

One e-commerce platform, **many capabilities,** infinite possibilities

Intershop: A leading B2B e-commerce platform

When it comes to B2B e-commerce, success starts with a solid high-performance foundation. It starts with the Intershop Commerce Platform. Designed especially for mid- to large-sized manufacturers, wholesalers and organizations with complex processes and a need for high-performance our SaaS commerce solution offers best-in-breed functionality and seamless integrations that support your existing business processes.

With decades of e-commerce experience, we know that details make all the difference. So, we've perfected every aspect of our advanced commerce capabilities. But we also enable a build and buy strategy – giving you the flexibility to customize the platform to meet your unique needs.

Best of all? You don't need to be a technical wizard to see the benefits. Because Intershop is made with business users in mind. That means a clear interface and quick implementation. With a low total cost of ownership and a measurable return on investment. It's as simple as that.

Are you ready to boost your online business?
Discover what Intershop can do.

Intershop Commerce Platform

Every business is unique, but they all deserve a **reliable digital foundation.** The Intershop Commerce Platform is a leading B2B e-commerce platform, offering the **flexibility to adapt** to any sales process, customer need, market opportunity, or business model. Set up multiple shops, provide personalized customer portals, and reach global markets from a **single comprehensive system**.

PROOF POINTS

TURBO AGILE COMMERCE

Start fast, **stay flexible.**



OUT-OF-THE-BOX B2B FEATURES

Designed to adapt to your B2B market.

UNSURPASSED CUSTOMER EXPERIENCE

Turn transactions into lasting relationships.



SAAS COMMERCE PLATFORM

Enterprise commerce, without the complexity.

CLOUD COMMERCE

Get ready for the future. Starting right now.



OPEN API ARCHITECTURE

A seamless fit for any IT landscape.

B2B features

Start selling in no time with dedicated features that will wow your B2B buyers. A wide range of standard features guarantees a **faster time to market** while **cutting risk and reducing set-up costs**. Ready-to-use storefronts, support for multiple touchpoints, and customer self-service options?



Yes, yes and yes.

Single sign-on (SSO)

End the hassle of multiple passwords and sign into all your customer-facing services (like ticketing systems, document portals and more) with the **same login details.**

Customizable

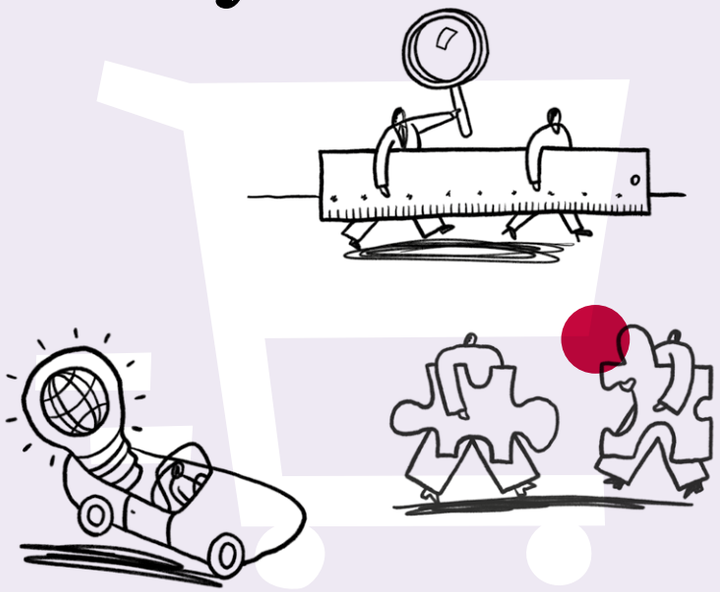
For any business need. **We help companies adapt** to growing expectations and fast-changing business landscape.

Headless

Experience the flexibility of headless implementations. Decouple the technology to **create rich user experiences** in the front end with the most powerful commerce engine in the back end.

TURBO AGILE COMMERCE

Start fast, stay flexible.



Ready for a lightning-fast launch? Get going quickly with **robust, risk-free out-of-the-box B2B capabilities**, and then start adding your own unique touch. Differentiate your business with **headless implementations**, special microservices, and convenient customer touchpoints to deliver excellent service and boost sales.

Microservices

Take advantage of new opportunities and changing customer needs – fast! Use microservices to create **a unique e-commerce environment** that's optimized for you and your market.

Multi-touchpoint

Manage all your customer touchpoints from a single platform, including the latest automated options. From **IoT and AR orders** to vending machines and mobile apps, we've got you covered.

Open APIs

Extend Intershop's standard functionality with **third-party solutions** using a wide range (500+) of flexible and stable APIs.

Progressive web app (PWA)

Optimize your mobile shopping experience with a single-page storefront proving an **impressive page speed**. Boost conversions by combining the look and feel of a native app with the reach of a mobile website.

OUT-OF-THE-BOX B2B FEATURES

Designed to adapt to your B2B market.



Digital B2B self-service

Save time, cut costs, and **give your customers more control!** Digital B2B self-service options let your buyers easily track orders, download invoices, place recurring orders using **quick order and order templates**, find spare parts, check machine health, and so much more. Self-service not only streamlines your customer support, it also boosts customer satisfaction and drives revenue.



Save time, cut costs.

Custom hierarchies

Let account owners take charge of their teams or departments. Assign different roles to each user (like buyer, approver, or admin) so they can access exactly and quickly what they need – and nothing else.

Quick-start B2B store

You'll be up and running with the **B2B blueprint store** in no time. Intuitive design and built-in standard features make set-up a snap.

Internationalization & localization

Take your business across the border in just a few minutes. Set up **new countries, business units, and sales channels** directly from your back office.

Business intelligence

Unite all your data on a central platform to fuel your business intelligence (BI) and **artificial intelligence (AI)** processes and drive smarter decision-making.

B2B catalog management

Give your product offering a personal touch. Create thousands of **different catalog views** (one for every customer!) without impacting performance.

Organizational structure

Your sales platform should reflect your organizational structure. Adapt processes, user roles, and permissions to align with your business and **streamline buyer/seller interaction**.

B2B e-commerce is a big world, and every company has different needs. That's why Intershop **easily adapts to your corporate structure**, workflows, and sales regions, plus offers a wide range of **digital self-service tools** to empower your customers and take the pressure off your sales teams.

B2B2C commerce

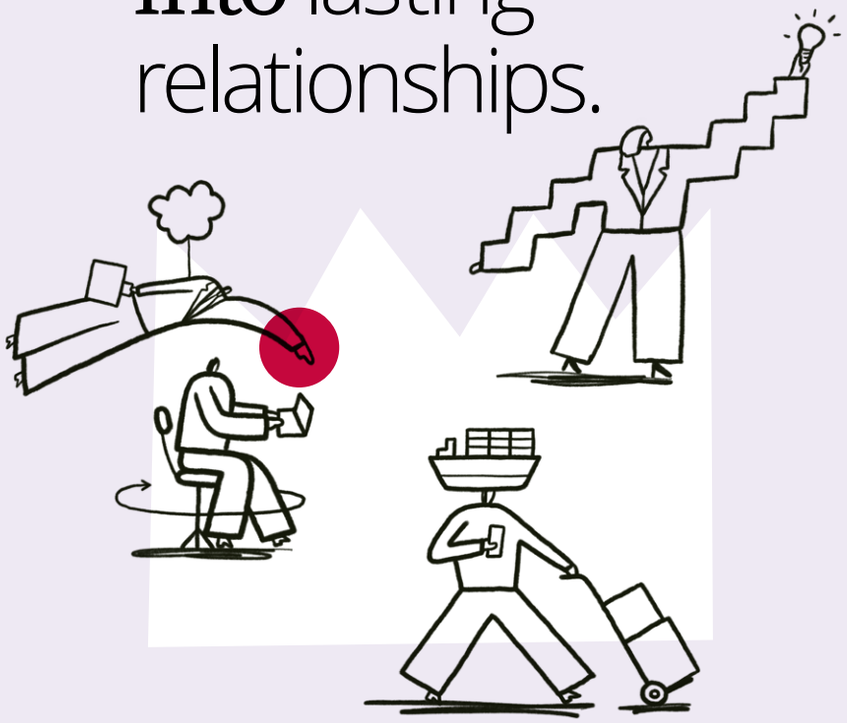
Offer your indirect customers a consistent experience across every sales channel with an end-to-end storefront. Integrate dealers, distributors, and resellers into your direct-to-consumer sales processes.

Quotation management

Receive **quotation requests** straight from the shopping cart or product pages. Then respond to the requests and submit quotes. The customer can accept or reject the quotes or continue negotiating.

UNSURPASSED CUSTOMER EXPERIENCE

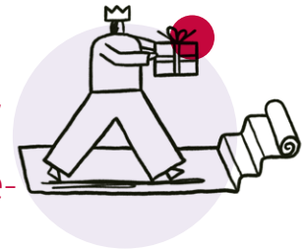
Turn transactions into lasting relationships.



Customer portal

Give your B2B customers the most convenient buyer experience possible! Configure each customer portal to cater to their unique needs and give them an instant overview of the most relevant information. They can **track orders and invoices, monitor machine health** and maintenance schedules, plan service appointments, and **re-order** parts and supplies from a single interface.

Improve convenience, increase customer lifetime value.



Search, navigation & content management

Deliver an extremely **personal experience** at every point in the buyer journey – from discovery and consideration to ordering and aftermarket support.

Custom catalogs & pricing

Adjust the **pricing of your assortment per customer**, plus add minimum order requirements or customer-specific shipping and payment options.

Customer Engagement Center

Offer buyers a helping hand with the Customer Engagement Center. Sales and service representatives can **connect directly with customers** to answer questions and even complete orders.

Promotion engine

Boost revenue and customer loyalty with **personalized promotions**. Create custom offers and campaigns that connect directly to your customer's needs and motivations.

Order management

Digital self-service order management gives customers complete control over their order processes, for a **seamless ordering experience across every channel and region**.

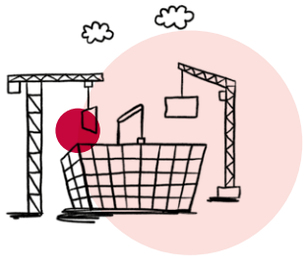
Customer loyalty is all about building relationships. Give your B2B buyers the best possible experience with **personalized customer portals**, streamlined **quotes and approvals**, targeted **promotions**, and advanced **order management** functionality.

SAAS COMMERCE PLATFORM

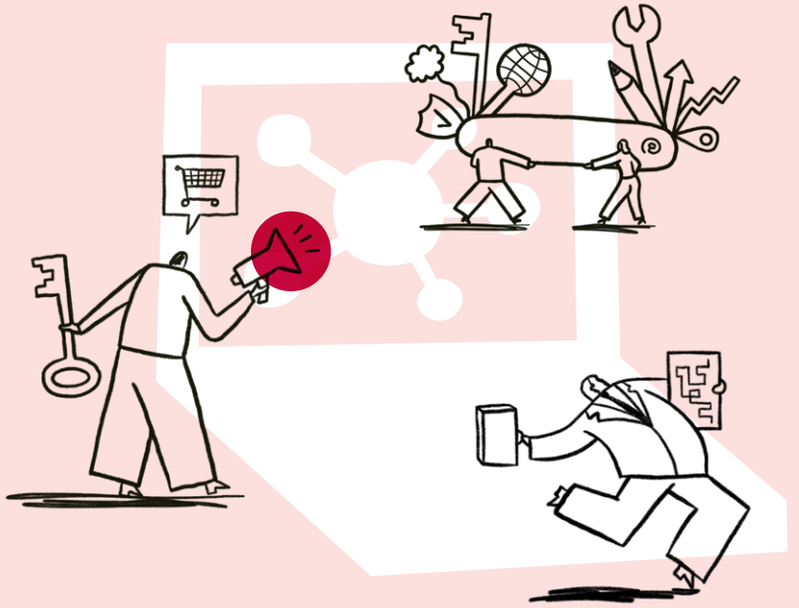
Enterprise commerce, without the complexity.

Buy & build

Take advantage of everything you need – and nothing you don't – to create the ideal digital commerce platform for your business. Intershop enables a build-and-buy approach to online sales, allowing you to **use components of our reliable platform** to get off to a great start. And **then extend or customize** it to suit your requirements.



Extend or customize.



Built to scale

Millions of products? That's what we're here for. Our platform is designed for companies of all sizes, including those doing **100,000 online orders a day**, with 5,000 line items per order.

Fast take-off

Go to market faster! Hit the ground running with a **minimum viable product (MVP)** using our full-featured blueprint store. Personalize the look and feel, then add products and pricing. There's no need to start from scratch.

Secure

Leave your worries behind with an **extra-secure architecture** that's constantly updated to combat various known threats. We also follow all the requirements outlined by the Open Web Application Security Project (OWASP) and the PCI Data Security Standard.

'Intershop has battle-tested capabilities developed over decades.'

Forrester Research

Battle-tested

Years of experience makes us one of the most trusted names in B2B e-commerce. Get the confidence of a **risk-free platform** that's been perfected down to the finest detail. Ready to achieve goals?

Tried and tested functionality and a full-featured PWA-based blueprint store help you prepare for a **fast take-off** and provide the foundation you need to get growing! **Scale up** to handle massive order volumes, start personalizing your sales approach, or use a buy-and-build strategy to **extend your capabilities** – using one secure, reliable, high-performance platform.

Multi-everything

To grow fast in the world of digital commerce, sometimes more is more. So, our single platform supports multi-everything! That means **multi-channel commerce for multiple brands, business models and languages**. And did we mention it's multi-tenant? We can also roll out new channels easily thanks to our ability to inherit architecture and underlying items and configurations.

Performance

When you're ready to grow, the sky's the limit. Expand from a Cessna- to a Boeing-sized business. Or **temporarily scale-up** during peak times. Intershop can support your B2B digital commerce endeavors – with the best performance at every step, no matter how big your ambitions are.



The sky
is the limit.

CLOUD COMMERCE

Get ready for the future. Starting now.



Azure

Intershop operates in one of the most trusted clouds worldwide. Join countless other businesses that rely on Azure's **security, compliance, and flexibility**.

Innovation

Take advantage of the latest innovations like **IoT, AI, and AR**. Offer more efficient services, make it easier to re-order parts, and spark your buyers' imagination!

24x7, follow-the-sun support

We're here to help. Our customer support team is **available around the clock**, no matter where you work. A call or email is all it takes to solve a technical problem!

Discover all the advantages of working in the cloud! In addition to the excellent compliance and **reliability** of Microsoft Azure, you also have the **flexibility** to quickly adapt your sales approach, unlock **innovative technologies** like IoT and AI, and immediately access **new features** with our continuous release process.

Continuous releases

Never miss an update with our continuous release process. Get **immediate access to new features and capabilities** as soon as they're introduced – without any downtime.

API architecture

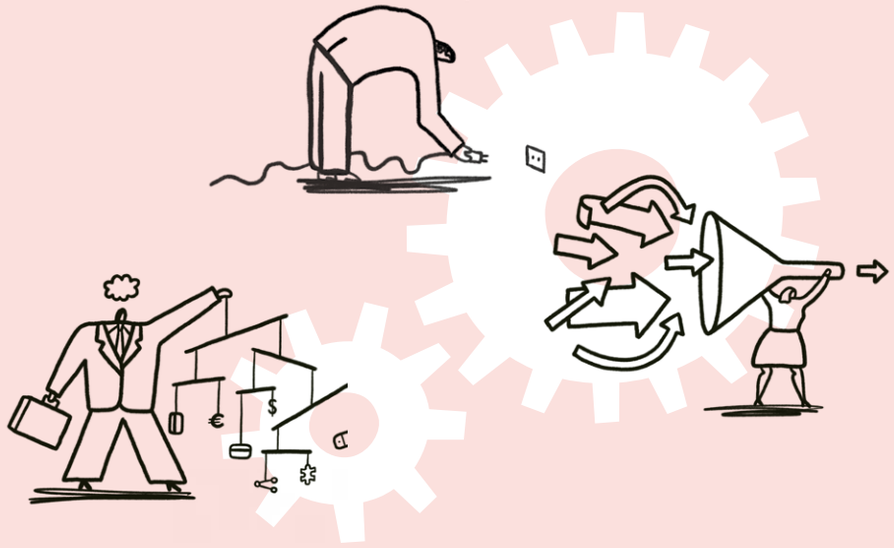
Connect every corner of your digital commerce landscape with our 500+ APIs. Fully integrate all your back-office processes for your entire organization, plus your partners and suppliers. Ensure **your systems work together seamlessly** while supporting all your customer needs.



Support customer needs.

OPEN API ARCHITECTURE

A seamless fit for any IT landscape.



No business is too complex for Intershop! **Easy integration** with all your essential systems (like ERP, CRM, PIM, DAM, and more) streamlines your processes and cuts down on extra work. An **extensive selection (500+) of APIs** helps you connect to partners and suppliers, manage advanced quoting, and offer a variety of payment services with minimal effort.

Payment service connector

Make **B2B payments and credit management** more convenient – for you and your buyers. Easily integrate all the most popular payment options. No technical expertise required.

Configure, price, quote

Make life easier for your customers, even when buying the most complex products. Increase sales and deliver a better experience with 3rd party features like **configuration, product visualization, and guided selling**.

Standardized integrations

Hassle-free integrations with all your other solutions, including the **leading ERP, CRM, PIM, and DAM systems**. Create a complete e-commerce ecosystem with Intershop at the center.

Marketplaces

Use feed engines to sell your products on various marketplaces or become a **marketplace operator** by integrating your preferred online marketplace platform.

B2B commerce platform

Created for customization

Lightning-fast setup

Safe and secure architecture



The platform **that drives your digital success**



100+
partners at your support

Offload routine tasks and offer self-service options to give your sales team superpowers.

360°
view to give customers exactly what they want

Extra-smart data insights to help you make more informed decisions.



Built to scale: from
1 to 100,000
transactions per day

Built to scale: from
1 to millions
of SKUs

Intershop awarded medals in 11 out of 12 categories, including five golds

The Paradigm B2B Combine (Enterprise Edition)

Intershop Integration Hub integrates Micro-soft Dynamics, SAP and other systems easily, quickly and without development effort.

AI-powered personalization to boost conversion by
20%



Super powers

Many award-winning online shops: Stiho, Raja, Alko, Martin & Servera, ...

An astonishing number of B2B-specific commerce features.

500+
APIs for easy integrations

Easy localization

SaaS via Azure cloud:
Always open for business!



Multi-channel, multi-brand, multi-everything!

The world's leading B2B brands rely on Intershop.

OUR CUSTOMERS

From car manufacturers and insulation experts to publishers and hardware suppliers, **some of the biggest names from around the globe** trust their e-commerce to Intershop. Here are a few of the organizations that we're proud to call our customers:

DYNAPAC

'We realized the project within only 6 months after signing the contract.'

Freddy Lessmeister – Dynapac

Miele

'We operate 18 online shops via one central e-commerce platform.'

Daniel Kaschula – Miele

DAILY FRESH FOOD

'We're proud that 98% of orders are now handled online which led to a huge cost reduction.'

Roel van Alebeek – Daily Fresh Food

TRUMPF

'Intershop helped us master the digital challenge of customized portals.'

Rainer Schüssler – Trumpf

Paredes

'The average shopping cart has increased by 25% among our pilot customers.'

Emilie Caplat – Paredes

WÜRTH

'At Würth, there is no such thing as one online shop for everybody.'

Gerard Scheffel – Würth

heutink. international

'In peak season, we receive 150 orders per hour, consisting of 5,000 order lines per hour.'

Tjibbe van Doorn – Heutink

HÄFELE

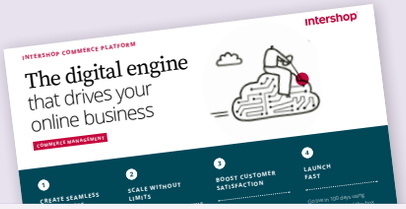
'The Intershop Commerce Platform convinced us with various standard B2B features and high scalability supporting 38 online shops worldwide.'

Thomas Riebe – Häfele

Platform Feature Overview

OVERVIEW

	ESSENTIAL	ADVANCED	PROFESSIONAL
	Powerful e-commerce platform to expand digital business.	+ tailored functionality to boost B2B sales.	+ complex omnichannel sales models and order processes.
COMMERCE PLATFORM Commerce Management Web Content Management Product Information Management Search & Recommendations Progressive Web App Connector Payment Service Providers	●	●	●
ADVANCED B2B FEATURES		●	●
CUSTOMER ENGAGEMENT CENTER		●	●
BI DATA HUB		●	●
HIGH AVAILABILITY LIVE EDIT ENVIRONMENT		●	●
ORDER MANAGEMENT			●
UPDATES & UPGRADES	●	●	●
SUPPORT AND SERVICES	●	●	●
REST API	●	●	●
INTEGRATION HUB	Optional	Optional	Optional



COMMERCE MANAGEMENT

Millions of products, thousands of customers, and dozens of online shops? One commerce management solution strong enough to handle them all, with the flexibility to give every buyer a personalized experience.

Download fact sheet



CUSTOMER ENGAGEMENT CENTER

Empower your service teams with Intershops Customer Engagement Center and provide personal support throughout the buying process.

Download fact sheet



EXPERIENCE MANAGEMENT

Want to turn first-time buyers into lifetime customers? Give them exactly what they're looking for with custom content, offers, interactivity, and functionality for an unbeatable shopping experience.

Download fact sheet



INTEGRATION HUB

The Intershop Integration Hub reduces your implementation efforts by 80% and thus accelerates your innovation cycles.

Download fact sheet



PRODUCT INFORMATION MANAGEMENT

B2B shoppers have complex product needs. Intershop Product Information Management makes it easy to find exactly what they're looking for, no matter where they go.

Download fact sheet



SEARCH AND RECOMMENDATIONS

Stop the guessing game and create data-driven personalized user experiences with AI-powered algorithms. Personalization presents an excellent opportunity to improve ease of purchase, conversion, and customer satisfaction, especially for manufacturers and wholesalers.

Download fact sheet



ORDER MANAGEMENT

Order management is a complex process! Connect your warehouses, suppliers, distributors, and more to meet all your customer needs and improve your overall efficiency.

Download fact sheet



BUSINESS INTELLIGENCE

Combine your commerce and order management data in a central solution to reveal what matters, efficiently manage your processes, and uncover user needs to grow your business.

Download fact sheet

ALWAYS NEARBY

German roots, international reach



Intershop enables the world's leading manufacturers and wholesalers to **digitalize, transform, and boost** their businesses. Our robust e-commerce platform gives companies the power to establish and expand their digital presence, improve customer experience, and increase online revenue.

With a dedicated focus on e-commerce, we're the digital craftsmen of choice for **300+ B2B customers worldwide**. Our cloud-based technology provides a reliable, full-service foundation with the flexibility to adapt to unique requirements today and tomorrow.

Together with our vast **network of experts**, we support the success of our clients every step of the way — creating opportunities to scale, innovate, and gain a competitive edge.

Founded in 1992, headquartered in Jena, Germany and with additional offices in Amsterdam, Stuttgart, Chicago, Frankfurt, Ilmenau, Melbourne, Paris, San Francisco, Sofia and Stockholm, Intershop combines global expertise with local insights.

Supported by 340+ employees and **high-quality German engineering**, we help our clients turn products into profits, customers into business partners, and transactions into lasting relationships.



SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

www.intershop.com/en/locations
info@intershop.com

We’re built to boost your business.

Discover more at www.intershop.com

intershop®