

OXID Platform Features

SCALE & GROW
#DIGITALISATION

oxid-esales.com

OXID has been delivering the platform for the most successful German distributors, brands and manufacturers for 15 years. We know: change is the only constant in e-commerce. Particularly in the mid-sized sector, quick action and experimenting are important and to act with sound judgment. Innovation is not an end in itself. It has to be integrated seamlessly into the business model.



CHANGE IS EASY. IMPROVEMENT IS FAR MORE DIFFICULT.

Ferdinand Porsche, Automotive Engineer and Founder of Porsche car manufacturer



RE-THINKING BUSINESS – OPEN FOR THE NEXT GENERATION

- + Direct to consumer, B2B + B2C = B2B2C
- + Servitization
- + Industry 4.0
- + AI, Machine Learning
- + New interfaces, Voice, AR, VR
- + Staying flexible, for an omnichannel brand experience



MASTERING CHANNELS

- + OXID eShop Flow Theme (bootstrap-supported, fully responsive design for the perfect display on mobile end devices)
- + Responsive and mobile templates
- + Shopgate, shopping apps
- + Fully multi-channel enabled (OXID eShop POS)
- + Social media plugins and modules can be freely chosen
- + Personalisation option

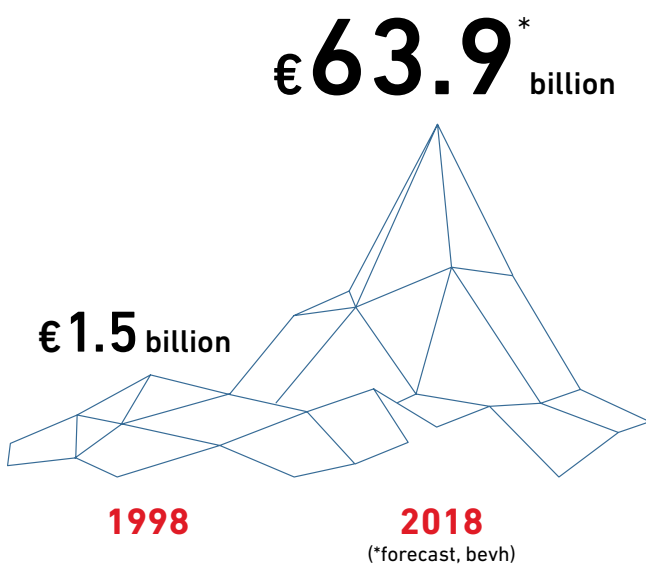


TARGET GROUPS AND MARKETS

- + 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",...)
- + 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"...)
- + Approval processes/workflows
- + Customer-specific information (prices, stock, conditions and catalogue views)
- + Automatic offer creation
- + B2B2X support

Growth is mandatory. E-commerce turnovers continue to increase rapidly. Success is defined by scaling: only those who grow more quickly than the market, will win. Those who stagnate, will lose market shares. Your 5-year plan needs a safe and stable foundation – and the short-term option to scale flexibly.

B2C COMMERCE – ANNUAL TURNOVER



GERMAN E-COMMERCE HAS BEEN GROWING EXPONENTIALLY AND, AS THE ONLY TRADE SEGMENT, IN DOUBLE DIGITS FOR 20 YEARS. IN 2019, IN B2B ALONE, A TURNOVER OF €46 BILLION IS EXPECTED.

Forecast: Arthur D. Little



BEST PRACTICE VENDOR SETUP

- + An unlimited number of items and item attributes
- + Maintenance of digital products as downloads (software, MP3...)
- + Additional information files for each item as a download (e.g. PDF)
- + Individual prices for customer groups per item (price for Group A, B, C)
- + Product individualisation using customer-specific input of text during the product order process
- + Mass data processing using batch functions
- + Basic price calculation (displaying a quantity for each quantity unit), packaging units
- + Configurable import/export of item data (CSV)
- + An unlimited number of categories:
 - / Any depth of sub-categories and nesting
 - / Several categories can be assigned to an item (the main category can be defined for each item)
 - / Categories can also be defined via prices (e.g.: show categories with all items from €10 to €30)
 - / Categories can be deactivated or hidden
 - / Optional information about the category (image, long text, short text, display of sub-categories)
- + An unlimited number of variants:
 - / Multidimensional variants, e.g. size and colour
 - / Separate stock per variant
 - / Product information can be passed down from the main item to the variant, can be optionally edited per variant (e.g. item number, price, images, description)
- + Customer groups can be defined (e.g. wholesalers, end customers etc.)
- + Automatic group allocation of customers depending on turnover is possible
- + Several admin users can be managed (one admin user is a user accessing the shop back-end)

There is no sure formula for digital transformation. "Digital" is an attitude. Your focus and projects are as individual as your strategy. Whether group transformation or an innovative speed project: a modular design and backwards compatibility keep the total cost of ownership (TCO) low.



CUSTOM E-COMMERCE

- + Administration tools as an online interface
- + Cache Manager to implement different caches
- + Detailed context-sensitive online help (user & developer)
- + Database import/export (CSV)
- + Ready for database clustering (optional, on demand)
- + 100% unencrypted software based on PHP7, MySQL
- + OXID user and developer documentation
- + Complete compliance with the shop style (keeping the corporate design)
- + Shopping worlds with direct access to the shop's database
- + Complete freedom of design in content creation with individual widgets and templates
- + 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
- + 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
- + Developer SDK to jump-start the OXID eShop development (Virtual Machine, Module Generator, developer tools)

TIME-TO-MARKET – THE MOST IMPORTANT KPI IN THE GROWTH PROCESS



SECURITY AND STANDARDS

- + SSL-encrypted admin interface (back-end)
- + SSL-encrypted order processing
- + Password-protected customer area
- + EU Cookie Directive (can be activated in the admin area)
- + Shipping costs can be flexibly configured depending on country, customer, customer group, quantity, size, weight, price, category, user, item, minimum order value
- + Pre-certified with the Trusted Shops (Seal of Approval, Evaluation, Buyer's Protection, Trust Badge)
- + Option before ordering: Login, purchase without registration or new registration
- + Assigning payment methods to countries and/or user groups
- + Surcharge/discount (e.g. cash on delivery, cash discount)
- + Definition of shipping methods: e.g. abroad – EU only for specific user groups; or express delivery only for credit card payments
- + Persistent shopping basket preview
- + Mixed shopping basket (digital and physical goods)

Dare to cross borders! Digital trends, technologies and trade are not limited to national boundaries. And it is not just markets that open up. Business models, too, connect more efficiently at an international level. OXID's quick time-to-market and scalability keep all options open for you.



READY... SET... GO GLOBAL!

- + 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)
- + Automatic allocation of consecutive order, customer and invoice numbers
- + Syntactic VAT ID check
- + VAT ID check via VIES (VAT Information Exchange System of the European Union)
- + VAT-free delivery depending on the target country
- + VAT can be allocated depending on category or item
- + VAT ID number check applied to trade inside Europe
- + Settings for gross and net prices
- + VAT rules relating to customer groups, product/ additional costs, countries and VAT ID number check
- + Automated sending of order receipt confirmation, can be edited using Smarty variables
- + Assigning a status to an order (e.g. "sent")
- + Creating PDFs (invoice and delivery note)
- + DTAUS export (from order number)
- + Packing list

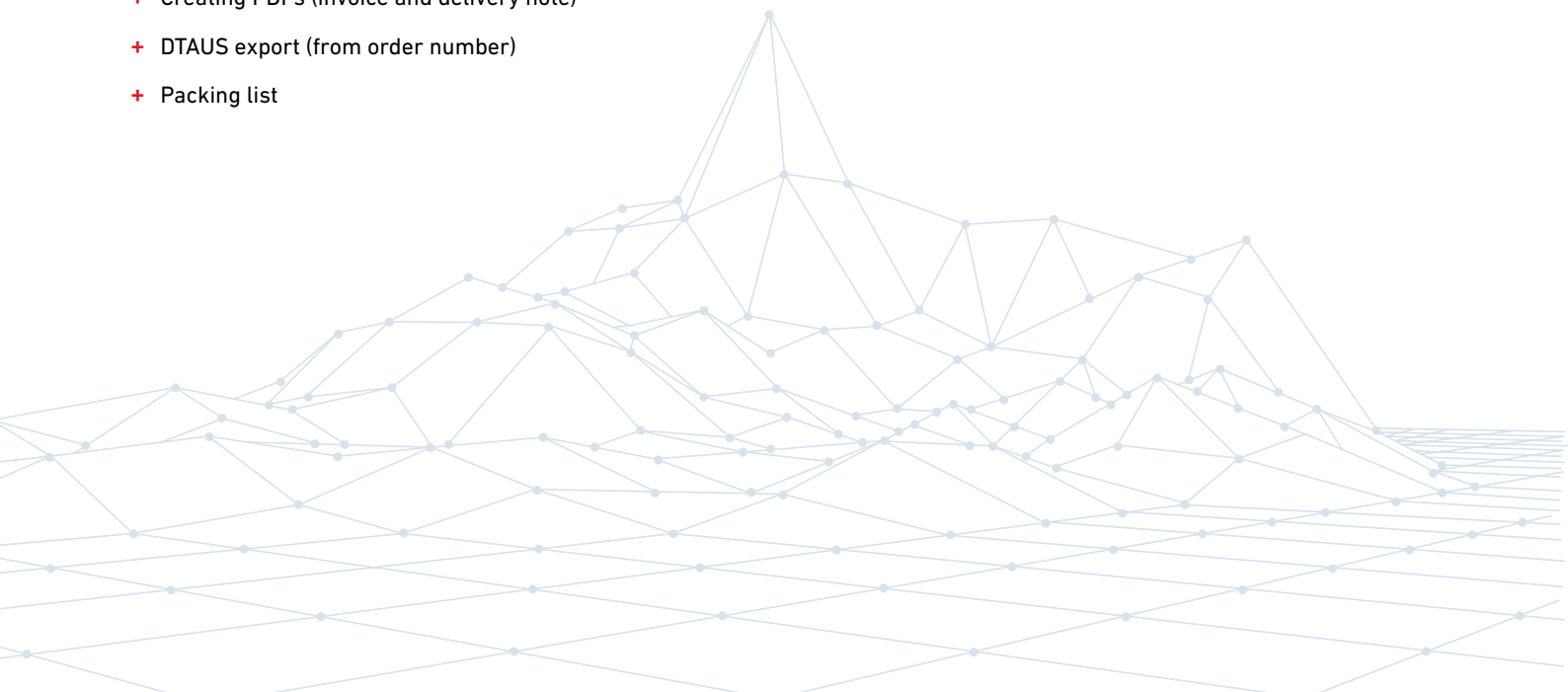
THE GLOBAL FORECAST FOR B2C E-COMMERCE UNTIL 2021 IS A 2-DIGIT GROWTH; OF THAT, APPROXIMATELY 50% IN PACIFIC ASIA.

01/2018 – "Global B2C E-Commerce Market 2018" report



SCALING SUCCESS

- + Varnish Reverse Proxy
- + Memcache
- + Master/slave database support
- + High-performance and scalable in the cloud
- + Up to 1,500 sub-shops per system
- + White label solution
- + Master and sub-shops can have their own domain/URL
- + User management/login can be applied by mall or to each sub-shop individually



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
- + CUSTOMER EXPERIENCE
- + COMMERCE ARCHITECTURE
- + CONNECTED COMMERCE



OXID DEVELOPER RESOURCES

oxidforge.org
github.com/OXID-eSales

