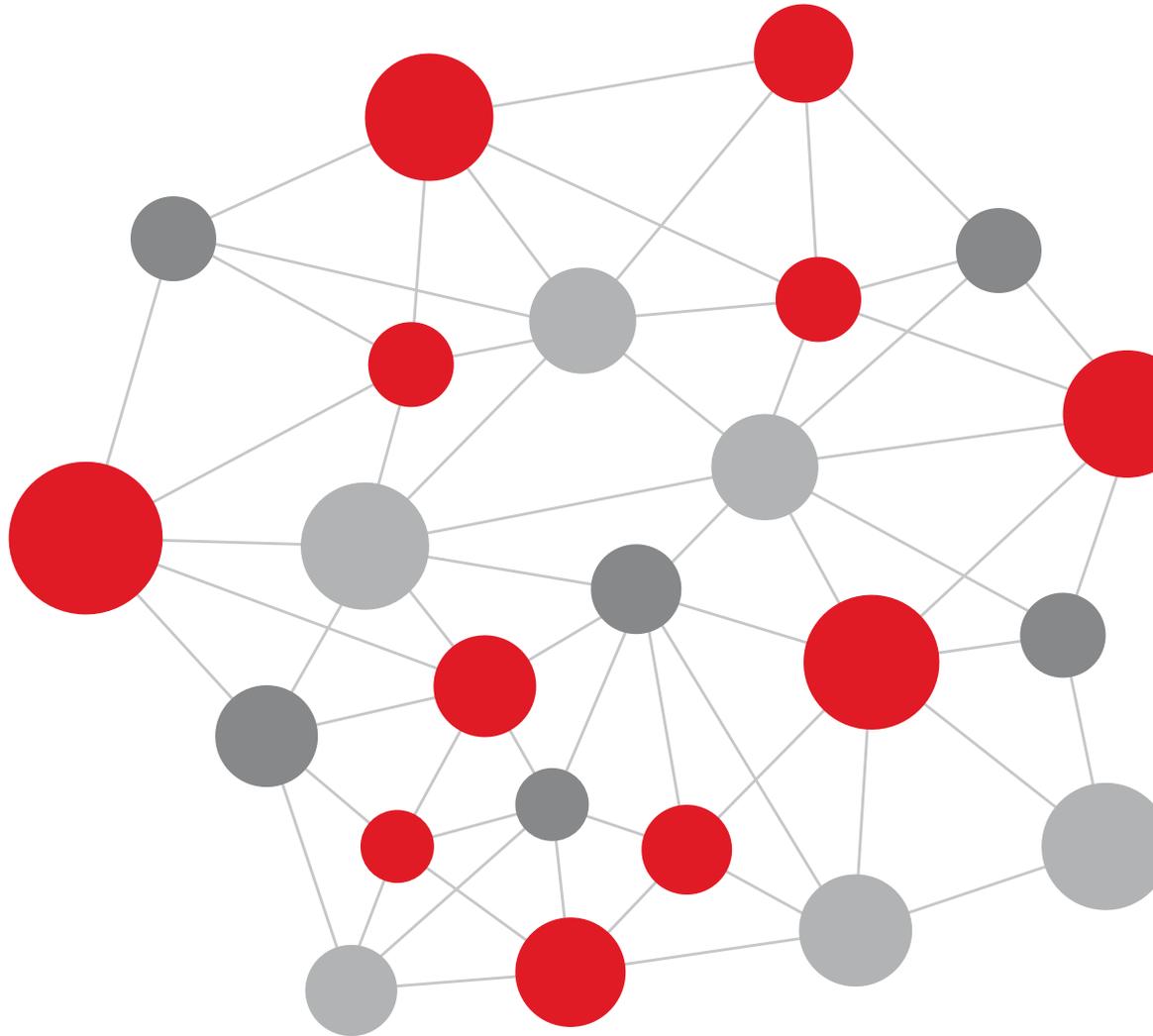


# OXID

eshop enterprise b2b edition



## THE E-COMMERCE SOLUTION FOR B2B MANUFACTURERS AND WHOLESALERS

[oxid-esales.com](http://oxid-esales.com)

## AWARD WINNING – OXID ESHOP ENTERPRISE B2B EDITION



“The digital transformation of Praxisdienst had the common objective to create a unique digital shopping experience. This made the traditional catalogue retailer the leading online player in the medical sector. We are of course very proud that we have been presented the award for **Best German B2B Shop** for this.”

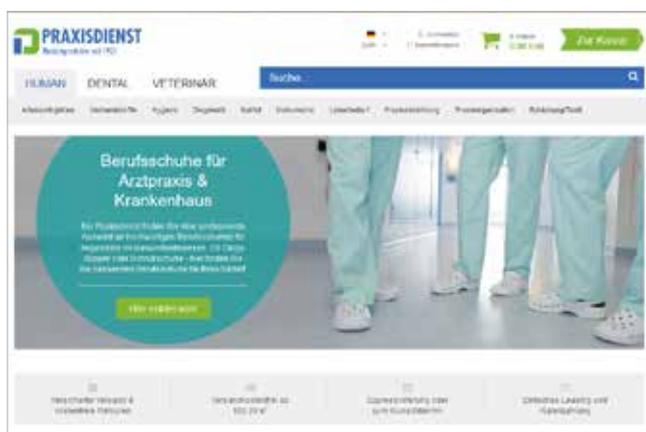
Claus Biedermann, Managing Director, dotfly.



## THE FUNCTIONS AT A GLANCE

- + **Comprehensive multi-shop and mall functionality** for efficient internationalisation and integration of subsidiaries and business partners.
- + **State-of-the-Art Shopping experience** allowing for targeted marketing and sales campaigns.
- + **B2B Best Practise** such as multi-user accounts with defined roles and rights, budgets and approval workflows.
- + **Personalized and Customer-specific** product ranges, catalogues and prices with favourites and order lists that can be inherited for recurring orders.
- + Integration into customer-specific order systems with **open interfaces** to most Enterprise systems (ERP, PIM, CRM, CMS via OCI or Web Services).
- + **Desktop-independent access and multiple touchpoints** (placing orders via barcode scanners or mobile devices)

## B2B IS SO MUCH MORE THAN NET PRICES



Award-winning B2B shop of Praxisdienst GmbH & Co. KG.



Consistent focus on customer service and first-class product data

The e-commerce business volume has become a relevant factor for the B2B sector for quite some time. Many companies integrate their online commerce deeper into their business strategy once the test phase has been completed successfully. This means much more than offering net prices. **Because B2B customers expect maximum service with minimum effort from an online platform.**

### > SCALABILITY AND MODULAR EXPANSION

As B2B online commerce grows requirements increase. Quick setup of new sales channels, nationally and internationally, is vital. Because expanding the business volume, e.g. by extending the product range or tapping new market segments, needs a platform that can grow economically using a modular approach.

### > SIMPLIFYING PROCESSES BY SEAMLESS INTEGRATION

Customer demand for highly automated processes defines the requirements for the e-commerce platform. Deep integration of the online order system into the technical infrastructure is the key to success. More particularly, customised product range and price management via ERP systems such as SAP® are paramount. Automatically triggering orders from the existing customer systems saves additional time and costs.

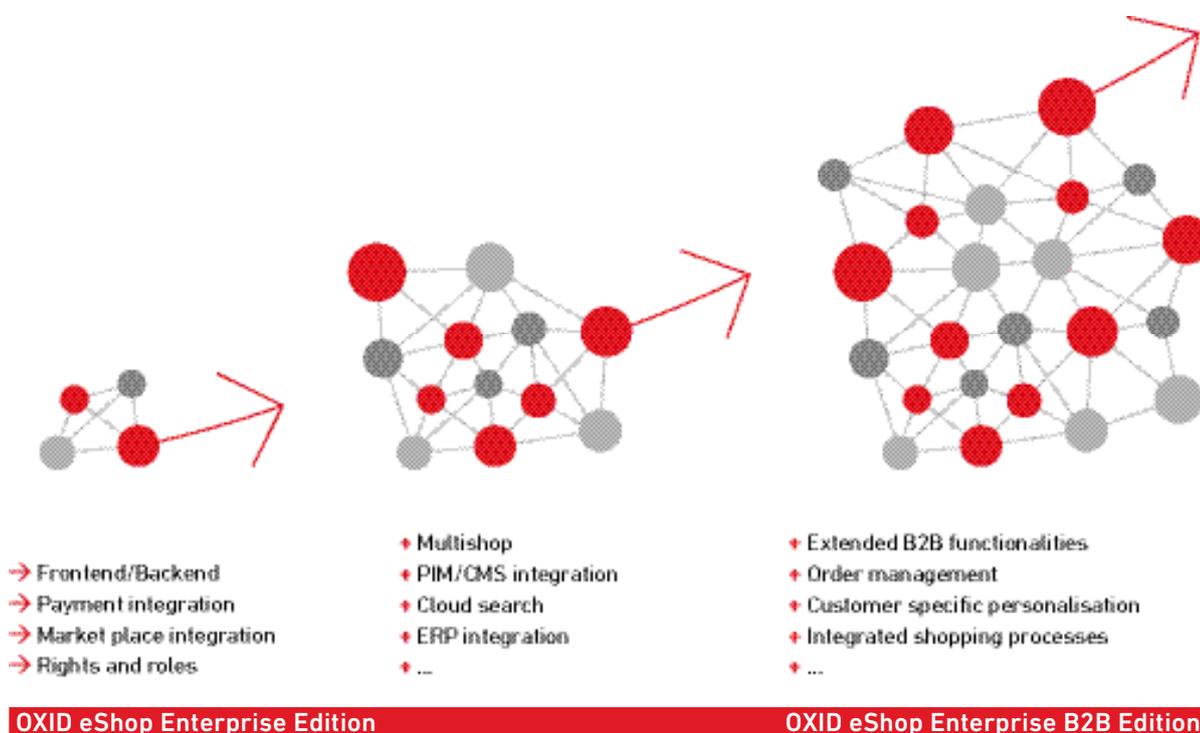
### > UNDERSTANDING AND MAPPING PROCESSES

Many organisations appreciate the self-service options available when ordering online. These options offer more independence and convenience to the B2B customer. Profound knowledge of the shopping process is the basis for configuring the order services. And it is precisely the exact mapping of budget management and approval processes that adds to a smooth shopping experience on the customers' side.

### > SHOPPING EXPERIENCE AND USABILITY

Convenient order processes in the B2B market mean aligning the shop to the B2C commerce scale. Especially products requiring explanation need a superb presentation that is easy to understand. User-friendliness and a consistent brand profile ensure customers can purchase for their business with top convenience.

**SMART. ECONOMIC. STRONG.**



**> B2B BEST PRACTICE**

Tailored to the requirements of corporate customers, the OXID eShop offers preconfigured functionalities that simplify the purchasing process. Some customers for instance may have their own budget which needs to be mapped at shop level. Of course, processes like these are based on the data stored in the ERP system, e.g. individual prices and purchase conditions.

**> GROWTH ON-BOARD**

The OXID platform is the optimal support for your business plans. Its modular structure and the high degree of scalability permit unlimited growth. The demonstrably best time to market means your shop goes live significantly earlier. Thanks to the consistent multi-shop functionality, internationalisation of the business or integration of subsidiaries can be implemented very easily and effectively.

**> ACCESSIBLE ANYTIME**

Orders can be triggered independent of location and time and adapted to your customers' situation. Whether conventionally via PC and barcode scanners in logistics or remote and mobile via smartphones and tablets, the OXID platform is available where your customers need it. So you are best prepared for omnichannel commerce.

**> TOTAL CONTROL**

There is no need for compromises when it comes to the reliability of your online order system, in operations as well as in your business processes. Thanks to the pre-certification through Trusted Shops, the OXID platform offers customer security ex works. Your compliance management will be more than satisfied with how to manage roles and rights.

## B2B FEATURES AT A GLANCE

### INCREASE PROCESSING EFFICIENCY

#### > GROUPED ORDERS

- + Grouping several individual orders to bulk orders
- + **Benefits and saving** delivery costs in logistics
- + Scales of discount

#### > SCHEDULED ORDERS

- + Automatically triggering an order for the required date
- + Configuration of the order series
- + Follow-up function
- + Reminder function

#### > FAST ORDER FUNCTION

- + Generation of individual order lists for orders recurring at irregular intervals
- + Ordering using the article number
- + Data input with auto suggest
- + Uploading CSV order lists

### BENEFIT FROM REAL SERVICES

#### > SERVICES

- + Offer product-related services, warranty, etc. directly in the shopping basket
- + Enhanced cross/upselling options

#### > OFFER ENQUIRIES

- + Customer-specific order generation via customer account
- + Enquiries from customers directly in the shop
- + Offers independent of the shop articles

### CUSTOMER STRUCTURES MADE FLEXIBLE

#### > SELF-MANAGEMENT

- + Management of rights and roles
- + Users/user groups
- + Management of purchasing structures
- + Control of customer accounts

#### > APPROVAL PROCESS

- + Definition of order authorisations
- + Configurable business rules
- + Shopping basket can be saved
- + Management of recurring orders

#### > BUDGETARY CONSTRAINTS

- + Flexible limits per shopping basket or per time period
- + Full cost control
- + Release processes based on the purchaser's budget

#### > CUSTOMER-SPECIFIC CONDITIONS

- + Prices/catalogues for individual customers
- + Purchasing conditions can be inherited
- + Placing campaigns, banners, promotions based on target group

### FURTHER BENEFITS

- + Numerous **connection options** to third-party systems (ERP, CRM, PIM, etc.)
- + Turn your shop into a **business card for clients and partners** and an **internal know-how portal**
- + **Full support** of B2C functionalities

## Your OXID eSales contacts

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**More information about the OXID platform**  
can be found on our website:

[oxid-esales.com](http://oxid-esales.com)

## References

