



The digital world never stands still. To succeed, we have to keep moving forward. Our e-commerce platform gives leading manufacturers and wholesalers the power to digitalize and transform their business. **Are you ready for a boost?**



INTERNATIONAL

FLEXIBLE

MULTI-TALENTED



B2B commerce platform

Increase in mobile shopping



Safe and secure architecture

STREAMLINED

Customers expect immediate answers

B2B customers want a B2C experience

OMNI-CHANNEL

CLOUD-BASED

We're built to boost your business.

FUTURE-READY

TRANSFORMATIVE

AMBITIOUS

DREAM BIG

11 offices around the world

AGILE

MEASURABLE VALUE

PERSONAL

We're Intershop

To succeed in a digital-first world, you have to keep learning, exploring, and breaking new ground. And it's better to have a trusted partner by your side. One with solid e-commerce experience, a clear vision for the future, and the flexibility to meet your changing demands.

Allow us to introduce ourselves.
We're Intershop. We're built to boost your business.

INTERNATIONAL

Serving 300+ customers worldwide from 11 global offices.

300+

TEAM

We treat everyone we work with like a team. We're here to lift you up and catch you if you fall.

MULTI-TALENTED

We've got serious coding skills, practical business experience, and the inside scoop on customer needs.

FLEXIBLE

We bend and twist to accommodate employee needs and client demands. And some of us can even touch our toes.

1992

FORWARD-THINKING

Our job is to see into the future. We've been doing it since 1992.

'Great teamwork!'

Freddy Lessmeister
—Dynamac

We're

'Wir sprechen Deutsch. En Nederlands. Et Français. E Italiano. Och Svenska. And English.'

30

EXPERIENCED

More than 30 years of experience in the digital domain.

We're seasoned professionals who live and breathe e-commerce. With our passion for technology, hands-on business experience, and ability to demystify the digital world, we're focused on a single goal: empowering B2B companies to achieve their full potential.

‘Intershop helped us master the digital challenge of customized portals’

Rainer Schüssler
— Trumpf

MEASURABLE VALUE

Better conversion rates, higher order amounts, better reviews, and increased customer lifetime value. Or in other words, solid ROI.

OMNICHANNEL

Mobile? Social? Marketplaces? Resellers? Give your customers a great experience on every channel.

‘Intershop has been a great partner for us through our implementation and post-go-live.’

Bill Derr—United Refrigeration, Inc.

STREAMLINED

Put an end to messy systems and support all your regions, buyers, partners, and marketplaces with one platform.

FUTURE-READY

The only constant is change. We anticipate what’s next, so you don’t have to.

to boost

‘At Würth, there is no such thing as one webshop for everybody.’

Gerard Scheffel—Würth

Even the most successful companies can use a boost.

In sales, in revenue, in efficiency, in customer satisfaction. And your boost is our boost.

When you grow, we grow. When you win, we win. Together, we can boost each other to a higher level.

THE INTERSHOP DIFFERENCE

We love technology...

‘Intershop is best suited for medium to large B2C and B2B companies (...) who require speed, flexibility and want enterprise software capabilities for a decent price.’

Wunderman Thompson Commerce –
The Insider’s Guide To Enterprise-Level
Commerce Platform Delivery



It’s the foundation of everything we do. We pride ourselves on building **trustworthy solutions**, adopting the **latest developments**, and keeping an ear to the ground for the next big thing. And besides offering a massive range of out-of-the-box B2B e-commerce functionality, we love digging into data, rolling up our sleeves, and churning out **custom code** that gives our clients and their customers the **personalized experience** they deserve.

...for what it allows us to accomplish

But it’s not just the bits and bytes that get us excited — it’s about what we can achieve. Our robust, market-leading technology is designed specifically to **meet the needs of manufacturers and wholesalers** — helping B2B organizations make the leap to a **digital-first, customer-centric, frictionless way of doing business**. Turning digital commerce challenges into profitable, future-proof sales platforms is what we do best, and we thrive on helping our customers **innovate, scale, and gain a competitive edge**.

THE INTERSHOP DIFFERENCE

We're all on the same team



We might seem like your average software company, but if you dig a bit deeper, **our culture is what sets us apart**. We treat all of our employees, customers, and partners like team members. That means **sharing** knowledge and insights, **respecting** each other's opinions, and **celebrating** our shared successes. But it also means that we're there when the going gets tough. Because the best way to achieve our (and your!) ambitious goals is to work together.

And that means supporting each other

This team spirit impacts every corner of the business: We **collaborate** with our customers to understand their needs and offer relevant solutions. We **listen** to our partners' suggestions and involve them in the latest developments. We **empower** our employees to share their unique perspectives and help us improve. And whenever someone in our team needs **support**, they can reach out to their personal contacts at every level of the company — not some anonymous help desk.

Founded in
1992



11 offices
around the world

2,000+
major online stores run on
the Intershop Commerce Platform

‘There basically
is no other
system around
offering premium
performance
faster and more
competitively.’

iBusiness

Boost



Always available
online! Or meet us in
person in Amsterdam,
Stuttgart, Chicago,
Frankfurt, Ilmenau,
Jena, Melbourne, Paris,
San Francisco, Sofia
and Stockholm.

340+
employees dedicated
to your success

We're
Intershop.
Nice
to meet
you.



Curious about
the future and
working to
build it.



Employees from
23
countries

#1
B2B specialist

‘Intershop Commerce Management is particularly
well-suited for enterprise B2B companies looking
for a cost-effective, industrial-strength B2B
eCommerce solution with especially robust pricing
and promotions capability that can be customized
for particularly complex scenarios.’

The Paradigm B2B Combine (Enterprise Edition)

100%
focussed on
e-commerce

TEAM

Talented, Enthusiastic, Ambitious, Motivated

Handcrafted
code with
a creative
touch



Driven to support
your success

Passionate, skilled,
and up for a laugh.

3,500+
Intershop experts, within our
worldwide partner network

30+ years
setting standards
in digital commerce

The time
is now



PROOF POINTS

If you're standing still, you're falling behind

'According to Forrester, U.S. business-to-business (B2B) e-commerce transactions are expected to reach \$1.8 trillion by 2023.'

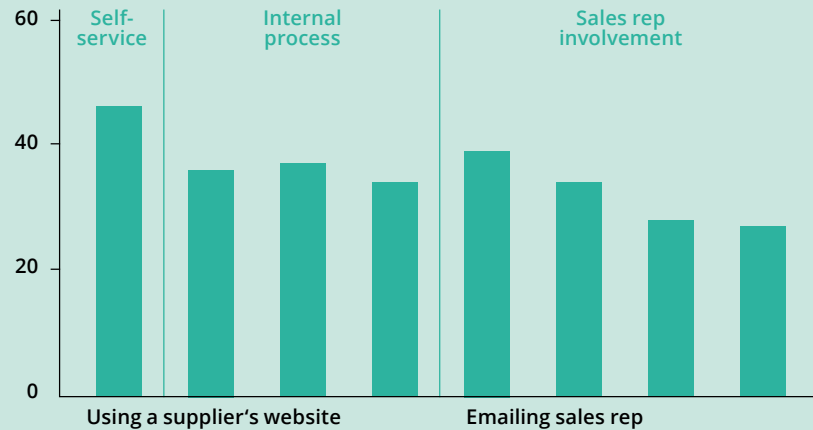
Forrester Research

Everything is going digital – **now's the time for transformation!** We've discovered the benefits of an always-available world, and there's no going back. We've lost our patience with paperwork, slow replies, and long customer service calls. **If we can't get what we want right now, we're going somewhere else.** So, if your company isn't evolving with the digital landscape, it's destined to get left behind.

B2B buyers expect the B2C experience

You know those business audiences you're trying to reach? **They're people, too!** And they expect their B2B shopping experience to be just as good as their personal online shopping. That means having an online shop or customer portal offering **24/7 access**. A great **mobile experience**. Quick and **easy payments**. And **excellent customer service**.

Customers most desire great digital interactions and the human touch



‘On average, B2B buyers will spend up to 20 hours researching before they contact a sales rep.’

Forrester Research

You've got to exceed expectations on every single channel

Today's buyers jump between channels as they research, compare, and eventually make a purchase. **Every interaction is an opportunity to gain — or lose — business.** You need to reach your customers wherever they are and put your best foot forward every time, on every channel. When everyone is selling online, offering an outstanding e-commerce experience is a crucial way to **stand out from the crowd.**

It's never been easier to reach new customers

Digital commerce is breaking down the barriers to new markets and reducing risk every step of the way. Want to start selling to **new geographies**? Do a **test launch** in a tough market? Target a **new audience**? There's no reason to wait! Today's e-commerce capabilities are opening doors for every kind of business while **cutting costs, saving time, and boosting efficiency.**



Digitalization and transformation



Increase in mobile shopping



Customers expect immediate answers



B2B customers want a B2C experience



Customer portals = happier customers



Customer reviews drive sales

‘For manufacturers the fax machine (16%) is as big a sales channels for products and services as digital marketplaces (17%)’

Copperberg—The State of Digital Innovation within Manufacturing

‘But we have an online shop!’ isn’t good enough anymore.

‘B2B buyers are willing to spend big using remote or self-service.’

McKinsey & Company



Welcome to a digital-first world

44%
of B2B decision makers want to see pricing online

Due to COVID-19, B2B e-commerce has gone through several years of development in a matter of months.

Manufacturers are taking ownership of their product content



‘At the center of your digital transformation should be your customers.’

Copperberg—The State of Digital Innovation within Manufacturing

‘Today’s business buyer controls the buying process more than today’s seller controls the selling process.’

Forrester Research

Digital channels have become the main point of brand and customers interaction.

Online stores
24/7
shopping

Customer experience is key to B2B digital transformation success.



Testing and optimizing is a never-ending task.

Every device is a sales channel.

Turning ~~impossible~~
~~unrealistic~~ ~~frustrating~~
ambitious e-commerce
projects into reality

The Intershop Platform

PROOF POINTS



Every business is unique, but they all deserve a **reliable digital foundation**. The Intershop Commerce Platform is the world's leading B2B e-commerce platform, offering the **flexibility to adapt** to any sales process, customer needs, market opportunity, or business model. Set up multiple shops, provide personalized customer portals, and reach global markets from a **single comprehensive system**.

SAAS COMMERCE PLATFORM

Enterprise commerce, without the complexity



CLOUD COMMERCE

Get ready for the future. Starting right now.



OPEN API-ARCHITECTURE

A seamless fit for any IT landscape



OUT-OF-THE-BOX B2B CAPABILITIES

Designed to adapt to your B2B market



TURBO AGILE COMMERCE

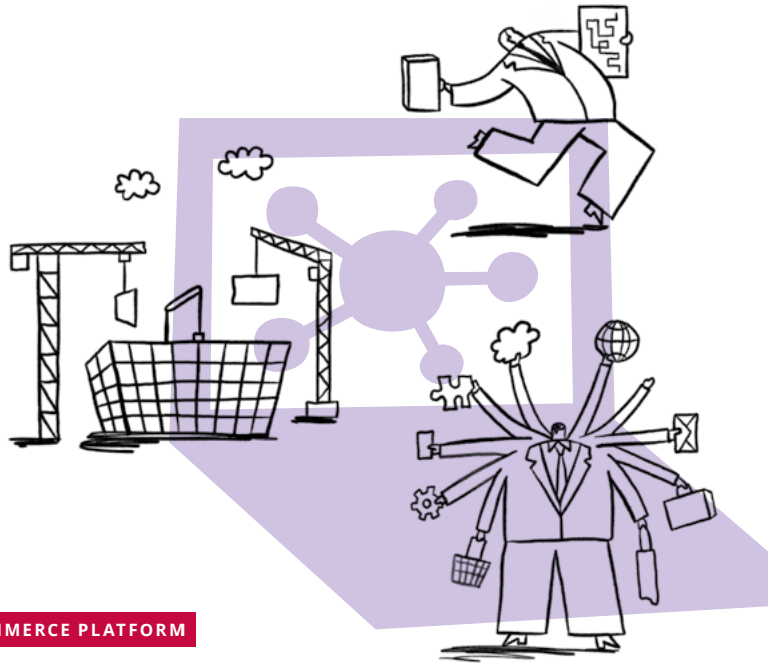
Start fast. Stay flexible.



UNSURPASSED CUSTOMER EXPERIENCE

Turn transactions into lasting relationships





SAAS COMMERCE PLATFORM

Enterprise commerce, without the complexity

Tried and tested functionality and a full-featured PWA-based blueprint store help you prepare for a **fast take-off**, and provide the foundation you need to get growing! **Scale up** to handle massive order volumes, start personalizing your sales approach, or use a buy and build strategy to **extend your capabilities** — starting with one secure, reliable platform.

CLOUD COMMERCE

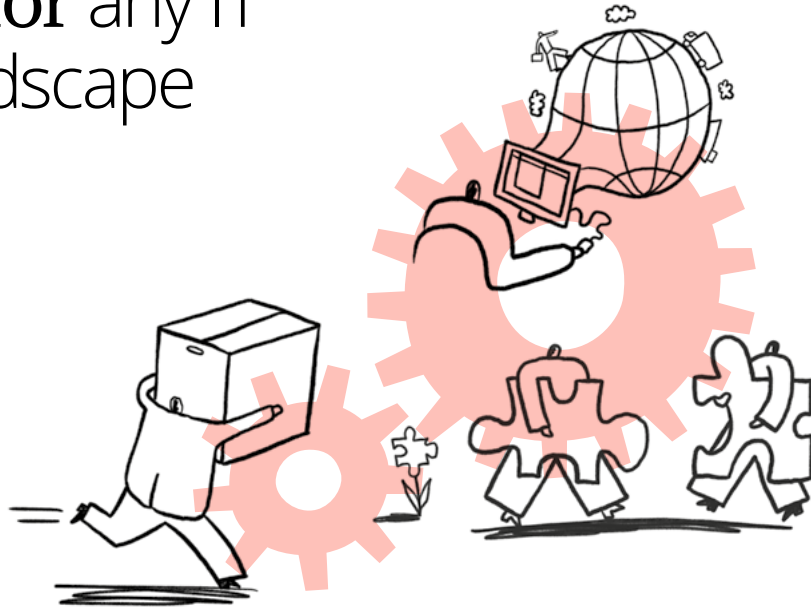
Get ready for the future. Starting right now.

Discover all the advantages of working in the cloud! In addition to excellent compliance and **reliability** with Microsoft Azure, you'll also have **flexibility** to quickly adapt your sales approach, unlock **innovative technologies** like IoT and AI, and access **new features** with our continuous release process.



OPEN API-ARCHITECTURE

A seamless fit for any IT landscape



Easy integration with all your essential systems (like ERP, CRM, PIM, DAM, and more!) streamlines your processes and cuts down on extra work. An **extensive selection of APIs** helps you connect to partners and suppliers, manage advanced quoting, and offer a variety of payment services with minimal effort.



TURBO AGILE COMMERCE

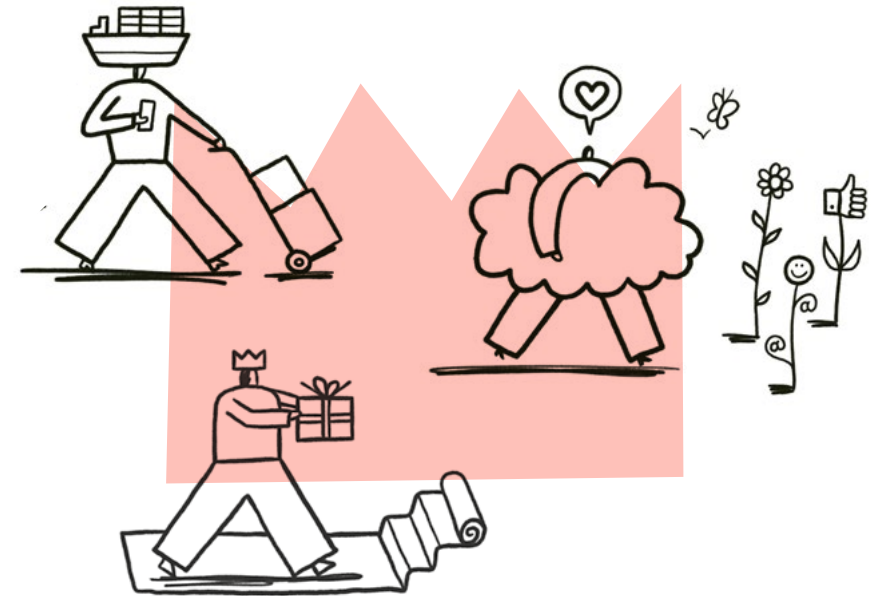
Start fast. Stay flexible.

Ready for a lightning-fast launch? Get going quick with **robust, risk-free out-of-the-box capabilities**, and then start adding your own unique touch. Differentiate your business with **headless** implementations, special microservices, and convenient customer touchpoints to deliver excellent service and boost sales.

OUT-OF-THE-BOX B2B CAPABILITIES

Designed to adapt to your B2B market

B2B commerce is a big world, and every company has different needs. That's why Intershop easily **adapts to your corporate structure**, workflows, and sales geographies, plus offers a wide range of **self-service tools** to empower your customers and take the pressure off your sales teams.



UNSURPASSED CUSTOMER EXPERIENCE

Turn transactions into lasting relationships

Customer loyalty is all about building relationships. Give your B2B buyers the best possible experience with **personalized customer portals**, streamlined **quotes and approvals**, targeted **promotions**, and advanced **order management** functionality.



B2B commerce platform



Created for customization



Lightning-fast setup



Safe and secure architecture



The platform that drives your digital success



100+

partners at your support

Offload routine tasks and offer self-service options to give your sales team superpowers.



360°

view to give customers exactly what they want

Extra-smart data insights to help you make more informed decisions.



Built to scale: from

1 to 100,000

transactions per day

Built to scale: from

1 to millions

of SKUs

Intershop awarded medals in 10 out of 12 categories, including five golds

The Paradigm B2B Combine (Enterprise Edition)



Intershop Integration Hub integrates Microsoft Dynamics, SAP and other systems easily, quickly and without development effort.



AI-powered personalization to boost conversion by

20%



Super powers

Many award-winning online shops: Stihl, Raja, Alko, Martin & Servera, ...

An astonishing number of B2B-specific commerce features.

500+

APIs for easy integrations



Easy localization

SaaS via Azure cloud: Always open for business!



Multi-channel, multi-brand, multi-everything!

ALWAYS NEARBY

German roots, international reach

Intershop enables the world's leading manufacturers and wholesalers to **digitalize, transform, and boost** their businesses. Our robust e-commerce platform gives companies the power to establish and expand their digital presence, improve customer experience, and increase online revenue.

With a dedicated focus on e-commerce, we're the digital craftsmen of choice for **300+ B2B customers worldwide**. Our cloud-based technology provides a reliable, full-service foundation with the flexibility to adapt to unique requirements today and tomorrow.

Together with our vast **network of experts**, we support the success of our clients every step of the way — creating opportunities to scale, innovate, and gain a competitive edge.

Founded in 1992, headquartered in Jena, Germany and with additional offices in Amsterdam, Stuttgart, Chicago, Frankfurt, Ilmenau, Melbourne, Paris, San Francisco, Sofia and Stockholm, Intershop combines global expertise with local insights.

Supported by 340+ employees and **high-quality German engineering**,

we help our clients turn products into profits, customers into business partners, and transactions into lasting relationships.



SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

www.intershop.com/en/locations
info@intershop.com

We're built to boost your business.
Discover how at www.intershop.com

