

Built by the community, for the community

What happens when competing agencies start building together?



LINTED



vendic

PART 1 • MICHIEL GERRITSEN

Mage-OS: where it came from, where it's going

A place where the ecosystem builds things once, instead of ten times.



01

Why Mage-OS

02

Labs

03

Mage-OS 4.0

04

Here for the
community

One stage and one goal

Meet your speakers



MAGE-OS

Michiel Gerritsen

President @ Mage-OS

Backend Developer @ Control Alt Delete



COMMUNITY BASED PARTNERSHIPS

Tabitha Karta

Project & Partner Manager @ Vendic



THE PROOF

Haimanti Dekker

Magento developer @ Linted

WHY MAGE-OS EXISTS

We keep solving the same problems alone.

STEP 1

The platform

Why Mage-OS exists



STEP 2

The modules

Labs



STEP 3

The features

Mage-OS 4.0 and 5.0

WHAT MAGE-OS DOES

Three things, one community

1

THE MIRROR

A safety net

A copy of every Magento release. If Adobe ever pulls the plug, you still have a home.

Maintained by paid staff

2

THE FORK

Magento, plus more

Security fixes, improvements and new features on top of Magento. A drop-in replacement.

Maintained by paid staff

3

THE MODULES

Built once, for everyone

Free, open source modules anyone can build and improve. The best ones ship in the fork.

Built by the community

All built on **Magento Open Source**

Stop building the same module alone

Returns (RMA)

Return requests, handled in the admin.

Admin activity log

Who changed what, and when.

A blog module

Content next to your catalog.

Magento LSP

Go-to-definition in your editor, plus an MCP server for your AI agent.

AI product content

Descriptions and meta data, generated for your catalog.

AEO

llms.txt and AI crawler rules, so AI assistants can find your store.

AI shopping assistant

Helps your customers find products and fill their cart.

AI base module

One shared way to talk to AI providers.

Got something like this sitting in a client project? Bring it to Labs.

GRADUATION

Labs is where things start

Proposal



Development



Community testing



Into the distribution

Already graduated

Returns (RMA), the admin activity log and Page Builder widgets shipped in Mage-OS 3.

The next building block

The AI base module. Later today you'll see what was built on top of it.

WHAT'S NEXT

Mage-OS 4.0

Coming soon.

COMING IN MAGE-OS 4.0

What I'm excited about

FOR MERCHANTS

Shopping feeds, including ChatGPT

Your catalog in Google,
Meta, TikTok, Pinterest,
Microsoft and OpenAI.

FOR DEVELOPERS

Bricklayer

An MCP server that shows
AI coding agents how
Magento really runs.

FOR EVERYONE

Passkeys

Log in without a password.
For customers in the store,
and for your team in the
admin.

ONE MORE THING

Built by five agencies

Haimanti will show you
later.

And from 5.0 on: a long term support version.

MAGE-OS 4.0 · SHOPPING FEED

Your catalog, wherever your customers search

Google Shopping

Google Local Inventory

Google Promotions

Meta

Microsoft

TikTok

Pinterest

OpenAI / ChatGPT (beta)

Built once.

Four Rocket Web feed modules, combined into one Mage-OS module. Every store gets it, nobody has to build it again.

MAGE-OS 4.0 · BRICKLAYER

Let your AI agent see how Mage-OS really runs

Without it

The agent reads source files and guesses. It misses plugins, preferences and attributes from every other module.

With Bricklayer

It checks the real plugin chains, DI, EAV attributes and observers before it writes a line.

84 tools

for code, config, data and debugging

Check → learn → write

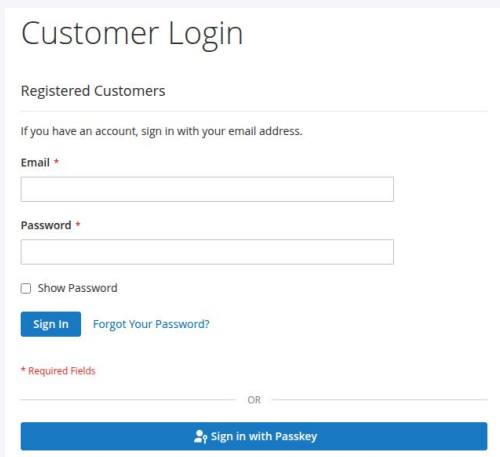
the workflow it nudges the agent into

By Inchoo

works with Claude Code, Cursor, Copilot, PhpStorm, Codex

MAGE-OS 4.0 • PASSKEYS

A fingerprint instead of a password



Customer Login

Registered Customers

If you have an account, sign in with your email address.

Email *

Password *

☐ Show Password

[Sign In](#) [Forgot Your Password?](#)

* Required Fields

OR

[Sign in with Paskey](#)

IN THE STORE

One tap to sign in

Face ID, Windows Hello or a security key. Luma, Hyvä, REST and GraphQL.

Register Your Paskey

You will be asked to verify your identity (biometric or PIN) each time you authenticate.

[Register Paskey](#)

IN THE ADMIN

Paskeys for two-factor

Your team signs in to the admin with a passkey as the second factor.

COMING IN APRIL · LONG TERM SUPPORT

The question we got most from agencies: “What about the version my client is on?”

From 5.0 on, there is a **long term support version**

Thank you Marcel Martinez and Melinda Humphrey

WHAT'S NEXT • MAGE-OS 5.0 • APRIL

What big feature should be in it?

1

What do you build again for every client?

2

What do your merchants keep asking for?

3

What would make you switch a client to Mage-OS?

No need to answer now. Think about it, and find us after the talk. Or join us on Discord or GitHub Discussions.

Real people doing real work

71 CONTRIBUTORS • 750 MERGED PULL REQUESTS • 12 MONTHS

RH Ryan Hoerr

DR Damien Retzinger

DL David Lambauer

TV Tu Van

AS Andreas von Studnitz

JR Jisse Reitsma

G Gowri

IB Imanuel Bertrand

OS Ole Schäfer

NP Nils Preuß

M Mehul

DS den-slepnev98

MG Michiel Gerritsen

MR Mark Rees

AK Artem Kozynets

YB yuriy-boyko

JB Jeroen Boersma

J Jeanmarcos

LT Lachlan Turner

E emetik

VS Vlad S.

PF Pablo Fornali

G gabriel3iri

NL Nikola Lardev

MM Marcel Martinez

D dadolun95

LS Lucas van Staden

HT Herve Tribouilloy

NT Nikita Tychuk

AC Alexandru-Manuel
Carabus

IG Ievgenii Gryshkun

GZ Giorgio Zanchetti

K Kiel

MC Marvin Caspar

BR Benjamin Rosenberger

RH Rik van der Heijden

SM Samuele Martini

GP Gregor Pollak

LF Luca Fuser

SZ Sean van Zuidam

KB Kostadin Bashev

JB Jelle Besseling

AR Alessandro Ronchi

CS Christian Stoller

P Pawel

SK Shankar Konar

KM Kevin Meijer

SA Sipos András

AF Allan Fernandes

FB Fabrizio Balliano

RW Rik Willems

MM Matt MacDougall

F Francis

AM Andreas Mautz

I indykoning

O orilupo

P Perspective

PB Peter Jaap Blaakmeer

LC Luke Collymore

MM Mahmoud Mohamed

A Apfelzimt

SS Simon Sprankel

MH Melinda Humphrey

PH Paul Hachmang

J JaJuMa

TK Thomas Klein

A Ajith

NP Noah Pluimers

C Cainan

SJ Sam James

DN David Nimorwicz

+ You, next year?

SO FAR

Shared platform.

Shared tools.

Shared community.

None of it works unless people actually collaborate. And that's harder than it sounds.

QUICK SHOW OF HANDS

Who has dabbled with an AI solution internally?

Product descriptions

A customer service chatbot

Translations

Smarter search

An assistant in either the front- or backend

Keep your hand up if it's actually live.

TODAY

Three parts, one story

1

The enabler

Mage-OS gives community initiatives a home by **Michiel**

2

The model

Community based partnerships make the collaboration work by **Tabitha**

3

The proof

What five agencies built together by **Haimanti**

You'll leave with: a free, open-source tool that improves your webshop and that you can install today. You only bring your own AI provider.

PART 2 · TABITHA KARTA

HOW BUILDING TOGETHER RESULTS IN **GROWTH & VALUE CREATION**



Tabitha Karta

Project & Partner Manager @ Vendic

I split my talk step by step:

01

Collaboration

why it matters to bring people with different interests together

02

The challenge

how you can find a common goal

03

Strategy

How you can shift your mindset



SHORT INTRODUCTION

TABITHA KARTA



1

VENDIC

Project & Partner Manager

15 years in Magento

2

THINGS I LIKE DOING

Hiking, enjoy good food and wine and listen to podcasts

3

A BELIEVER IN COLLABORATION

I believe in the power of collaboration. I **connect the dots** and bring people together around a **shared ambition**

THE WHY...

*“Growth is not achieved alone,
but by working together,
combining strength you will be
visible as one”*

COLLABORATION

TO ACHIEVE GROWTH

1

One shared interest

A single common goal and a clear direction that connects everyone involved.

2

Shared understanding

One alignment on mutual values, expectations and vision

3

Bring strengths together

Everyone brings their strengths and value.

COLLABORATION

TO ACHIEVE GROWTH

01

Knowledge flows both ways

Bring different people together and everyone leaves knowing more.

02

A different angle

Working with others pushes you out of your own comfortable world.

03

Growth comes with it

“A collaboration with the community is not just building your own brand. You are building the market we all depend on.”

THE CHALLENGE

Every partner has their own goals and KPIs

Of course, it's not always easy. What's a top priority for you might be a minor detail for someone else.

THE REALITY

Different Priorities

Every individual and partner operates with their own objectives. What drives one team forward may simply not be on another's goal.

THE CORE QUESTION

How do we collaborate in a way that makes **growth a shared outcome** and not just an individual one?

Strategy

The strategy on growth is built on four fundamentals

Shared value creation

Collaborating on the same goals.

Knowledge sharing

Staying curious and challenging each other.

Mutual support

Growing trust, so every voice gets heard.

Co-creation

Building things together. Ideas and effort combined, trial and error included.

THE STRATEGY

My precious → our treasure

OLD MINDSET

Thinking as an Individual

Keeping resources, knowledge, and goals isolated within individual boundaries.

NEW MINDSET

Collective Value

Move from an individual to a collective value creation.





“Collaboration doesn't start with a big plan. It starts with a first step.”

PART 3 • HAIMANTI DEKKER

Friday!

16:54

FRIDAY, 16:55 · NEW TICKET

Subject: “Why isn’t
SUMMER10 working???”

EVERY AGENCY · EVERY WEEK

Every agency in this room gets
these questions.

And every one of us answers
them alone.



BUILT TOGETHER

A collab between



vendic



LINTED

THE BUSINESS CASE

Why even build this together?

1

Same
question

2

Same
tuition

3

Not our
edge

TIMELINE

What happens when agencies go on holiday together?



MARCH 2026 · MARBELLA

A tan
and no plan



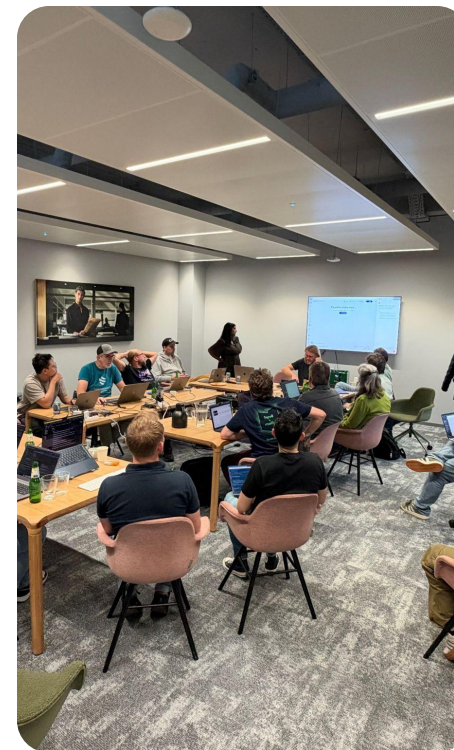
JUNE 2026 · UNCONFERENCE

First (picnic table)
meeting



WEEKLY

Homework,
every week



SEPTEMBER 2026 · ZWOLLE

Mage-OS
hackathon

Introducing to you today...



Mago

A colleague in your admin

askmago.com

Free

Open source

DEMO

Let us show you

1

**Ask about
your store**

2

**Hand it a
task**

3

**Ask how it
works**



Dashboard







 Haimanti ▾

 Dashboard

 Sales

 Catalog

 Customers

 Marketing

 Content

 Reports



All Store Views ▾

?

Reload Data

Lifetime Sales
€280,791.40

Average Order
€186.95

Chart is disabled. To enable the chart, click [here](#).

Revenue
€0.00

Tax
€0.00

Shipping
€0.00

Quantity
0

Bestsellers

Most Viewed Products

New Customers

Custo

Customer	Items	Total	Product	Price	Quantity
Lukas Schmidt SEED	2	€180.00	Hollister Backyard Sweatshirt-M-White	€52.00	85
			Abominable Hoodie-L-Blue	€69.00	71
Sofie Peeters SEED	2	€348.00	Teton Pullover Hoodie-XS-Purple	€70.00	70
			Oslo Trek Hoodie-L-Red	€42.00	67

 Mago

AI assistant





Hi Haimanti, what needs doing?

Ask about your catalog, orders or settings. I read anything, and I ask before I change something.

TRY ONE

 Which products are running low on stock?

 Compare revenue this week with last week

 How many orders are on hold?

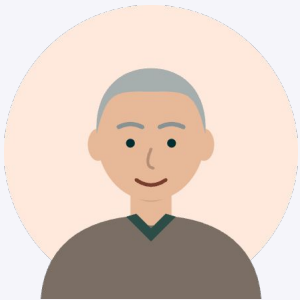
 What are my best-selling products this month?

/ for skills

Ask anything...

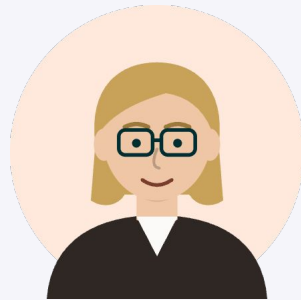
MAGO • FOR WHOM

Four people in the admin



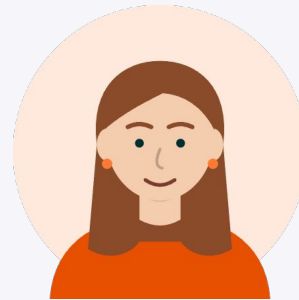
KLAUS BECKER

Shop owner



ANNA SCHNEIDER

E-commerce
manager



LENA HOFFMANN

Agency PM



JONAS WEBER

Agency developer

Plain words, and a date

A customer just emailed me: SUMMER10 doesn't work. Is that promotion still running?

The **SUMMER10** promotion is no longer running: it ended on **September 30, 2026**, although the rule is still marked active in Magento.

SUMMER10 — 10% zomerkorting		Expired
Discount	10%	
Valid through	September 30, 2026	
Uses	0	

The overview, and which rule is in the way

Which cart price rules are active right now, and which one is in the way?

There are 4 active cart price rules. **SUMMER10** is the one in the way: it is still enabled but expired on September 30, 2026.

RULE	DISCOUNT	STATUS
Spend \$50 or more - shipping i...	Free shipping over \$50	Active
20% OFF Ever \$200-plus purch...	20% off orders over \$200	Active
\$4 Luma water bottle (save 70%)	70% off SKU 24-UG06	Active
SUMMER10 - 10% zomerkorting	10% off	Expired but enabled

Something she can send to the client

Write a short explanation for our client about why SUMMER10 stopped working, that I can paste in my report.

SUMMER10 stopped working because its promotion ended on September 30, 2026. The rule is still present in Magento but is no longer valid after its configured end date.

Information only, no silent changes

Show me the dates, conditions and priority of the SUMMER10 rule, and check its end date against today. Information only, don't change anything.

The SUMMER10 rule ran from July 1 through September 30, 2026. Its end date was 12 days before today (October 12, 2026), so it is expired.

SUMMER10 - 10% zomerkorting

Expired

Start date	July 1, 2026
End date	September 30, 2026
Discount	10% off
Priority	1
Conditions	All conditions; product conditions apply to all products
Website	Magdev Dev
Customer groups	All customer groups

FROM PROOF OF CONCEPT TO ACTUAL PRODUCT

A demo is easy. A product you'd trust is not.

A DEMO

**The fun
stuff**

A PRODUCT

The boring part

- ✓ Who can use it
- ✓ Never more than that person can do
- ✓ Asks before it changes anything
- ✓ Keeps a record

HOW WE WORKED

Five agencies, one product, three rules

1

One shared list,
and someone owns
it

2

Your competitor
reviews your code

3

Everyone plays to
their strengths

Built on **Mage-OS**

Marvin built a VIES / VAT check

Is this VAT number right? NL868292576B01

The VAT number is valid in the VIES register.

VAT validation

Valid

VAT number	NL868292576B01
Country	NL
Registered name	LINTED B.V.
Registered address	SLAGERSPLEIN 00005 8262PE KAMPEN
Checked	18 October 2026

I built on it: a Chamber of Commerce check

And how about commerce number? 97929352

The Chamber of Commerce number **97929352** is **valid and active**. It is registered as a **BV**.

KVK 97929352

Valid · Active

Legal form BV

Main activity Computer programming activities [62100]

Registered since 22 July 2025

Postcode region 82

MAGO IS OPEN SOURCE

Next up: RUMvision. Then it's your turn.

COOKING NOW

RUM VISION

Real user monitoring, right
inside your Magento admin



AND THEN

You

NEXT FRIDAY, 16:55 · NEW TICKET

Find the problem everyone around you is solving alone

There is plenty left to build for our merchants

askmago.com

CLOSURE · MICHIEL GERRITSEN

Three parts, one story

1

The enabler

Mage-OS: neutral ground where even competitors can build together.

2

The model

Community based partnerships: a shared goal, shared knowledge, and building it together.

3

The proof

Mago: five agencies, one product. Free for everyone, today.

So next time someone asks who has an AI experiment that's actually live: keep your hand up.

THANK YOU · CODE, REVIEWS, TESTING AND ISSUES

The 22 people who built Mago

104 days

first commit to 1.0

425

commits

119

pull requests merged

108

issues closed

50+

pull requests on
hackathon day

HD Haimanti Dekker

T Tschallacka

HV Henk Valk

PS Peter Stuifzand

DH Daniel Hukkelhoven

KP Kapil Pandya

MG Michiel Gerritsen

R Renews1337

ZY Zaahed Yaqubi

ED Estera Dugulan

JG Jacqueline Gerritsen

LN Lodewijk Nederpel

MB Marvin Besselsen

SZ Sean van Zuidam

FH Fokke Jan Haveman

JB Jeroen Boersma

JR Jisse Reitsma

MK Mitchel van Kleef

LW Lars de Weert

FT Frank Tiggelman

LL Louis de Looze

RH Ryan Hoerr

THANK YOU · MAGE-OS PARTNERS

The companies that keep it going

SILVER

ParadoxLabs

Hyvä

JH

BRONZE

Vendic

Inchoo

JetRails

Develo

FindCanary

integer_net

Bulldog Media

Rocket Web

Aonach

RUMvision

Every release, every Labs module and the LTS run on their support.

YOUR WAY IN • FROM A QUICK HELLO TO A PARTNERSHIP

Pick a door

AGENCIES AND MERCHANTS

Try

Install Mago today. It's free.

askmago.com/talk

EVERYONE

Join

Say hi on Discord, and tell us what should be in 5.0.

<https://mage-os.org/discord-channel/>

DEVELOPERS

Contribute

Bring a module to Labs, review a pull request, pick up an issue.

github.com/mage-os-lab

COMPANIES

Partner

From €1,250 a year, about one developer day.

<https://mage-os.org/community/partners/>



Mage-OS

Thank you! Questions?

askmago.com/talk

mage-os.org



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