Shopernicus

Integrated ecommerce software platform

www.shopernicus.ro

Ecommerce worldwide and ecommerce in Romania

There is no better moment to get involved in ecommerce: wordwide sales are growing each and every year

Locally and worldwide more and more sales are made over the internet. Brick and mortar shops that used to ignore ecommerce channels dive into the world of online sales, discovering a huge and avid market that grows every year and has a great growing potential. Below, a few key data, source: EcommerceNews.eu, http://ecommercenews.eu/ecommerce-sales-europe-will-increase-
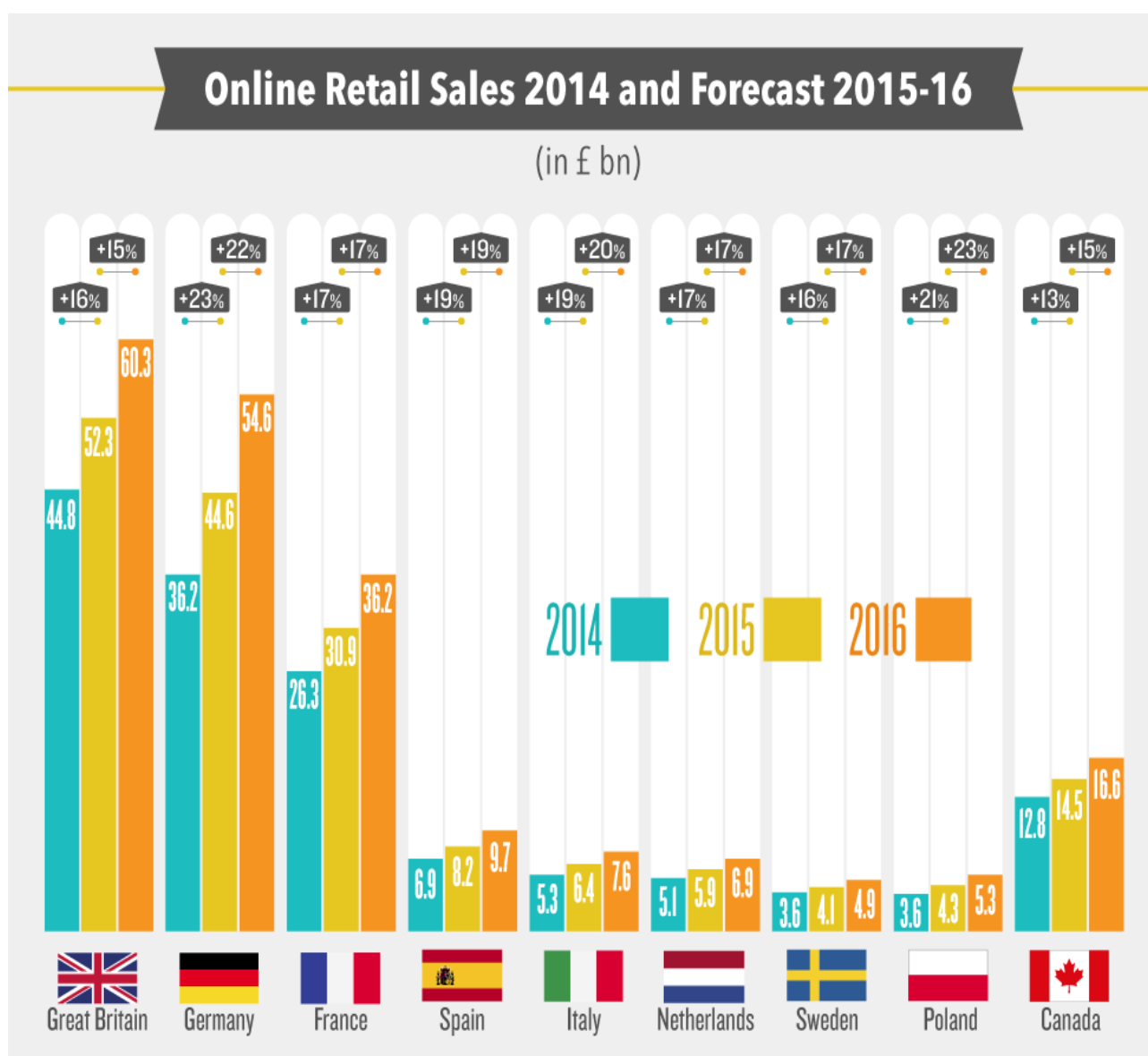
Shopernicus – creeaza MEGAzine online
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Online Retailing vs. Bricks and Mortar Stores 2014-15
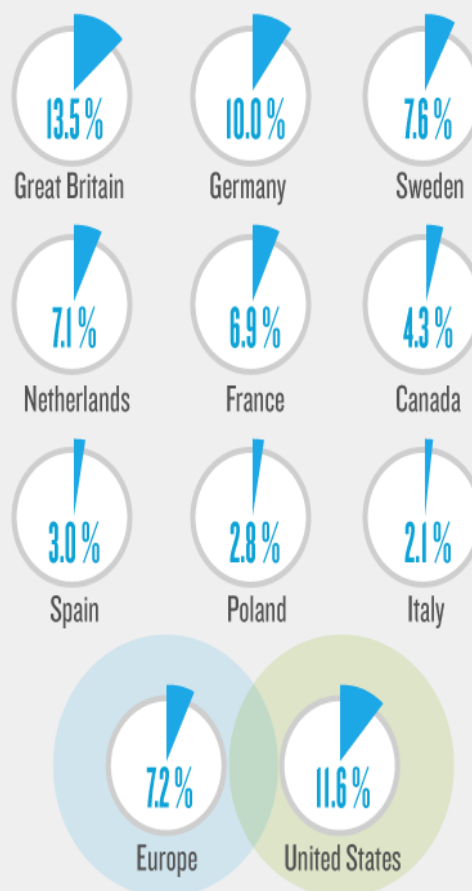
	Growth of bricks and mortar	VS	Growth of online retail
Germany	-1.8%		+23.1%
Poland	-0.6%		+21.0%
Italy	-1.0%		+19.0%
Spain	-0.6%		+18.6%
France	-1.7%		+17.0%
Netherlands	-1.4%		+16.8%
Great Britain	-2.0%		+16.2%
Sweden	-1.2%		+15.5%
Canada	-0.4%		+13.2%
Europe	-1.4%		+18.4%
United States	-1.9%		+13.8%
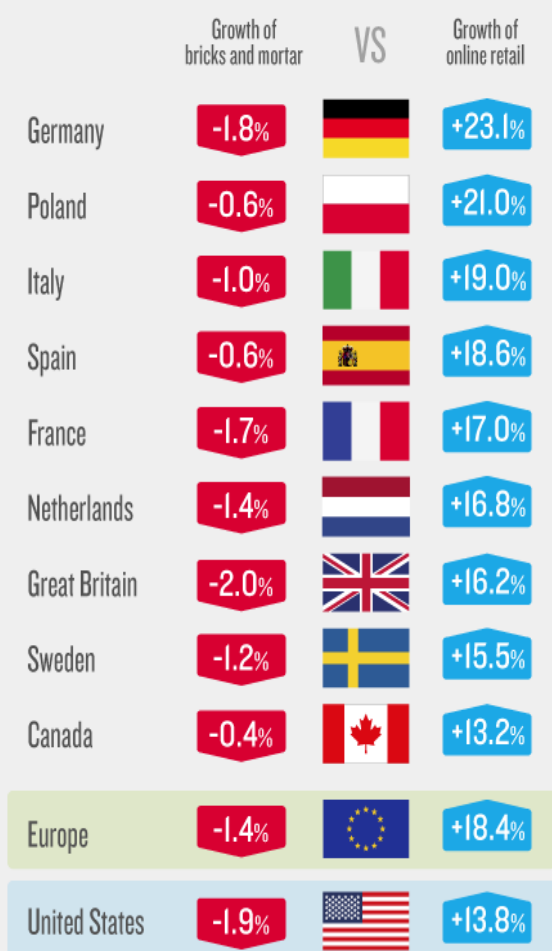
Online share of total retail trade 2014

Great Britain	Germany	Sweden
13.5%	10.0%	7.6%
Netherlands	**France**	**Canada**
7.1%	6.9%	4.3%
Spain	**Poland**	**Italy**
3.0%	2.8%	2.1%

Europe 7.2%   United States 11.6%

Online Retail Sales in Europe and the U.S.

(in £ bn)
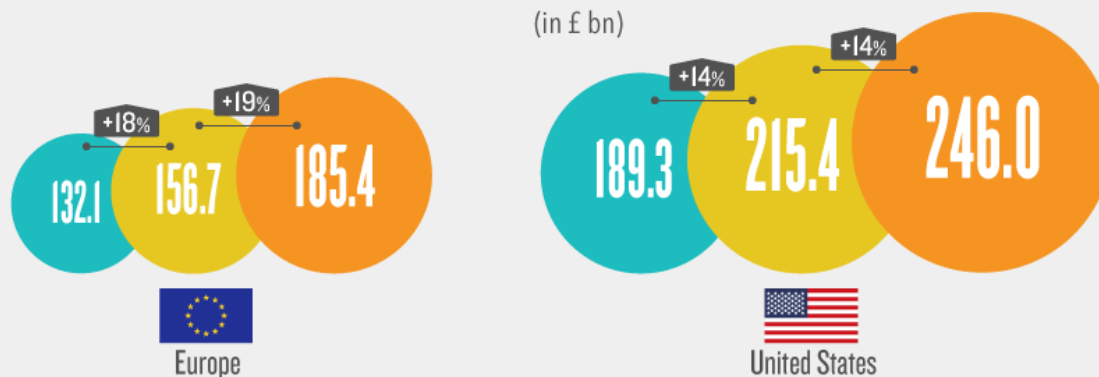
Europe: 132.1   +18%   156.7   +19%   185.4

United States: 189.3   +14%   215.4   +14%   246.0

Ecommerce and general internet facts in Romania

- Online retail sales in 2014, between **1,1 and 1,2 billion Euro** (only 600 M. Euro in 2013), only products sold online being taken into consideration, not services, vacations or utilities, aprox **2,2-2,5% of total retail sales (huge growing potential!)**

- **10 million internet users** (from a total of 19,7 million people in Romania)

- Romania has the **1st place in Europe for internet download speed**, with 55,54 Mbs (2nd place Sweden, 3rd place Holland)

- Romania has in December 2014 over **5000 online shops**

- Black Friday 2014, over 75 million Euro in sales

Interesting!

In 2010, **Shopify, one of the largest hosted ecommerce platform** receives $7 million as funding, in 2011 receives $15 million and in December 2013, **Shopify receives $100 million**

Shopernicus, short facts

What is Shopernicus, when it started, where it heads to

Shopernicus is an **integrated ecommerce software platform** fully **developed in Romania** (in Pitesti, 45 minutes to Bucharest, by highway), by **a team of 4 people** over **5 years** (January 2010 to date), curently 2 of the original core engineers being still in the team, the 3rd being in close contact as an external developer.

The team focused on building **custom ecommerce shops** (as opposed to rented licenses) that led to **over 100 implementations** over the years, the first shops developed being still in our portfolio (www.deepinvogue.ro and www.perdele-online.ro – January 2010)

Over all these years, the development was sustained from internal sources, no external funding, no partnership.

Shopernicus mentioned among top ecommerce platforms in Romania

In 2013 Shopernicus was nominated by Agile Media (http://agilemedia.com/ro/thestateof-ro-e-commerce/) and ECOMPedia (ecommerce community, http://ecompedia.ro/infografic-top-platforme-e-commerce-by-agilemedia-ro.html) as one of the most popular romanian ecommerce software package.

Shopernicus, general technical facts

- developed in PHP/MySQL/HTML/CSS, no third party framework

- aprox 95% code isolation (code vs HTML interface vs SQL etc)

- integration with open source jQuery modules (slides, menus, carousels etc)

- functional isolated structure (layouts, core/engine, settings,external scripts)

- settings/configurations

Shopernicus, platform features and added value

Advanced product definition

- multiple images, drag and drop image management

- multiple pricing options, discounts

- complex purchasing options (color, size etc), that can be extended with pricing options (price varies by color or by size, for ex)

- stock

- import/export

- multiple currencies, price for a product can be set by different currencies, in case of more suppliers, each providing the list of products in another currency.

- Technical, tabelar attributes for each product

- advanced filtering options set by category, allowing the user to easily filter a large list by a few specific criteria (in Laptops, show only laptops with 6 GB RAM, Windows 8 and 17 inch display)

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- different page display options (load more button with jQuery, products load in the same page or different pages with NEXT/PREV and page numbers)

- sorting options (sort products in category by price, by last added, alphabetically)

- manufacturing

Complex SEO

- Meta tags control at product level and page level

- Search Engine Friendly (SEF), unique URLs

- correct usage of H1, H2, H3 tags

- ALT and TITLE on images, keywords named images

- sitemaps

- Google, Yahoo pinging

- schema.org data implementations in order to help Google easily identify product parameters (for search engine products ranking, details here http://schema.org/docs/gs.html#microdata_why)

Orders management, payment, delivery and invoicing

- Order placed by classic "add to cart" process or fast order, by just sending a minimal form (either the phone number, either 3 fields form – phone, mail, short message)

- Order editor, shop admin can easily and totally edit an order from admin panel (add products to order, remove products, change quantity, change price qithout affecting price of the product in shop, add discounts etc)

- Order status – INITIATED, SENT, FINALIZED, CANCELED etc

- Invoicing (print invoice directly from order detail)

- Notification of delivery when changing order status in admin, by mail or by SMS

- One page checkout

- Delivery to another address

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- Online payment integration

- Multiple delivery options

Rich marketing features

- Classic discounts

- Animated slides to promote products or events

- Credit points for each monetary unit spent on site that customers can use to pay future orders. Credits are allocated after an order has been marked as paid. Credit points can be allocated from administration by shop admin

- Discount vouchers (vouchers have a value – number or percent, a valability and a quantity, ex: use the code ANA to get 10% discounts on all orders. Code is available until tomorrow. Only the first 5 customers get the discount!)

- Global order discounts (ex: 5% discount set for all orders over weekend, no matter the value)

- Happy Hour discount (bulk discounts for a limited period of time)

- Newsletter list

- Stock alert,

- price alert

- Wishlist

- product feeds for popular price comparison websites

- Other

Miscelaneous

- Modular templates/widgets for shop areas (shop admin has the posibility to define how a page is structured – what widgets to add in a particular page, without the need of a programming team! This is a very powerful editing feature)

- advanced CMS (content management system), shop admin easily edits pages, menus (drag and drop) content etc

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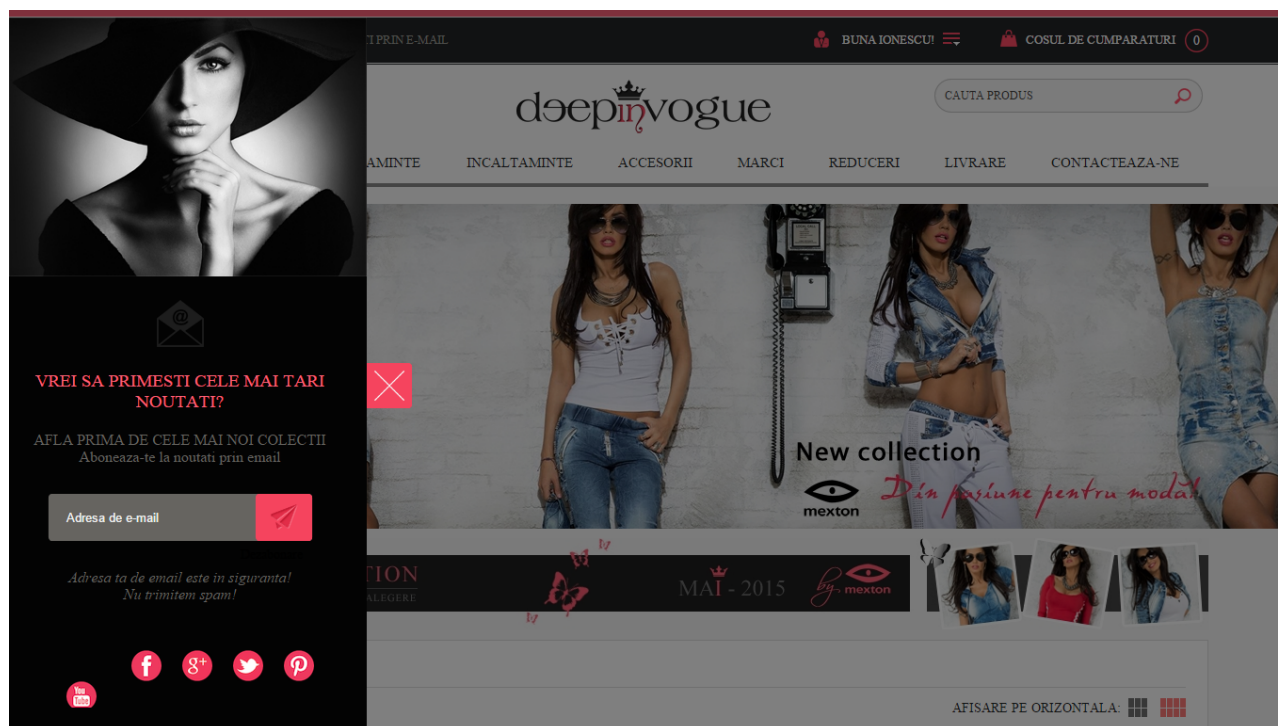*Integrated ecommerce software platform*

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- huge configuration area (settings) that can easily change how the shop works!

- Localization support (multiple languages)

- reports

- integration with affiliate platforms

- integration with SMS notification services

- integration with Google Analytics traffic counter

- Facebook login

- **integration with popular Romanian ERP system, with plans to integrate multiple ERP systems**

- **a lot more!!!**

Shopernicus powers over 100 websites

From fashion to technical products, Shopernicus delivers.

www.deepinvogue.ro - fashion (Mexton reseller, only 3 online resellers for Mexton, 2 are powered by Shopernicus, Romania)

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www.divazapatos.com – fashion (2nd Mexton reseller, Spain)

www.inpuff.ro – fashion, Romania

www.perdele-online.ro , curtains, Romania

www.e-solare.com, solar plants, Romania

www.alesa.ro, leather purses, Romania

www.pako.ro, fashion, Romania

www.1001cosmetice.ro, cosmetics, Romania

www.confortinstal.ro, central heating, Romania

www.anvelope-auto-ieftine.ro, tyres, Romania

Non-standard functionalities developed over time for customised shops powered by Shopernicus as customised extensions of Shopernicus

- Shopernicus enhanced as a shopping club, "together we buy cheaper" concept, customers could join social shopping grups and invite friends based on Facebook friends

- recurring billing for shopping club

- SMS payment integration for products

- manufacturing costs based on user choice

- products displayed with or without VAT on site based on user choice, depending on country

- different prices based on country visitors

- en-gross and retail shops (2 different websites) developed as one single customised solution based on a single database. Different customers, different prices.

Plans for near future

For near future the development team has already planned:

- ERP integration as standard feature

- mobile module (http://m.site.com)

- admin roles with admin permissions

- one click delivery (AWB integration, labels printing, all papers needed for delivery to be printed with one single click from admin panel)

- remarketing features (ex: abandoned cart follow-up) in order to increase conversion rates

- Facebook shop

- barcode device integration

- separate offline application for stock management (to replace/extend ERP integration due to non-standardised ERPs on themarket), integrated with Shopernicus