



RESPONSAB

# **Your Backend Delivery Partner When Capacity Hits Its Limit**

We help agencies take on more work without hiring, rushing, or compromising quality.

Responsab  
January 2026

# THE AGENCY PROBLEM

## At Scale, Delivery Risk Becomes the Real Bottleneck

At a certain point, agencies don't lose work because of strategy or creativity.

They lose work because:

- Dev teams are already stretched thin
- Hiring can't keep up with demand
- Freelancers introduce inconsistency and risk
- Backend mistakes surface after launch, not before

When delivery cracks, agencies lose margin, momentum, and client trust.



# WHAT RESPONSAB ACTUALLY IS

**Responsab is a Backend Delivery Team for Agencies**



We partner with agencies that already have strong strategy, design, and client relationships.

**Our role is simple:**

We own backend implementation from documentation to architecture to delivery so your team can move fast without expanding headcount.

We operate as an extension of your team, not a competing agency.



Wordpress



Drupal



Shopify

# WHO THIS IS FOR

## This Partnership Is Built for Agencies That:

- Have more work than their dev team can absorb
- Have limited or no in-house development team
- Are selective about what projects they accept
- Don't want to rush hires or manage freelancers
- Care deeply about long-term maintainability
- Refuse to gamble with client trust

If you're looking for "cheap dev help," this is not a fit.



# WHAT WE OWN

## We Own the Backend So You Don't Have To

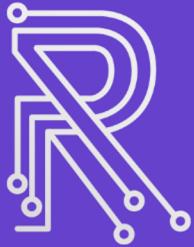
Responsab takes responsibility for:

- Backend architecture and technical decisions
- Documentation that survives handoffs
- Scalable content models and workflows
- Integrations, APIs, and data flows
- Deployment strategy and environment setup

When agencies already have an internal dev team, we work as an extension of that team. We align on ownership up front and integrate into existing workflows without disrupting how your team operates.

When we're involved, the system underneath the site is built to last, not just launch.





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# How we work with Agencies

Two Engagement Modes. One Standard of Ownership.

# Partnership Modes

## Mode 1: Silent Backend

You own the client relationship

We operate fully behind the scenes

White-labeled delivery

Zero client-facing risk

## Mode 2: Visible Collaborator

We join technical calls when needed

We support architecture and feasibility discussions

You stay in control of the relationship

We never lead sales or scope independently

**Agencies choose the level of visibility. The accountability stays with us.**



# Our Partnership Commitments

We are committed to prioritizing our relationship with our agency partners:

- ➡ We will never reach out to your clients directly without your explicit involvement.
- ➡ We will ALWAYS maintain transparency in all communications
- ➡ We will communicate proactively about timelines and deadlines
- ➡ We will stand by the long-term viability of the work we ship
- ➡ We treat partner projects as core work, with clear ownership and accountability

# PLATFORMS WE BUILD ON

**We recommend platforms based on long-term needs, not convenience**

We select platforms based on maintainability, scalability, and the agency's exposure if something breaks after launch.

When a client is already on a platform, we evaluate whether it meets long-term needs. If it does, we work within it. If not, we collaborate with the agency to explain tradeoffs and recommend a path forward together.

## Drupal

For complex, high-traffic, or highly structured websites where backend architecture matters.

- Custom content models and workflows
- Scalable, secure system architecture
- Multi-site and multi-language setups
- Integrations and custom modules

## WordPress

For content-heavy or marketing-driven sites that still require discipline and structure.

- Custom themes and structured content
- Advanced field configuration
- Plugin vetting and hardening
- Performance and security optimization

## Shopify

For commerce-focused projects where stability, integrations, and scale are critical.

- Custom themes and storefront experiences
- API integrations and third-party services
- Data flows between CMS, CRM, and commerce tools
- Performance and checkout optimization

# Partnership Models

Flexible Structures. Clear Boundaries.

## Referral-Based

- You bring the opportunity
- We scope and deliver
- You stay strategically looped in
- Referral fee or revenue share agreed upfront.

## Backend Delivery

- Website development is bundled into your offering
- We operate as your delivery team
- You control pricing and client relationship
- We protect your margins and timelines.

Engagement details like pricing, timelines, and resourcing are defined collaboratively based on scope and complexity. We focus on clarity up front so there are no surprises during delivery.



# Trusted by Organizations



NORDSTROM



When backend **delivery** fails, agencies don't just lose time. They lose credibility.

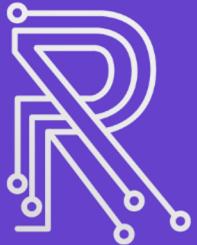


# If Your Team Is at Capacity, Don't Wait Until Delivery Becomes the Risk

We partner with agencies who want to say yes to the right projects without overextending their team or compromising quality.

If your next proposal depends on backend confidence, let's talk first.





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# Thank You!

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