

OXID Platform Features

**TEAM COMMERCE**  
**#EXPERTISE**

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

Artificial intelligence, smart home, industry 4.0, machine commerce, platform and network models, and emerging markets: We don't know exactly what trade will look like in the future. But from our experience, we have a very good feel for the opportune moment of change. In addition, we work on a platform that allows you to be quick and flexible – every day. This is how we can shape the e-commerce of tomorrow together.



## **“I SKATE TO WHERE THE PUCK IS GOING TO BE, NOT TO WHERE IT HAS BEEN”**

Wayne Gretzky, ice hockey legend



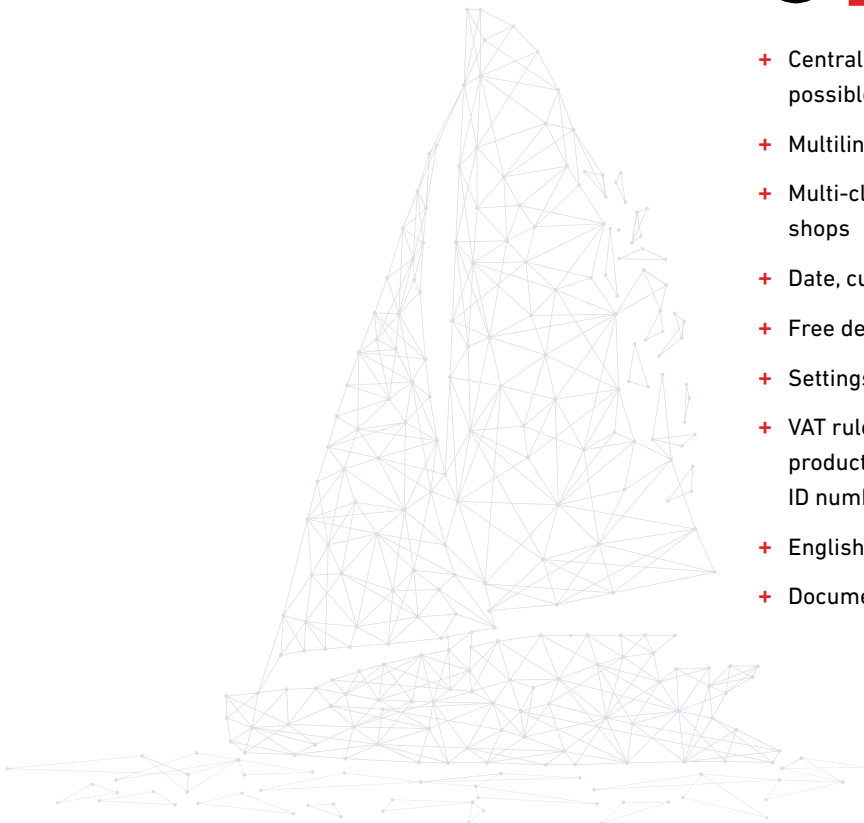
### **PROGRESS THROUGH FOCUS & INNOVATION**

- + “AI commerce” and personalisation
- + Omnichannel and full POS integration
- + Industry 4.0 and Smart Logistics prototypes
- + Trend & community conferences and think tanks
- + OXID advisory
- + Cloud and As-a-Service offering
- + Solution for platform concepts
- + Optional business cases,  
e.g.: additive manufacturing (3D printing)



### **READY FOR INTERNATIONAL BUSINESS**

- + Central language management (any number of languages possible); comes with German and English
- + Multilingual shop and admin panel
- + Multi-client system: easy provision of country-specific shops
- + Date, currency and time formats can be set
- + Free definition of shipping methods (country-specific)
- + Settings for gross and net prices
- + VAT rules relating to customer groups, product/additional costs, countries and VAT ID number verification
- + English-language support for manufacturers
- + Documentation available in English



Digitalisation and e-commerce are changing constantly. OXID technologies have been shaping e-commerce for 15 years. That's 15 years of experience for us, but above all 15 years of e-commerce success for our customers! We will guide you through all phases and growth stages of successful e-commerce development with a best-of-breed approach.



**“OXID eSALES OFFERS BY FAR THE BEST PERFORMANCE IN THE SEGMENT OF B2B ONLINE SHOPS UP TO 100,000 EURO – AND IS ACTUALLY PLAYING ONE LEAGUE AHEAD. THIS [...] MAKES THE SOFTWARE PARTICULARLY INTERESTING FOR PROVIDERS WITH GROWTH AMBITIONS.”**

iBusiness Ranking “A Comparison of Eight B2B Systems”



## THE OXID PLATFORM OFFERS A FULL COMMERCE FEATURE SET

- + Marketing
- + Promotion and conversion tools
- + Catalogue management
- + Checkout, payment and shipping
- + Order management
- + Customer management
- + International support
- + Content, e-commerce CMS
- + Mobile commerce
- + SEO
- + Search
- + Security
- + B2B
- + Multishop
- + Performance



## TRANSPARENT ROADMAP - 8 CORE VALUES

- + Optimal total cost of ownership
- + Stability and quality
- + Backward compatibility
- + Clear separation of core functionality and module system
- + Quick time to market
- + Growth concept and scalability
- + Full transparency: open source and 100% unencrypted
- + Flexibility & freedom for business model & architecture



## STRONG BRAND

- + Has stood for reliability and proven technology for 15 years
- + Representing reliability and warranty from the German manufacturer
- + An established umbrella brand that gives its partners room to shine
- + No copy/paste. Uniqueness desired!  
Out of 1000 implementations, no two are the same.



## REFERENCES

- + There's nothing we can't do. From innovative community projects to the global group solutions, e-commerce solutions have been implemented on OXID in all sectors and market situations.
- + We have won multiple awards for innovation, as a brand or as an industry leader.
- + Talk to us about your specific industry and business environment.

Choosing a system is about more than just software or technology; it is about sustainable business success. With OXID, you not only choose a product, but a whole network of services, experienced professionals, community innovations and know-how. We call it the OXID ecosystem. And it is there for you to optimally support you in every step.



**“GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY'RE DONE BY A TEAM OF PEOPLE.”**

Steve Jobs, co-founder and CEO of Apple, CEO of Pixar, visionary



## TRAINING AND CERTIFICATION

- + OXID Academy training institute
- + Presence formats in large German cities or in-house
- + User training for e-commerce managers
- + Technical training for developers and QA
- + Project management training courses
- + Developer certification
- + Speaker opportunities at internal and external events



## TECHNOLOGY PARTNERSHIPS

- + Developer channel
- + Developer community
- + Hackathons und user groups
- + Transparency and interaction in the GitHub repository
- + Interface development and support
- + Certification for platform partnerships
- + Go-to-market strategy
- + Individual collaboration from contribution to manufacturer support and core integration



## SOLUTION PARTNERSHIPS

- + Broad, complementary partner network
- + Great variety of competencies
- + Cooperation at eye level
- + Mature partner program with custom business levels
- + Close-knit exchange, personal contact
- + Strategy updates, roadmap transparency and focus groups
- + Network events, co-marketing and campaigns



Modular, flexible, tried and tested 1,000 times. The OXID platform exclusively combines best practice features that have been thoroughly tested and approved by our successful customers. Beyond the product, successful projects carried out by our customers also mean good experiences with our services and benefits and the opportunity for you to take advantage of our cross-industry expertise.



## “CUSTOMERS BUY SOLUTIONS, NOT TECHNOLOGY.”

OXID eSales credo



## THE POWER OF ECOSYSTEM

- + Open source system with a strong community
- + 100% unencrypted for stable, individual planning
- + More than 1,000 existing modules, plugins and connectors
- + Modular architecture, focus on backward compatibility and updateability
- + Enterprise support
- + Professional services as a strategic partner



## WHY AGENCIES LOVE OXID

- + 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
- + Module development training and certification
- + Administration tool 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
- + 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
- + Personalisation option
- + Pre-certified with the Trusted Shops seal of approval
- + GDPR-ready

## 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, Carl Zeiss, 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, future-orientated development.

### Ask us about additional features of the OXID Platform:

- + CONVERSION AND REVENUE
- + SCALE AND GROW
- + CUSTOMER EXPERIENCE
- + COMMERCE ARCHITECTURE



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### JOIN OUR TEAM

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