Avangate Case Study:
Oxygen XML
Success Stories

The client

<oXygen/> xml editor

Client: Oxygen XML
Software: XML editing tools
Website: www.oxygenxml.com

Oxygen XML offers a complete cross platform XML editor providing the tools for XML authoring, conversion, Schema, DTD, Relax NG and Schematron development, XPath, XSLT, XQuery debugging, SOAP and

WSDL testing. To get an idea about the features in the <oXygen/> suite, one can download free trial licenses from the company's website. Intel and IBM are just some of the big names that have incorporated Oxygen XML's solutions for web services and service oriented architectures.

Key issues

- customized solution for specific business model
- quick and proactive response to development requests
- flexibility in financial matters
- personal approach to do things faster and more efficient
- client-oriented attitude

The challenge

In early 2007, Oxygen XML was searching for a way to optimize its business, especially by increasing the online sales volumes. <oXygen/> products were already well-known worldwide and they wanted to monetize that in an accessible and profitable way for both them and their clients. From having a customized solution to building a strong cash flow, the company continuously seeks for techniques to better run the business.

The main things to be considered were: cutting costs in selling <oXygen/> online, having a strong cash flow and working with an online services provider that would offer customized services to fit the software's particularities. Avangate came to meet all these requirements and more, becoming one of Oxygen XML's strategic partners.

Avangate was required to securely process online orders on the Oxygen XML website, as well as insure a strong cash flow for the company and a customized solution, all in a cost effective manner.

Avangate a real partner

By working together to improve Oxygen XML's online solutions, the two companies built a strong partnership that will continue to produce great results in the future. Avangate's experience and know-how in selling software online proved to be decisive.

First of all, the personal approach that Avangate uses insures true and efficient client-provider communication, so that both parties involved get to know each other better and faster. This leads to faster and customized results, saving time and offering Oxygen XML the requested deliverables.

The client-oriented attitude of the Avangate team is the most important asset from the client's point of view. Every one of the customer's demands was thoroughly analyzed and a solution was found, that would fit both Oxygen XML's necessities and Avangate's development timeline.

"Avangate came to us when we were preparing to reorganize the company in order to cut costs. After only a couple weeks we were already working as a team. The customized services Avangate developed for us proved to be top notch and helped our team be more client-oriented and achieve greater results."

George Bina - Managing Partner
SyncRO Soft Ltd

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The Avangate solution

The online payment platform was the main part of the solution proposed by Avangate. It contains all the necessary modules for Oxygen XML plus additional requested customizations that Avangate successfully implemented, especially for financial reporting.

Given the fact that the client needed a way to protect itself against fraud attempts without being too obtrusive to the customers and, possibly, losing well-intended clients, Avangate customized the antifraud filter by changing the way each request is treated..

Avangate also customized the support services for Oxygen XML by manually analyzing the lost customers and following-up to those that fit the company's profile, dependent on the order and other specific parameters.

Last but not least, Avangate also presented OxygenXML a lower total cost of ownership (TCO) for the solution, in order to increase business efficiency. Also, by offering 4 payments a month, it gives Oxygen XML the opportunity to have a strong cash flow at hand, minimizing the chances for unpredictable situations.

Implementation

The whole implementation phase of the project was finished after only 3 months; during this time, Avangate developed and successfully tested the custom required features the client needed. Currently, over 80% of their total software sales are being processed online, turning Avangate into a key partner for Oxygen XML.

The custom-developed features are the most important aspect of the implementation phase. They were discussed together with the client and were solved with maximum priority in the shortest possible time. This way, Oxygen XML's time-to-market was dramatically improved.

Benefits

"Improved efficiency" is the expression to use when it comes to describe the benefits of the Avangate solution for Oxygen XML:

● worldwide reach to the company's products via an internationally recognized eCommerce solution;

● more high quality customers;

● strong cash flow;

● business-efficient TCO.

Avangate can offer you also...

When selling through various channels, it is recommended to have a single, integrated, full-featured solution. Avangate offers such a platform, that empowers one to control the whole sales channel. Whether it's online sales or sales through resellers (distributors) or affiliates you can quickly and easily manage everything from product details, marketing campaigns, credit limits, partner margins, automated order processing and invoicing all from one, centralized location.

Results:

✓ higher company profit due to business-efficient solution offered by Avangate

✓ better marketing and sales forecasts; the custom financial reporting modules;

✓ increased sales volumes due to specific business to business ordering and payment methods.

Most appreciated:

● client-oriented attitude
● business-effective solutions
● personal approach
● solution flexibility