WHAT OXID DOES WELL

- Many plugins are available, even if they are missing from the top categories some relevant apps in store
- OXID has lots of interfaces to third party applications
- OXID provides own interfaces to the most popular ERP systems such as SAP
- The user documentation is quite good and up to date
- Due to their long-lasting experience and proficiency in B2B, their product is quite mature
- Direct and well rated customer support, helping merchants from project start to successful end

HOW OXID SELLS AGAINST SHOPWARE 6?

- OXID offers a separate Enterprise B2C and Enterprise B2B Edition (individual offers are also possible)
- OXID has, instead of Shopware, a Professional Services department that helps their merchants to ramp up their business
- Professional Services are also available for agency partners
- OXID is strong in B2B experience
- OXID offers a very good client system as well

ELEVATOR PITCH AGAINST OXID

OXID offers a well-established system that focuses heavily on the B2B market. In recent years, Shopware has not only caught up with OXID, but has also established itself as a driver of innovation. Furthermore, thanks to the extensive B2C functions and the additional B2B module, Shopware has a feature set that also meets the increasing expectations in E-commerce. In contrast to OXID, shopware AG is still 100% equity financed. To further expand its position as an innovation driver, Shopware focuses internally on the development of new innovations instead of realizing individual project business.

HOW SHOPWARE 6 SELLS AGAINST OXID

- Shopware's time to market is with about three months very competitive towards OXID
- Shopware has a young and dynamic team, which has outperformed OXID over the last years
- Shopware has the far better software – and with open commerce, API first and headless the better and future-proof strategy
- Shopware has in fields of "emotional shopping" lightyears more experience than OXID
- Shopware is very flexible in decision taking thanks to 100% equity financing
- Shopware has way more capacity for innovation research instead than OXID – which are more focused on project-based business

GUIDING QUESTIONS

- Do you always want to use a highly innovative, state of the art shop?
- Do you enjoy working with a manufacturer on a long-term basis with a future-proof solution strategy?
- Would you also like to work with the software yourself instead of relying on external services?
- Do you require new sales channels to maintain your business soon?
- Does your company operate internationally and would like to open new markets for your business?