

# WELCOME !

## Actinic Premium User Club

London, March 15, 2017





## E-Commerce & Vision

*Florence Caillat*  
*VP International Sales*



OXATIS GROUP  
**ACTINIC** Experts in E-Commerce

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## Our vision

To allow all Small to Medium sized businesses (SMBs) to benefit from the great potential of E-commerce.

To put the SMBs at the same level as the big players in E-commerce:  
Innovation, performance, efficiency....sales

Adopted by more than  
**10,000 SMBs in Europe**





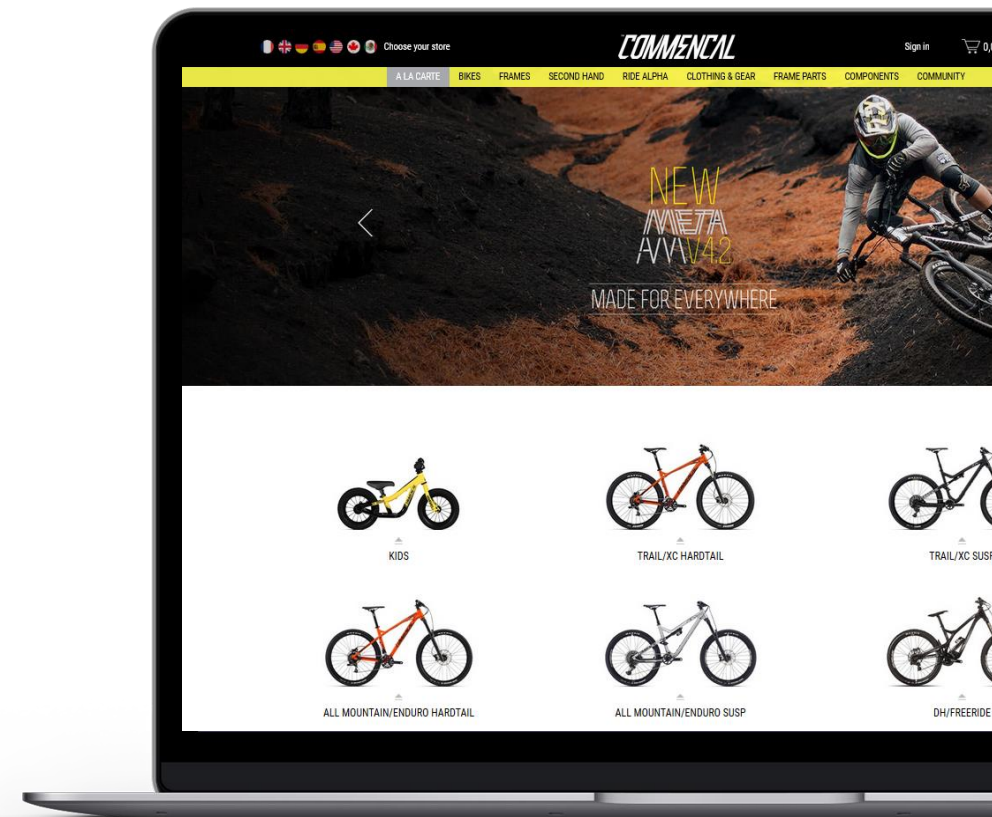
## A REAL PARTNER FOR SUCCESS IN E-COMMERCE



Professional Mountain bike specialist

- 2011: £100,000
- 2016: £10 million
- 60% from export
- 20 new employees

Multiplied its turnover by 100 in only 5 years





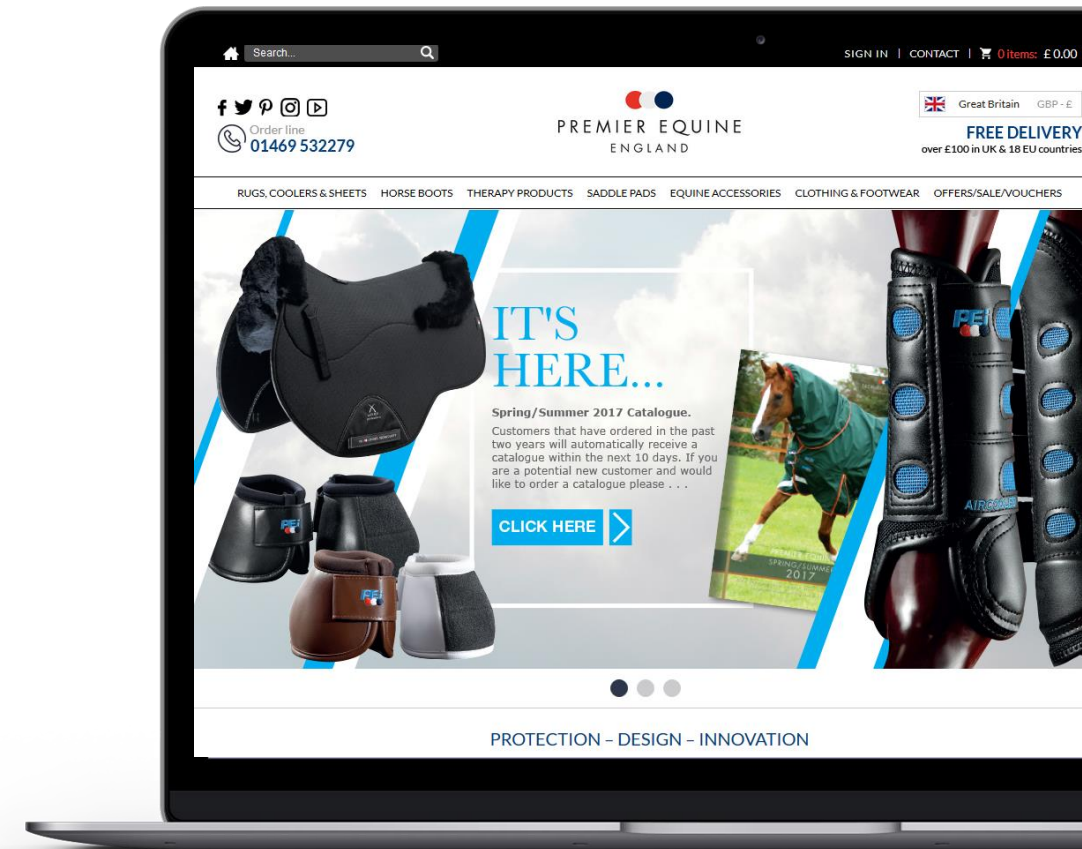
# A REAL PARTNER FOR SUCCESS IN E-COMMERCE



Specialist in equine products

- 2013: £6 million
- 2016: £13 million
- 117% Growth

More than doubled its turnover in three years



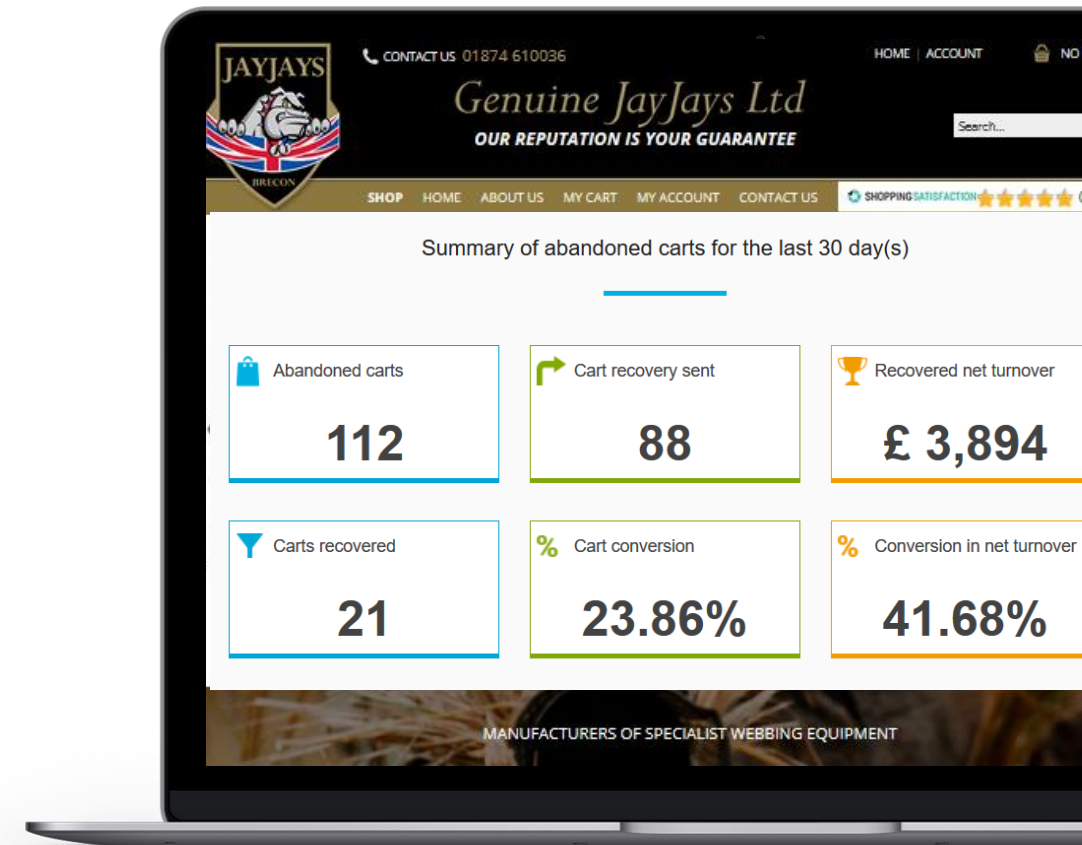
## A REAL PARTNER FOR SUCCESS IN E-COMMERCE



Military tactical material manufacturer

- 2014:
  - Turnover £119,000
  - 1252 orders
- 2016:
  - Turnover £249,000
  - 2051 orders

Doubled its turnover in only two years  
time



# E-COMMERCE IS CHANGE

## ✓ Online commerce influences the entire chain

- One-hour delivery
- Amazon sends out personalised offers to each of its customers, every day!
- Black Friday 2016: 44% of Americans purchased online, against 40% that shopped in stores

## ✓ Adaptability is key

- Provided it can adapt its strategies to customer expectations and shopping behaviour.
- Mobile commerce, click and collect, fast delivery, Chat solutions, A.I. one-click payment, new design practices...



# CONSTANT CHANGE, CONSTANT INNOVATION

## ✓ Inevitable growth

In only 5 years time

- 25% of all B2C commerce happens online,
- with an average shopping cart of less than £50, and
- customers making several different purchases per day,
- mobile as first channel
- voice recognition enabled devices (SIRI, ECHO)

## ✓ A more demanding audience

- More innovative services,
- Easy access,
- More efficiency,
- More features
- More choice!

### **OUR MISSION:**

**BACKING YOUR ONLINE SUCCESS, THROUGH  
CONSTANT INNOVATION AND SERVICE!**

## SaaS

The frame adopted by the biggest businesses  
Ongoing evolution, innovation, speed, reliability, power  
The permanent speed and availability of sites

## Features

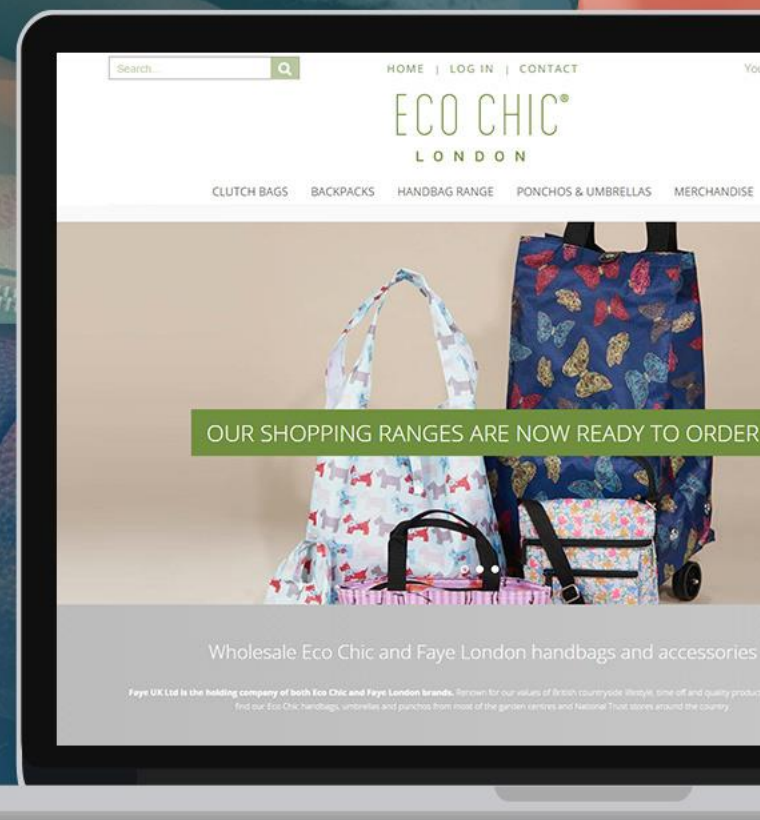
More than 400 features: Mobile/Marketplaces/Facets/Facebook  
Innovative features available without installation

## Graphics

Beauty and diversity of our shops  
Optimised conversion and customer loyalty rate

## Support

7/7 support from our experts who have contributed to the success of our sites



A high profitability on the market: 75% vs 45% (Sourcing: Actinic-KPMG | ccm Benchmark)



# Security, Innovation and Development 2017

*Marc Heurtaut- Co-founder & VP Platform Engineering*

*Matthieu Chauvin – Sales Manager UK*

## INTERESTING THOUGHT



**"It takes 20 years to build a reputation  
and five minutes to ruin it.**

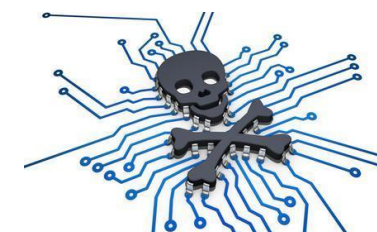
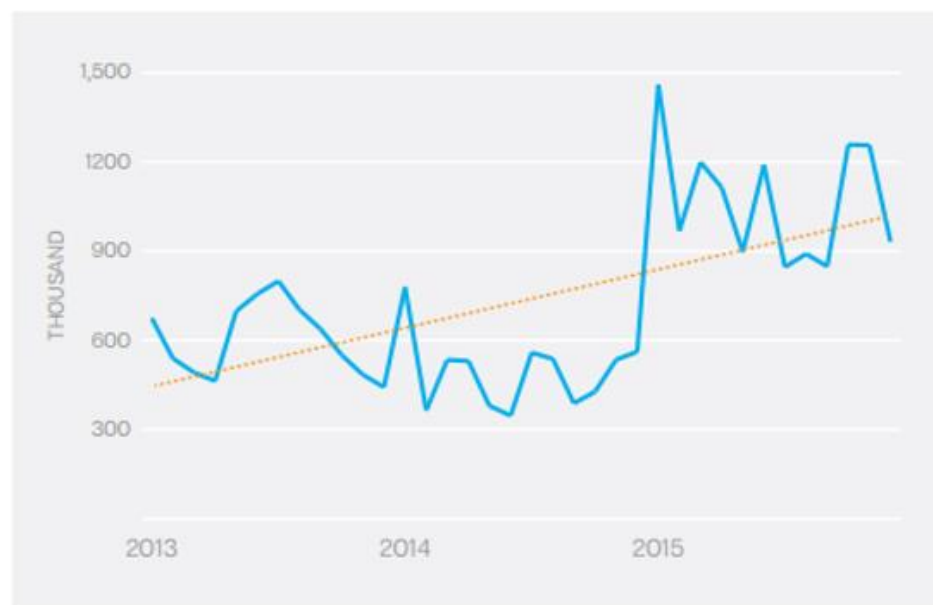
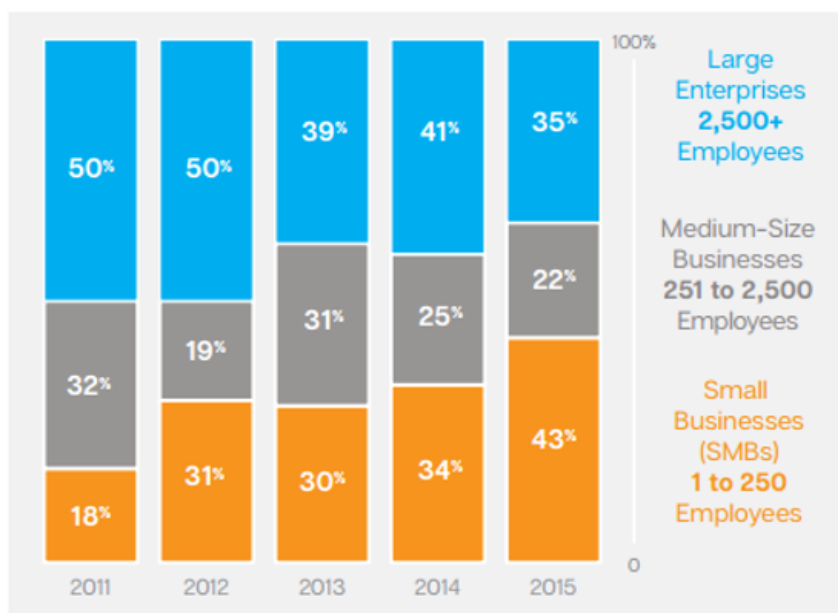
**If you think about that, you'll do  
things differently."**

**Warren Buffett**



# CYBERSECURITY THREATS

- Research indicates: **vulnerabilities and threats are on the rise!**
- New! SMBs are now the targets!**
- 2016: **76% of SMBs had to deal with some form of threat!**
- 2016: Over half a billion of personal information files pirated



## HOW DO WE RESPOND AND PROTECT YOUR SITES?

- Real-Time Anti-DDoS Protection with [Arbor Network Appliances](#)
- Intelligent Firewalls: [Total Threat Protection](#)
- Layer of [Barracuda Application Delivery Controllers](#) (ADC)
- A [team of system experts](#) on duty 24/7 supervising your security
- A [team of expert developers](#) trained for best practices
- Real-Time Backup and Off-site Backup with integrity
- Regular [pen-testing with Lexsi](#) (Orange Business Security group)



## SECURITY: THE RESULTS

- ✓ Dozens of threats stopped every day!
- ✓ No sites were inaccessible, slow or down due to DDoS in 2016.
- ✓ Zero loss of Data in 15 years.



# PERFORMANCE FOCUS

## The Premier Equine case: 100 Milliseconds

Browser →  
Internet

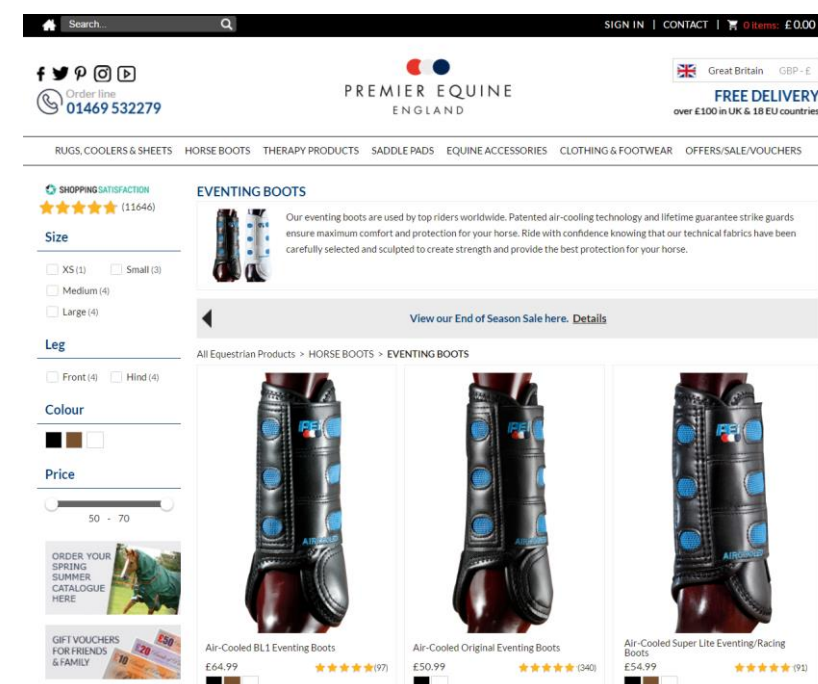
30 ms.

**Actinic**

40 ms.

Internet →  
Browser

30 ms.

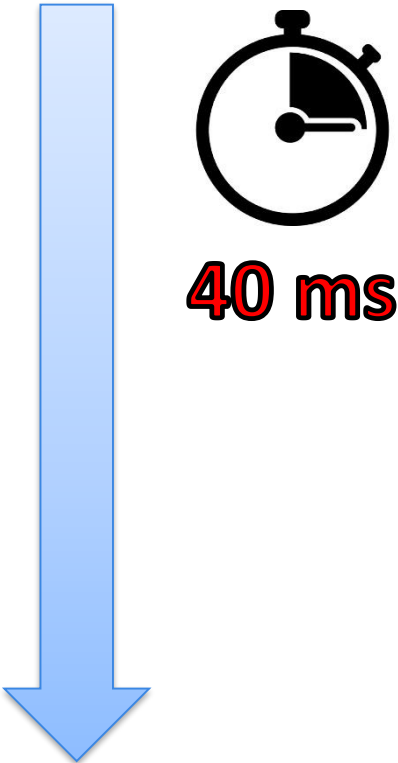




# A 40 MILLISECONDS JOURNEY

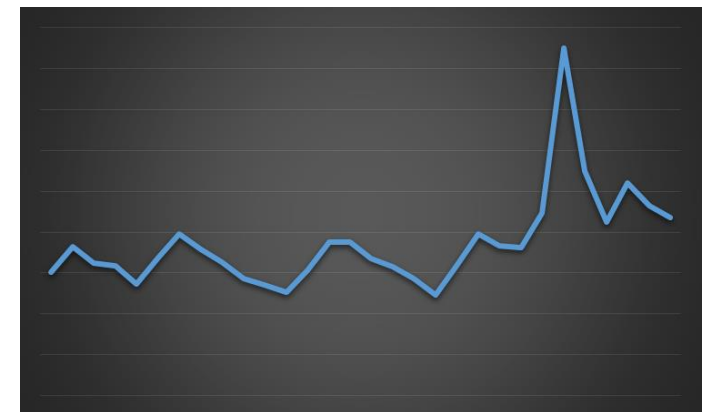
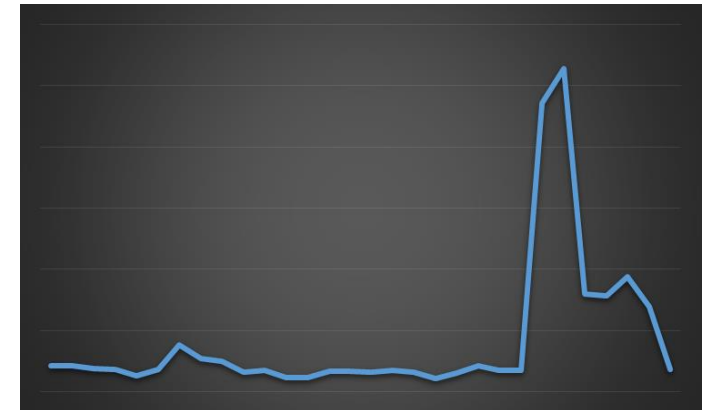


	Duration	Type	Actinic
1 - Real-Time Anti DDoS Protection	2 ms	Security	✓
2 - Firewall Layer with Threat Protection	2 ms	Security	✓
3 - Application Delivery Controller (ADC)	2 ms	Security	✓
4 - Load Balancers (SSL Offloading)	2 ms	Performance	✓
5 - Dispatch to Web Servers farm	14 ms	Performance	✓
6 - Dispatch to multiple Databases	10 ms	Performance	✓
7 - SSD Storage and fiber optics network	8 ms	Performance	✓



## PERFORMANCE RESULTS!

- Black Friday: From 400 to 4000 orders in one day!
- The infrastructure ran at only 8% of its full capacity.
- The platform can easily take on 5 times more orders.
- We've got you covered!

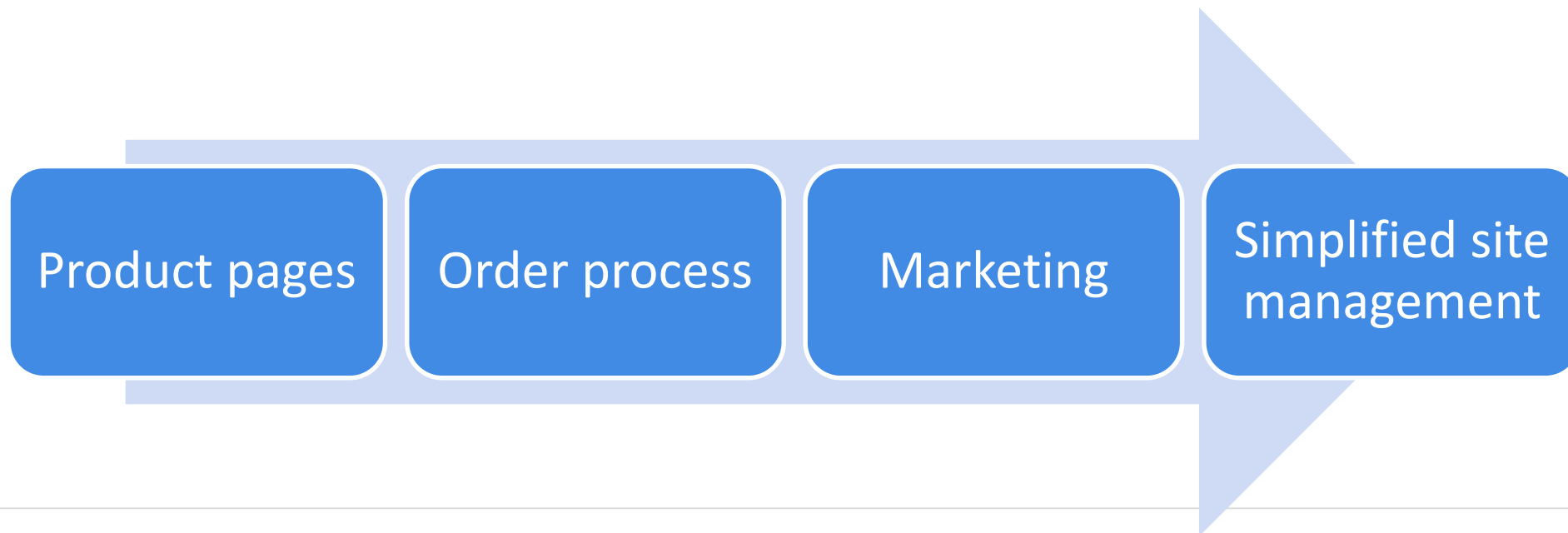




# Innovation and Development 2017

## ACTINIC R&D: 2017 INNOVATION

Focus on features that **increase** our merchants' **sales volume** and **turnover**

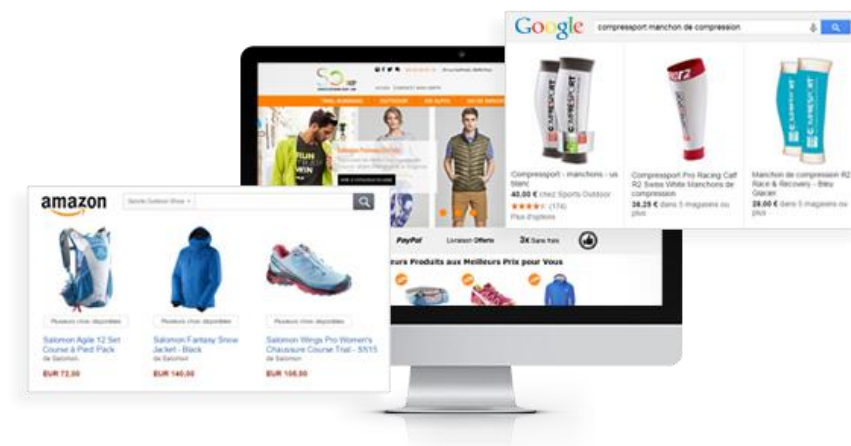




# ACTINIC R&D: 2017 INNOVATION

## ✓ Product pages

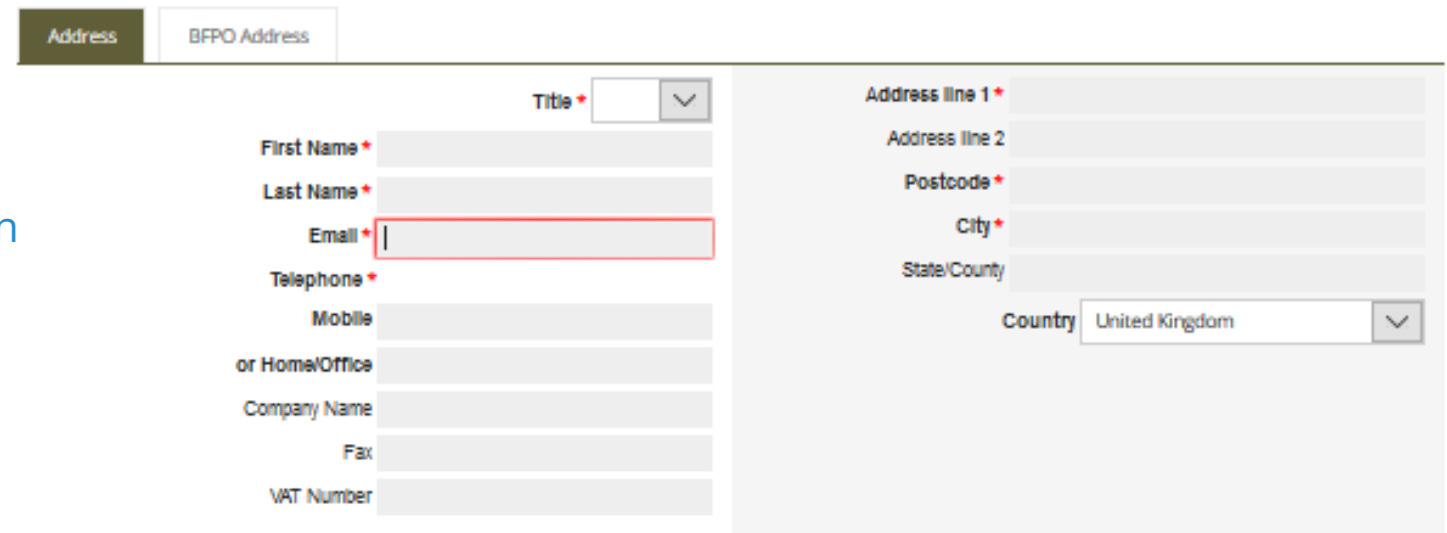
- Customisation (Templating)
- Structure (WebBlock 2.0)
- Image tag or ribbon (Discount, New, Sale)
- Better display of packs on the website and in shopping cart
- Discontinued product redirection
- Decimal quantity display (B2B)
- Simplified ranking and highlighting of items
- Stock and inventory management



# ACTINIC R&D: 2017 INNOVATION

## ✓ Order process

- Delivery
  - Address format (done!)
  - DPD Delivery Services integration
- Checkout pages
  - Guest Checkout
  - One Page Checkout
- Payment methods
  - Amazon Payments



The screenshot shows a checkout form with two tabs: 'Address' (selected) and 'BFPO Address'. The form is divided into two main sections. The left section contains personal and contact details: Title (dropdown), First Name (text), Last Name (text), Email (text, highlighted with a red border), Telephone (text), Mobile (text), or Home/Office (text), Company Name (text), Fax (text), and VAT Number (text). The right section contains address details: Address line 1 (text), Address line 2 (text), Postcode (text), City (text), State/Country (text), and Country (dropdown, set to 'United Kingdom').



## ACTINIC R&D: 2017 INNOVATION

### ✓ **Marketing**

- Mobile-first index
- After-sales customer service

### ✓ **Site management (back office)**

- User-friendly menus
- Improved gateway pages



## The Actinic User Club

*Natascha Speets – Marketing UK*  
*Matthieu Chauvin – Sales Manager UK*



# THE BENEFITS OF BEING A MEMBER OF THE ACTINIC USER CLUB

## Stay informed

- Strategic development & e-Commerce market trends
- Expert advice from Actinic experts and our partners

e-Commerce expertise

## Be the first to access and test new tools, apps and features

- Early access to our exclusive test program
- Latest products and solutions

Receive & Share

## Give valuable feedback on working with the solution

- Latest functional innovations
- Send us requests for development and stay informed

Request & Develop

# Club membership and organisation

## Membership

- No membership fee
- A registration form and charter

## Organisation

- Club President
- Private Facebook Group

## Obligations

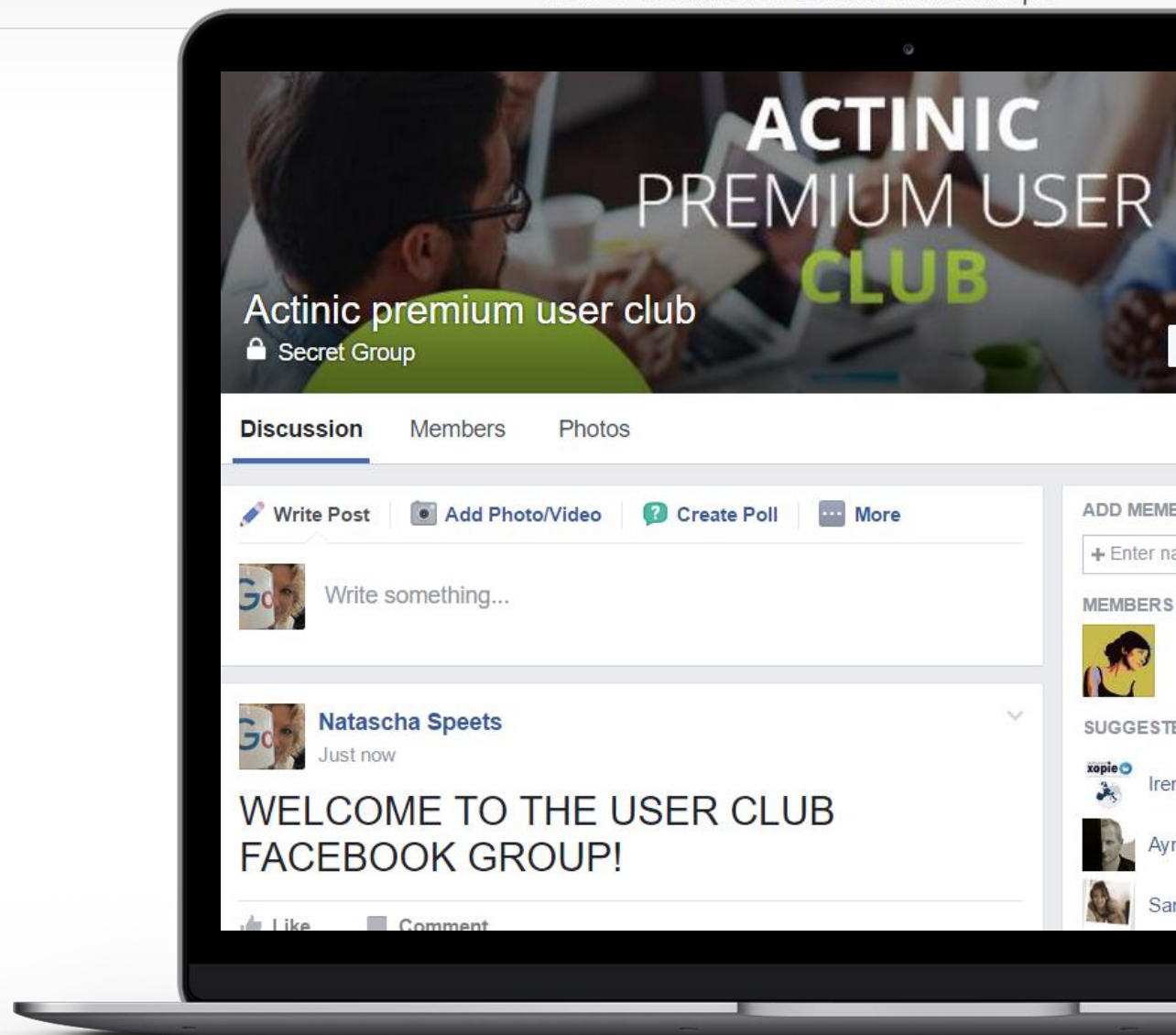
- Confidentiality
- Ambassador for Actinic

## Meetings & events

- Regular club meetings
- Club webinars

## The user club: Important!

1. Return the **signed** charter
2. Accept our **invitation** to the Facebook group
3. Book your **free training session**





The Actinic User Club

*Members*

# Christine Naysmith - BROLLIESGALORE

## Actinic website

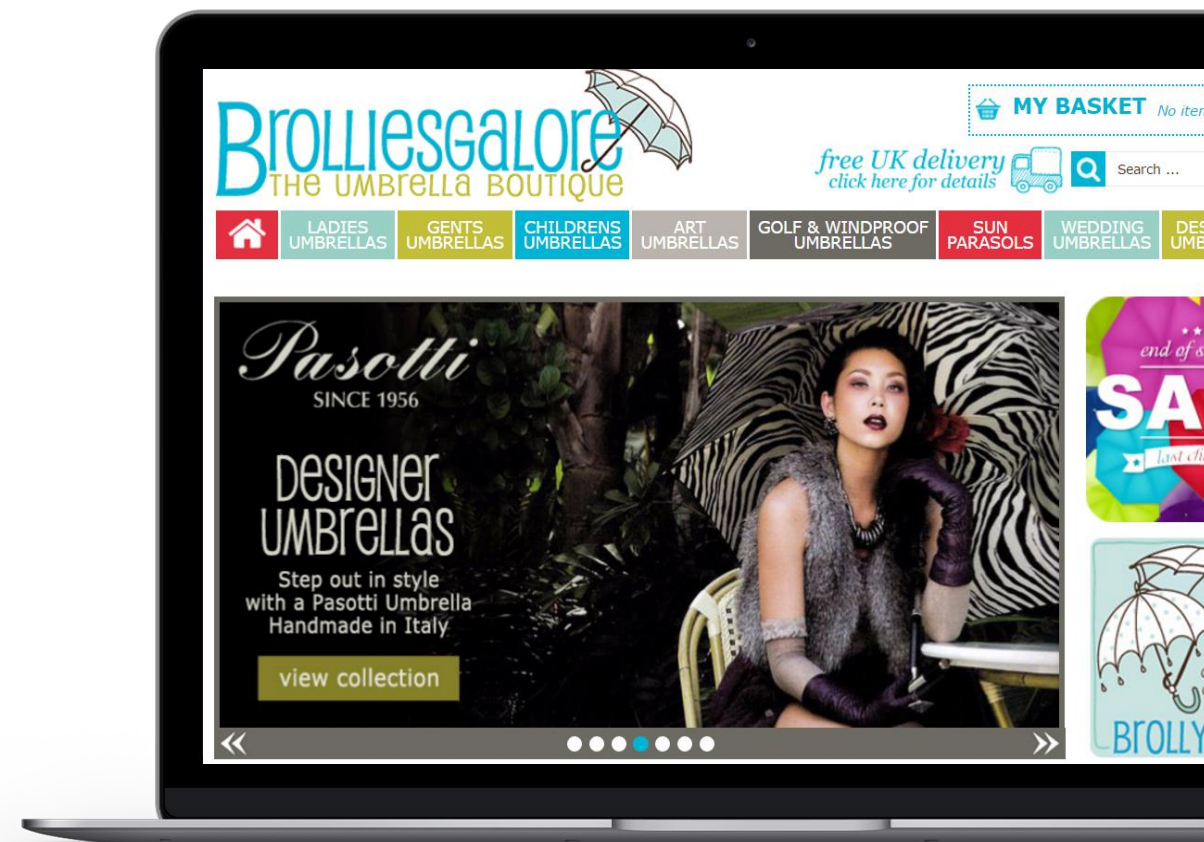
- [www.brolliesgalore.co.uk](http://www.brolliesgalore.co.uk)

## Activity

- Quality umbrella's and parasols
- 1000+ orders last December
- They've got the Duchess of Cambridge covered!

## Actinic services

- Website design
- Project management
- AdWords & SEO campaigns
- Marketing products such as eBay Ads





# Alan Jones – The STICK & CANE SHOP

## Actinic website

- <http://www.stickandcaneshop.co.uk/>

## Activity

- Specialist in a niche market
- 400+ orders per month
- Uses 5 channels for growth

## Actinic services

- Website design
- Project management
- AdWords & SEO campaigns



# Nick Powell – TROUT CATCHERS

## Actinic website

- <http://www.troutcatchers.co.uk/>

## Activity

- Fly fishing specialist
- 2500+ catalogue
- 47% of orders on eBay

## Actinic services

- Sellerdeck migration
- Website design
- Organic SEO
- Marketing products such as eBay Ads



# Trevor Cobb – KITCHENWARE ONLINE

## Actinic website

- <http://www.kitchenwareonline.com/>

## Activity

- Microwave oven and bread maker specialist
- 6000 visits a month
- 40% of orders from eBay

## Actinic services

- Website & Logo design
- Organic SEO
- Marketing products such as eBay Ads







# Tracey Parry - Techniblock

## Actinic website

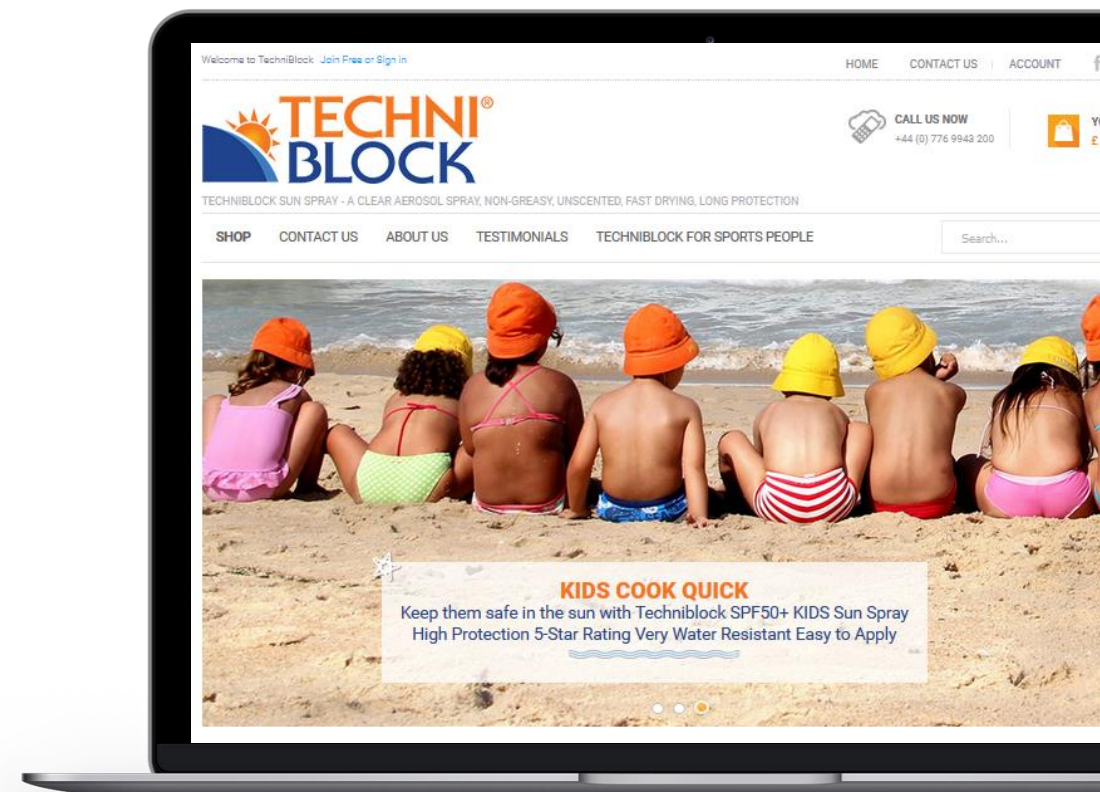
- <http://www.techniblock.co.uk>

## Activity

- Exclusive importer and distributor of Techniblock sunscreen for the UK
- Average shopping cart value £45
-  **SHOPPING SATISFACTION**  
 (80)

## Actinic services

- Website design
- SEO



# Jessica Pile – Hand & Lock

## Actinic website

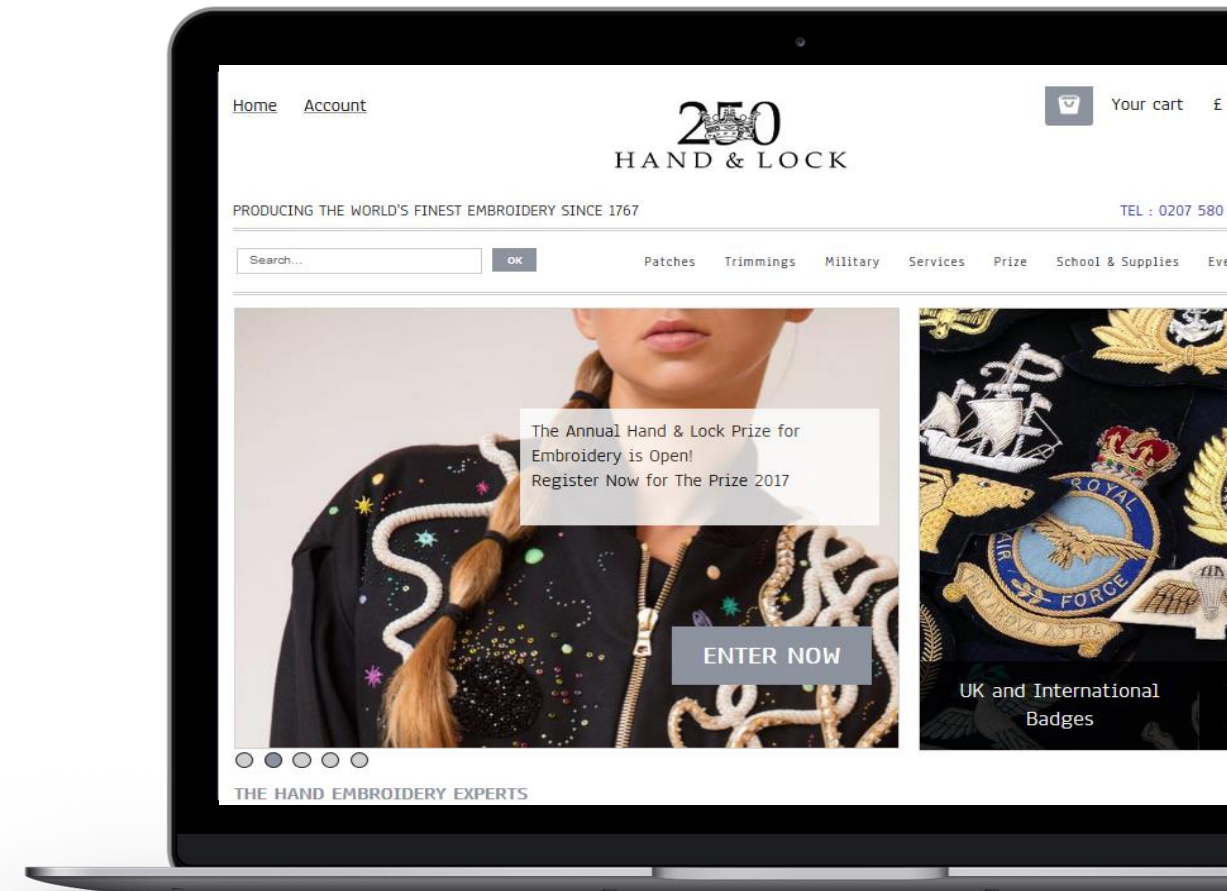
- <http://www.handembroideryshop.com/>

## Activity

- Manufacturer of the world's finest embroidery
- 100+ orders a month
- 20% of orders on mobile site

## Actinic services

- Sellerdeck migration
- Website design





## Jason Kent – Open Seas Ltd

### Actinic website

- <http://www.openseas.co.uk/>

### Activity

- Enterprise IT Solutions
- Showcase website

### Actinic services

- Website design
  - Homepage
  - Logo
  - Product pages





## Development requests

*Marc Heurtaut – R&D Director*  
*Matthieu Chauvin – Sales Manager UK*



Christine Naysmith – Naysmith Ltd

## Streamline the Dataplug

- Can the Dataplug be used as a dispatch tool?

## Checkout page

- One Page Checkout and Guest Checkout
- Title field options

## Order Management

- Change/amend full address, add to order and take further payment, exchange facility!

## Reporting

- Sales reporting up to 12 months
- Tax exempt shipping as is displayed with sales

## Nick Powell– Troutcatchers



### SmartFeeds

- eBay feed: Better relisting process without having to go in to eBay to complete listing. eBay options, rather than single entries. Automatic updates, options and facets

### Back office

- Backend features especially Financials. VAT returns. Supplier orders. Product sales history. etc.

### Search

- Searching users by post code, phone Number and product purchase history.



## Christine Naysmith – Naysmith Ltd

### Smartfeeds

- Improve Amazon and eBay links by updating the stock levels and price changes. Also despatching orders on eBay like it does with Amazon orders
- Shopping comparison feed setup and conversion rates not clear

### Filters

- The customer order filters could be made more intuitive

### Backoffice

- Drag and Drop WebBlock Builder improvements needed



Trevor Cobb – Microwave Service Co



## Address fields

- Postcode anywhere or similar availability and integration

## Label printing

- Integration of label printing to print 6 x 4 address labels

## Customers and users

- Easier, quicker, better more intuitive customer search and their orders in MOTO

## Support

- More help videos and online training

## Tracey Parry – Techniblock Suncare



### Checkout pages

- Guest checkout or one-click buying experience

### Back Office

- Modifying stock at the items' list instead of in the item description page.
- Show the retail price rather than the Ex-Vat Price for customer service purposes.
- Retail price as a filter field

### Smartfeeds

- Automatic products catalogue updates to Ebay/Amazon

# Jason Kent – open Seas (UK) Ltd



## WebBlocks

- Support for Tabs & Pills in structured web blocks
- Full support of WebBlocks as catalogue pages

## Mobile

- Mobile friendly showcase site supporting WebBlocks

## Search

- WebBlocks as a searchable item

## Social media

- Rolling Twitter feed and links on the homepage

## Jessica Pile– Hand & Lock



### Marketing

- To integrate with email marketing automation software
- Customisation of the order confirmation email adding specific information for each product

### Product type options

- More options for product types, for instance tangible and intangible items are currently the only ones

### Search

- Customer search function optimisation

**ACTINIC**  
PREMIUM USER  
CLUB

[www.actinic.co.uk](http://www.actinic.co.uk) | 0845 129 4800





No.1 e-Commerce Solution in Europe

# Thank you!

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🌐 www.actinic.co.uk

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