

Features and Pricing in Detail

All prices are listed exclusive of VAT

	Oxatis Subscription Plans		
	Web Premium £20 ^{exc VAT/mth}	Commerce Pro £35 ^{exc VAT/mth}	Commerce Expert £50 ^{exc VAT/mth}
Presentation of your activity and products on the Internet	X	X	X
Internet sales		X	X
Effective marketing tools for your E-Commerce site			X
GENERAL TOOLS			
COMPONENTS AND SITE BUILDING TOOLS			
Pages: Home page, customizable web pages (unlimited in number).	X	X	X
Forms: Customer data via data entry forms.	X	X	X
Catalog: Products and services description.	X	X	X
Hot News: Publication of news and any important information.	X	X	X
Hot Links: Favorite sites display.	X	X	X
Blog: Publication of blog posts with moderated comments. Subscription to content or comments possible via RSS feeds.	X	X	X
FAQ: Management and diffusion of most frequently asked questions.	X	X	X
Partners: Publication of partner links and retailers.	X	X	X
Bios: Introduction of staff, club members, artists, etc.	X	X	X
Contacts: Presentation of contact information, customer orientation to the proper contact: sales, secretary, partners, etc.	X	X	X
Guest Book: Visitor comments.	X	X	X
Photo Album: Greatest achievements, publication of "success stories", etc.	X	X	X
Other Components: Publication of events, job listings, classified ads, online registration forms, contact management, etc.	X	X	X
Menus: Menu and sub-menu management (graphics and text).	X	X	X
CONTENT MANAGEMENT COMPONENT FEATURES			
Elements: Advanced element management (products, news, FAQ, etc.). Ability to filter, sort, and organize the view window to work more efficiently when updating the site. Batch processing for rapid updates on multiple elements (reduce the price of certain products by X%, change the categories where products are stored, assign related items to products, etc.).	X	X	X
Specific Actions: Navigation behaviors (hyperlinks) to display a PDF document, a large image, a technical specifications page, open an element or an element category of another component, etc.	X	X	X
Categories: Management of multiple categories in tree structure, category layout and breadcrumb trail. Category display page automation with images, detailed text, category headers, SEO tags, etc. Large category tree structure: 10 levels. Ability to simultaneously assign each element to several categories to provide the most adapted browsing path for each type of buyer.	X	X	X
Layout: Choice of a dozen different layouts for each component and the number of elements displayed per page (the layout is a complementary notion to the CSS graphic appearance of the site).	X	X	X
Classification: Numerous classification possibilities (price, date, name, code, manual classification, etc.). Ability to let the visitor change the classification order.	X	X	X
Fixed Text: Ability to modify most of the text displayed in each component (title, buttons, messages, etc.).	X	X	X
Restricted Access: Restricted access management for each component to create Intranets, ability to reserve site zones for certain visitor categories.	X	X	X
Internal Search Engine: Ability to search within each component. Sophisticated semantic search tool (all words, at least one word, exact expression), filter by category, highlighted words in search results, thumbnail image display.	X	X	X
SEO Property Management: HTML & META.	X	X	X
To-Do List: Organize the maintenance of your site with a to-do list containing the main tasks that need to be performed.	X	X	X
INTERNATIONAL SITE			
Languages: English, French, Spanish, German, Italian, Dutch. All system features (order confirmation emails, "buy" and "search" buttons, customer files, registration, order tracking, secure payment, etc.) are already available in all of these languages. Only the content added to the site needs to be translated.	X	X	X
Content: Languages can be managed for each site element (menus, products, news, etc.). By doing so, you can decide to systematically display all the site elements, or display selected elements according to the language selected by the visitor. This system allows you to create different content for each language, allowing you to optimize the content and translation efforts for each specific market.	X	X	X
PRODUCTS AND SERVICES CATALOG			
Complete Product File: Code, name, short and long description, images (detail, thumbnail, zoom, additional), prices excl. VAT, VAT rate.	X	X	X
Features: Because the Catalog is one of the content management components in the Oxatis system, it includes all of the features described above (multiple categories, view management, batch processing, SEO optimization, navigation behaviors, reserved access, etc.).	X	X	X

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Brand Management: Brand organization independent of categories. Ability to illustrate and describe the brands for an automated brand display. Brand/category cross searches for optimal product access.	X	X	X
Stock Management: Visibility regarding stock levels, reorder threshold, reorder notification email, display or hide unavailable products, etc.	X	X	X
Prices: Display prices including or excluding VAT, display catalog without prices.	X	X	X
ADVANCED STATISTICS			
Visits / Viewed Pages: Number of visits and displayed pages, per period.	X	X	X
Origin Identification: Visitor access to site via search engines, partner sites, etc.	X	X	X
Displays: Ability to view statistics in graph form or as a table that can be imported to Excel.	X	X	X
Languages: Ability to independently manage statistics for each site language.	X	X	X
GOOGLE MAPS AND DIRECTIONS			
Maps: Google's mapping service, connected to components and WebBlocks. Calculate distances and get directions to and from your addresses in real time.	X	X	X
WEBBLOCKS			
Pages: Ability to create and edit custom Web pages without HTML knowledge. Insert and select the layout for text elements, images, videos, flash animations, html code, script, etc. Use these WebBlocks as Web pages, newsletters, category headers, to improve product files, surveys, etc.	X	X	X
Web Forms: Creation of data entry forms. Types of entry controls available: text zone, check box, drop-down list, date control, date/time control, file upload, email, whole number, etc.	X	X	X
Validation: Validation of form entry zones. Each type of control has adapted validations: Value and date ranges, completed zones, drop-down list selection, etc.	X	X	X
Script: Execution script to calculate values and/or decisions. This feature typically allows the creation of decision making pages that then recommend certain products or product categories depending on the criteria entered in the WebBlock and analyzed by the script.	X	X	X
Backup: Copy of data in HTML and XML formats, reuse in real time with Excel or other data management tools.	X	X	X
Redirection: Hyperlink from one WebBlock pointing to another WebBlock or site component to update the site while conserving the SEO of previous pages and respecting visitor bookmarks.	X	X	X
Productivity Tools: Ability to export WebBlocks to other Oxatis sites, rapid search filter by language, modification date, title, etc.	X	X	X
SITE DESIGN – GRAPHIC CHARTER			
Ready-to-Use Templates: Wide variety of templates available. Fifteen new CSS designs published monthly.	X	X	X
Design Editor: Complete customization independent of current site appearance.	X	X	X
Graphic Artists: Customer connection with certified graphic experts.	X	X	X
CSS Designs: Ability to customize graphic charter using CSS style sheets or by elaborating available CSS templates.	X	X	X
SmartSkins: Intelligent design tool for easy CSS customization, no technical or coding skills required. Easily apply desired graphic options and save precious time when customizing your site design to obtain powerful results. Available for certain CSS designs.	X	X	X
DOMAIN NAMES – EMAILS			
Sub-Domain: YourSite.oxatis.com offered with your subscription.	X	X	X
Domain: Domain names available for purchase online with Oxatis (.com, .net, .org, .biz, etc.).	X	X	X
Connection: Use your existing domain name (.co.uk, .com, .net, .org, .biz, etc.).	X	X	X
Email: Ability to attach email addresses to your domain (available in POP3 and WebMail), possible to keep email addresses with a third-party provider while using your domain on your Oxatis site.	X	X	X
E-COMMERCE TOOLS			
E-COMMERCE			
Shopping Cart: Price display including or excluding VAT, intra-community VAT management and VAT management for export, general terms of sale display, automatic identification of return customers, etc.		X	X
Order Management: Email notification of orders placed on the site, customer management, order and order details.		X	X
Email Templates: Configuration of personal email notification templates (account creation, order notification, etc.), insertion of logo and address, design modification.		X	X
Stock Management: Definition of a stock management strategy per product. What to do when a product is out of stock? Take it out of the shop, display it in the shop without allowing a purchase, display it and allow a purchase for back-orders specifying an availability delay.		X	X
"Your Account" Space: Customer ability to manage personal data, track their orders, reload orders, download attached files, access invoices, etc.		X	X
Shopping Cart Save Feature: Ability to save shopping cart for a future visit.		X	X
Up/Cross-Selling: Function for encouraging the buyer to spend more (or wiser) during the purchasing act with cross-selling and up-selling functions, and increase the average shopping cart amount for each consumer. Proposing related products (cross-selling) is a feature that allows you to associate complimentary products to each main product. When the customer browses the catalog, the complementary products are displayed below the description in the main product file. The customer can add them to the shopping cart at the same time as the main product! Proposing higher-end products (up-selling, contrary to proposing complementary products, where a product may be an addition to the main reference), allows you to list higher quality products in the main product file. The objective is to encourage the buyer to purchase a better product (size, quality, finish, etc.) with a larger price tag.		X	X
Images: Management of additional images and zoom function for products. Creation of image galleries with hovering and zone enlargement.		X	X
MULTIPLE ATTRIBUTE AND OPTION MANAGEMENT FOR PRODUCTS			
Options: Option management for products with dynamic stock management. Three combination possibilities: size/color/width/, size/length/finish, etc.		X	X

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Attributes: Attribute management, not including stock management, to propose additional services independent from stock levels, such as extended guarantees, complementary services, gift wrapping, choice of font and color for silk-screening, etc.		X	X
Dynamic Prices: Price variation depending on selected options and attributes.		X	X
Customization: Single and multiple line text entry for a product during the online purchasing act (silk-screening, engraving, customization).		X	X
Coding: Automatic product coding, created by replacing or concatenating product/option codes.		X	X
Display: Dynamic option display according to product type. Displayed at drop-down lists, selection lists, image lists, etc.		X	X
ORDER TRACKING			
Order Tracking: Online order tracking by Internet user via a complete and configurable tool. Definition of steps in the order management process (acceptance, preparation, supplier orders, shipping, litigation, satisfaction inquiry, etc.) and team work organization.		X	X
Notification: Information sent to the customer about the progress of their order. Automatic notification after certain steps in the process (preparation, shipping, package tracking, etc.), encouraging them to come back to the site.		X	X
Productivity: Batch processing tools to save time when managing orders. Ability to change the states of progress of a group of orders and notify all of the related customers in just a few clicks, print a group of order slips to start preparing packages.		X	X
Attachments: Ability to add electronic attachments in order tracking (invoices, technical documentation, warranties, etc.).		X	X
Invoicing: Generate invoices for your orders with custom header and footer.		X	X
EBAY MARKETPLACE			
Ads: List products on the largest global community for buyers and sellers on the Internet in just a few clicks, right from your Oxatis administration space.			X
Productivity: Use one of numerous ad layout templates, reuse previous listings to save time and sell more.			X
Monitoring: View eBay bids in real time in your Oxatis administration space.			X
SHIPPING CALCULATOR			
Services: Price calculation according to service level (Regular, Express, etc.).		X	X
Destinations: Price calculation according to destination.		X	X
Customers: Price calculation according to customer type.		X	X
Formulas: Price calculation according to weight, volume, number of products in order, or total order price.		X	X
Linear or Tiered Formulas, Free Shipping: Price calculation starting at a certain order amount or certain number of products.		X	X
Validity Limits: Limitation according to total order weight.		X	X
Delivery Cutoff Date Management: Manage delivery cutoff dates by product.		X	X
Cash on Delivery: Manage COD with automatic deletion of online payment step.		X	X
INTANGIBLE SALES (E-PRODUCTS/DOWNLOADS)			
Files: Ability to link a downloadable file to a product.		X	X
Options: Ability to propose the same product in physical (CD, print, etc.) or intangible form by associating the file to an option with a different price.		X	X
Payment: Automatic limitations on shopping carts containing intangible products with instant payment methods.		X	X
Downloading: Implementation of customer download space for purchased files.		X	X
DELAYED ORDER ENTRY			
Sales Reps: Itinerant sales rep file management, for sales reps who are authorized to place orders to the accounts in their customer portfolio.		X	X
Intranet: Customer selection and assisted order placement according to customer price rate.		X	X
MULTI-PRICING (B2B/B2C SALES) / COMPLEX DISCOUNTS			
Prices/Rates: Management of 5 independent prices per product and per option.			X
Allocation: Ability to assign prices to a specific customer group.			X
Independent Catalogs: Ability to hide certain products from certain customers according to their price group (restricted access).			X
Discount Grids: Ability to define discount grids according to the quantity of a same product added to the shopping cart or the monetary value of a single row in an order.			X
SPECIAL OFFERS AND PRIVATE SALES			
Product Discounts: Dynamic price display for products according to numerous criteria.			X
Coupons: One-time or multiple use coupon (special offer code) management.			X
Shopping Cart Discounts: Dynamic variation of shopping cart price according to certain criteria and set limits.			X
Rules: Ability to define several rules and give priority to those rules. Discount of X% or fixed priced of £Y.			X
Criteria: Configure validity time periods, membership to a certain user category (customer, prospect, etc.), monetary value of shopping cart, attachment to a coupon code.			X
Private Sales: Creation of private sales for all or part of the catalog, concerning all or part of your customers and prospects, thanks to a dynamic system which distinguishes customers by category.			X
SECURE PAYMENT			
INDIVIDUALLY CUSTOMIZED PAYMENT METHODS			
Messages: Ability to display specific instructions before payment and during order confirmation.		X	X
Restrictions: Restrictions by country or order amount.		X	X
Types: Payment possible by credit card, check, transfer, cash on delivery, in several installations, etc.		X	X
SECURE PAYMENT WITH PAYPAL			
PayPal Website Payments Standard: Payment on PayPal page at the end of the purchasing act, by credit card or PayPal account.		X	X

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PayPal Express: Solution to speed up the ordering process. Customer identification via their PayPal account, automatic retrieval of important information (name, address, etc.), final payment in one click.		X	X
SECURE PAYMENT WITH MONEYBOOKERS			
Moneybookers Quick Checkout: Direct payment method allowing you to accept credit and debit cards on your site, as well as 80 other local payment methods, in over 200 countries.		X	X
Moneybookers eWallet: Your customers can pay quickly and easily using only their email address and password.		X	X
SECURE PAYMENT WITH INTERNET MERCHANT ACCOUNT			
Multi-Bank and International Solutions:			
Sage Group: SagePay		X	X
Ogone: (UK, France, Germany, The Netherlands, Denmark, Sweeden, Austria, USA, Belgium, etc. – compatible with Barclays, HSBC, Lloyds TSB Group, Streamline, etc.)		X (Set-Up Fees £100)	X (Set-Up Fees £100)
MARKETING TOOLS			
AUDIT			
Audit Report: System for statistically analyzing site data. Identification of domains that needs to be worked on concerning content and site progress.	X	X	X
SEARCH ENGINE OPTIMIZATION			
5-Level META Tag Control: Site, component, category, WebBlock and element (product, news, etc.). Ability to define these META Tags at each level or use automatic inheritance.	X	X	X
HTML Code: Fully compliant with search engine standards for scanning site content. Content optimized and enhanced.	X	X	X
HTML Insertion Points: Integration of affiliate and statistics services. Ability to retrieve all of the local information from a page (viewed product name, purchase intention or confirmation, shopping cart value, exact shopping cart content, customer information, etc.).	X	X	X
Sitemaps: Automatic, daily sitemap generation for Google, Yahoo! and MSN according to XML Sitemap standards.	X	X	X
Robots.txt File Editor: Ability for SEO specialists to specify their own choices, if they are different than those normally used.	X	X	X
URL Rewriting: URL rewriting to optimize your site for search engines. Ability to use URLs from a previous site via URL Rewriting, an excellent migration tool to guarantee the conservation of past search engine optimization.			X
DATA EXPORT			
Manual Export: Product catalog and user base exports with precise filters concerning elements, categories and other data to export.	X	X	X
File Retrieval: Data exported in CSV format.	X	X	X
PRICE COMPARISON SERVICES			
Filters: Detailed selection of data to export by product, product category, excluded products or product categories allowing you to optimize marketing expenses.		X	X
Price Comparison Services: Export data in CSV format (Kelkoo, Shopzilla, Shopping.com, etc.).		X	X
Shipping: Ability to include shipping costs in exports.		X	X
Dynamic Special Offers: For each product, exports to price comparison services take special offers attached to products into account.			X
CAMPAIGN TRACKING AND AFFILIATES			
Campaign Tracking: Summary of all commercial and marketing activity on the site via a unique tool. Ability to calculate the return on investment of each of these actions and compare the results to optimize sales.			X
Identification: View each campaign (keyword, price engine, newsletter, banner ad, etc.). Ability to classify campaigns by category to filter results tables.			X
Targeting: Campaign links pointing to a specific page (landing page), category or product to optimize marketing actions.			X
Data Recording: Inventory of each visit and its outcome: order, completed form, purchase intention, etc.			X
Summary: View summarizing visits, cost of visits, immediate and delayed orders, completed forms and sales per period and campaign category. Ability to calculate return on investment of marketing actions thanks to these elements.			X
Affiliates: Affiliate management allowing you to compensate partners who provide you with pertinent visits.			X
Affiliate Management: Affiliates can directly view the state of their sales.			X
NEWSLETTERS			
Newsletters: Send newsletters to prospects, customers, members, retailers, etc. Completely compatible with Information Commissioner's Office requirements thanks to an integrated tool. Automatic adaptation to different email readers (Outlook, Gmail, Yahoo!, etc.).	X	X	X
Editing: Letters as simple text, HTML provided by an agency or WebBlock. The use of a WebBlock allows you to reuse all of the graphic elements of the site (product images, logos, buttons) and bring the customer to a specific location when they click on a product image or link.	X	X	X
User Filtering: Ability to target users who will receive the newsletter based on criteria, such as country, customer category, etc.	X	X	X
Targeted Sales Activities: Ability to target users who will receive the newsletter based on criteria, such as: "All users who have already placed an order", "All users who have already placed a certain number of orders", "All users who have already placed an order of a certain amount", "All users who have never placed an order", "All users who have ordered a specific product", "All users who have ordered a product from a specific category". All of these criteria can be limited by time period (all users who placed an order between 1 January and 31 May, for example).		X	X
Customization: Individualized and customized email preparation according to first and last names, and many other elements.	X	X	X
Dispatch: Automatic dispatch in bundles of limited size to avoid being classified as spam.	X	X	X
Subscription Cancellation: Automatic subscription cancellation management via a customized link contained in each email.	X	X	X
Open Rate: Dynamic calculation and display of newsletter open rate.	X	X	X

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BANNER ADS			
Function: Internal or external banner ad display management.	X	X	X
Types of Banner Ads: Image, Flash, script.	X	X	X
Balance: Ability to manage the relative weight of each campaign.	X	X	X
Positioning: Horizontal, vertical, site header, data header.	X	X	X
Masking: Dynamic during the purchasing act.	X	X	X
RSS FEED MANAGEMENT			
Publication: Ability to publish continuous information feeds, readable by aggregators, or feed readers, thanks to RSS feeds (Internet Explorer, FireFox, NetVibes, Delicious, Outlook, etc.).	X	X	X
Specialization: Creation of numerous feeds that visitors can subscribe to. News feeds, specialized feeds about certain product categories, modified products, special offers in effect, etc.	X	X	X
INTERFACING TOOLS			
OXATIS DATAPLUG			
Excel: Import product catalog (codes, names, descriptions, METAs, prices, stock levels, etc.) and user list (last names, first names, addresses, email) in Excel format.	X (PC Software Included)	X (PC Software Included)	X (PC Software Included)
Images: Automatic synchronization of 3 directories from your PC with your site's image gallery.	X (PC Software Included)	X (PC Software Included)	X (PC Software Included)
ALLOWANCES AND OPTIONS			
VOLUME AND TRAFFIC ALLOWANCES			
Our services are provided as monthly subscription packages with no long-term obligations: These subscriptions include volume allowances expressed in units that can be understood by everyone (number of products, image weight, viewed pages), and avoid units that are difficult to understand, such as "gigabytes of traffic". These allowances cover the needs of 95% of Oxatis customers.	X	X	X
Products, Partners, Ads, Customers: 1,000.	X	X	X
Disk Space (MB): 50.	X	X	X
Traffic (viewed pages/month): 100,000.	X	X	X
LARGE PRODUCT CATALOGS			
The subscription includes 1,000 products: Each opened block of 1,000 products is billed at £10/month and gives you the right to 50 MB of additional storage space. Reciprocally, each opened block of 50 MB gives you the right to 1,000 extra products.	£10 per 1,000 additional products or 50 additional MB		
LARGE CUSTOMER FILES			
The subscription includes 1,000 customers: Beyond 1,000 customers, £10/month is billed for each opened block of 1,000 customers. Paying for an additional customer block (i.e. 2,000 customers in all) gives you the right to send out 2,000 newsletters per month.	£10 per 1,000 additional customers		
NEWSLETTERS			
The subscription includes 1,000 newsletters: After reaching this allowance, newsletters are billed at £1 per block of 100 additional newsletters.	£1 per 100		
HIGH SITE TRAFFIC			
The subscription includes a traffic allowance of 100,000 viewed pages per month: Beyond this allowance, each opened block of 20,000 additional pages is billed at £10/month.	£10 PER 20,000 additional viewed pages		
USE OF XML INTERFACES			
Server Requests: Converted into "viewed pages" according to the following rules via software applications.	<ul style="list-style-type: none"> - Product catalog transfer = 50 pages + 4 pages/product. - Order retrieval = 50 pages +10 pages/order. - Campaign/affiliate tracking = 5 pages/visit. 		
DOMAIN NAMES			
Domain Name Purchase: Tapering charges if purchased for several years (.com, .net, .org, .biz, .info).	1 year = £50 2 years = £75 3 years = £100 4 years = £125 5 years = £145		
Domain Name Renewal	1 year = £30 2 years = £55 3 years = £80 4 years = £105 5 years = £125		
Domain Name Connection: .co.uk, .com, .eu, .net, .org, .fr, .it, .es, .ch, etc.	£30		
Domain Name Transfer: .com, .net, .org, .biz, .info.	£30		
EMAIL ADDRESSES			
Email addresses associated to the domain name: Prices as listed.	<ul style="list-style-type: none"> - First 2 addresses (pack) = £5/month - Further addresses = £1.5/month/email 		