

INTERSHOP™

Success Story



E-commerce is coming to Beijing Road in Shanghai, China, with the launch of EquipmentZone.cn by a consortium of three market leaders (www.equipmentzone.cn). Intershop – World leading e-commerce solution vendor. Shanghai Telecom – China's most advanced telecom and network provider. Shanghai Telecom is a wholly owned subsidiary of China Telecom Group with an annual revenue of Yuan 120 billion. Shanghai New World Group – Popular commercial centers in Shanghai, including Nanjing Road and Beijing Road, experienced in e-commerce operations. Shanghai New World Group has an annual revenue of Yuan 12 billion.

Business Innovation

Since the 1950's Beijing Road has been in the business of construction materials and equipments. For the nearly 1 kilometer-stretch of commercial and industrial zone of Beijing Road, there are over 800 businesses, with combined annual sales approaching of Yuan 5 Billion. These established businesses include construction and industrial materials, electronics and electrical components, industrial chemicals, medical equipments, etc. in over 60 categories, and tens of thousands of product types.

EquipmentZone.cn, being a specialized e-marketplace for supply-chain management based on the state-of-the-art Intershop

Infinity Suite 6 e-commerce standard software provides Beijing Road an unprecedented opportunity to realize e-business on the global Internet. Advanced functionalities include company information, product advertising, business transaction, online payment and logistics management.

Global e-commerce

EquipmentZone.cn's key benefit is multi-language and multi-cultural e-commerce. With its initial Chinese and English versions, EquipmentZone.cn facilitates effectively to connect the differences in business practice and language between trading partners in China and the international communities.



Key business benefits:

- Reduction in number of global agreements/better leveraging of global agreements
- Accelerated procurement transactions
- Extensive reporting functionality



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EquipmentZone.cn meets the requirement of business best practices, while vastly improves business efficiency through online transactions. It enables product codes to be standardized and categorized between China and international standards, thus removing one of the biggest barriers in international trade.

Intershop's Canadian IT partner GlobalUCM Technologies Inc. based in Charlottetown, Prince Edward Island, plays a pivotal role in ensuring project success, and to guide future direction in internationalization of EquipmentZone.cn.

Government Sponsorship

EquipmentZone.cn is an official project endorsed by the Shanghai government under the strategy of accelerated development in service modernization and advanced manufacturing. Therefore, the project has received full support from the Shanghai Municipal People's Government, Economic Commission Shanghai Municipal People's Government, Shanghai Municipal Information Commission and Science & Technology Commission of Shanghai Municipality, and direct sponsorship from the Shanghai Municipal Government of Huangpu in project planning and implemen-

tation. EquipmentZone.cn will be receiving further direct support and sponsorship from the Economic Commission Shanghai Municipal People's Government in ensuring unquestionable success of the project.



Intershop Product:
Infinity Suite 6

Business Model:
E-procurement

Industry:
Public sector

Implementation Partner:
GlobalUCM Technologies Inc.

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