

THE WORLD IS CHANGING.



intershop[®]

INSPIRED BY TOMORROW



COMMERCE IS BREAKING NEW GROUND.

**Who are
your customers?**





**The individual
is defining the market.**

Up until the late 20th century, commerce remained what it had been for thousands of years – a one-to-one exchange between a buyer and a seller.

With the advent of shopping malls and the arrival of e-commerce, the seller disappeared behind shopping aisles and computer displays.

But now the world is changing again. Dramatically.

New technologies are enabling the revival of the one-to-one shopping experience. Better still, we can now go shopping wherever, whenever, and however we want.

To thrive in your markets and develop the full potential of your business, you therefore need to focus on one thing above all – your customers.

in



dividual



vestigate

THE FUTURE W



Success depends on driving commerce trends.

In order to shape the future of commerce, you have to be ahead of the curve:

- ▶ How can you predict how your customers will behave in the future?
- ▶ How can you influence the increasingly dynamic transformation of your markets?
- ▶ How can you be ready for future developments in technologies, markets, and business models?

The answer: By teaming with a strong partner who has extensive market knowledge, innovative creativity, and a track record of always being ahead of their time.

in

ILL REQUIRE NEW ANSWERS.

There are many different challenges,
but one simple solution.

BIG DATA

PREDICTIVE ANALYTICS
MULTI-TOUCH

WCS ERP INTEGRATION
ORDER MANAGEMENT
SUPPLIER INTEGRATION
MULTI-CHANNEL
CUSTOMER JOURNEY
CUSTOMER EXPERIENCE

CONSUMERIZATION

GLOBALIZATION

POINT SHOPPING
SAME DAY DELIVERY

PERSONALIZATION
MOBILE
D2D/B2C
BRAND VALUE

PIM

HOW DO YOU ACHIEVE AMBITIOUS GOALS IN

CHANNEL
FACE PLATFORM
SOCIAL COM

Increasing globalization of the flow of information and goods requires constant adaptability. That applies whether you're a technology leader in global B2B markets or an innovative start-up with a regional focus.

Mastering the complexity and dynamics of our changing world calls for an unprecedented range of new processes.

Is your business ready for the challenges ahead?

▶ Do you understand your customers better than ever before? Do you know every detail of their preferences, their needs, and their potential? And do you know how to leverage this knowledge to boost your bottom line?

▶ As customer expectations continue to rise, are you providing a unique shopping experience? Is your B2B presence comparable with your customers' favorite B2C stores?

▶ Do you support multiple touchpoints while maintaining a strong brand identity across all channels?

▶ Do you manage multiple business models consistently and efficiently via a single, integrated platform?

▶ Are you expanding your presence around the world despite different currencies, tax regimes, product catalogs, and marketing concepts, while seamlessly integrating a range of partners?

▶ Can you convert large quantities of information ("big data") into actionable knowledge – and thus business value?

▶ Is your business profitable despite total price transparency in your markets?

As these and other requirements become increasingly sophisticated, you may be ready for some expert support. Thankfully, the solution is closer than you might think.

All you need is a partner who can help make complexity simple.

1 TIMES OF CHANGE?



genious

TRUST IN PI



**Mutual success
requires mutual trust.**

When Intershop unveiled the world's first online store in 1994, few could have foreseen the groundbreaking impact of this invention.

But that single stroke of genius only partly explains a success story that spans over 20 years. The fact that we remain leaders* in the dynamic world of e-commerce is also due to another crucial factor: the trust our customers place in us.

Perhaps it's time you too discovered how our vision, energy, and absolute integrity can bring new rewards for your business.

in

ONEERS.

*FORRESTER WAVE™
B2B Commerce Suites Q4 2013

Independent

Why your independence is important and how Intershop can help.

The answer is as simple as it is surprising: Intershop is the world's only independent provider of enterprise solutions for omni-channel commerce.

KEEP ON DOING WHAT YOU WANT TO DO.

That independence means we're free from the constraints of a parent group strategy where e-commerce is just one module of many. When you're an Intershop customer, we focus all of our energies on you and your needs.

Choosing your e-commerce partner is a major strategic decision. On the one hand, that partner needs to provide technology and expertise. On the other, it must be able to respond appropriately as your business changes and grows – supporting you with innovative ideas, rather than making you wait while company policy is rewritten.

- ▶ SCALABLE RESOURCES
WORLDWIDE
- ▶ EFFICIENT KNOWLEDGE
TRANSFER
- ▶ PROVEN ACCESS TO
INTERSHOP TECHNOLOGY

**Expertise around the world: Intershop
and our partner network.**

At Intershop, we're committed to being wherever you need us. In addition to our global chain of Intershop locations, we have one of the world's most powerful partner networks. Comprising more than 900 specialists across five continents, there's a unique wealth of talent to draw on – especially when finding creative solutions to an industry-specific requirement.

After all, which other player can leverage over 20 years of e-commerce experience and more than 2,700 person-years of customer care? For more information on our global partner network, visit www.intershop.com/partners

WITH US OR OUR PARTNERS.

interact



In the e-commerce arena, there is one sure sign of a platform's flexibility, resilience, and innovative capabilities: deployment by the world's leading companies. At Intershop, we're proud of the fact that in the more than two decades since we created the world's first online store, all of our projects have been rolled out successfully.

HUBERT

»We were impressed by Intershop's unique knowledge of B2B e-commerce and how it could support us in customization and also internationally. We were able to take the Intershop e-commerce platform, use it as a framework to build out our many sites and configure it to support our business.«

Mark Woodrow Vice President Marketing, Hubert Co. LLC

ELKJØP

»The Intershop platform is highly stable, and we don't have any problems when it comes to security. Implementing the Intershop solution enabled us to streamline processes and save costs, while also driving forward our international expansion.«

Hans Petter Gulbransen Head of CIO Office, Elkjøp

POTTERMORE

»Following an intense project involving Intershop's professional services team the Pottermore Shop exceeded all expectations selling millions of \$'s of Harry Potter e-books through the launch period.«

Julian Thomas CTO, Pottermore

WHO ELSE HAS A 100% SUCCESS RATE?

That's why our list of references speaks for itself
– and why our customers speak for us.



spired

YOUR FUTURE IS KNOWN AS



What comes after tomorrow?

If customer satisfaction is crucial for success, then it obviously pays to use the latest technologies with all the potential they offer: to create a richer shopping experience, to generate personalized offers in real time, and to use innovative tools, such as predictive analytics, shopping apps, and co-browsing customer support.

We're developing these tools ahead of market demand. Accordingly, we are currently the only provider of integrated enterprise solutions for B2B and B2C commerce because we were among the first to predict their convergence.

It pays to think about tomorrow. And even more about the day after.

in

S INNOVATION.

**Innovation
is who we are.**

When you succeed in bringing an idea to fruition, it changes you forever. There are many great innovators whose lives testify to that fact, from Leonardo da Vinci to Steve Jobs. What is true for one person is also true for a whole company.

Twenty years ago, in 1994, no one could have predicted the enormous transformation we set in motion when we launched the first e-commerce package. The impulse that drove us twenty years ago is the same one that drives us today: The belief in the power of good ideas and the determination to turn vision into reality.

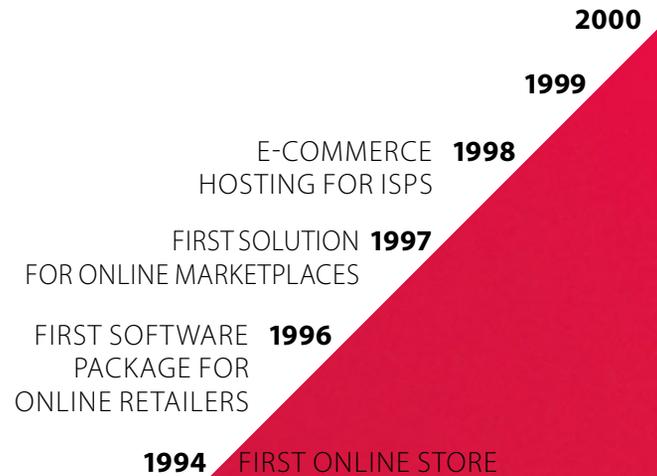
That's why many ideas that might seem pie in the sky now will soon be central to your business, e.g., data mapping, customer segmentation, warehouse optimization, integrated inventory, and multi-touch-point fulfillment, to name just a few.

All of this energy and expertise is waiting to work for you. Join forces with a partner who is already trusted by more than 500 companies worldwide – from major corporations to medium-sized companies across a huge range of sectors and territories.

Approximately 1.5 billion web pages in 75 countries and more than 50 different languages are currently online thanks to Intershop commerce solutions. The results: more than 2 billion items and 1.3 million orders, generating total revenue of \$ 270 million.

Every single day.

itiate



Join us as we look forward
to the next 20 years.

2030

2020

PREDICTIVE COMMERCE ANALYTICS **2014**

2012 INTERSHOP 7
OMNI-CHANNEL
COMMERCE

2009 DISTRIBUTED
ORDER MANAGEMENT

2004 ENFINITY SUITE 6
MULTI-CHANNEL PLATFORM

2002 MULTI-SITE PLATFORM

B2B PROCUREMENT SOLUTION

XML/JAVA-BASED
ENTERPRISE COMMERCE
PLATFORM

2050

2040



in

NOTHING IS MORE POWERFUL THAN A GOOD IDEA.



COMPLEXITY MADE SIMPLE.

Your company is made up of multiple units – but you want to be seen as a single entity. Your sales function is opening up new regions and channels, but you don't want to lose customers through channel conflict. Your partners each have their own very specific procurement processes – but you want the shopping experience to be simple and intuitive for everyone.

In short, you have to take a complex reality and somehow make it simple.

▶ Intershop 7 is a high-end solution for omni-channel commerce that adapts to your strategies and corporate structures. It allows you to manage all your channels and business models via a single platform.

- ▶ Intershop 7 is the only solution available today that seamlessly combines B2B and B2C.
- ▶ Intershop 7 is extremely resilient and supports every possible growth strategy.
- ▶ Intershop 7 is based on a clearly defined, modular concept, making it easy to integrate future technologies. If you change your strategy, you no longer have to change your entire system.

Choose a technology that's designed for what really matters: the needs of your business and your customers.

TECHNOLOGY CORE DEVELOPMENT LEVEL

Platform Core
Development Tools
System Monitoring
Advanced Replication
High-Availability
Clustering

Web Content Management
Marketing & Merchandizing
Product Information Management
Distributed Order Management
Analytics & Reporting

CHANNEL MANAGEMENT CUSTOMER TOUCHPOINTS

Mobile Commerce
Web Store
Call Center
Print
In-Store
POS

COMMERCE CORE MANAGEMENT TOOLS

Intershop 7

The adaptable, resilient, and
future-proof solution
for high-end omni-channel
commerce.

For SMEs and large-scale
enterprises.



From enterprise to SME.

From B2B to B2X.

From retail to automotive.

From ERP to PIM.

Need a solution that's tailored to your business? Then you've come to the right place.

At Intershop, we optimize processes and customize technologies to meet your specific market situation. To do that, we draw on our profound insights into countless industry-specific challenges, combined with the most comprehensive technical platform available.

Our task is made easier by the unique way in which Intershop 7 blends B2B with B2C – all in a single package. As a result, you not only have complete freedom when developing your strategy, you also reduce the burden on your IT resources.

Choose Intershop and gain a crucial competitive edge. Whether you're an industrial enterprise with global operations or a powerhouse SME:

Intershop speaks your language.



Sight

Over the following pages, we look at some of the specific challenges found in four selected sectors. If your industry isn't covered, simply get in touch and we will share our experience with you. Who knows – we may even end up writing a new success story together.

E-FOOD

RETAIL

HI-TECH MANUFACTURING

TELECOMMUNICATIONS

DIGITAL GOODS

CHEMICAL INDUSTRY

UTILITY COMPANIES

PUBLISHING

AUTOMOTIVE

THE FOUR DIMENSIONS OF EXPERTISE

in



inDUSTRY EXPERTISE

»HOW CAN I BECOME ONE OF MY CUSTOMERS' »B



86%

*of online shoppers buy from no more than five different stores.**

Online commerce is driven by confident consumers, each with their own unique buying behavior. Customers call the shots!

As in offline commerce, the key differentiators in the online world are flexible business models, personalized communications, and attractive product presentation. Other important factors are new and intelligent in-store concepts that use online content to enrich the offline world, e.g., by enhancing service and the shopping experience at the point of sale.

Find out more about innovative technologies that can help you understand customer behavior and leverage that knowledge to boost sales.

You can also learn about the management tools that will aid your decision-making in an increasingly complex omni-channel world.

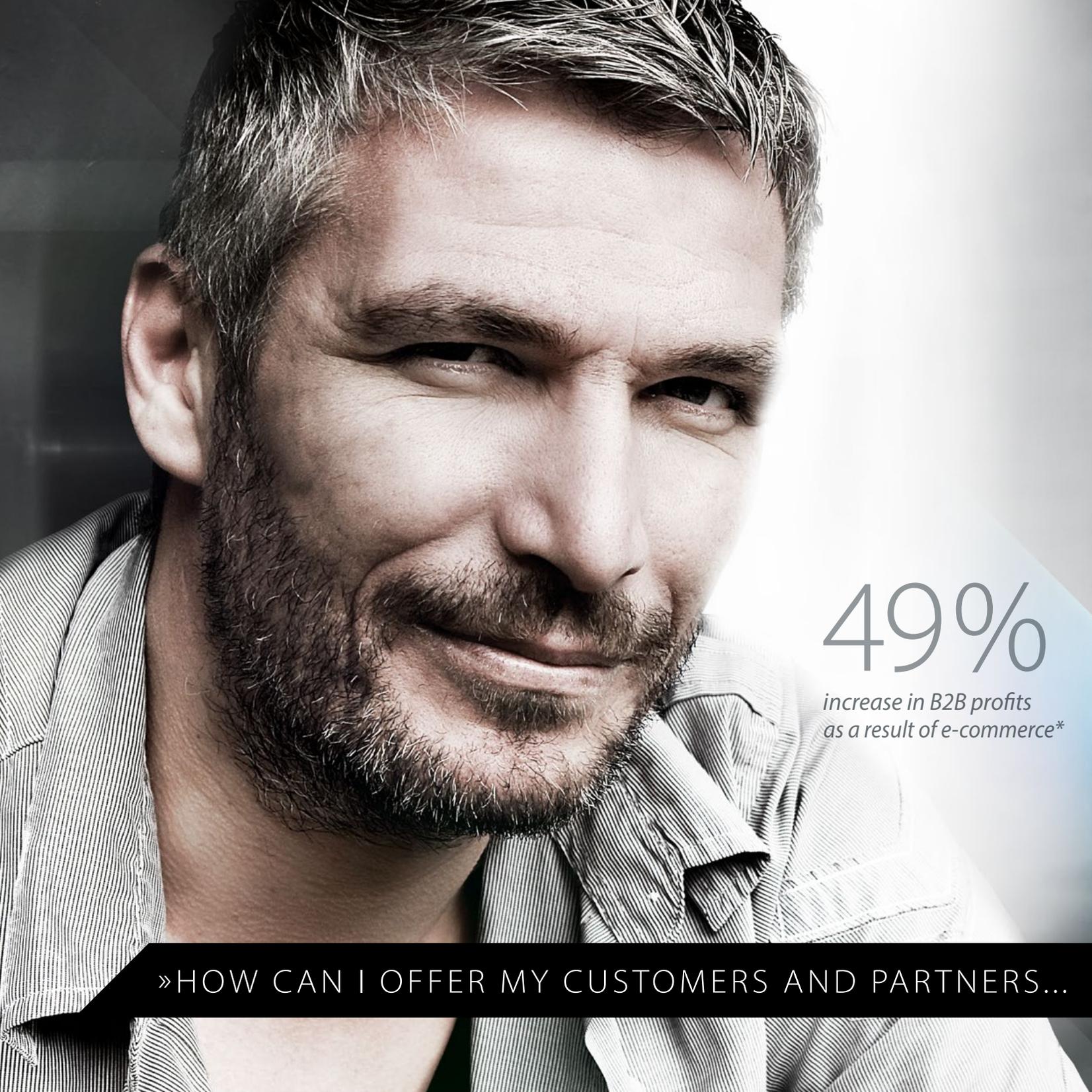
As you'll discover, even the most independent customers can become the most loyal.

All you have to do is be attuned to their needs.

RETAIL

IG FIVE<?«

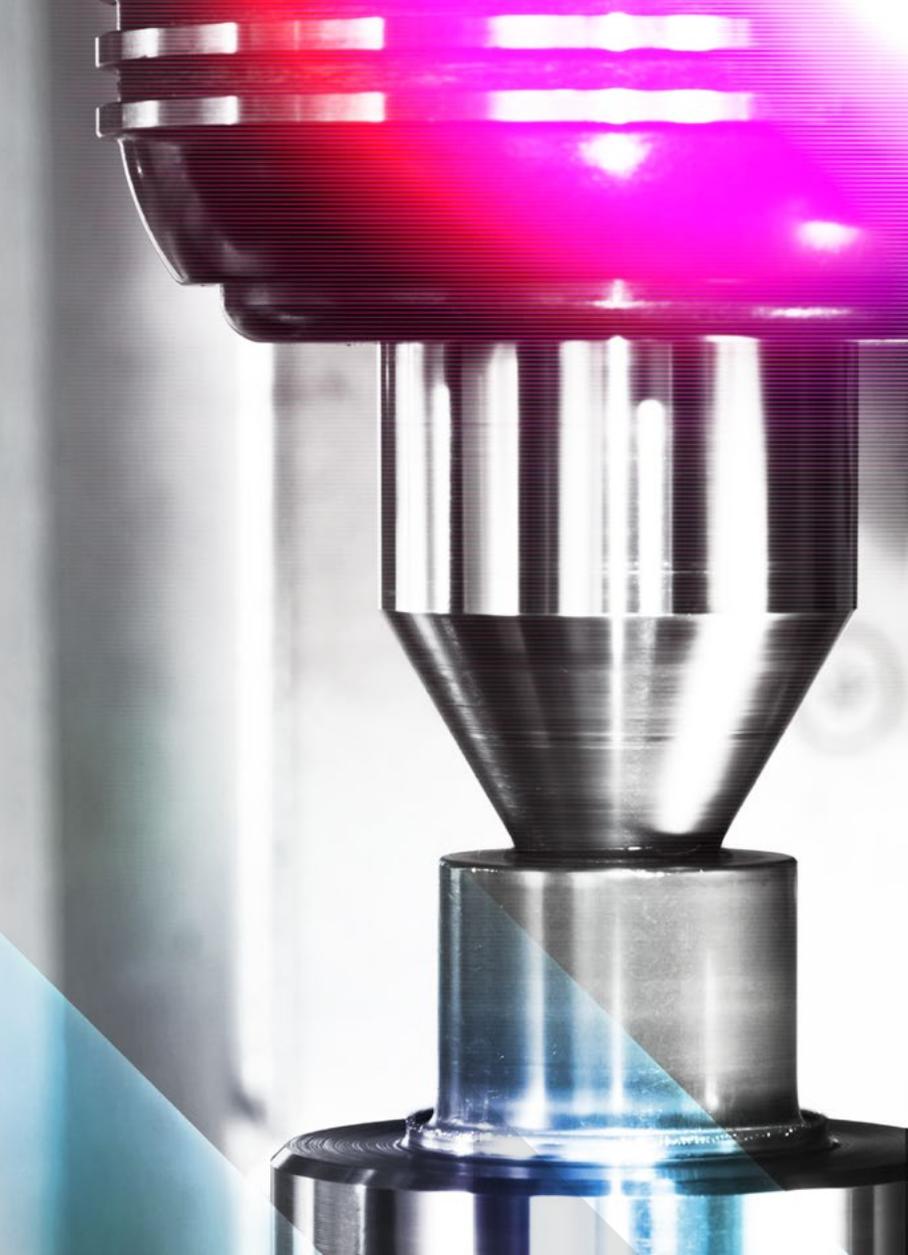
**"Customers take control,"
PriceWaterhouseCoopers 2011*



49%

*increase in B2B profits
as a result of e-commerce**

» HOW CAN I OFFER MY CUSTOMERS AND PARTNERS...



How do I respond to growing consumerization?

HIGH-TECH MANUFACTURING

B2B commerce is undergoing fundamental changes. To satisfy your customers, you need to meet the expectations inspired by their B2C shopping experiences. In addition, as systems become increasingly interconnected there is enormous potential for efficiency and synergy gains.

But is it really possible to create a sophisticated, personalized e-store experience that also accommodates the complex organizational structures of a large-scale global enterprise?

As a world leader in B2B commerce (FORRESTER WAVE™ B2B Commerce Suites Q4 2013), Intershop can provide answers that give you greater freedom than ever before.

Wouldn't it be nice to make every customer feel they're important?

inDUSTRY EXPERTISE

...THE SAME E-COMMERCE EXPERIENCE? «

**Intershop E-Commerce Report 2013*

**How to unlock the full efficiency
of your business.**

TELECOMMUNICATIONS

There are very few industries as fiercely competitive as the telecommunications sector. With margins shrinking, the danger is that lower prices will impact your quality of service and ultimately drive customers away.

The solution is intelligent and automated data stream management across all business units, combined with a heavy-duty platform that enables centralized control of all relevant processes.

The result is a host of innovative possibilities – from self-service portals offering greater efficiency and tangible customer benefits to exciting online shopping environments with powerful promotional tools. Plus many other opportunities to boost your bottom line.

Give us a call and let's talk about Intershop 7.

40,000,000

*satisfied customers –
and one reliable platform.**

inDUSTRY EXPERTISE

»HOW CAN I MAINTAIN CUSTOMER SATISFACTION...

**Deutsche Telekom*

More success stories: www.intershop.com/media-center



...WHILE ALSO IMPROVING EFFICIENCY?«

AUTOMOTIVE INDUSTRY

40%

*reduction in IT costs
thanks to platform consolidation
means greater scope
for brand management.**

** Quotation of Intershop automotive customer*

INTERSHOP AUTOMOTIVE COMMERCE:

inDUSTRY EXPERTISE



**There's one car component
that is virtually priceless:
your brand.**

PUT YOUR BRAND IN THE FAST LANE.

A car is much more than just a means of transportation. Most of your customers use your brand and its values as a way of communicating who they are.

Wherever your brand and products appear – online or in the showroom – your customers' expectations are essentially the same. Whatever the channel, the brand experience must be totally consistent.

In response to this challenge, we developed Intershop PIM and Intershop Web-CMS. As well as bringing clarity to your data resources, these are valuable tools for promoting and sustaining the loyalty of customers to your brand.

And that, of course, ultimately results in a healthier bottom line.



inspire!

INSPIRE@INTERSHOP.COM

FEEL **in**VITED.

The world of commerce is changing dramatically. Vendors are faced with growing consumer confidence and an ever-increasing range of channels. In addition, the erosion of traditional sales concepts and business models is creating formidable challenges.

To halt the decline in customer satisfaction and revitalize your appeal, you need new and intelligent ideas.

Intershop solutions have the power to make omni-channel commerce a reality for your business.

To do that, we leverage leading-edge technologies and our unique industry experience.

Better still, when you opt for Intershop you are choosing a partner that has retained the same fundamental motives through 20 years of innovation: the desire to understand the needs of your business and the passion to find the right solutions.

Are you ready to learn how Intershop ideas can energize and inspire your business? Please contact us – I look forward to engaging with you.

Jochen Moll · CEO

Intershop Communications AG



intershop[®]

inSPIRED BY TOMORROW

The world of commerce is changing.

Unlock your potential with the exciting possibilities of Intershop omni-channel commerce.

Jena, Germany

Hong Kong, China

Melbourne, Australia

San Francisco, USA

Amsterdam, Netherlands	Nuremberg, Germany
Berlin, Germany	Paris, France
Frankfurt, Germany	Rio de Janeiro, Brazil
Hamburg, Germany	Sofia, Bulgaria
London, UK	Stuttgart, Germany

Furthermore Intershop is represented in Austria, Belgium, China, Denmark, Finland, India, Italy, Norway, Russian Federation, Spain, Sweden, Switzerland, and Turkey.

For a full overview, as well as for contact details please consult our website: www.intershop.com/offices-and-subsiidiaries



intershop.com

info@intershop.com