



A day dedicated to innovation and online success!

London | PayPal - Braintree | Thursday 18 March 2018

« An invaluable opportunity to meet the people behind your most valuable business tool and route to market »

Bob Bowden, Managing Director of Vectis Karma and Active Club member



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THE PARTICIPANTS

Members present:

Christine Naysmith | www.brolliesgalore.co.uk
Alan Jones | www.stickandcaneshop.co.uk
Nick Powell | www.troutcatchers.co.uk
Tracey Parry | www.techniblocksuncare.com
Trevor Cobb | www.kitchenwareonline.com
Bob & Karen Bowden | www.vectiskarma.co.uk
Joan Booth | www.boothandbooth.co.uk
Jenny Sunman | www.sharedearth.co.uk
Paul SMITH | www.hantexonline.co.uk
Chris & Geri Fermor | www.leakypipe.co.uk

PayPal experts

- David Smallwood | Director of Partnerships & Marketplaces UK - PayPal
- Gabriel Le Roux | Head of Start-up Growth - Braintree

Oxatis experts

- Marc Heurtaut | VP Platform - Founder
- Florence Caillat | VP International Sales
- Bastien Dijan | UK Support Manager
- Natascha Speets | Product Marketing
- Dino Manoli | Country Manager
- Tom Brewer | Account Manager
- Aaron Poynter | Account Manager

NEW NAME, NEW SITE, NEW BACK OFFICE: SAME TRUSTED PARTNER

New Back Office

Our goal: A more productive BO!

- Adaptive (Fix the screen)
- Non-intrusive support notifications
- Reduced main menus
- Quick access to main pages
- More vertical menus
- New filters
- Centralised configuration (Portal pages)

The new back office has been live since mid-Mai and also initiated the rebranding of our solution to Oxatis!



Have a look at our new site:

www.oxatis.co.uk

Communication tools

To stay informed on What's new @ Oxatis, go to:

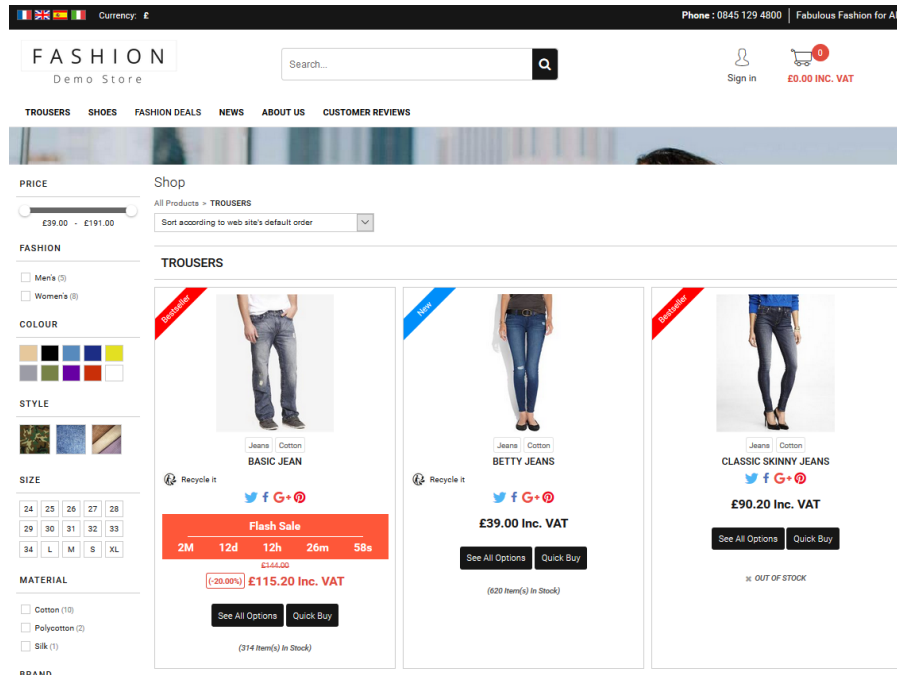
- The Intercom tool in your back office
- The blog of the e-commerce solution: <http://www.successfulonlinestores.co.uk/>
- Social Media:
 - o The official [Oxatis Facebook Page](#)
 - o Facebook group dedicated to Club members
 - o [Linkedin](#)

DEVELOPMENTS

Developed in 2017

More than 170 developments were delivered in 2017

- www.oxashop.co.uk demonstrates the new features and apps (front office)



You will find the description of the highlighted developments in the presentation slides [here](#).

Future Developments

R&D roadmap 2018

You will find the description of the highlighted developments in the presentation slides [here](#)

Key takeaways

1. EasyPost

- Send parcels through over 100 Carriers!
- Pure API integration
- Direct contract with Carriers
- Integration will cover:
 - Shipping label
 - Address verification
 - Tracking



Available December 2018

2. Integrated After Sales Module

- One stop module for all customer interaction!
- Default and Configurable themes
 - Return & Refund, shipping issues, payment issues, etc.
- Repository of predefined response
- Ticketing system
 - Conversation mode within the ticket
 - SMS Notification, joint files
- Integrated with order tracking
- Integration with customer credit
- Personalised email
- Statistics & Reporting

Available Summer 2018

3. Store locator

New component to:

- Display the whole of its distribution network
- Link your network to delivery methods
- Transform your points of sale into a pickup point



Your requests

Discontinued products	A solution for discontinued products <ul style="list-style-type: none"> ➤ An R&D Study is being conducted and improvements are expected for 2019
Out of Stock	Variations on the Out of Stock message <ul style="list-style-type: none"> ➤ There are three customisable messages available. An R&D study is needed to build a custom solution
Images	Improve Image management <ul style="list-style-type: none"> ➤ The issues can be resolved by using theDataPlug ➤ To minimise data usage, only upload images with a size and weight suitable for their use. ➤ Image classification improvements are on the 2018 roadmap ➤
Unit types	Accommodate different unit types such as sachet, roll, metres etc useful <ul style="list-style-type: none"> ➤ The "Display Unit Price" application can offer a solution
Product Pages	More custom fields on the product file, to be able to upload via DataPlug and to be able to display the field contents on the product pages. <ul style="list-style-type: none"> ➤ The Option Display application Demo Appstore ➤ The Product Page Tabs application Demo Appstore
Orders	
Ordering suspended application	Turn off ordering ability <ul style="list-style-type: none"> ➤ An R&D study is needed to provide a bespoke solution
Vouchers	Ability for customers to purchase vouchers <ul style="list-style-type: none"> ➤ An R&D study is needed. A way around for this is to manually create discount codes
Order editing	To be able to modify the order / delivery address before or after the order is validated <ul style="list-style-type: none"> ➤ The invoice Oxatis provides is a legal document, the only way to do this is by connecting an ERP or CMS solution
Invoicing	For the Oxatis Solution to produce Pro Forma Invoices <ul style="list-style-type: none"> ➤ This falls outside the scope of the e-Commerce functionality. A business management software system such as an ERP (Sage, Exact etc) will be more suitable. Oxatis can connect to almost any ERP system: https://www.oxatis.co.uk/ecommerce-website-features-ERP.html
Customer ID	Feature customer ID on the printed order and invoice <ul style="list-style-type: none"> ➤ Needs R&D study on improving the customer custom fields ➤
Delivery	
Shipping options	Improve the shipping table interface to support the many different options we need to fill in for each shipping partner <ul style="list-style-type: none"> ➤ An integration with easypost is programmed for December 2018. ➤ Further UX study of the interface is needed to improve the tables
Expected delivery date field	To be able to add Google reviews to the site, an expected delivery date and dispatch time must be communicated <ul style="list-style-type: none"> ➤ An R&D Study is being conducted, options are studied
Mobile Site	
Mobile Menu, Category & product pages	Mobile site to have have more functionality and to be able to edit the category/product pages. More customisation of pages <ul style="list-style-type: none"> ➤ Today, you can add up to 5 Custom pages (WebBlock) to your mobile site, but many improvements are coming for the mobile site.

Statistics and Sales Data	
Sales statistics	<p>Allow access to sales figures beyond 9 days in the past - 12 months at least would be much better</p> <ul style="list-style-type: none"> ➤ For data processing reasons the system only calculates 3-month period at the time. A study on improving this is being conducted
Order statistics	<p>Ability to deduct from totals any cancelled and refunded orders after the order was validated</p> <ul style="list-style-type: none"> ➤ This should already be the case, we need more information on how the system is being used by requestor
Category structures and search	
Facetted search	A webinar on setting up and maintaining facetted search will be programmed in Q4
Search Filters	<p>Being able to filter out discontinued or out of stock items within the Oxatis search bar or prevent the Solution to display results in case of a 3rd party integration</p> <ul style="list-style-type: none"> ➤ A 3rd party search box integration provides the option to filter products "in stock" ➤ The standard search function provided by Oxatis can be disabled to avoid the site to switch back to "standard" search results after a "Hard enter" in the search box - (R&D site study required)
Search box	For the Search box to take custom pages into account, allowing for customers to enter search queries like "delivery" or "return policy".
Category	<p>More flexibility re sequencing of products with a category.</p> <ul style="list-style-type: none"> ➤ Quick fix: Use the DataPlug to assign levels ➤ Improvements are expected before the end of 2018
Exporting articles	Ability to put in Amazon presentation format his articles before sending them to the marketplace.
Marketplaces	
eBay	<p>Easier eBay functionality - easier upload using info already in system. Ability to have options through eBay without multi listings</p> <ul style="list-style-type: none"> ➤ The UK eBay integration will undergo a complete overhaul starting September 2018
Marketing	
Gift vouchers	Be able to generate unique codes on the fly with an associated value to offer online gift cards.
Upsell & Cross selling	When a product is out of stock or discontinued another product should take over the related item function for that product
Server	
Images	Uploading images gives a time out at times, need to cancel upload and try again
Drag & Drop Custom Pages	Sometimes they do not load fully, meaning the user has to exit and come back to the page.
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Images	Uploading images gives a time out at times, need to cancel upload and try again
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Focus Braintree

- End-to-end payment solution
- Great for international expansion
- Accept for Visa/Mastercard/Discover/Amex/etc.
- in 130 currencies!
- Include Fraud Detection Tools
- Easy setup for Actinic merchants!
 - Payment capture automatic or manual from Actinic Back office
 - 3D Secure trigger available

Braintree
A **PayPal** Company

Installation

- Request installation from the Oxatis back office

Focus Support

Many of the development request were directly or indirectly related to the way merchants use the DataPlug. It was therefore decided to hold an informative workshop on DataPlug best practices and uses.

Bastien and Marc went over the following points:

- DataPlug file sheet customisation
- Product Characteristics & faceted navigation
- Product Classification

Coming soon

As we were unable to go over every development request submitted, we will be programming interactive webinars on technical topics, SEO best practice and digital marketing solutions from September on.

What you had to say about this event

Did the event meet your expectations?



What did you think of the PayPal and Braintree presentations?

Pretty good. I thought the discussion about Braintree was more illuminating than the presentation.
3 months ago

Interesting
3 months ago

Useful and informative. I will consider using Braintree.
3 months ago

How would you rate:

The Workshops



3.9



The Venue



4.6



The Organisation



4.9



What about our event did you think was most valuable?

As a new Actinic user, I appreciated the opportunity to speak directly with Actinic staff about queries I had. I found the outline of upcoming features very valuable, many will be useful to me so it allows me to plan ahead.
3 months ago

Actually - several things: 1. Meeting Oxatis face-to-face for the first time 2. Meeting and talking with other Oxatis users 3. Hearing/Learning about Braintree (albeit with the observation above) 4. Hearing from Marc about the direction of Oxatis, the IPO and future developments/investments - all very reassuring.

How can we improve the event?

Workshops on SEO

Start & Finish later

Discuss ideas for features

More time for development requests

Facilitate group discussions

Change location (e.g. Birmingham or Manchester)

1 to 1 Workshops

More contact between events



What would you say to promote the Club to other users?

- ☆ It's really useful talking to and seeing what other users are doing on their sites and subsequently picking up tips to improve mine
- ☆ Come and learn and share best practice
- ☆ It was great to see more members this year, and I would heartily recommend other members to come to future events.
- ☆ It was a very worthwhile day.
- ☆ If you are passionate about your online business and want to make the online user's experience as seamless as possible, then being part of this club will provide you with lots of information and ideas. It's good to see what other ecommerce sellers are doing too.
- ☆ Try it!
- ☆ An invaluable opportunity to meet the people behind your most valuable business tool and route to market - only good can come of this!
- ☆ You could just discover something you hadn't thought of.



Available for download here

The 2018 Club event presentation

[DOWNLOAD THE PRESENTATION](#)