



SOLUTION BRIEF

INTERSHOP COMMERCE PRO FOR ADOBE

Content and commerce united



DIFFERENTIATE YOURSELF

The world of commerce is changing at an ever-faster rate. But as the opportunities for vendors grow, the demands are increasing along with them.

Today's commerce platforms offer extensive standard functionality and a wide range of modules that cover the entire commerce chain. Omni-channel capability, internationalization, product information management, and order management are all fundamental requirements for survival in the global marketplace. Technical capabilities, such as performance, scalability, customization, and expansion options, are likewise essential for successful implementation of business models.

The flipside of this technical sophistication is that vendors find it increasingly difficult to use systems, business models, and multiple touchpoints as differentiators that make a lasting impact on partners, resellers, and, above all, customers.

Ultimately, the key to successful online commerce is the quality of the shopping experience.

The process should be optimized wherever possible to create a seamless and exciting customer experience all the way from initial product information to checkout and customer support. The integration of multiple touchpoints is an essential part of that concept.

As a vendor, if you can open the door into a world of possibilities—full of rich, diverse, and consistent customer journeys—you can carve out a unique position in the market.



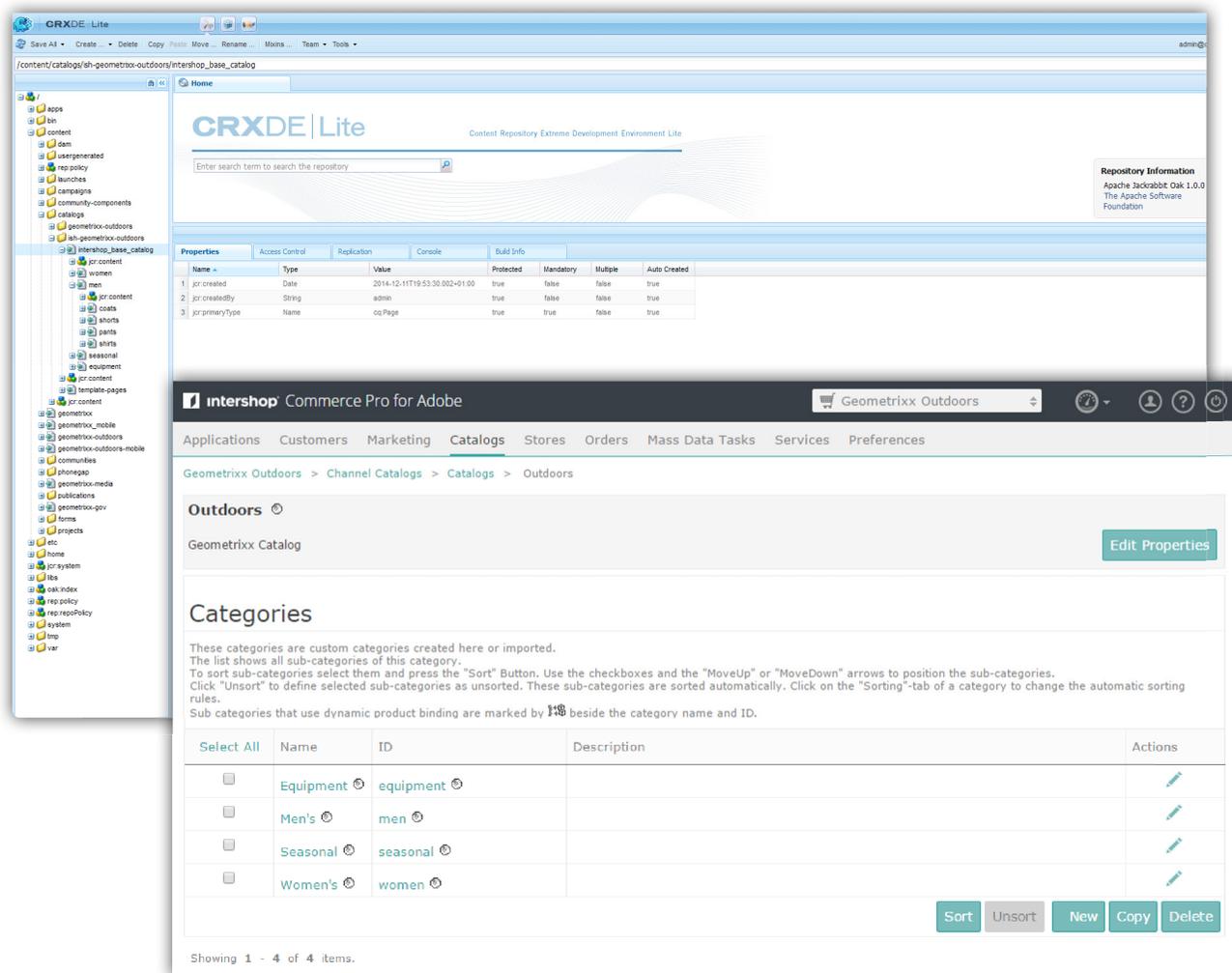
Intershop Commerce Pro for Adobe enables vendors to create a unique shopping experience.

CONTENT AND COMMERCE UNITED

The integration of Intershop Commerce Pro for Adobe combines two systems that were each specifically designed to enable a seamless customer journey.

Achieving that objective requires a perfect blend of content presentation and commerce functionality. Adobe Experience Manager delivers an exciting experience with rich and relevant content across all touchpoints. Intershop's commerce platform, meanwhile, has the full range of functionality for a perfect shopping process that extends well beyond the checkout stage, using Order Management, Payment & Shipping, and Contact Center modules to create a comprehensive service experience. Together, Adobe and Intershop provide the perfect synthesis of content and commerce. Intershop Commerce Pro for Adobe enables companies to offer products and services across all touchpoints and from within all media, e.g., shoppers can choose a vase or other item from an interior display or download a song from a product video.

Adobe Experience Manager obtains its content from Intershop's Product Information Management (PIM)—a comprehensive system for processing and updating product data. Product details, descriptions, images, and pricing are all stored and edited in Intershop PIM and presented through Adobe Experience Manager. Sophisticated import functions mean that the systems can be synchronized as required. Accordingly, product information is always up to date and the store remains stable at all times.



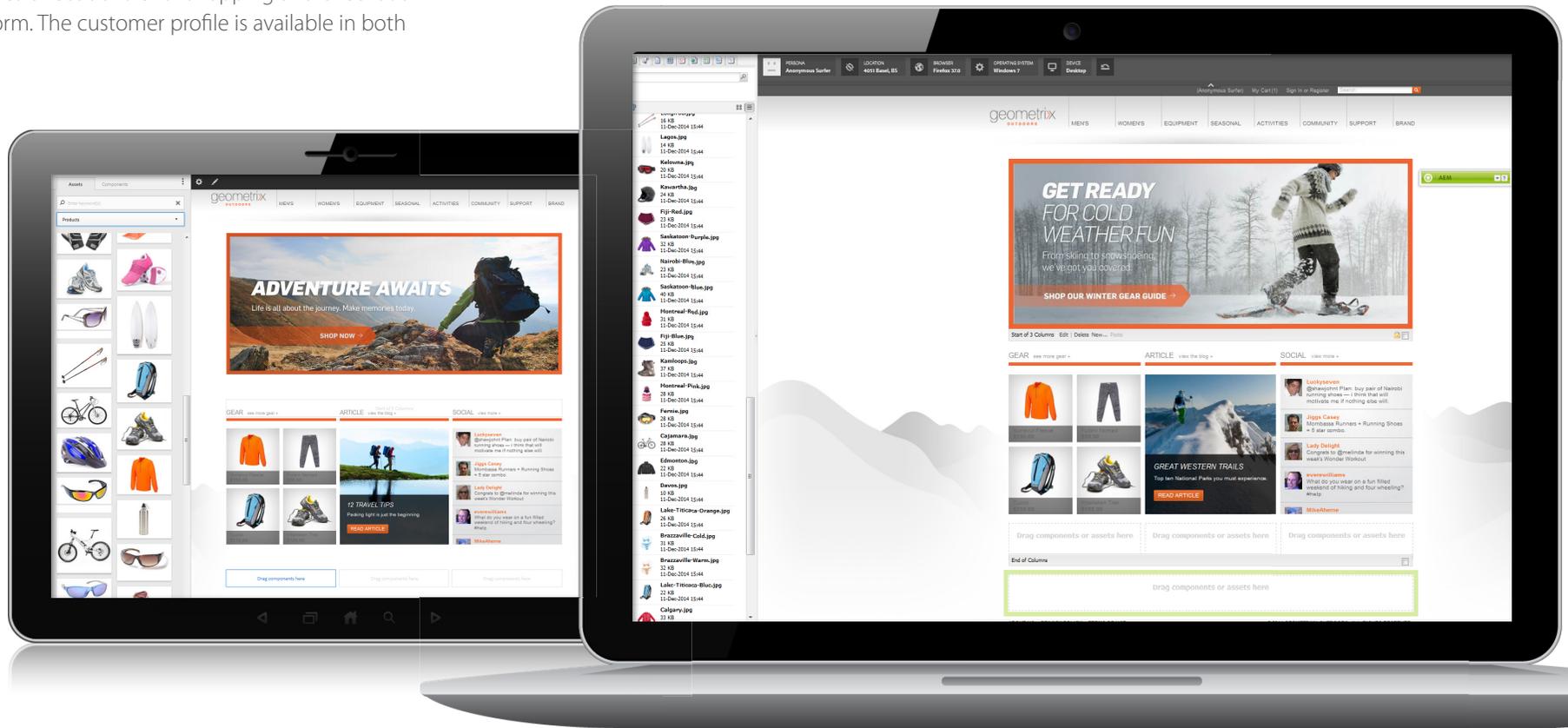
Catalog and category structures from the Intershop commerce platform form the basis for the touchpoint structure.

CONTENT AND COMMERCE UNITED

The catalog and category structures from the Intershop platform, together with the integrated templates in Adobe Experience Manager, provide the basis for creating storefront pages. Intuitive editing functions, such as drag & drop, enable quick and easy selection and positioning of product content.

The commerce interface between Adobe Experience Manager and the Intershop RESTful API enables direct transfer of shopping and checkout data to the Intershop platform. The customer profile is available in both

systems and can be accessed by the customer and by customer service staff at other touchpoints, e.g., in the Intershop Contact Center. In addition, the customer can use their account to view their order history and current order status.



With the intuitive WYSIWYG editor in Adobe Experience Manager, it is possible to position content quickly and easily via touchpad or mouse on any device.

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The screenshot shows the product page for the 'Whistler Snow Snowboard' on the Geometrix Outdoors website. The navigation menu at the top includes 'MEN'S', 'WOMEN'S', 'EQUIPMENT', 'SEASONAL', 'ACTIVITIES', 'COMMUNITY', 'SUPPORT', and 'BRAND'. The breadcrumb trail shows 'Equipment' > 'Skiing' > 'Whistler Snow'. The product image shows a red snowboard with yellow and black bindings. The product title is 'Whistler Snow Snowboard' with a price of '\$348.00' and a model number 'eqwnwh-140cm'. The rating is 5 stars (Average of 1 ratings: 5,00 stars) and there is a 'Tweet' button. The size selection options are '130cm', '140cm' (selected), '150cm', and '160cm'. The quantity is set to '1'. The 'ADD TO CART' button is highlighted in orange, with a '+ Add to wishlist' link next to it. The page also has tabs for 'PRODUCT SUMMARY', 'FEATURES', and 'REVIEWS'. The footer includes 'ABOUT US', 'PRIVACY POLICY', 'TERMS OF USE', and '© 2014 GEOMETRIX OUTDOORS. ALL RIGHTS RESERVED.'

The Intershop catalog structures are the basis for the touchpoint structure.

Intershop Product Information Management (PIM) provides all product information.

Adobe Experience Manager social media integration enables customers to share their favorite products and add reviews and ratings.

The entire checkout process is calculated and synchronized by Intershop.

Registered customers can create and manage multiple wish lists.

Adobe's web content management system allows customers to add their own content alongside product information.

The checkout process combines Adobe and Intershop features to create the perfect shopping experience.

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Wish Lists

Carol's Birthday

contains 16 products

created at June 5, 2014 3:06 PM

[Edit...](#)

[Delete](#)

Next Christmas

contains 14 products

created at June 5, 2014 3:16 PM

Trail top hiking preparation

contains 9 products

created at June 5, 2014 3:16 PM

[New wish list...](#)

The screenshot shows the Geometrix Outdoors website interface. At the top, there is a navigation bar with links for 'My Cart', 'Messages', 'My Account', and 'Sign Out', along with a search bar. Below this is a secondary navigation bar with categories: 'MEN'S', 'WOMEN'S', 'EQUIPMENT', and 'SEASONAL'. The main content area displays a breadcrumb trail: 'Home > My Account > Wish Lists Overview > Summer 2014'. The current view is a wish list titled 'Summer 2014' with '2 products in total, created at 14-6-25 17:33'. There are 'Edit' and 'Delete' links for the list, and an 'ADD ALL TO CART' button. The list contains two items:

Product	Date added	Desired quantity	Price	
 <p>Cuzco Blue Backpack Size: M</p>	14-6-25 17:38	1	\$210.00	+ Add to cart
 <p>Interlaken Trek Sport Hikers Footwear Size: 7</p>	14-6-25 17:39	1	\$189.90	+ Add to cart

At the bottom of the list, there is a 'Back to wish lists' link and another 'ADD ALL TO CART' button.

The advanced wish list functionality enables users to create, track, and edit multiple wish lists. The products in a wish list appear with their respective descriptions, price, and date added. All the products in a wish list can be moved to the shopping cart with a single click.

INTEGRATION HIGHLIGHTS

KEY BENEFITS

▶ **Synchronized Product Data through Differentiated Export & Import Functions**

Catalog and product data can be exported from the Intershop system as a CSV file or synchronized with Adobe Experience Manager (AEM) via the RESTful API. Intershop supports initial and incremental imports, as well as express updates. Using CSV files, it is possible to import data for more than 1 million products.

▶ **Extensive Customer Service Functionality Included**

Integrated functions include registration, login, and the ability to take control of the shopping cart after login as well as editing of customer profile and address book. Order history and order status are also synchronized.

▶ **Optimum Shopping Experience Thanks to Advanced Functionality for Ordering Process and Checkout**

Intershop Commerce Pro for Adobe supports a number of additional functions that make shopping as smooth and easy as possible. These include differentiated shopping cart display, checkout with or without registration, and order calculation based on Intershop's cart calculation framework and integrated tax calculation system. Product prices are synchronized in real time via the RESTful API. The integrated ordering process also includes an extended range of delivery options and payment methods.

▶ **Personalized Shopping Experience via Promotions, Campaigns, and Wish Lists**

Intershop offers an extensive range of marketing options out of the box, including customized promotions and campaigns. These can be defined for specific target groups and time slots, with discounts on shipping costs and specified order amounts. Registered customers can create multiple wish lists, add to them at any time, and select the required quantity of each product.

▶ **Extremely Easy to Use Thanks to Synchronized Structures, Built-In Templates, and WYSIWYG Editor**

Online storefronts are easy to create using catalog and category structures from the Intershop system and integrated templates in Adobe Experience Manager (AEM). Users can select and position content quickly and easily using the intuitive AEM editor. With support for touchpad and mouse, it is possible to edit content on all types of devices.

▶ **Save costs and significantly reduce implementation time through an integrated solution approach.**

▶ **Build brand loyalty and reach new customers by creating engaging and consistent digital experiences.**

▶ **Increase revenues and customer satisfaction by building and managing customer experiences across all touch points.**

▶ **Provide an engaging commerce experience to any buyer, across any channel and on any device faster and more economically than any enterprise-level solution on the market today.**

Intershop is the leading independent provider of omni-channel commerce solutions.

Intershop solutions unleash your business by inspiring concepts, cutting-edge technology and the expertise grown over 20 years in e-commerce.

Since 1992, Intershop has supported the international growth of e-commerce. Our flexible and scalable e-commerce solutions enable companies worldwide to consolidate their multi-touchpoint operations on a single platform.

Intershop provides a variety of services beyond software and consulting that enable its clients to leverage the full potential of multi-touchpoint commerce.

For more information visit www.intershop.com.

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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: intershop.com/offices-and-subsidiaries

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