

**MUSIC STORE**  
professional

## The Beat Goes On: The MUSIC STORE Online Shop is Now Running on Intershop 7.4

In order to secure the future of the steadily growing business in Germany and Europe, MUSIC STORE has decided to upgrade to Intershop 7.4. The musical instrument and accessories retailer is able to offer customers an attractive, easy-to-manage, modern shopping experience.

### About MUSIC STORE

MUSIC STORE professional GmbH is a Cologne-based music retailer that is steeped in tradition. The company has more than 300 employees and brings in an annual revenue of around 110 million euros. In addition to its store in Cologne, the online musical instruments and accessories store is one of the major pillars of the business. MUSIC STORE is the fifth largest music retailer in the world and runs the largest store in Europe.  
[www.musicstore.com](http://www.musicstore.com)

### The Scenario

In recent years, MUSIC STORE has successfully expanded on an international level. In 2011, the company acquired a 40,000 m<sup>2</sup> building that is home to the store, warehouse, logistics, and management. In order to remain connected with the online business and to take advantage of the benefits of the fully automated high-bay and small parts warehouse, the shop solution should also be oriented towards the future.

The efficient navigation of international online sales, the implementation of effective marketing and coupon programs, and an attractive product portfolio are especially important.

### The Solution: Managing the Challenges of Global Commerce With Intershop 7.4

Michael Sauer, CEO of MUSIC STORE, explains why the company has decided to upgrade its Intershop services: "The Intershop omni-channel commerce solution has been fundamental to MUSIC STORE's international growth since 2006. Our international shops bring in a large portion of our total revenue. We therefore had extremely high expectations for the new shop. Many of our requirements would have needed exten-

sive programming with other providers. We know that the Intershop solution's strength in internationalization can help us keep costs at a minimum. We especially appreciate the shop solution's high reliability – we are able to easily manage even the busiest times of year, such as Christmas."

The easy navigation of the global online shop, which was implemented by Intershop and its partner dot-Source GmbH, met all expectations. Thanks to Intershop 7.4, languages, currencies, delivery methods, and sales tax can be managed and integrated centrally. For example, 31 different sales tax rates are installed on the platform, along with 10 languages, including Russian (and the Cyrillic script). The shop is always prepared to handle country-specific features and allows customers to make purchases without needing to convert currency or translate text.

A further advantage is the shop's ability to immediately and automatically fit the screen of any device, known as responsive design. Customers can comfortably use their tablets or smartphones to view the shop without the burden of scrolling and zooming, making shopping while out and about or at home on the couch even easier.



## The Outlook

Thanks to the Intershop Promotion Engine, MUSIC STORE can use targeted marketing tools and include gift certificate offers. The shop's advertising banner can show prices in the correct currency or even just in certain countries and regions. There is also the option of offering gift certificates only to certain groups. These highly flexible tools allow MUSIC STORE to draw in customers efficiently and create a unique shopping experience.

This is also helped by the shop's attractive design, which includes product information and numerous videos. Product images can be enlarged by scrolling over them. The inspiring mixture of text, image, and video elements creates an attractive catalog feeling that is easy to configure and manage thanks to the Intershop solution.

As a further advantage, Intershop's Synaptic Commerce approach allows third-party systems to be integrated efficiently. Thanks to the platform's incorporation of warehouse backend systems, special items that are no longer available are immediately removed from the online shop, thereby ensuring that the shop is always up to date.

With the migration to Intershop 7.4, MUSIC STORE has prepared itself for the challenges and problems associated with securing and establishing new markets. The platform enables a higher information and service standard to be offered to customers, which they value highly. Customers can enjoy additional advantages with customized ad campaigns, gift certificates, and coupon offers.

*Michael Sauer is confidently looking towards the future: "The new shop platform will allow us to respond even more flexibly to individual customer needs in the future and to press on with our growth strategy, both in Germany and abroad."*

*Axel Köhler, head of operations at Intershop Communications AG, is also satisfied with the implementation of the project: "MUSIC STORE is a long-time customer, so we are even more pleased that they have decided to continue using Intershop. This example shows that Intershop solutions are an attractive option for the ambitious mid-tier, thanks to their flexibility, scalability, and performance."*

## ABOUT INTERSHOP

**Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.**

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit [www.intershop.com](http://www.intershop.com).

### Intershop Communications AG

Intershop Tower

07740 Jena, Germany

Phone: +49 3641 50-0

Fax: +49 3641 50-1111

info@intershop.com

[www.intershop.com](http://www.intershop.com)

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