

**Oxatis**  
E-Business, Your Way

**+ Press Kit**



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# + I. Getting to Know the Oxatis E-Commerce Platform

## + A. Company Info

**Name:** Oxatis  
**Address:** [www.oxatis.co.uk](http://www.oxatis.co.uk)

**Established:** 4 July 2001

### Description:

Oxatis, European leader in E-Commerce solutions, was created in 2001 by Marc Schillaci, an E-Commerce pioneer. Thanks to Oxatis services, start-ups, SoHos, SMBs, entrepreneurs, craftsmen and merchants can easily create and manage their E-Commerce site on their own. Since 2009, Oxatis has expanded its services to better serve SMBs via a network of certified resellers, providing more adapted business solutions thanks to Oxatis Open Enterprise. With Oxatis, these businesses can get started on the Internet to sell more with no set-up fees and no long-term obligations. The Oxatis offer is innovative and includes the online E-Commerce software, content management system, hosting, unlimited technical support and a comprehensive support system to help customers succeed, even with no prior technical knowledge.

## + B. Oxatis in Figures

- Leading E-Commerce solution in Europe
- 2 E-Commerce Product Lines:
  - Start&Go for start-ups, SoHos, merchants, craftsmen and entrepreneurs
  - Open Enterprise for SMBs
- Over 6,500 sites created and confirmed
- Present in the United Kingdom, France, Spain, Italy, and Canada
- Over 350 new sites created every month
- More than 40 partners, leading players in the E-Commerce market
- A network of over 200 Oxatis certified resellers (E-Commerce Partners) in Europe
- 2 million Euros in investment funds raised in March 2008
- Deloitte European Fast 500 Laureate

## + C. Oxatis, an E-Commerce Timeline

- 2001: Oxatis is created and launched by Marc Schillaci and his associate Marc Heurtaut, Chief Technical Officer of the platform.
- 2005: Oxatis opens in Spain.
- 2008: Oxatis opens in Italy.
- 2008: Oxatis raises 2 million Euros in investment funds with A Plus Finances to strengthen international development.
- 2009: In April, Oxatis launches its E-Commerce platform in the United Kingdom.
- 2009: In April, SMBs have access to new Oxatis E-Commerce services thanks to its new Open Enterprise line, provided by a certified network: Oxatis Global Partners. Thanks to its API, Oxatis provides an open environment allowing these companies to integrate the Oxatis E-Commerce platform into their database.
- 2009: Oxatis reaches 6,500 confirmed customers.
- 2009: Oxatis launches its E-Commerce platform in Canada.

## + II. E-Commerce: Business Opportunity in a Booming Sector

### + A. Overview

Starting up an E-Commerce activity is an incredible opportunity for any business when you consider that, especially during the economic downturn, over 27 million Internet users in the UK purchase online\*.

E-Commerce and “traditional” commerce follow the same blueprint. Like its traditional counterpart, the E-Commerce landscape is made up of “Web superstores” (Tesco, Play.com, Pixmania), marketplaces (eBay, Amazon) and “e-corner stores” or small shops fulfilling specific, targeted needs.

Small and medium sized e-businesses venture onto the Internet to fulfill customer needs. Just like a corner store, they are “close by” and easily accessible. They know their customers’ needs better than anyone and provide personalized services. These e-merchants often specialize in niche sectors and encounter little competition.

By doing so, any merchant or retailer can become an e-merchant or e-tailer, provided that they follow the rules pertaining to E-Commerce sites and that they make their customers a top priority. Oxatis’ aspiration is to guide the e-merchant while at the same time freeing them from the technical constraints of running an online shop.

### + B. Figures

- In 2008, out of a population of 61 million, the UK counted more than 35 million Internet users, 76% being online buyers\*.
- In 2008, E-Commerce sales increased by 28%, reaching £59.8 billion in the UK alone\*.
- UK buyers are expected to spend an estimated £68.4 billion in 2009, a 14% increase from 2008\*.
- Out of the 4.7 million small and medium businesses in the UK\*\*, nearly 3 million have a company website but 62% don’t promote them online\*\*\*, and only 200,000 have an online shop, passing up numerous opportunities.

The Numbers Don’t Lie: The figures confirm that E-Commerce provides a real economic opportunity for start-ups and SMBs. The development potential for new online shops is quite significant.



\* Source: eMarketer

\*\* Source: Department for Business Enterprise & Regulatory Reform

\*\*\* Source: Microsoft Research

## + C. OxIndex - Four Figure Growth for Oxatis E-Merchants

In January 2005, Oxatis established its 1st E-Commerce Index, the OxIndex SMB 200, by analyzing its top 200 merchant sites. The OxIndex is published quarterly and summarizes how the sales of Oxatis E-Commerce sites have evolved since January 2005. After nearly 5 years, these sites have grown by over 1120%.

### A Technical Note About the OxIndex SMB 200

Orders carried out on the Oxatis E-Commerce platform are evaluated every month. The top 200 sites with the highest sales figure each month are used to build statistics. The orders included in the index are roughly between £1 and £30,000 and are paid for by credit card (including PayPal and 1euro.com).

Test orders are excluded, as well as orders paid for with other payment methods: COD, checks, etc.

The index values are adjusted for seasonal variations by a 6 month moving average.

## + D. The Oxatis Position in the World of E-Commerce

### SCSC:

*Software and Computing Services Company.*

These companies provide IT and consulting services. They custom-build complete and secure websites, servicing corporate customers, for example. Investment budgets are based on required man hours, sometimes for millions of Pounds.

### Web Agency:

*Internet specialists that can create complete websites from A to Z.*

They are competent in terms of editing, graphic design, search engine optimization and ergonomics. The price of a merchant site can soar to several tens of thousands of Pounds depending on the selected functionalities. On top of that, you need to add labor and site maintenance fees.

They are amateurs, friends of friends, the little cousin or big sister who have some technical skills and think they can easily create an E-Commerce site. Unfortunately, these sites aren't very functional or future proof. Above all, the owner of the E-Commerce site is extremely dependent on the person who created it. These sites can be created initially for free or for only several hundred Pounds. However, further development may prove to be very expensive and uncertain.

### Web Host:

*These opportunists are Web service providers that are not specialized in E-Commerce site creation, but are attracted by the financial opportunities of new markets.*

Despite their lack of expertise when it comes to creating E-Commerce sites, they still offer these services.

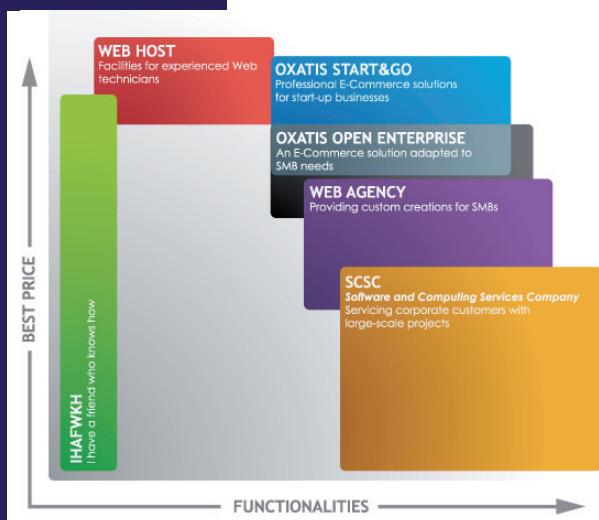
### Oxatis:

*The customer builds their merchant site on their own, component by component, quickly and easily, for a monthly subscription fee of £20 to £50. There are no long-term obligations or set-up fees. The Oxatis solution is flexible, scalable, powerful, complete and allows the user to do it all on their own. E-Commerce Partners can help customers in need or provide their expertise for larger-scale projects.*

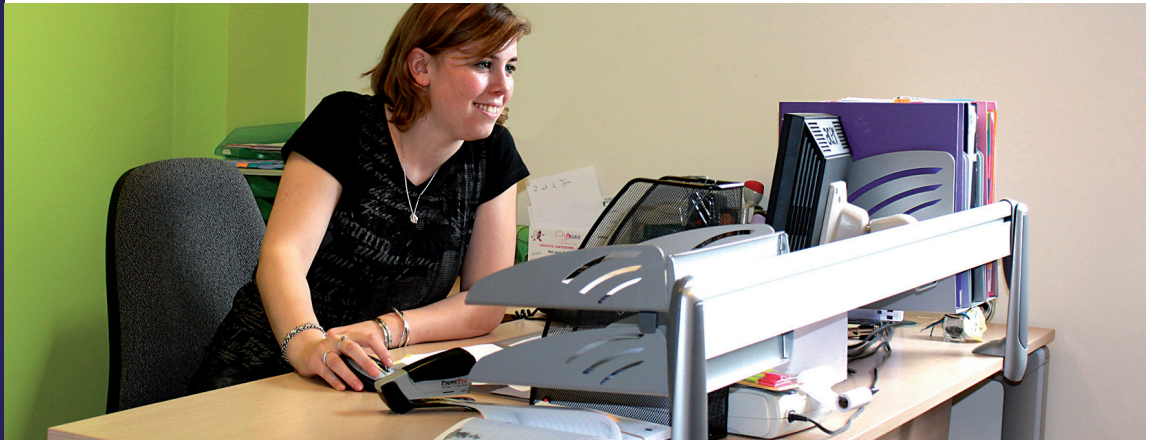
### IHAFWKH:

*"I have a friend who knows how" (an Oxatis term).*

There are armies of these do-it-yourselfers on the Web.



## + E. E-Merchant: An Entrepreneur Like Any Other?



Celia Zwiller  
[www.direct-siege.com](http://www.direct-siege.com)

*Every year, Oxatis draws up an e-merchant portrait by running a large customer study. The results of the survey run in January 2009 on 2,500 customers allowed Oxatis to define the true e-merchant/ e-SMB profile and put an end to certain myths.*

### Myth 1:

***With a full schedule, there's no time left to build and manage an E-Commerce site.***

**FALSE:** With Oxatis, you can build and manage a website from any computer, at any time of the day or night.

20% of customers take less than 15 days to publish their site

48% take less than a month

70% take less than 2 months

### Myth 2:

***You have to have technical skills to create your site on your own.***

**FALSE:** 85% of Oxatis customers certify that they have created their site on their own, and 70% of them claim to have done so with no difficulty.

If needed, Oxatis proposes the services of an E-Commerce Partner who will create a custom site at an attractive price. Whatever plan the customer chooses, they will have access to unlimited technical support and a customer support system.

### Myth 3:

***You have to be young to build and manage your own E-Commerce site.***

**FALSE:** There is no ageism when it comes to E-Commerce. Professional maturity is what counts:

Nearly 60% of Oxatis e-merchants are between 40 and 50 years old (and older).

It's all about experience!

### Myth 4:

***I have a business activity outside the scope of E-Commerce.***

***I won't have the time to manage an online activity as well.***

**FALSE:** 70% of e-merchants aren't E-Commerce "Pure Players" (a Pure Player is someone whose business activity is 100% online). They have business activity outside of the E-Commerce framework.



Sylvia Grandperrin  
[www.lesjoyauxdelacouronne.com](http://www.lesjoyauxdelacouronne.com)

## + III. Guided Tour

### + A. Oxatis Offers

Oxatis, a unique platform offering two different product lines to meet all the different E-Commerce needs of entrepreneurs: Start&GO and Oxatis Open Enterprise.

Each Oxatis solution includes all of the necessary tools for creating a successful and lasting E-Commerce site and online business: Online content management software, shopping cart, hosting, secure payment, order management, domain names, and technical support.



Oxatis  
Start&GO  
Your E-Commerce Solution

### + B. Start&GO: A Solution Dedicated to Start-Up Businesses

#### An E-Commerce Subscription

Start&GO includes a monthly subscription to one of three plans, online E-Commerce and CMS software, secure and high-performance hosting, unlimited customer support, training, and a customer support system.

#### Additional Services

In addition to monthly subscriptions, Oxatis offers different services to optimize your online shop:

- Oxatis E-Commerce Partners, fulfilling customer needs with tailored solutions and support,
- A graphic service (Graphic Starter Kit) at an affordable price. The Oxatis graphic studio will create a customized graphic skin for your site,
- E-Commerce coaching and training with an Oxatis support technician.



# Oxatis Open enterprise

## Expand Your e-Business

### + C. Oxatis Open Enterprise: A Complete E-Commerce Solution for SMBs

The Oxatis Open Enterprise SaaS (Software as a Service) E-Commerce solution was designed for small and medium sized businesses with projects worth millions of Pounds. This product is distributed through a reseller network (certified web agencies or value added resellers). These Global Partners, the network of Oxatis Open Enterprise resellers, are able to meet all of the E-Commerce needs presented by these customers.

The Oxatis Open Enterprise platform allows the development teams of these SMBs to access data through the Oxatis API or Web Services. By doing so, they are able to connect different business management applications to the Oxatis system: ERP, business management/accounting software, billing systems, whether online or off.

### + D. Oxatis Solution Centers: A Certified Network of Internet Specialists Servicing Customer Needs

Oxatis has qualified over 200 certified partners throughout Europe: Oxatis E-Commerce Partners. Trained on the Oxatis E-Commerce solution, these partners are Internet professionals from varied domains: IT resellers, web agencies, web marketing agencies, graphic artists, etc.

At attractive prices, these E-Commerce experts are available to meet the diverse needs of Oxatis customers: Creation of a graphic charter, graphic design, search engine optimization, online marketing, generating qualified traffic, catalog organization, etc.



## + E. Oxatis at the Heart of the Web Ecosystem

Oxatis' main role is not only to provide a solid online solution for entrepreneurs, but to integrate the merchant into the Web ecosystem. To do so, Oxatis forms partnerships with other E-Commerce players that can provide its customers with all of the services needed when running an online shop, whether it be secure payment solutions, price comparison services, business management/accounting software providers, etc.

Oxatis continues to build these partnerships in the United Kingdom and throughout Europe:



## + F. Tools for Success

### 1. A Comprehensive Customer Support System

- Complete, structured and up-to-date online knowledge base to assist customers through every situation,
- Free and unlimited online technical support, a competent and reactive team to answer customer questions quickly,
- Personal coaching and training sessions to help customers progress on a regular basis.

### 2. Events and Community

- Oxatis participates at trade shows and exhibitions to meet customers on a personal level and build different partnerships on the platform: E-Commerce Expo, Business Startup, etc.,
- Oxatis E-Commerce Academy. Oxatis created the E-Commerce Academy in 2007 in partnership with other E-Commerce professionals. This initiative was designed to stimulate E-Commerce in the start-up and SMB sectors by granting an award of roughly over £6,000 to 5 winners, three times a year.

### 3. Expert Advice from Marc Schillaci

- Every week, Marc Schillaci posts information concerning E-Commerce and current events, along with advice and a bit of ranting on his blog: <http://en.marcschillaci.com>
- The Oxatis team participates in and organizes conferences on a regular basis, addressing various E-Commerce themes (e-marketing, E-Commerce basics, etc.)
- Future e-merchants can refer to the guide "Réussir sa boutique en ligne" ("Creating a Successful Online Shop"), a best-seller in 2008, written by Marc Schillaci. In this must-read guide, the Oxatis founder wanted to share his experience and pragmatic approach to E-Commerce. "Management, online marketing, search engine optimization, developing loyalty, legal aspects, and organization are all ingredients that need to be mastered to succeed. Drawing my inspiration from actual SOHO and SMB examples, I wanted to provide a complete methodology," explains the author.



385 pages, 20€  
Currently being translated from French.

A practical step-by-step guide for opening a successful online shop, with an emphasis on specific examples and case studies.

## + IV. Behind the Scenes of the Oxatis E-Commerce Platform

### + A. Marc Schillaci: An E-Commerce Pioneer

#### A word from Oxatis founder and CEO:

“I established Oxatis to provide entrepreneurs with an easy solution to create their online shop and start selling on the Internet.”

For over 10 years in the United States and in Europe, my team has helped more than 20,000 companies and businesses open their online store and succeed through this distribution channel.

**Our Philosophy:** Give them access to powerful technological services, but in a simple way that's adapted to their needs, which are sometimes complex.

The future of E-Commerce includes and will include small and medium sized businesses, as well as large merchants that are already well-known and amateurs selling in online marketplaces. Oxatis is helping these SMBs find their place on the Internet.



Marc Schillaci,  
Oxatis Founder  
and CEO

#### An E-Commerce Saga

Marc Schillaci is a university student in Paris in 1981 when he develops and sells the first business planning software program for PC projects: PLAN IT. Over 700 customers use this software, which becomes the market leader for 10 years.

In 1984, Marc founds DFL in Paris, France, developing management software for large corporations. This company includes over 25 engineers specialized in component software and becomes a global selling force.

In 1997, Marc's American adventure begins after founding EBZ.COM in California, one of the first 3 E-Commerce platforms in the world designed for small and medium sized businesses. More than 15,000 customers create their merchant sites on this platform in just a few years.

In 2001, the Internet bubble bursts and Marc sells EBZ.COM to a public Canadian company (registered on the stock exchange). Marc returns to France determined to launch this type of service in Europe.

Oxatis is quickly established in Marseille, Marc's home region. The years that follow, during the creation of Oxatis services, are made up

of economic challenges, investments and an unwavering faith in the potential of this market, even though the customers are not yet ready. Everything would have to be reconsidered: technology, distribution, marketing.

Demand grows progressively and sales finally take off 4 years later. A growth of 598% in five years allows Oxatis to raise 2 million Euros in investment funds in 2008 to increase the company's development in France and Europe. Oxatis proceeds to recruit multicultural teams for each target market (32 people).

All of this hard work has paid off: Since 2001, Oxatis has created 6,500 sites and its market share is constantly increasing. Oxatis is present in Europe in French-speaking countries, in Spain, Italy, Great Britain and Canada.

In 2008, Marc authors and publishes “Réussir sa boutique en ligne” (“Creating a Successful Online Shop”) with First Editions, a practical step-by-step guide for opening a successful online shop. It becomes a best-seller in France and is THE e-merchant reference.

The adventure doesn't stop there: new services, new countries...the adventure has just begun!

## + B. Oxatis Management Team



**1. Tania Chamma**  
*UK Country Manager*

Tania joined **Oxatis** in 2008 to head up business development for the UK market. With a focus on building partnerships and developing the platform in the United Kingdom, Tania has also developed expertise on the **Oxatis** solution. Among other responsibilities, Tania is in charge of sales and technical support, expanding the **Oxatis** reseller network and building partnerships for the continuing development of the **Oxatis** E-Commerce solution in the United Kingdom.



**2. Nicolas Viron**  
*VP International Sales*

Nicolas Viron began his career at Canon, before becoming the sales and marketing Manager of Luxent Software (software development tools) where he collaborated with Marc Schillaci at the international level. From 1999-2007 he managed the certified reseller network for the SAGE group (business management software), before becoming VP of International Sales for **Oxatis**.



**3. Hervé Bourdon**  
*VP International Marketing*

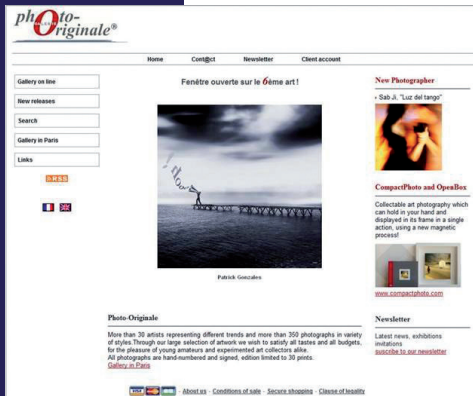
Hervé Bourdon also comes from the business management software world. He held various marketing jobs with EBP from 2001 to 2006 after filling the post of European Business Development Manager at Caloga (hi-tech Internet portal). Previously the marketing manager of Atlanta (computer and office accessories), he started out as a sales representative in desktop publishing and data storage (Apple and LaCie). He joined **Oxatis** in 2007 as VP of International Marketing.



**4. Marc Heurtaut**  
*Chief Technical Officer, Co-Founder*

Marc Heurtaut has been part of the **Oxatis** adventure, and EBZ.COM, from the very beginning, in the USA and in France. He also participated in numerous projects at Luxent with Nicolas Viron and Marc Schillaci. He is involved with software development, technological watch, database architecture, R&D methods, server infrastructure, etc. He runs the technological side of the company with equal amounts of vision, rigor and performance.

## + C. Oxatis Customers

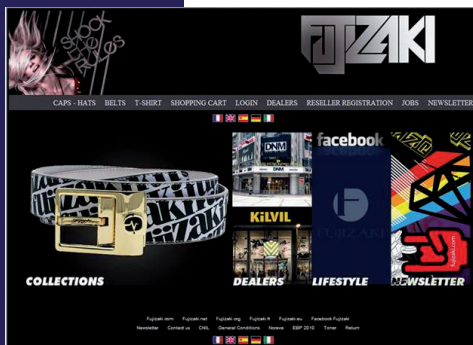


### 1. www.photo-originaire.com

We chose the Oxatis solution based on the following criteria: No long-term obligations, we could cancel our subscription at any time and with no penalties, the high value for the money and the ability to quickly open our site. Excluding these financial and practical aspects, we really liked the fact that we could manage our site on our own and, particularly, make changes (price, text, images) IN REAL TIME.

We can also add to the list: A customizable graphic design, quality search engine optimization tools, a well developed campaign tracking tool, and an advanced statistics function allowing for the detailed analysis of site visits. And last but not least, we can count on high-quality, reliable hosting.

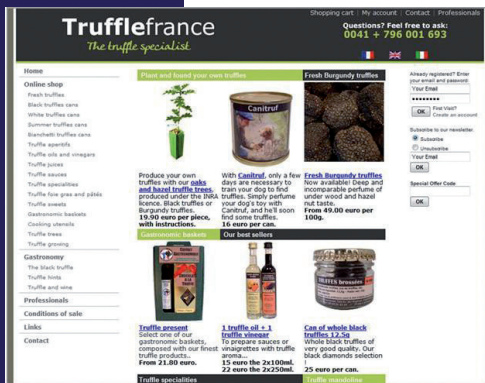
Celia Jouet



### 2. www.fujizaki.net

Oxatis now hosts our online shop www.fujizaki.net and we've been using Oxatis Commerce Pro for over a year. We have considerably reduced our Google Adwords investment and our sales have doubled. We highly recommend this platform to all business owners, whether retailers or manufacturers.

Francois Maurice



### 3. www.truffeffrance.com

At the beginning of 2008, we decided to move our site to the Oxatis platform. Without much technical know-how, we were able to create and manage a site using all of the latest Internet technology and achieve a truly professional result! The ease-of-use of the Oxatis system allowed us to create an attractive, user-friendly site in just a few weeks.

Thomas Odier



### 4. www.anneausoleil.com

One of the advantages for our E-Commerce site is having access to advanced statistics of viewed pages/day. Combined with the possibility of instantly launching an advertising campaign for specific products, this offers us a high amount of flexibility and the ability to manage our stock in the best possible way.

Based in North America, our customers consider us to be a local site. Despite the lack of VAT, the currency difference, etc., we manage this site using Oxatis formats and nothing else.

Michele Gaultier

To see all of our testimonials:  
<http://www.oxatis.co.uk/OxFeaturedSites.asp>