

OXID Platform Features

COMMERCE ARCHITECTURE
#SUSTAINABILITY

oxid-esales.com

Software has to follow your business model, not the other way around. With market success, growth pains and scalability issues are soon to follow. This is the moment of truth to realise, that it is not the initial purchasing price that matters, but the Total Cost of Ownership (TCO). The OXID Platform is designed for top performance in scenarios of high load and high availability; from 1,500 sub-shops and international group structures to specialised POS solutions, on-premises or in the cloud – you name it!



“FOR A PRICE DECISION, THE COMPETITION AND CUSTOMERS AS WELL AS COSTS HAVE TO BE CONSIDERED.”

Hermann Simon, Economics Professor and Consultant



THE MOST EFFICIENT MULTI-SHOP CONCEPT IN THE MARKET

- + Up to 1,500 sub-shops per system
- + White label solution
- + Master and sub-shops can have their own domain/URL
- + Item data can be inherited by each sub-shop and given defined rights
- + Each sub-shop can add own articles
- + A shop contains merged data of several sub-shops
- + Master shop categories are available to sub-shops
- + Configurations relating to discounts, payment methods, shipping costs etc. can be used by the sub-shops
- + Individual debtors can be assigned to each sub-shop
- + Content such as Terms and Conditions, customer information and CMS pages can be managed by each sub-shop independently
- + User management/login can be applied by mall or to each sub-shop individually
- + Scenarios: several independent and separate sub-shops, master shop with inheriting sub-shops, super shop as a mall concept with shared data base but individual front-ends and integration



SCALING PROCESSES: RIGHTS & ROLE MANAGEMENT

- + Assigning payment methods to countries and/or user groups
- + Conditional approval depending on shipping zones, customers/new customers or goods value possible
- + Optional calculation of shipping costs always for individual items or for the entire shopping basket
- + Recording tracking URLs for services offered by shipping providers
- + Constant shopping basket preview
- + Mixed shopping basket (digital and physical goods)
- + Graphical interface to manage rights and roles in the admin interface
- + Definition of rights for the management of different work structures (e.g. “Editorial staff”, “Product Manager”, “Accounting Department”,...)
- + Allocation of groups or individual users to roles
- + Back-end rights allocation concerning menu structure and tabs (full access, read-only, no access)
- + Access rights for users and user groups to items or categories
- + The shop's rights management regulates access rights in the shop front-end for user groups (e.g. “See long text”, “Place in shopping basket”...)
- + OCI punch out
- + Self-management for customers (configurable business rules, budgets, information archive)
- + B2B2X support
- + Bi-directional offer function (record an item, give it a reference number and place it as an offer enquiry or create a customer-specific offer and allocate it to customers)

A reliable business network is not just for establishing the right connections. It also here to support when help is needed. Numerous agencies among the German top 100 are OXID partners. At the same time, it's important to build and maintain central know-how internally. With the OXID Academy, project consulting and comprehensive developer documentation, we hand over the reins to you.



“POOR MANAGEMENT CAN INCREASE SOFTWARE COSTS MORE RAPIDLY THAN ANY OTHER FACTOR.”

Barry W. Boehm, Software Engineer,
Inventor of the COCOMO Method and Barry Boehm Curve



A SUSTAINABLE CONCEPT FOR FUTURE CHALLENGES

- + Varnish Reverse Proxy
- + Memcache
- + Master/slave database support
- + Ready for operation in the Cloud
- + Open source system with a strong community
- + 100% unencrypted for stable individual planning
- + Enterprise support and professional services on demand to



RESILIENCE & PRODUCT MATURITY

- + 15 years of in-house product development with high quality standards
- + 100% transparent development, roadmap, automated tests, developer training and certification
- + Based on PHP7, MySQL
- + Modular architecture, focus on downwards compatibility and updateability
- + More than 1,000 existing modules, plugins and connectors
- + Instructions for module development and certification
- + Administration tools as an online interface
- + Cache Manager to implement different caches
- + Diagnostics tools to read information about system environments, installed modules and PHP configuration
- + Detailed context-sensitive online help
- + Back-end logging of changes applied
- + Database import/export (CSV)
- + Ready for database clustering (optional, on demand)
- + Certified Plugins to the most popular ERP systems (AX, NAV, SAP) as well as special industry solutions (ALEA, PRODATIC)
- + Generic best practise integration for sector-specific standards in ERP, PIM, and other third-party systems

The classic make-or-buy decision is an issue in e-commerce, too. We appreciate this and share our code with you and our open source community for individual development and innovative projects. At the same time, our product management and core development focus on modularity and downwards compatibility with a transparent roadmap. So you can rely on the stability and speed of best practise e-commerce – from day one.



“90% OF COMPANIES STATE THAT INTEROPERABILITY AND INNOVATION WERE INCREASED, THANKS TO OPEN SOURCE SOFTWARE EFFICIENCY.

IN 2016, 65% OF COMPANIES SURVEYED INCREASINGLY RELIED ON OPEN SOURCE SOFTWARE.”

Black Duck Software, North Bridge,
10th Future of Open Source Survey



READY FOR MARKETING CHALLENGES

- + OXID eShop Flow Theme (bootstrap-supported, fully responsive design for the perfect display on mobile end devices)
- + Responsive and mobile templates
- + Shopgate, shopping apps
- + Selection of popular widgets for landing pages such as sliders, item boxes, headers, actions...
- + Simple creation of powerful widgets (display in the front-end and input masks in the back-end)
- + Direct access to the shop's database
- + Complete freedom of design in content creation



ADAPTABLE DESIGN

- + Personalisation option
- + Navigation menus can be freely configured
- + Template override system. Allows the use of own themes, without the having to edit delivered template files
- + Items and categories can be assigned to alternative templates and individually designed in this way
- + Page templates contain exchangeable snippets in order to change only particular parts of a page
- + Transparent order process in 4 steps
- + Pre-certified with the Trusted Shops Seal of Approval
- + The entire shop theme can be exchanged
- + Theme-specific settings (image sizes, functions, display)
- + Migration and upgrade concept within the OXID eShop product family
- + Modular expansion of the shop using module concept programming
- + Graphical user interface for installation and configuration of external modules

New trends and innovative approaches are most important when it comes to competitiveness. However, the following is also true: new technology alone doesn't make a business. Beyond conferences, it is mainly the security and resilience of the IT landscape and a high update speed that count. You don't have to decide between speed and safety. You can have both!



SOFTWARE MAINTENANCE IS NOT "KEEP IT WORKING LIKE BEFORE." IT IS "KEEP IT BEING USEFUL IN A CHANGING WORLD."

Jessica Kerr, Software Engineer, Speaker/Panelist



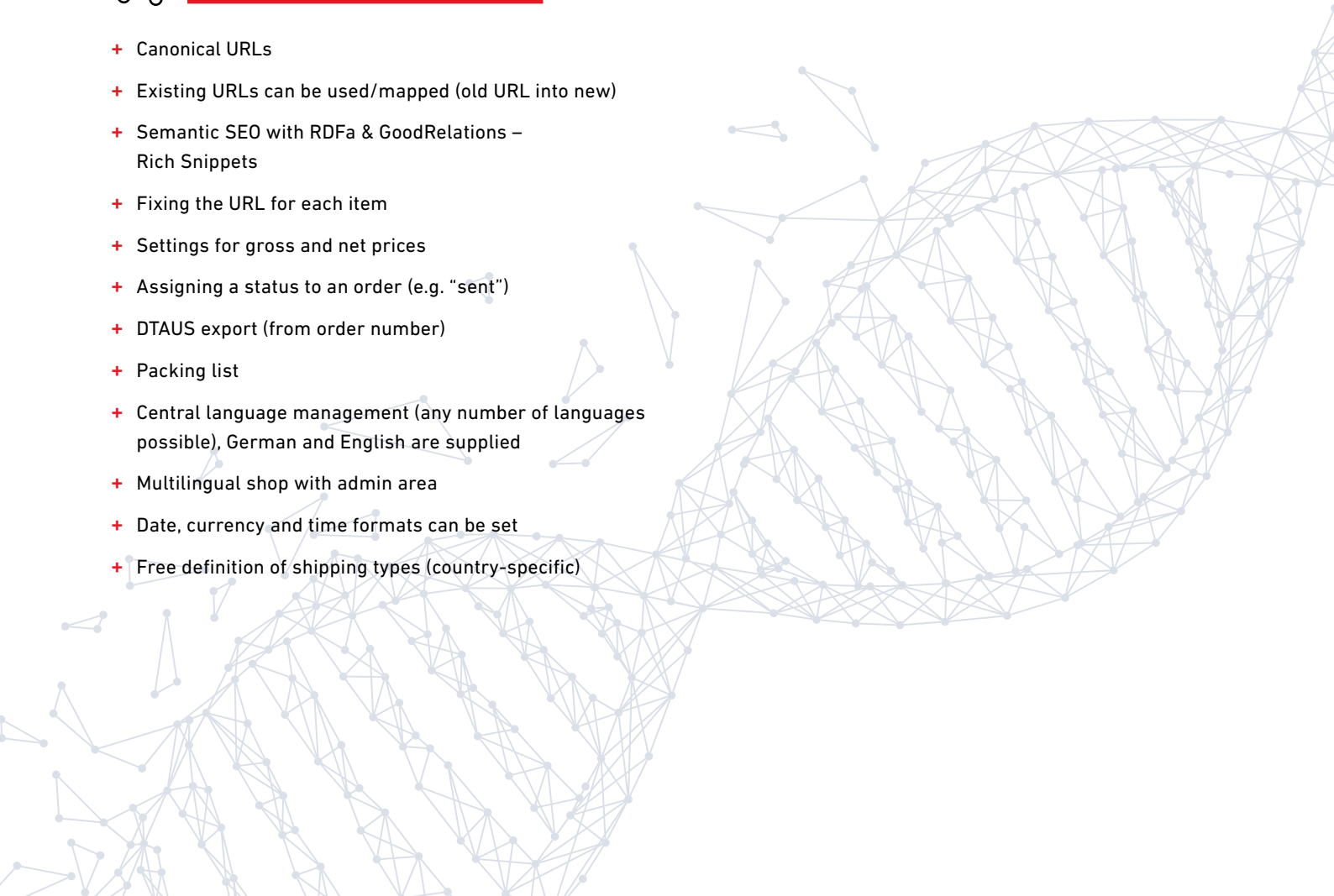
MADE TO CONNECT WORLDS

- + Canonical URLs
- + Existing URLs can be used/mapped (old URL into new)
- + Semantic SEO with RDFa & GoodRelations – Rich Snippets
- + Fixing the URL for each item
- + Settings for gross and net prices
- + Assigning a status to an order (e.g. "sent")
- + DTAUS export (from order number)
- + Packing list
- + Central language management (any number of languages possible), German and English are supplied
- + Multilingual shop with admin area
- + Date, currency and time formats can be set
- + Free definition of shipping types (country-specific)



SECURITY AND PRIVACY

- + SSL-encrypted admin interface (back-end)
- + SSL-encrypted order processing
- + Password-protected customer area
- + Customer password not visible in the admin area, but a new one can be set
- + Pre-certified by trusted shops
- + EU Cookie Directive (can be activated in the admin area)
- + LDAP authentication possible
- + Most recent database change visible in the admin area
- + GDPR-ready provided by the manufacturer



ABOUT OXID eSALES

OXID eSales AG is one of the leading providers of e-commerce solutions. Based on the OXID Platform, scalable, modular and high-end online shops for any industry and business model can be set up and operated efficiently. In the B2C segment, companies like Bitburger, Trigema, AIDA and Calida have put their trust in OXID. This comprehensive solution for B2B shop operators is used, among others, by Mercedes-Benz GTC, Magura, 3M and the German Postal Service. The modular standard software is implemented by more than 150 solution partners according to individual needs. An ever-expanding open source community provides new, market-relevant stimuli. With online shops, mobile and Point of Sale (POS), OXID eSales covers the entire multi-channel spectrum.



GO YOUR OWN WAY

From documentation and community power to training, freelancers and module certification: OXID eSales offers everything for your own rapid and future-orientated development.

Ask us about additional features of the OXID Platform:

- + CONVERSION & REVENUE
- + SCALE & GROW
- + CUSTOMER EXPERIENCE
- + CONNECTED COMMERCE



OXID DEVELOPER RESOURCES

oxidforge.org
github.com/OXID-eSales

