

Intershop N – Course Catalog

2022-01-05



Version:

FEEDBACK AND CONTACT INFORMATION:

Please send your comments, questions, or suggestions regarding this manual or the class to techtraining@intershop.de.

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Intershop Communications AG
– Technical Training –
Steinweg 10
D-07743 Jena
GERMANY

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1 Welcome at Intershop Technical Training

Dear Customers and Partners,
Dear Friends and Employees of Intershop,

A well educated, prepared and experienced staff is one of the most important success factors for software rollout projects. In other words: A high percentage of software implementations fail due to the human factor.

Intershop Technical Training can significantly help you prepare your team for the rollout, maintenance, and efficient usage of Intershop N.



Thomas Richter

MAKE YOUR INTERSHOP IMPLEMENTATION SUCCESSFUL.

A reliable specification is the first important step to a successful implementation. Therefore you must:

- Clearly define the target system
- Know the software's out-of-the-box functionality
- Derive necessary customization efforts

Intershop Technical Training delivers the proven knowledge and skills for modeling the individual solution and for correct and efficient project estimation.

STREAMLINE YOUR IMPLEMENTATION.

Engineers need comprehensive knowledge of technology in order to efficiently customize and implement the software.

One to two weeks of training provide them with an overview of the whole Intershop application suite as well as advanced knowledge on tools and techniques for installing, customizing, and tuning the system.

REDUCE PROJECT RISK.

A clear understanding of the chosen technology will enable you to avoid non-performing implementation as well as unnecessary or awkward customization. Professional staff is the key factor to minimize the risk of failing or of setting up an ineffective system.

SHORTEN PROJECT TIME.

Most projects have a demanding schedule. The better the engineers know the system and the corresponding tools and techniques, the faster they can do their jobs.

SECURE YOUR INVESTMENT.

Building up at least basic internal knowledge on the newly implemented system can make your organization independent from some possibly expensive services.

GET MOST VALUE FROM YOUR SYSTEM.

You reduce long-term TCO (total cost of ownership) by using educated system administrators and web designers.

PREPARE THE USERS.

In one and two day training sessions, users learn how to efficiently and correctly deal with the new environment. This will also reduce their fear of the change to another system.

LEARN INTERSHOP FROM INTERSHOP.

Intershop Technical Training offers a wide range of trainings aimed to prepare consultants and engineers for the implementation and maintenance of Intershops E-Business Solutions. Training courses are modularly assembled into tracks to support various members in Intershop project teams as well as maintenance staff and users. This flexible system can easily be adapted to very special demands from customers and partners.

Use the advantages of...

- ... receiving high-quality education
- ... on most current technology and methodology
- ... delivered by experienced trainers,
- ... who are part of the software manufacturer itself.

Our trainings are mainly targeted to technical staff. All overview courses and technical introductions are also good for partners, project managers, business consultants and end-users to get an understanding of the Intershop software, how it works and which features and functionalities it delivers.

An up-to-date version of the Intershop Course Catalog you can always find on our public website, which also contains descriptions of older training classes.

For additional information please check our website: www.intershop.com

We are looking forward to seeing you in one of our trainings soon! If you need more information feel free to contact us. All necessary information you will find on the last page of this document.

Thomas Richter
Manager Technical Training

Jena, 2022-01-05

2 The Intershop Training Concept

Intershop offers a complete line of trainings to cover the needs of each team member involved in an Intershop project.

Training Courses

On the following pages you will find descriptions of all currently available courses on Intershop N. They are aimed at the various target groups involved in e - commerce implementation project work as well as at IT Managers and Decision Makers.

Certification

At the end of this course catalog you will find the currently available Intershop Certification exams and all necessary information.

Main Target Groups of Intershop Trainings

Developers...

... in Intershop projects are Java programmers. They are instrumental in the implementation of new and extended functionality.

Web Developers...

... are responsible for the development and design of site "look and feel". They possess extensive knowledge of page design.

System Administrators...

... are responsible for management and control software/hardware infrastructure, are involved in the system maintenance, including user access rights, tuning, performance and security issues.

Technical Consultants...

... are responsible for assisting customers in scoping and specifying the optimum technical architecture.

Project Managers...

... are responsible for the design and implementation of e - commerce projects, devising project plans, including budget and human resource forecasts and requirements.

Business Consultants...

... are responsible for defining business models and processes.

3 ICM 100 – Overview

DESCRIPTION

This course provides an overview about usual Business Processes within typical e - commerce business scenarios and how they are handled by Intershop N as an essential application to transfer them to an online shop.

During this course you will be introduced to Intershop N Sell-Side Channels, i.e. Consumer Channel, Partner Channel and their respective concepts.

You will gain extensive hands-on experience with the included demo scenario. Furthermore, you will see how you can implement electronic business processes with resellers, partners and customers easily and economically.

Guided through real-world tasks, you will learn how to establish business relationships to customers and how you can use these relationships, as you need them for your enterprise.

WHAT YOU WILL LEARN

- How Intershop N integrates with external applications to provide a multi channel e - commerce.
- How to administer a sales organization, its channels and applications.
- How sales organizations sell goods and services over the internet to their direct customers with personalized storefronts and consumer specific catalogs.
- How sales organizations can provide commercial services to distributors or agents which do not have e - commerce capability.
- How to process orders.
- How to use the various marketing features to improve the business.
- How to use the new content management functionalities to edit and manage storefront pages.
- How to manage Mass Data like catalog and product import/export, product syndication or product sharing.
- How to use the new Localization capabilities.

PRE-REQUISITES

- none

DURATION

1 day

TARGET AUDIENCE

All, especially

- Decision Makers
- IT Managers
- Sales Representatives and Sales Consultants
- Developers
- Web Designers
- Technical Consultants
- Business Consultants
- Project Managers

PRACTICAL EXERCISES

60%

SOFTWARE / TOOLS

- Intershop N
- Course Files

BOOKS

Training Manual

4 ICM 200 – Business User

DESCRIPTION

This course provides an overview about usual business use cases within typical e - commerce business scenarios and how they are handled by Intershop N as an essential application to transfer them to an online shop.

The focus is set on day-to-day tasks and how Intershop N can be of help here. For training reasons the reference scenario is used.

You will gain extensive hands-on experience with the included demo scenario. Quite a few business scenarios can be combined with content authoring tasks (A/B testing, promotions, campaigns etc.). This allows for highly customized, on-demand content presentation and shopping experience.

Guided through real-world tasks, you will learn how to establish business relationships to customers and how you can use these

relationships, as you need them for your own enterprise.

WHAT YOU WILL LEARN

- Business use cases and their mapping to the underlying business processes
 - Maneuver within the different web interfaces of the reference szenario
 - Setup a new customer target segment
 - Activities regarding closer customer relationship especially using the B2B szenario
 - Edit a product in the online-shop
 - Configure the search user experience for the online-shop and use it for marketing purposes
 - Perform a marketing campaign including promotions, creation of landing pages and teasers
 - Configure the order process
 - Understand the data publishing/replication process.
 - Monitor and analyze the customer behavior related to alternative promotions and /or different designed content elements using the built in A/B- Test feature (Marketing, Content Management)
 - Change an image teaser
 - Localize values of localizable keys.

PRE-REQUISITES

- none

DURATION

2 days

TARGET AUDIENCE

All, especially

- Business Users
- Decision Makers
- IT Managers
- Project Managers

PRACTICAL EXERCISES

75%

SOFTWARE / TOOLS

- Intershop N
- Course Files

BOOKS

Training Manual – Tasks

5 ICM 400 – Progressive Web App

DESCRIPTION

In this training you will learn technologies and concepts which enable you to develop a modern and state-of-the-art web frontend. This frontend uses REST-calls as data stream and uses Angular for an adequate rendering. This training will cover some of the fundamental Angular basics but most important their usage in conjunction with the Intershop Commerce Management to demonstrate the capabilities of a REST-based Storefront.

The practical tasks are meant to demonstrate the customization of exactly this frontend.

WHAT YOU WILL LEARN

- Angular Basics
 - How to use Visual Studio
 - How to get the repository (GitHub)
 - How to setup the environment
- Intershop PWA (Progressive Web App)
 - folder structure
 - warehouse use case
 - simple stock use case
 - advanced stocks use case
 - localization, images
 - state handling (NGRX)
 - server side rendering (docker containers)

PRE-REQUISITES

- Basic knowledge of Angular
- Basic knowledge of JavaScript
- Basic knowledge of CSS
- REST

DURATION

2 days

TARGET AUDIENCE

- Frontend Developer

PRACTICAL EXERCISES

75%

TOOLS

- Intershop Commerce Management
- Visual Studio Code
- Course files

BOOKS

Training Manual

6 ICM 550 – Developer

DESCRIPTION

The course is aimed at learning how to extend and customize Intershop N. Firstly, you will learn how to add programmatic resources to an Intershop N project via Cartridges and Application Types. You will get familiar with basic concepts on accessing and provisioning of data via POs, BOs and REST services.

You will learn how to use and display data in the backoffice via the usage and creation of pipelets, pipelines, webforms and queries. Code execution is controlled via the Intershop N extension framework. We will turn our attention to storefront enhancement. You will learn that an Intershop N storefront website is always composed out of pages, page variants, slots and components and how data is gathered. More enhanced features like page templates are used to speed up the development of storefront elements.

The course focuses heavily on modern software development paradigms, prefers the use of extension mechanisms and the use of the Managed Service framework to ensure migratability. In an optional section we offer the demonstration of a wide range of advanced features like basket re-calculation, dynamic customer segmentation, microservice development, widget programming or the development of speech skills to access information from the webshop via voice command.

WHAT YOU WILL LEARN

- Intershop N cartridges Application Types and Applications
- Modeling of Persistent Objects for an ORM Implementation of Business Objects
- DBInit and Database Preparers
- Development of Business and Resource Objects and a REST service
- Pipelet and Pipeline Development
- Automated Testing, Query Framework
- Managed Services, Authorization, Localization
- Intershop N Content Management System
- Extension Framework Intershop N advanced features

PRE-REQUISITES

- Java knowledge
- Basic knowledge of Web Services
- Familiarity with internet technology and web design

DURATION

5 days

TARGET AUDIENCE

- Frontend Developers
- Backend Developers

PRACTICAL EXERCISES

75%

SOFTWARE / TOOLS

- Intershop N
- Course Files

BOOKS

Training Manual – Tasks

7 ICM 116 – System Administration

DESCRIPTION

In this 4-days training done on CentOS Linux running in a VM you will get hands-on practice installing, configuring and administering an Intershop N system on top of an Oracle database server.

An important topic is the Continuous Integration (CI) process, which is the Gradle based build, publishing and deployment process of Intershop N systems.

You will understand the technical details and learn to administer an Intershop N system. You will then explore the access points for configuring Intershop N: Various properties files and log files. You will see how to install and initialize an Intershop N cluster as well as to perform a data replication between different Intershop N clusters. You will also become familiar with monitoring tools.

WHAT YOU WILL LEARN

- Database server setup
- Setup and configuration of remote Artifact Repository
- Setup and configuration of build server (Jenkins)
- Download bootstrap for project and CI environment, create project and CI environment
- Download Intershop's responsive starter store
- Prepare custom component set and assembly
- Import project and CI environment into the version control system (SVN).
- Configuration and execution of Jenkins jobs as preparation for CI and developer builds.
- Demonstration of CI workflow
- Checkout of developer environment
- Automatic generation of snapshots
- Deployment of a release to two servers (LIVE, EDIT) ready for Data Replication.
- Additional service component administration
- Cluster architecture and communication processes
- Web server, web adapter and web adapter agent
- Management and administration
 - Properties files, (SMC)
 - Tomcat Cluster Management Console (TCC)
 - Configuration framework /Loggin Framework

- Tools
 - Rest calls
 - Command Line Client
 - Ant tasks
- Security aspects
- High availability and scaling
- Monitoring
- Caching
- Data Replication

PRE-REQUISITES

- Participation in
 - Intershop N – Overview (ICM-100) recommended
- Familiarity with:
 - IT technology and networking
 - Server administration issues
 - Database administration
 - Linux OS

DURATION

4 days

TARGET AUDIENCE

- System Administrators
- Technical Consultants

PRACTICAL EXERCISES

30%

TOOLS

- Intershop N
- Nexus, Jenkins, SVN
- Intershop Studio
- JMX client

BOOKS

Training Manual

8 Certification Program

CERTIFICATIONS ON CURRENT INTERSHOP SOFTWARE TRAINING

CERTIFIED ICM - SYSTEM ADMINISTRATOR

- ICM-100 – Overview
- ICM-116 – System Administration

CERTIFIED ICM - WEB DEVELOPER

- ICM-550 – Developer Training

CERTIFIED ICM - DEVELOPER

- ICM-550 – Developer Training

CERTIFIED ICM- PWA DEVELOPER

- ICM-400 – PWA Training

DO YOU WANT TO TEST AND ASSESS YOUR KNOWLEDGE OF INTERSHOP PRODUCTS?

Certification is the best way to measure your skills alongside those of other Intershop Certified Professionals.

As a result of becoming certified, you will

- Receive acknowledgment from the development community and establish yourself as an expert on Intershop products
- Reach new heights in your career path and distinguish yourself from your competition in the world of e - commerce
- Have access to the official 'Intershop Certified' logo for use in marketing collateral.

WHICH KNOWLEDGE IS REQUIRED?

Most of the test questions correspond to the content of the training courses shown with the certification title. It is not required that you pass training before taking an examination.

WHERE CAN I TAKE THE EXAM?

Intershop offers the certification exams at any of Intershop or Partner offices, including:

- Germany: Jena
- United States: San Francisco
- Australia: Melbourne
- Remote Access via GoTo Meeting

HOW LONG TAKES THE EXAM?

Depending on the chosen exam it takes:

- 30 minutes for the PWA Developer
- 60 minutes for the Web Developer
- 60 minutes for the System Administrator
- 90 minutes for the Developer

REGISTER FOR A TEST!

You can register on our website or simply send an e-mail with the following information to techtraining@intershop.com:

- Your complete name
- Your e-mail address
- Desired certification
- Location
- 3 alternative exam dates

9 Organizational Hints

Training Data, Pricing, and Further Information

TRAINING DATES

The current training dates for different regions are available at <http://www.intershop.com/training>.

TRAINING

The training goes from 9 am -5 pm. It is split into 90 minute units. Between the units we offer a coffee break. From 12:30 – 1:30 we offer a lunch break.

HOW TO ENROLL?

Please enroll via our Web site at <http://www.intershop.com/training>. There you can find our trainings. You will receive step-by-step instructions on how to enroll.

VIRTUAL TRAININGS

Due to Corona and due to new technical standards and capabilities, we offer our trainings also in form of virtual classrooms. The only technical requirement for participation would be the installation of a remote desktop tool to follow the course on you very own azure instance.

ON-SITE COURSES

Intershop offers an easy and convenient method for organizations to conduct private on-site courses. To schedule an on-site course on a given Intershop product line, please contact the training department at: <mailto:training@intershop.com>

In case you do not have the necessary technical equipment you can arrange to rent computers from Intershop Technical Training.

PRICING

The price for one student per day in a standard training course at the Intershop Training Center in Jena is EUR 600 (USD 650), excluding tax. A price list as well as information about discounts for Intershop Partners is available on your request.

The price for a certification examination is EUR 200 (USD 225), excluding tax.

10 Your Contact at Intershop Technical Training

We would be happy to help you with any training related issue. Please, contact any of the contacts by phone, e-mail, fax or mail.

INTERSHOP HEADQUARTERS

Intershop Communications AG
- Technical Training -
Steinweg, 2nd Floor
07743 Jena
Germany

Phone: +49 3641 50-1400

Fax: +49 3641 50-1409

E-Mail: techtraining@intershop.de

Internet: <http://www.intershop.de/training>

INTERSHOP AMERICAS

Intershop Communications Inc.
461 2nd Street # 151
San Francisco, CA 94107- 1498

Phone: +1 415 844-1500

Fax: +1 415 844-3800

E-Mail: techtraining@intershop.com

Internet: <http://www.intershop.com/training>



Intershop is
built to boost
your business.