

**PRESS RELEASE**  
July 24, 2008



## **NAVTEQ Enhances Global E-Commerce Channels with Latest Version of InterShop Software**

- **Longtime InterShop customer upgrades to Enfinity Suite 6.2, leveraging robust native features and functionality**

**San Francisco, CA – July 24, 2008** – InterShop Communications, a leading provider of e-commerce solutions for large and medium global enterprises, today announces that NAVTEQ, a world leader in premium-quality digital map data, is now live on Enfinity Suite 6.2 at <http://www.navigation.com>.

NAVTEQ originally chose InterShop's Enfinity Suite 6 to manage online sales across multiple brands and countries. InterShop provides NAVTEQ with centralized management and operation of multiple client-branded online sales channels. InterShop's latest Enfinity release allows NAVTEQ to leverage a rich native feature set including:

- **Storefront Editing System** - Allowing Store Ops to create, manage, and link to Promotion Landing Pages from the Storefront through the back office without the aid of an engineer
- **Web Services Tools** – Providing rapid development of cost-effective, full-fledged service oriented architecture (SOA) business solutions for product registration and activation
- **SEO/SEM** – Built-in rule-based URL rewriting engine of Enfinity Suite 6 for creating search friendly Web addresses
- **Customer Engagement and Loyalty** – Coupon management tools for creating and driving reusable online marketing promotions
- **Localization** – Advanced internationalization capabilities to deploy in any country, language or currency

With new channels easily configured and rolled out via Enfinity Suite 6, NAVTEQ already has more than 20 live e-commerce channels which share similar functionality but are uniquely branded. Simple changes can be made to each site's look and feel on the template level to maintain brand recognition and awareness. Enfinity's Staging Environment allows for an approval workflow process prior to product data changes and new channel creation. Business Managers can approve and reject changes with a single click before the data is published, eliminating unnecessary downtime.

Intershop Consulting team provides the expertise to help NAVTEQ continually evolve their e-commerce capabilities. The Enfinity experts have a proven record of working closely with customers to recommend and deploy the most ideal e-commerce solutions. NAVTEQ is a pivotal example of how Intershop has succeeded in partnering with clients and cooperatively aligned strategic goals to fulfill a long-term technology vision.

"Intershop's rapid implementation efforts as well as its application's comprehensive framework have propelled our global deployment efforts and strengthened our e-commerce capabilities across all channels," said NAVTEQ's Director of IS Business Systems, Al Lorch.

#### **About NAVTEQ**

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has more than 3,600 employees located in 187 offices and in 39 countries.

NAVTEQ is a trademark in the U.S. and other countries. All rights reserved.

#### **About Intershop**

Intershop Communications (Prime Standard: ISH2) is a leading provider of comprehensive global e-commerce and online marketing solutions. Founded in 1992, Intershop has a long tradition of driving innovation in e-commerce by automating and simplifying business processes for mid to large-sized organizations. Intershop's Enfinity software suite offers a highly scalable and robust solutions for conducting online business, complemented by all necessary technical and business consulting services. Intershop also acts as a business process outsourcing (BPO) provider, managing all aspects of online retailing, including fulfillment, online marketing and hosting. Around the globe more than 320 enterprise customers, including HP, Sun Microsystems, BMW, and Deutsche Telekom run Intershop solutions. Intershop has offices in the United States, Europe, and Asia. More information about Intershop can be found on the Web at [www.intershop.com](http://www.intershop.com).

*Diese Mitteilung enthält Aussagen über zukünftige Ereignisse bzw. die zukünftige finanzielle und operative Entwicklung von Intershop. Die tatsächlichen Ereignisse und Ergebnisse können von den in diesen zukunftsbezogenen Aussagen dargestellten bzw. von den nach diesen Aussagen zu erwartenden Ergebnissen signifikant abweichen. Risiken und Unsicherheiten, die zu diesen Abweichungen führen können, umfassen unter anderem die begrenzte Dauer der bisherigen Geschäftstätigkeit von Intershop, die geringe Vorhersehbarkeit von Umsätzen und Kosten sowie die möglichen Schwankungen von Umsätzen und Betriebsergebnissen, die erhebliche Abhängigkeit von einzelnen großen Kundenaufträgen, Kundentrends, den Grad des Wettbewerbs, saisonale Schwankungen, Risiken aus elektronischer Sicherheit, mögliche staatliche Regulierung, die allgemeine Wirtschaftslage und die Unsicherheit bezüglich der Freistellung gegenwärtig verfügbungsbeschränkter liquider Mittel.*

#### **Intershop Pressekontakt:**

Dr. Ute Danz, Unternehmenssprecherin

Tel: +49.3641.50-1000, [pr@intershop.de](mailto:pr@intershop.de), [www.intershop.de/news](http://www.intershop.de/news)