

29.08.2019 | PRESS RELEASE

OXID eSALES PRESENTS ENTERPRISE SHOP SYSTEMS AS CLOUD SOLUTION

- OXID eShop Enterprise Edition now also available in the cloud
- Powerful platform-as-a-service directly from the manufacturer

Freiburg, August 29, 2019 - At dmexco 2019, shop software manufacturer OXID eSales will present a fully integrated platform-as-a-service solution. The shop systems "OXID eShop Enterprise Edition" and "Enterprise B2B Edition" are now available as cloud offerings. The on-premises offer will remain unchanged.

"The cloud solution offers our customers and partners a perfectly coordinated package of software, infrastructure, hosting and services. Above all, security, scalability and performance are at the forefront of the platform. Technical complexity and operating costs are reduced. Accordingly, online merchants can use their resources more efficiently and focus developer capacities directly on the shop and the relevant applications," says Roland Fesenmayr, CEO of OXID eSales AG.

OXID is not reinventing the wheel but is building on the components already proven in numerous projects by the long-standing cloud specialist and OXID partner Scale Commerce. Customers receive a complete solution from a single source. Retailers, manufacturers, their service providers and agencies also benefit from a best-practice development environment including continuous integration and delivery, testing framework and more. The time to code and thus the project implementation is significantly accelerated. This reduces development costs and shop operators earn money faster.

The requirements in e-commerce are high. Seasonal peaks, TV or radio campaigns and complex B2B integration projects require a lot of experience and competence in order to guarantee shop operations even under high load and technically demanding scenarios. "We are looking forward to relieving shop operators and agencies of some of their worries in precisely these areas in the future. Our customers can concentrate on their own core business," promises Fesenmayr.

The OXID eShop Enterprise Edition Cloud is available from 6,000 EUR per month including unlimited application servers and clients.

About OXID eSales

OXID eSales AG, based in Freiburg Germany, is one of the leading providers of e-commerce solutions and services. Based on the OXID platform, B2C and B2B online shops can be implemented and run efficiently due to the solution's scalability, modularity and high quality. Looking at the B2C business, companies like Strenesse or Melitta trust in OXID. The comprehensive solution is used by Infinion, Carl Zeiss or Unilever Food Solutions in the B2B segment. The modular standard software is continuously implemented by over 150 certified solution partners and a steadily growing open source community makes sure, that new, market relevant technological innovations find their way into the software. The shop solution together with the mobile and point of sale (POS) concept covers all multichannel customer touchpoints for a smart e-commerce solution.

Further Information:

OXID eSales AG, Nicole Lipphardt, Bertoldstraße 48, 79098 Freiburg, Germany,

Phone: +49 761 36889-162, Fax: +49 761 36889-29

Email: info@oxid-esales.com Web: www.oxid-esales.com