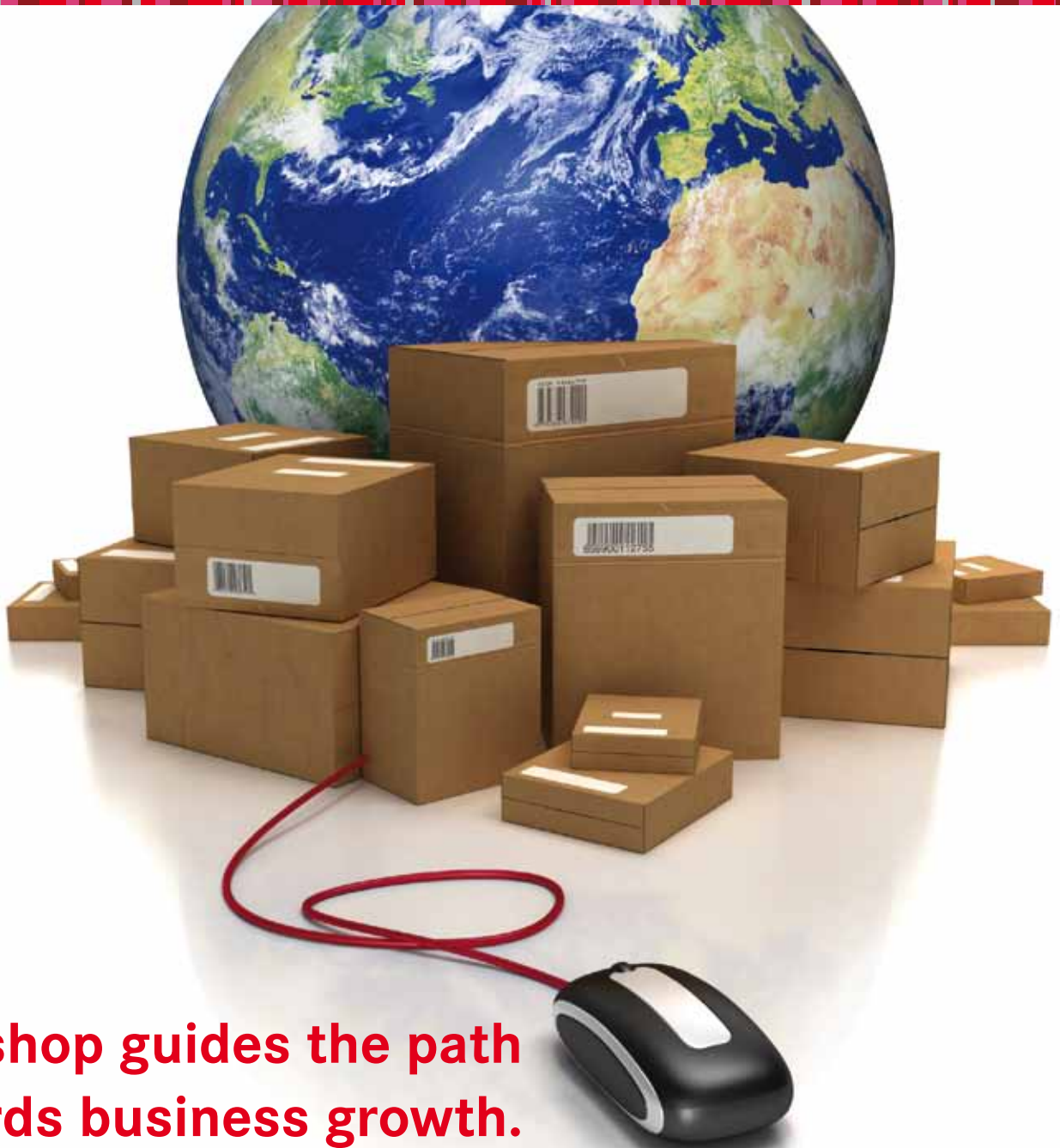


**E-Commerce Is What We Do.
Your Online Business is in Good Hands**





Intershop guides the path towards business growth.

Tough economic times mean that everybody needs to maximize their spending power, and E-Commerce is the means to do just that. The web is the most cost-effective sales channel for businesses, and consumers use it to find the best deals on the goods and services they desire. Overcoming the geographical restrictions of traditional brick-and-mortar stores, E-Commerce allows you to deliver your business directly to the consumer, wherever they are and whenever they need it. But it takes more than simply having an online store to be successful in E-Commerce – consumers need to be presented with the right products, effective online marketing activities must be implemented to drive traffic and boost sales, and there must be constant improvement of the customer experience.

Full Service E-Commerce from Intershop provides all of this, ensuring business growth and minimizing potential risk. Intershop helps your business leverage the latest technology without restructuring your business.

We take responsibility for every aspect of your online business, allowing you to focus on your core expertise.

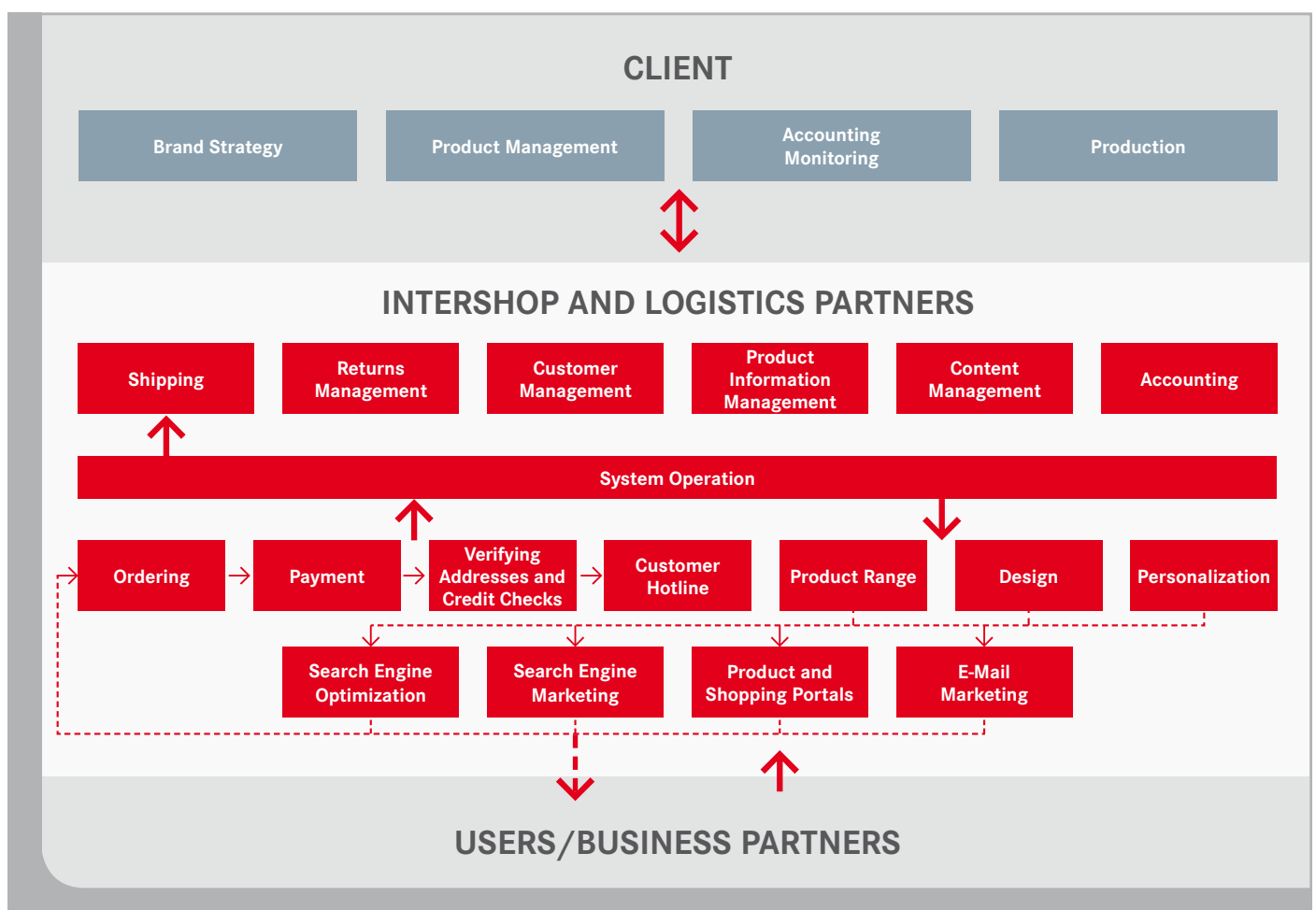
Starting Point – where are you now?

- You have a strong brand and good products.
- You sell your products through conventional channels, such as stores, wholesalers, and/or partners.
- You do not currently operate an online store or want to take your existing online business to the next level.
- You see online retailing as a driver of long-term sales growth.

Future Goals and Needs

- You need detailed insight into your customers' profiles and buying behavior.
- You want to sell directly to your target group online.
- You are planning to target new buyer groups.
- You want to extend your online business to new channels and regions as quickly and easily as possible.

Intershop's Full Service E-Commerce provides a convenient way of accomplishing all of the above: you focus on product development, production, and brand management, while Intershop acts as your E-Commerce division, handling all aspects of your online business.



Store Management

Intershop's shop managers will plan, roll out, and operate your Internet sales channel, taking responsibility for the success of your online store and the revenue it generates. They handle the following areas:

- Defining the product range
- Optimizing pricing within the online store
- Ensuring proper delivery
- Designing the online store
- Managing employees and partners
- Advertising activities
- Monitoring sales processes
- Customer management
- Accounting and Financial management

Reaching new markets and capturing market share increases the value of your business, boosting sales and profits. We constantly improve your online store, reduce your marketing expenditures and optimize selling costs.

Online Marketing

Intershop's online marketing services are geared toward one purpose: acquiring and retaining new customers quickly and cost-effectively.

Using many years of experience in sales-oriented online marketing, we devise strategies and activities that are ready to be implemented as soon as the store goes live. These include:

- Search engine optimization
- Search engine marketing
- Product data management
- Affiliate marketing
- E-mail marketing



Online Stores

One of the most important challenges for an online store is to present products in a manner which maximizes sales. Here are just a few of the standard functionalities we offer to help ensure this:

- Flexible product grouping and presentation
- Product comparisons
- Product bundling
- Cross-selling and Up-selling
- Customer-generated ratings and reviews

An attractive, user-friendly online store will encourage your customers to keep shopping. Sophisticated marketing functionality such as email campaigns, promotions, discounts, and coupons allow you to not only encourage your customers to shop, but provide you the tools to entice them to spend more.

Support for a wide range of payment methods – such as credit cards, invoicing, advanced payment, or cash on delivery – allows you to give your customers more choices and therefore improve their shopping experience. Quick, reliable, and secure handling of payments prevents lost sales and also contributes to a positive experience.

Internationalization

In order to sell products worldwide, online stores need to be tailored to the specific needs of many different locales – domestic, regional or international. Our solutions allow your business to completely control all aspects of internationalization or localization by supporting multiple languages, currencies, taxation, and other options.

Business Processes

We provide all necessary business services relating to your online sales channel:

- Accounts receivable
- Reminders
- Collection of receivables/payments
- Risk management

Customer Service

A staffed service center can be provided for your customers to process inquiries by telephone, e-mail, SMS, and fax. In addition to processing orders and advising on products, the customer service center can also handle inquiries regarding other topics such as order delivery dates, billing issues, returns and exchanges, and general product complaints.

Our employees are given access to all the necessary systems and the proper training required to ensure the highest standard of customer care.





Logistics and Fulfillment

Your business can fully rely on Intershop and our global partners when it comes to logistics and fulfillment. On your behalf, we can directly oversee and manage:

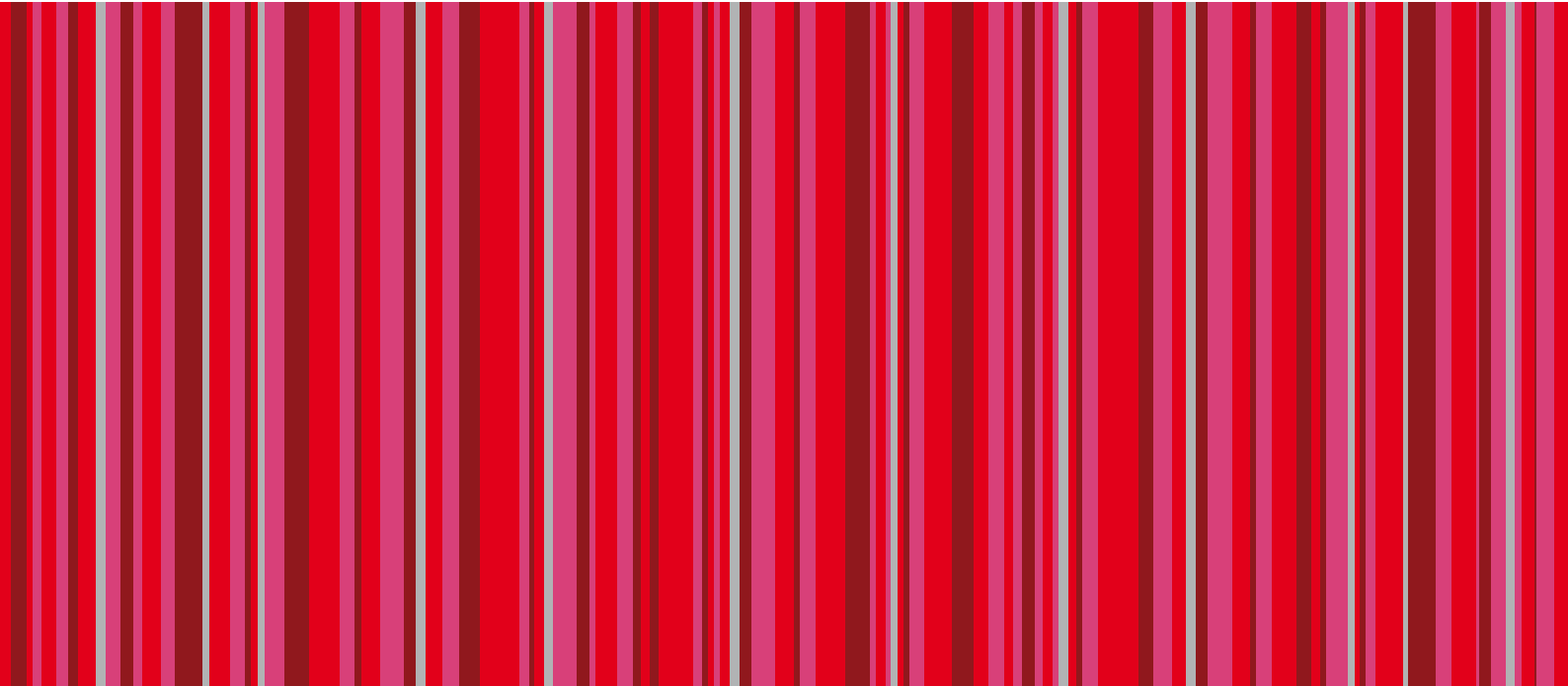
- Inventory
- Incoming goods
- Order picking and preparing orders for shipment
- Returns processing
- Annual inventory
- Archiving records
- Monthly statistics

End-To-End E-Commerce from Intershop

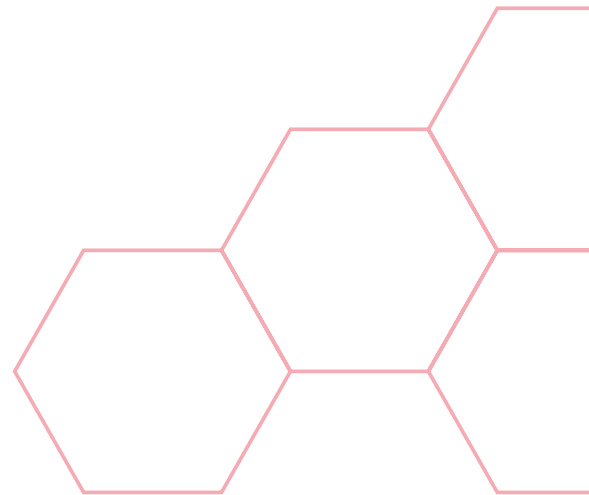
From early conceptualization to deployment and operation, Intershop and its worldwide partners are committed to helping your business achieve measurable success in its E-Commerce business. Our strategic advantage lies in the experience gained from launching thousands of projects, the maturity of our solutions, and the worldwide reach of our services teams.

Intershop's Full Service is based on the Enfinity Suite 6, the E-Commerce technology platform used by leading Internet retailers worldwide.

Intershop is focused on the enablement and success of our customer's e-Commerce Strategy. To learn more, please visit us at www.intershop.com.



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