

**INTERSHOP™**  
The E-Commerce Company

Corporate Overview



# Successful E-Business with Intershop

Intershop provides packaged e-commerce software, online marketing services, and full-service e-commerce solutions that help you stay ahead of the competition.

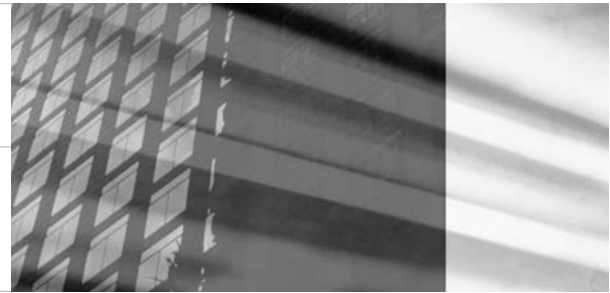
Leverage our experience to optimize your relationships with customers, partners, and suppliers via the Internet, benefit from our sales-oriented online marketing expertise, or task us with handling your entire online business. We can take responsibility for the full range of your e-commerce activities—from web store and marketing through to fulfillment.

We can help you:

- **Design flexible, user-friendly global online sales processes**
- **Strengthen your relationships with business partners**
- **Generate additional leads via online marketing**
- **Outsource the entire e-commerce process to Intershop**

The success of our customers demonstrates that Intershop e-commerce and online marketing solutions can boost the efficiency of your sales channels, grow your online business, and extend the reach of your brand via the Internet.

# E-Commerce – Key Driver of Growth



Leading market researchers have consistently reported steady growth in e-commerce over recent years. Successful companies have recognized that the Internet is key to developing their business, both with consumers and in the business-to-business arena.

## Business-to-Consumer

Increasing Internet access and usage automatically mean increased potential for e-commerce. More and more people are switching to broadband, and greater computer literacy is leading to more frequent online purchases. And most of these e-shoppers quickly get into the habit. So not only is the number of users rising, online sales are also booming – in fiscal 2005, German retailers posted online revenues of 15 billion euros.

Experts also predict a huge impact on traditional sales channels. In Germany alone, brick-and-mortar revenues amounting to many billions were triggered by online offerings.

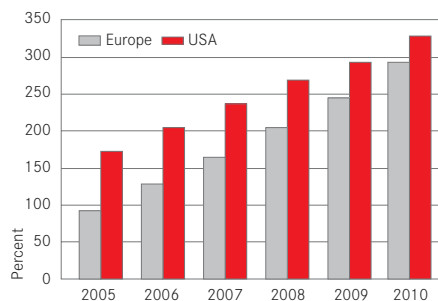
## Business-to-Business

In a few short years, e-commerce has also become vital to maintaining successful business relationships with suppliers, dealer networks, and other partners. Major benefits include automated buy-side and sell-side processes, ongoing optimization of order handling, and the ability to respond faster to changing business needs. Electronic B2B transactions are now an essential part of modern business.

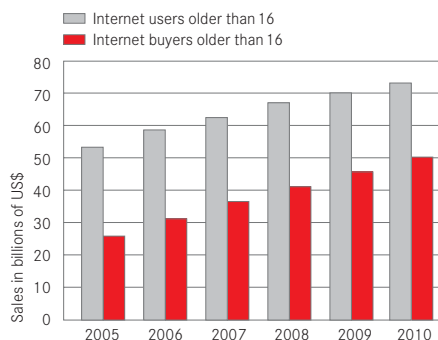
## Innovation is Key

Far from being over, the Internet boom is clearly just beginning, and e-commerce will continue to transform traditional ways of doing business. The flip side of this trend is that rapid change brings both opportunities and risks. Turning the vision of sustained online growth into a functioning business model calls for extensive experience and a proven ability to innovate.

A driving force behind innovation in e-commerce since its foundation in 1992, Intershop has the right credentials. Worldwide, over 300 customers rely on Intershop's packaged software to manage online business processes, including six of Germany's top ten most successful e-commerce portals and numerous other companies in Europe and the United States.

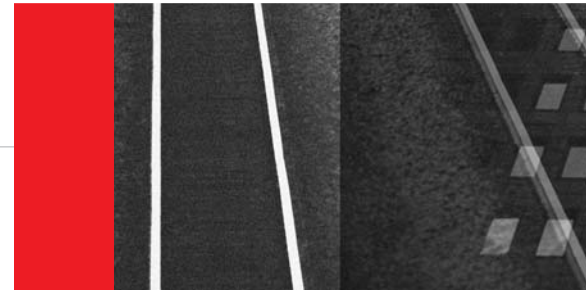


Online B2C sales in Europe and the United States  
Source: Forrester Research



Internet users and buyers as a percentage of the total population in Europe  
Source: Forrester Research

# Challenges in Online Business



The expectations associated with e-commerce strategies are often brutally simple: higher sales in less time at lower cost.

This kind of thinking, where the focus is on the Internet as the key to streamlining expensive business processes, was a major factor behind a string of failures in the early years of e-commerce. A bewildering array of software products, with many vendors only able to supply partial solutions, contributed to these problems. In these circumstances, many seemingly attractive business models turned out to be commercial disasters.

Since then, a paradigm shift has taken place in e-commerce. Growth alone is not enough, so a business concept is now only deemed successful if monetary parameters, such as profit and cash flow are favorable.

Businesses also expect more from the software that supports their online activities.

These days, solutions must ensure the long-term viability of online channels and be flexible enough to accommodate short-term changes. Technology needs to satisfy both these requirements in order to facilitate successful e-commerce initiatives and avoid becoming a limiting factor. Despite this new awareness, three factors continue to hamper the creation and development of new online sales and procurement channels:

## 1. Silo Solutions

Many enterprises still design their e-commerce initiatives as point-to-point connections between business units and individual partners or suppliers. These fragmented standalone solutions map a subset of the value chain without achieving the synergies possible with proper integration. Some business processes are duplicated, while others are left incomplete.

The consequences are well documented: the total cost of maintaining disparate web sites and e-commerce systems outweighs their collective value. Operating such systems is simply not viable. Inconsistent branding, frustrated customers, rising support costs, and shrinking profits help seal the fate of the e-commerce strategy.

## 2. Lack of Reach


Successfully launching an e-commerce initiative and overcoming the technical challenges are no guarantee of business success: most current web offerings meet these basic requirements. The decisive factors today are accessibility and reach, which in turn depend heavily on the quality of online marketing activities.

In an age where a small number of search engine providers dominate the market, making the best possible use of the available instruments for search-engine marketing is a major contributor to business success. However, the very highest quality standards must be applied, since unprofessional or half-hearted efforts are doomed to failure. Indeed, they result in increased costs and have a negative impact on the bottom line.

## 3. Excessive Complexity

The Internet is a rapidly growing sales channel. Any enterprise aiming for continued market success must offer its products and services online. A robust, cost-effective e-commerce strategy is a critical factor for commercial success.

But implementing such a strategy is no mean feat. What distinguishes successful e-commerce initiatives from unsuccessful ones is the seamless interaction of the necessary process components. "Components" here covers both technical and communication aspects, from the web store itself to online marketing and fulfillment. These components are typically sourced from many different companies and assembled as part of the project—an approach that entails huge risks. The initiative can easily fail due to excessive complexity and inefficiency.



# Intershop—Your Partner for Higher Online Revenues

## Background

Intershop is a leading provider of e-commerce solutions for global management of all online business channels. Since its foundation in 1992 in the university town of Jena, Germany, the company has been committed to innovation in e-commerce. This tradition continues today.

Intershop introduced the first fully functional online shop solution back in 1994.

Four years later, the company launched its Intershop 3 package, a breakthrough e-commerce platform for the mass market. The following year saw the unveiling of Enfinity, a product aimed at enterprises and the first platform to be based completely on Java and XML.

The new product was well received, not only by new customers and global partners like Hewlett-Packard, but also by top industry analysts.

In 2001, Intershop expanded its offerings with a new product line, Enfinity MultiSite. Several MultiSite solutions followed, adding content management and procurement functionality to the portfolio.

In 2004, Intershop consolidated its product lines to create Enfinity Suite 6, the most comprehensive application for multi-channel e-commerce on the market.

Intershop rounded out its solution portfolio in 2006, consistent with its objective of offering end-to-end expertise for online business. The SoQuero Online Marketing Services unit provides sales-oriented marketing products, while Intershop's full-service e-commerce offering enables outsourcing of the complete e-commerce process.

## Mission

The name Intershop is synonymous with integrated high-end e-commerce solutions and comprehensive expertise.

We provide powerful software solutions for online selling, as well as complete online marketing services.

Our full-service e-commerce offering covers all aspects of online business, including fulfillment.

We enable companies to automate and centrally manage buy-side and sell-side processes via the Internet. Alternatively, Intershop can act as an outsourcing partner for the entire e-commerce process.

Solutions from Intershop set new benchmarks for e-commerce and sales-oriented online marketing. By doing so, they help our customers to gain and retain a long-term competitive advantage.

## Solutions

### *Packaged E-Commerce Software: Enfinity Suite 6*

Enfinity Suite 6 further extends the leading position enjoyed by Intershop in the high-end e-commerce software market. This fully modular product suite comprises three sales modules:

- Consumer Channel
  - Business Channel
  - Partner Channel
- and three additional modules:
- Supplier Channel
  - Procurement Channel
  - Content Channel.

The six modules can be deployed as separate applications or combined to create customized sales or portal solutions. The powerful localization functions in Enfinity Suite 6 provide a solid foundation for implementing global e-commerce strategies. Companies can take advantage of this architecture to aggregate and manage all their online business channels on a single platform.

### *Online Marketing: SoQuero*

The accessibility and reach of online content and products are vital elements in the e-business success equation. These factors in turn depend heavily on the quality of online marketing activities.

The SoQuero Online Marketing product

family from Intershop addresses precisely these market requirements, covering the following areas:

- Search-engine optimization
- Sponsored links
- Affiliate marketing
- E-mail marketing

Supported by outstanding consulting services and accompanied by efficient monitoring of cost effectiveness, the SoQuero portfolio provides a dependable foundation for greater e-business success.

### *Business Process Outsourcing: Full-Service E-Commerce*

E-commerce involves a complex network of closely interlinked processes. From the e-commerce software itself to electronic payment, prompt fulfillment, efficient online marketing, and sophisticated customer relationship management, it is essential that all the individual components work seamlessly with one another—a highly challenging task. The weakest link in the process chain is what makes the difference between success and failure.

Based on more than ten years of e-commerce expertise and experience gained from supporting Germany's most successful e-tailers, Intershop has the answer here. Our full-service e-commerce offering represents a complete business model for successful Internet trading. We provide our customers with comprehensive e-commerce functionality from a single source, covering the web store, online marketing, and fulfillment. Intershop takes responsibility for the full range of e-commerce activities, teaming with customers to help them achieve their ambitious business objectives.

# Winning E-Commerce Strategies



Intershop customers operate Europe's most successful e-commerce portals. Annual online revenues in the hundreds of millions and growth of over 50% are not uncommon. Clearly, these e-commerce winners are doing something right. The following four strategies help Intershop customers stay ahead of the competition:

## 1. Packaged Software

The market for high-end e-commerce software remains dominated by development platforms and tools for programming business processes. Rather than following the herd, Intershop offers its customers sophisticated packaged software featuring a modular approach that makes reusing proven business processes particularly easy. A graphical modeling tool facilitates adaptation. Increased volumes of business are not a problem for Intershop software either. Thanks to its impressive scalability and powerful localization functions, companies can incorporate additional partners, service new customers, process more orders, and manage an unlimited number of products. An additional benefit of Intershop's packaged software is rapid deployment, coupled with implementation in easy stages to suit individual requirements. Even complex projects can be completed within just a few months, enabling a fast return on investment.

## 2. MultiSite Solutions

E-commerce winners choose MultiSite solutions, i.e., systems that bring together B2C and B2B processes and multiple clients on a single platform, ensuring a seamless flow of data. Customers, suppliers, and partners benefit from simple, efficient access to the company's information, products, and services.

This integrative approach strengthens customer loyalty while reducing sales and service costs. At the same time, inefficient standalone solutions are avoided.

A key feature of Intershop's MultiSite solutions is the tight integration of catalog management, order management, and content management functions. The major advantage here is that enterprises can maintain a consistent brand image across multiple countries and languages.

## 3. Multi-Channel Sales


E-commerce winners are able to efficiently manage multiple online and offline sales channels without any cannibalization effect. Intershop solutions facilitate the implementation of a multi-channel strategy in two key ways:

First of all, Intershop solutions enable enterprises to set up any number of online channels within a single system. These channels can then be made available to other business units or partners, creating a network of sales channels for local use. Secondly, businesses can hook up the IT systems that support their offline sales channels, utilizing interfaces specially designed for maximum ease of integration. This ensures that business-critical data is available across individual sales channels.

## 4. Sales-Oriented Online Marketing

E-commerce winners stand out by making targeted use of efficient online marketing instruments. Online marketing is currently enjoying a real boom, with marketers already rating online marketing instruments among the most efficient tools for achieving sales-oriented marketing objectives. From acquiring new customers to improving conversion rates and directly boosting sales, online marketing is delivering significant benefits. What's more, the cost-benefit ratio is compelling.

Intershop's SoQuero online marketing portfolio comprises all the tools and services needed to achieve these objectives: search-engine marketing, affiliate marketing, and e-mail marketing, all combined with excellent consulting support and efficient monitoring of cost effectiveness.



## Expert Assistance from First Step to Last

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Our success lies in the success of our customers. Together with our partners and the Intershop Services team, we are committed to helping you implement your e-commerce strategy.

### **Implementation Partners**

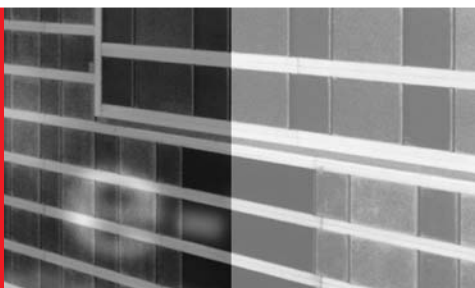
Intershop Implementation Partners are proven e-commerce integrators and consulting organizations that excel in successfully building Intershop solutions. Each of them brings exceptional industry experience and expertise to every project. Our Implementation Partners assist customers at every stage of a project, including technical realization and integration with existing business systems.

Intershop's industry expertise, comprehensive training programs, and close cooperation with our professional services consultants ensure that our partners are highly skilled in deploying Intershop solutions.

### **Intershop Services**

Intershop offers a worldwide network of skilled technicians and consultants dedicated to professional service and support for our solutions. Intershop Services include technical training, consulting, and customer support, providing the foundation for enabling and supporting partners and customers throughout the life of an Intershop solution. Our education curriculum provides expert training for business consultants, project managers, web designers, developers, system administrators, technical consultants, and end users. Every step of implementation and operation is addressed, allowing you to make full use of your Intershop solutions. An experienced team of consultants, project managers, engineers, and web designers helps customers and partners to plan and implement our solutions.

Intershop customer support is available 24/7 to ensure the maintenance and long-term success of every Intershop solution. Online services provide technical information, documentation, and updates as soon as they are available.



Intershop customers include  
the following:

**AlbaModa**  
**Baur**  
**Procurement Office, German  
Federal Ministry of the Interior**  
**Bertelsmann**  
**Blaupunkt**  
**BMW**  
**bofrost\***  
**bol.com**  
**Deichmann**  
**Deutsche Telekom**  
**Discount24**  
**Dräger**  
**Deichmann**  
**EP:netshop**  
**El Giganten**  
**Etam**  
**Häfele**  
**Home Shopping Europe**  
**HP**  
**IDIS**  
**MAN**  
**Manutan**  
**myToys**  
**Navteq**  
**OTTO**  
**Pechiney**

**Plus**  
**Quelle**  
**Schott**  
**Schwab**  
**smart**  
**Sonera**  
**SportScheck**  
**Stadium**  
**Swisscom**  
**Swarovski**  
**Tchibo**  
**ver.di**  
**Volkswagen**  
**Widex**

For a full list of Intershop customers,  
visit [www.intershop.com](http://www.intershop.com).



Corporate Headquarters  
Intershop Communications AG  
Intershop Tower  
07740 Jena  
Germany  
Phone +49 364.50.1100  
Fax +49 3641.50.1111  
[info@intershop.de](mailto:info@intershop.de)  
[www.intershop.de](http://www.intershop.de)

Americas Headquarters  
Intershop Communications Inc.  
650 Townsend Street, Suite 285  
San Francisco, California 94 103  
USA  
Phone +1 415.844.1500  
Fax +1 415.844.3800  
[info@intershop.com](mailto:info@intershop.com)  
[www.intershop.com](http://www.intershop.com)