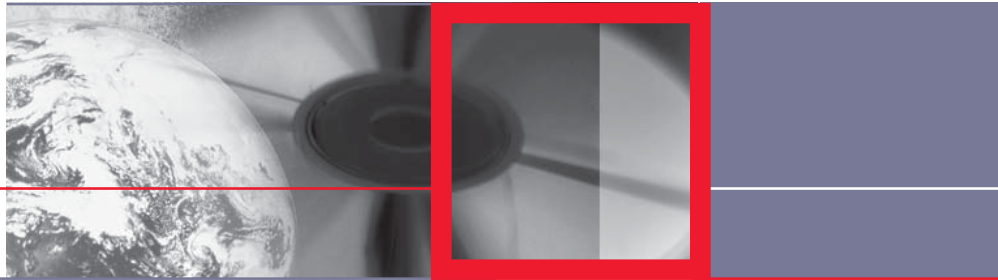


INTERSHOP™

Success Story



The Internet is rapidly becoming a major sales channel, something that successful online retailer Riatek has experienced firsthand. Headquartered in Moscow, Riatek is the world's leading agency for tickets covering a range of cultural events in Russia.

In 2005, approximately 63% of inquiries received by the company came from customers in Russia, 23% from the United States, 4% from Germany, and 10% from other countries. Tickets for all kinds of events, from rock concerts to evenings at Moscow's Bolshoi Theater, are available.

Riatek works closely with Russia's biggest concert companies and theaters and also offers a wide selection of travel and hotel bookings. Some 800 different events are advertised each day on the www.kontramarka.ru web site, which acts as an e-commerce portal for all the company's business processes.

The software solution was supplied by Intershop Communications AG, a leading provider of e-commerce software.

Booming online business started out with Enfinity 2.1

Tickets have been available via the Kontramarka portal since 2000. Right from the beginning, Riatek needed a platform capable of handling business processes with its customers and partners in an integrated, coherent manner.

Riatek chose Intershop and its early Enfinity 2.1 software. Online sales grew so rapidly that the company was able to post a five-fold rise in revenues by 2003. Due to further massive increases in demand, Riatek decided to expand the site in spring 2005, opting for the latest Enfinity Suite 6 software from Intershop. Migration from Enfinity 2.1 to Suite 6 was successfully completed within just a few months.

Electronic ticketing systems are subject to changing requirements in the same way that technologies and sales channels continually evolve. Something that seems to be a good solution today can soon prove ineffective. As Kontramarka's reputation became more established, it gained many new partners and customers, leading to the need to coordinate a host of venue and hotel web sites. A further change confronting Riatek was the growing level of interest with each new event. A newer, more innovative platform became a priority. Intershop provided

the solution in the shape of its latest software version, Enfinity Suite 6, with Riatek deploying the Consumer Channel and Partner Channel that form part of the Suite 6 package.

Consumer Channel offers high levels of flexibility and robustness

This standard software allows the different sales channels used by Riatek's numerous customers and partners to be brought together within a uniform multi-channel architecture.

The Consumer Channel provides online sales channels for selling to end customers. This module includes all the tools needed for professional catalog and order management, as well as a variety of predefined B2C processes covering wish lists, product evaluations, auctions, personal profile management, and order tracking. The result is a highly positive customer experience. This advanced channel also delivers the functionality required by a state-of-the-art ticketing system. For example, customers can choose and reserve their seats using three-dimensional online seating plans, print out their tickets themselves, and plan any overnight accommodations they may require.

Key Business Benefits

- Growth potential combined with low total operating costs thanks to Enfinity's flexible, expandable architecture
- Customer service tailored to individual target groups by way of specific sales channels
- Proven platform offers security, stability, and high performance
- Centralization, integration, and automation of all business processes



“Riatek’s choice demonstrates once again that Intershop’s Enfinity software is being deployed successfully around the world,” comments Ralf Männlein, the Intershop board member responsible for sales and marketing.

Partner Channel benefits

System stability and availability are crucial when retailing tickets for any kind of performance or event, backed by the highest possible standards of security. Providers also need to be highly responsive to individual customer requirements. Intershop’s innovative platform enables Riatek, the event organizers, and venue operators to market their event, travel, and hotel offerings via several different sales and payment channels. This in turn involves implementing multi-level demand chains on different web sites, which can be managed centrally. In addition, content, catalog, and order data can be shared across the entire demand chain based on specific rules.

For Riatek, the new Enfinity Suite 6 software also offers the opportunity to automate order processes and take bookings in real time, thereby cutting costs and allowing new customer groups to be targeted more precisely.



Into the future with Enfinity Suite 6

The www.kontramarka.ru platform provides Riatek’s customers and partners with a clearly structured, dynamic ticketing service that offers enormous versatility. The range of events is impressive, while the ability to search for the latest information is a further benefit. Events are conveniently organized by city within Russia.

This highly attractive online portal meets every customer requirement, putting Riatek in a position to successfully market events and achieve capacity attendances. The new online platform boosts customer and partner reach, reduces costs, and helps deliver ongoing revenue growth.

Intershop Product:
 Enfinity Suite 6

Business Model:
 Business-to-consumer

Industry Segment:
 Retail



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