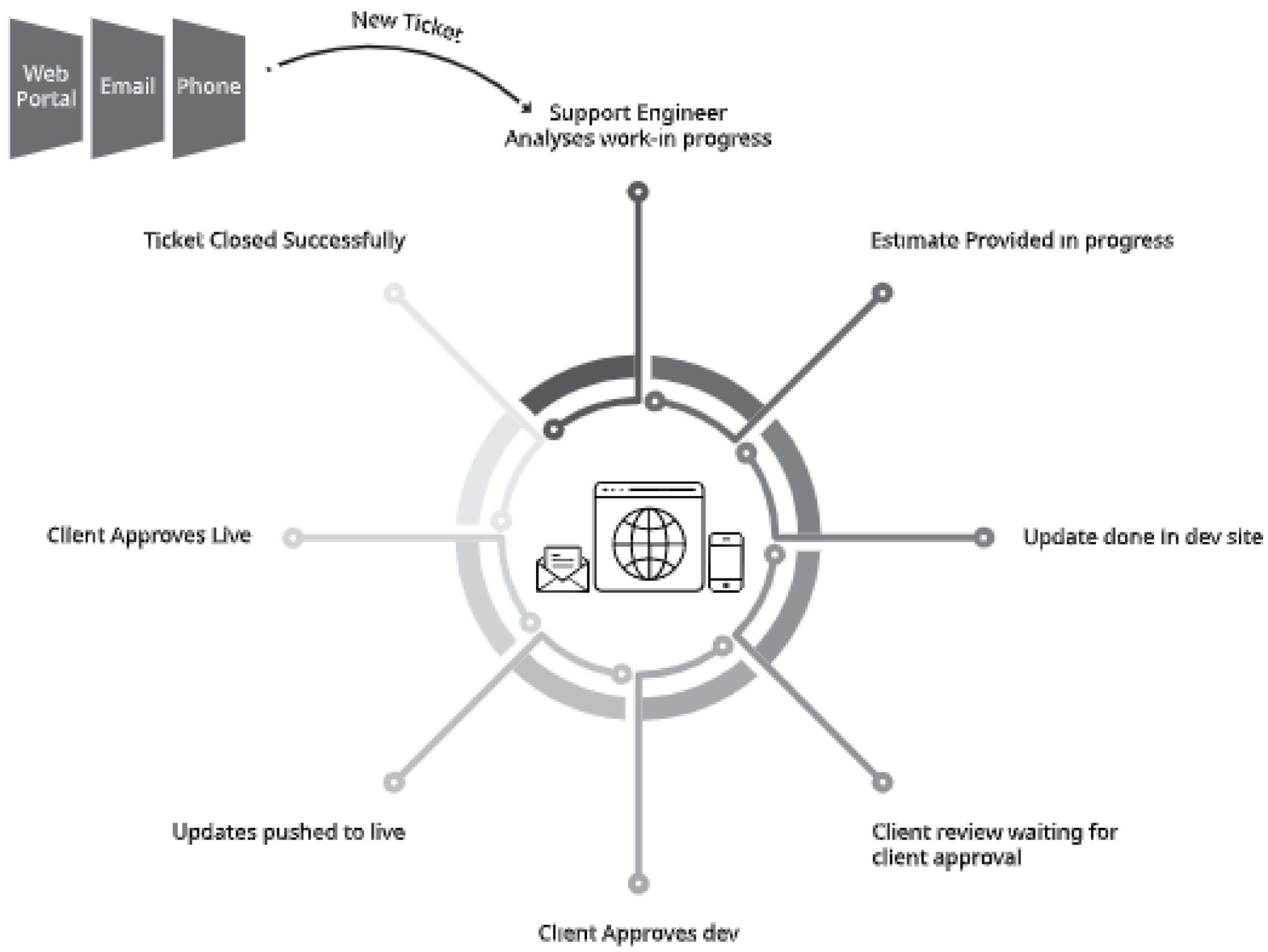
- **One-month free trial. Developers are available in your time-zone for 3-4 hours.**
- **Communicate daily via Slack, Zoom or Email.**
- **One-week free induction to get our developers famaliarized with your culture and structure.**
- **100% Refund if you are not satisfied with the staff and the free replacement.**
- **Access to USA-based account managers for quick communication.**
- **Scale up and down based on your needs.**
- **Selected developers are available to start working on your project within 10 working days.**

Engagement Models

Support Bundles

This works best when you have sporadic needs for development or technical support.

You can also view this model as a trial plan/option before you wish to make a big commitment for larger projects.

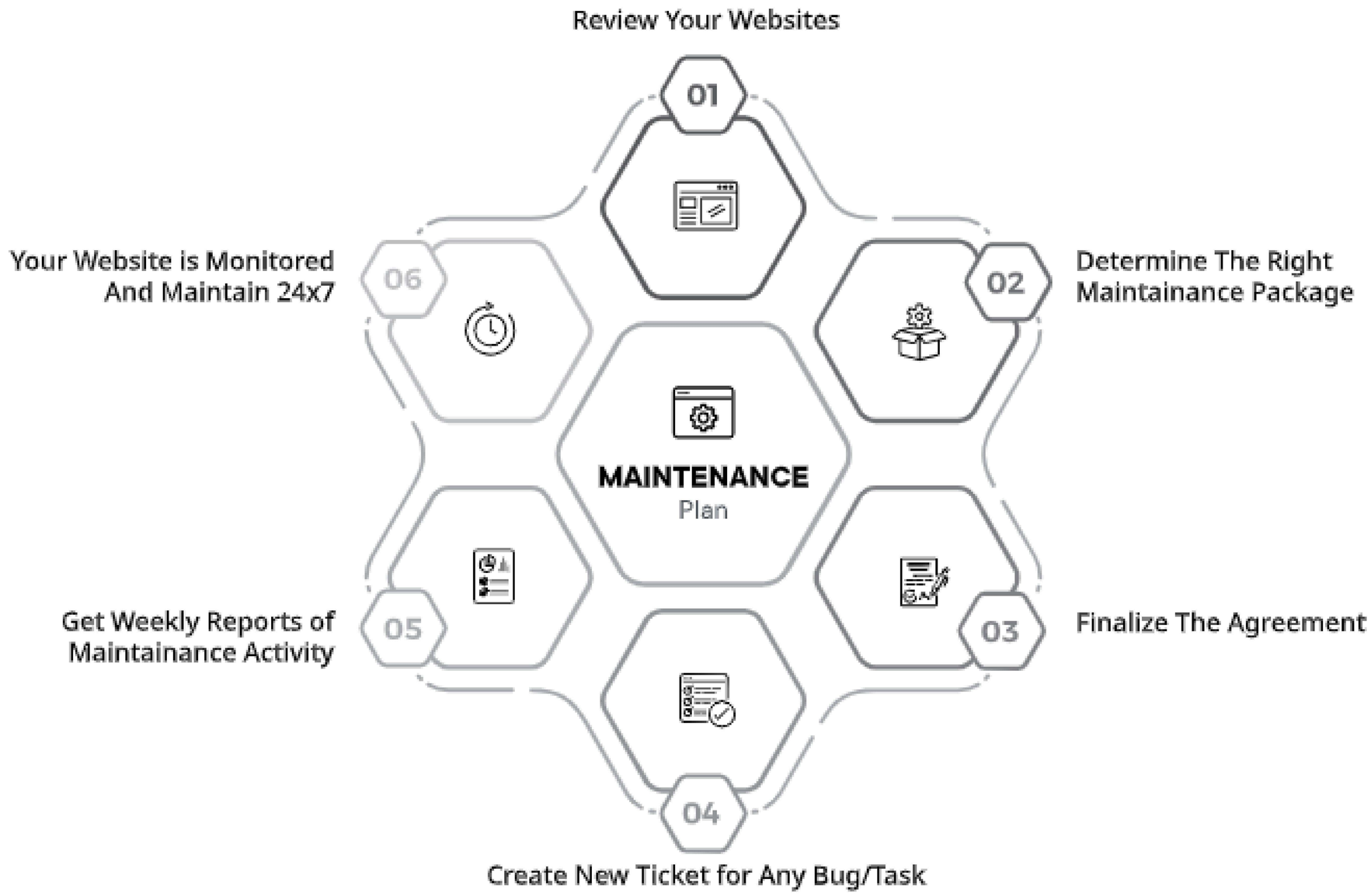


- **Detailed statement on the number of hours spent on different tickets.**
- **Get guaranteed responses on your tickets in 1 business day.**
- **The bundle hours are valid to utilize all types of our expertise - design, development, QA, consulting and project management.**
- **Use support bundles for multiple projects/businesses/websites.**
- **Full refund for your purchase if you are not happy with the service.**

Maintenance Plans

Multidots offers free post-launch support services for upto 2-3 months depending on the needs of the project delivered.

We even offer paid maintenance/support plans to make sure your web properties are secured & run seamlessly 24x7.



- WP Multisite Support, performance check & uptime monitoring.
- Secure off-site backups, security check & emergency support.
- Hacked website repair.
- Weekly service reports.
- 24x7 website monitoring
- E-commerce support
- Daily website backup
- Speed & security optimization.
- Plugin and theme updates, hosting support.

05

Our Promise

As A VIP Partner.

The best promise is promise fulfilled.

~ Munmun Goswami

Rules That Govern The Quality

01

Code Quality

We believe in writing efficient code giving importance to both time and space. Code should be easy to follow.

02

Security for your Data

Taking iron-clad measures to keep your digital assets safe from DDoS, Malware attacks etc.

03

Performance begets Engagement

Always ensuring your websites score high on speed & performance. An optimal UX means better conversions.

04

Accessibility means happier Audience

Our team makes sure to follow the accessibility standards set by WordPress - WCAG 2.0 guidelines at level AA.

06

“You’ In The Relationship.

A vendor offers products or services.
A partner shares risk, success & failure.
We are your partner. Let’s be in this together.

~ Munmun Goswami

‘You’ are an indispensable part of the process

When we sign it up with you, we make an unspoken promise - both to you and to ourselves - To do everything in our professional capability to help you realize your goal. We want you to make a promise as well - both to yourself and us - to do everything in your capability to help us, help you realize your goal.

Relationship, no matter the nature, is always a 2-way street. And here’s how we would love you to walk with us:

Your Feedback Is Super-Important

Since we follow an agile process of working, and it’s proven that it is 100% productive every time, we are always in utter need of your feedback. Both the quality and timeliness of your feedback are crucial. In case you take longer than usual to let us know how you feel about whatever the feedback is required on, the final delivery gets delayed. And as we understand, getting your business up and high in the market ASAP, is one of our general goals. We need your support here...consistent support.

We love your teams. They fuel strength.

Your teams, your people and your structure are things that we aim to get acclamatised with. Why? Because no one knows your business better than your people. And we need to forge strong professional bonds with them, to deliver excellence.

So we wish you can introduce us properly to your folks in a manner that they feel enabled and supported because of our existence in your sphere. We also, always put efforts into ensuring that everyone is at home. When the guards are down, productivity is at its best.

Transparency puts things into perspective.

And in a good way, so. Throughout our business we have had instances where people would go silent on us. Only to later figure out that they were stuck in something that we could have helped with. So if you feel you need some time to figure things out, and till then need some space with your own stake-holders, we welcome you to be completely honest and upright with us. Maybe we could help?

Buttery-smooth project management.

While running and managing parallel projects, there's always this high risk of failure in our humble opinion & experience. Parallel projects might not necessarily finish as we might expect these to because of a dependency arising within these. A great way to mitigate risks in such projects is to identify critical steps to ensure your and our team is always on the same page. Undertaking this process, we guarantee, helps avoid nightmares & project failures.

Your Questions Answered.

The questions are always more important than the answers.

~ Randy Pausch

Your Concerns Addressed.

01

What sets you apart from other agencies?

- 11+ years of experience in Web & WordPress Development
- WordPress VIP Silver Partner
- Globally distributed team of 110+ people available 24x7
- Clients include - MIT, Accenture, Jumeriah, NAB, Sneaker News
- Core contributor to WordPress
- Member of industry associations & chamber of commerce

02

What are your processes to ensure code quality?

- PHP_CodeSniffer for PHP Code
- WordPress VIP Minimum for WordPress Code
- JSLint for JavaScript Code
- W3C Validation with CSS Lint for HTML & CSS code
- Core contributor to WordPress
- WordPress Coding Standards
- PHPStorm IDE with code check integrations
- GitHub repos, integrated with Travis for pre-hook commit check with PHPCS

03

What are the security checklists you follow?

- Latest version of WordPress core and plugins.
- Data escaping to prevent cross-site scripting.
- Data sanitization & validation to prevent CSRF & SQL injections.
- Compliance with PHP_CodeSniffer & WordPress VIP Minimum
- WordFence & JetPack for protection against DDoS & Malware attacks.
- Following protocols like changing wp-admin URL, limiting the admin login attempts, implement two-factor authentication for admin, using strong passwords, using SSL, etc.

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WVIP SILVER AGENCY PARTNER

pmi CORPORATE MEMBERSHIP

THE CLUTCH 1000 GLOBAL 2018

SILVER LeadsCouncil TRUSTED MEMBER

TOP WEB DEVELOPERS Clutch 2018