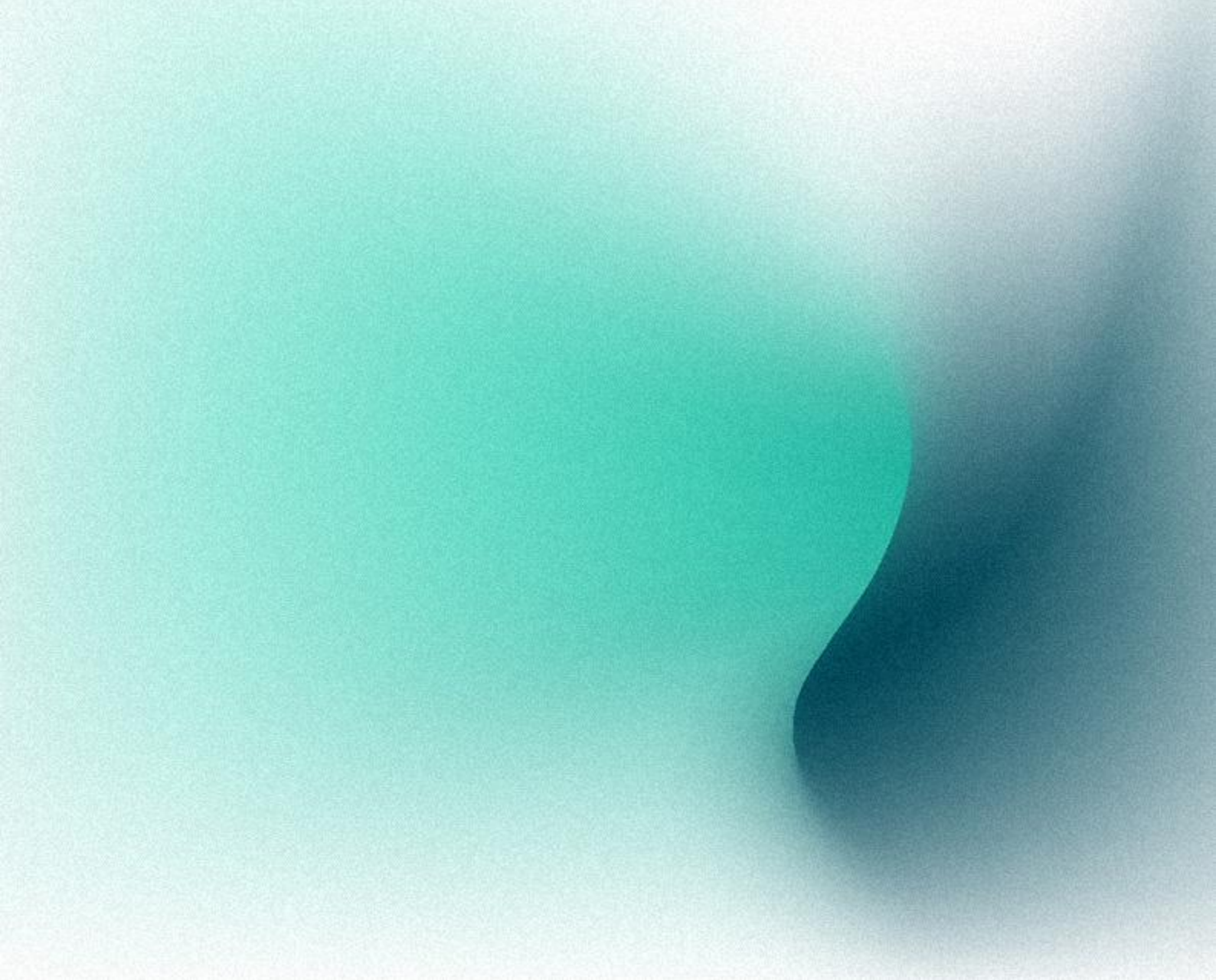


Agentic Commerce Package

One subscription. One AI budget. All your AI capabilities.

Service Description

1-Jul-26



Agentic Commerce Package

Overview

The Agentic Commerce Package is Intershop's unified commercial model for AI-powered commerce.

Instead of purchasing individual AI agents or features, customers subscribe to one package that provides flexible access to multiple AI agents and copilots.

This approach makes it easier to start with AI, scale over time, and maintain full control over costs.

How it works

In simple terms, the model works in three steps:

1. **Choose a package** - Select a package that fits your business size (Starter, Growth, Advanced, Enterprise).
2. **Get a fixed AI budget** - Each package includes a monthly AI budget, measured in credits.
3. **Use AI flexibly** - Use this budget to activate and run different AI agents and copilots as needed.
You can start with one or two use cases and expand over time within the same model, upgrading your package as your AI usage grows.

Think of it like a monthly AI budget: you decide how to allocate it across different AI capabilities, and you can adjust over time as your needs evolve.

Why this model

The Agentic Commerce Package is designed to simplify how businesses adopt and scale AI:

- Start quickly without complex procurement processes
- Scale easily by activating new capabilities anytime
- Stay flexible as business needs evolve
- Keep cost control with a fixed monthly budget
- Reduce risk by starting small and expanding based on results

Agentic Commerce Credit Packages

Customers can choose from different package tiers depending on their expected usage:

Package	Monthly AI Credits
Starter - first 1-2 use cases	1,500 Credits
Growth - multiple use cases	3,500 Credits
Advanced - scaled operations	6,000 Credits
Individual	Custom

Using your AI budget

The included AI budget can be used across all available AI agents and copilots.

You decide where to allocate your budget based on your priorities — for example:

- Start with a Buyer Copilot to improve product discovery
- Add a Product Content Agent to enrich product data
- Expand with a Localization Agent to enter new markets
- Use a Business Intelligence Agent for insights and forecasting

All usage is deducted from the same shared AI budget.

Agents and copilots can be activated via a service request in the ServiceNow customer portal.

Agents and copilots

Intershop provides a growing portfolio of AI capabilities, including:

Copilot for Buyers

The Intershop Copilot for Buyers enhances the buying and service experience with a conversational interface powered by advanced Large Language Model AI technology. It accurately understands customer intent and delivers precise product recommendations through its seamless

integration with search and recommendation engines such as Solr, SPARQUE.AI and Azure AI Search.

Copilot for Merchants

The Copilot for Merchants is an AI-powered assistant and the central user interface for managing daily commerce operations within the Intershop Commerce Platform. It enables users to interact with the system using natural language and to control a growing set of AI agents that can execute tasks across the platform.

By combining conversational interaction with direct access to platform functionality, the Copilot allows users to initiate and complete complex tasks more efficiently. It reduces the need to navigate complex backoffice interfaces and supports the automation of operational processes, enabling users to focus on higher-value activities such as customer engagement, strategy, and business growth.

Product Content Agent

The Intershop Product Content Agent uses AI and Retrieval-Augmented Generation (RAG) to aggregate, validate, and optimize product information from various sources. This results in structured, consistent, and accurate content that improves discoverability and supports compliance requirements. It understands your company's brand voice, tone, and style guide. Seamless integration into the Intershop Commerce Platform enables an efficient and consistent content strategy.

Localization Agent

The Intershop Localization Agent is an AI-supported capability for translating and localizing product content within the Intershop Commerce Platform. It is designed to help commerce teams prepare assortments for additional markets or target audiences faster, reduce manual effort, and support scalable localization processes across large product catalogs. The Localization Agent is integrated into Copilot for Merchants and can be operated through natural-language prompts. It supports translation workflows for product data maintained in the Intershop Commerce Management and enables users to identify untranslated content, manage terminology, run translation jobs, and monitor translation progress.

Business Intelligence Agent

The Business Intelligence Agent enhances your analytical capabilities with its Conversational BI Assistant, powered by state-of-the-art Generative AI (Large Language Model, or LLM). It effortlessly translates natural-language inquiries like "What are this week's revenues?" into structured queries,

enabling swift access to insights. By transforming complex data into clear, actionable insights, the Intelligent BI Agent empowers businesses to make informed decisions with confidence and agility.

Competitive Intelligence Agent

The Competitive Intelligence Agent is an AI-powered decision support assistant that helps commerce teams understand market dynamics, competitor behavior, and their impact on business performance. It combines external market signals with internal business data to deliver actionable insights, identify opportunities, and detect risks early. By moving beyond isolated analytics, the agent enables more informed, faster decision-making across marketing, merchandising, and strategy.

Spare Parts Agent

The Spare Parts Agent supports users in quickly identifying and finding the right spare parts through AI-powered visual and multimodal search, integrated into service and commerce-based applications built on Intershop.

GenAI Product Visibility

GenAI Product Visibility enables Intershop customers to make selected product data available to external AI systems in a structured, controlled, and sanctioned way. It provides an ACP-compliant product feed with Intershop-managed schema updates, helping AI assistants such as ChatGPT access accurate product information from the customer's commerce environment.

By defining which products, segments, and product attributes are exposed, customers can improve their visibility in AI-driven discovery journeys while maintaining control over the scope and quality of the data provided. This helps prepare product assortments for emerging agentic commerce scenarios, where buyers increasingly rely on AI systems to search, compare, and initiate purchasing decisions.

New agents and capabilities can be added over time and used within the same package.

More detailed feature lists can be found in the appendix.

Agent and copilot tiers (S, M, L)

Each agent or copilot can be activated in different sizes:

- **S (Small)** – for smaller scale or initial use
- **M (Medium)** – for growing usage and broader adoption
- **L (Large)** – for large-scale or enterprise-wide use

The tier defines how much you use the capability (e.g., number of users, volume, or scope) and the corresponding credit consumption. The exact usage metrics differ per agent and are defined in the appendix. Customers can combine different agents and tiers freely within their package.

Credit logic

- 1 credit = 1 € (nominal value)
- You receive your AI budget monthly based on the selected package
- All agents consume credits from the same shared AI budget
- If the budget is exhausted, usage pauses automatically until the next cycle.
- Unused credits can roll over and remain valid for up to 12 months

Built for scaling

The package structure is designed to support growth:

- Start with a smaller package and limited use cases
- Expand by activating more agents or higher tiers
- Upgrade to a higher package as adoption increases

Higher packages provide better value per credit, rewarding broader usage.

Enterprise option

For large or complex organizations, Enterprise packages offer:

- Custom credit volumes
- Tailored pricing
- Flexibility for specific requirements

Summary

The Agentic Commerce Package provides a simple and scalable way to adopt AI in B2B commerce:

- One subscription
- One AI budget
- Flexible usage across multiple AI capabilities

This allows businesses to start quickly, scale efficiently, and continuously expand their AI-driven commerce capabilities.

Appendix A: Detailed Agent Configuration and Credit Consumption

Agent	Tier	Included Units	Monthly Credits
Copilot for Buyers	S	5,000 messages per month + 100 docs	1,000
	M	15,000 messages per month + 5,000 docs	2,000
	L	50,000 messages per month + 20,000 docs	4,000
Copilot for Merchants	S	3 Users	90
	M	10 Users	300
	L	30 Users	900
Product Content Agent	S	2 000 enrichments per month	750
	M	10 000 enrichments per month	1,500
	L	30 000 enrichments per month	3,000
Localization Agent	S	2 000 translations per month	300
	M	10 000 translations per month	900
	L	50 000 translations per month	2,700
Business Intelligence Agent (incl. BI Data Hub)	S	up to 1000 orders per month	300
	M	up to 5000 orders per month	900
	L	up to 20000 orders per month	2,700
Competitive Intelligence Agent	S	Shop-level forecasts and market analyses Coverage: 1 country, up to 5 competitors	500
	M	Category-level forecasts and analyses (up to 50 categories) Coverage: up to 20 countries/regions, up to 20 competitors	1,800
	L	Advanced category-level forecasts and analyses (up to 100 categories) Coverage: up to 50 countries/regions, up to 25 competitors Includes advanced competitive insights	3,000
Spare Parts Agent (Visual Product Search)	S	Up to 1,000 products (SKUs) Up to 1,000 spare part searches per month Up to 10 images per product	900
	M	Up to 50,000 products (SKUs) Up to 5,000 spare part searches per month Up to 10 images per product	2,940

	L	Up to 300,000 products (SKUs) Up to 20,000 spare part searches per month Up to 15 images per product	5,940
GenAI Product Visibility	S	Structured ACP-compliant product feed Intershop-managed schema updates Official, sanctioned access for AI agents such as ChatGPT up to 50,000 products	1,000
	M	All features of S up to 100,000 products	2,000
	L	All features of M up to 500,000 products	4,000

Definitions

- A **Translation** in this context is a translation into one other language of a single product (including name, long description, short description, SEO keywords, product attributes), or of a single catalog category (including name, description, content) or a single UI text.
- A **Product Enrichment** is an AI-driven improvement to a product's data, including enhancements to descriptions, attributes, SEO metadata, classification, data completeness, or consistency.
- In the context of Intershop Copilot for Buyers, a "**Message**" refers to a single interaction consisting of an input (such as a user's question) and an output (the AI's response). Each message is limited to 1,000 input tokens and 3,000 output tokens to ensure consistent performance. A token is a basic unit of text the model processes, typically representing a word, part of a word, punctuation mark, or symbol after the input text is split by a tokenizer.
- In the context of Intershop Copilot for Buyers, a "**Document**" refers to a source of information, such as a web page or a PDF file (max. 10 MB per document), that enhances the AI's ability to answer user queries.
- In the context of the Competitive Intelligence Agent, a "**Forecast and Market Analysis**" refers to the generation of insights based on external market signals and internal business data, including analyses such as market trends, competitor strategies, keyword dynamics, and business forecasts. "Category-level analysis" refers to analyses that are segmented by individual product categories within the catalog. "Advanced competitive insights" include extended analytics such as competitor reputation signals, hiring activity monitoring, competitive marketing impact analysis, keyword visibility tracking, and visibility in AI-driven search and LLM assistants. "Coverage" defines the number of countries or regions and competitors that can be included in analyses.

Feature List references

The detailed functional scope of each agent is defined exclusively in the official Intershop Feature Lists:

- Intershop Copilot for Buyers – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-copilot-for-buyers>
- Intershop Product Content Agent – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-product-content-agent>
- Intershop Business Intelligence Agent – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-bi-agent>
- BI Data Hub Service – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-bi-data-hub-service>
- Intershop Copilot for Merchants – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-copilot-for-merchants>
- Intershop Competitive Intelligence Agent – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-competitive-intelligence-agent>
- Intershop Localization Agent – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-localization-agent>

- Intershop Spare Parts Agent – Feature List
<https://www.intershop.com/en/legal/feature-list-intershop-commerce-platform/articles/legal-notice-feature-list-intershop-spare-parts-agent>

Appendix B: Delivery Model of Agents and Copilots

The following overview provides transparency on how each agent and copilot is delivered — including out-of-the-box capabilities, required configuration, and potential customization.

Agent / Copilot	Type	Comment
Copilot for Buyers	Customization needed	A functioning blueprint is provided, but a small customization project is typically required to enable it in the frontend and adapt it to specific business requirements.
Copilot for Merchants	Works Out-of-the-Box	Works immediately using selected APIs of Intershop Commerce Management. Can be extended via custom MCP tools.
Product Content Agent	Works Out-of-the-Box	Works immediately with the Intershop PIM. Configuration via prompts. Further customization possible in consultation with the product team.
Localization Agent	Works Out-of-the-Box	Works immediately with the Intershop PIM. Customization possible in consultation with the product team.
Business Intelligence Agent	Works Out-of-the-Box	Requires prior configuration of the BI Data Hub. Can be extended via integration of custom MCP tools.
Competitive Intelligence Agent	Configuration	Requires configuration of partner technology
Spare Parts Agent (Visual Product Search)	Configuration	Requires spare part images to be uploaded via API as a prerequisite.
GenAI Product Visibility	Configuration	Requires configuration of product data feed in the ICM backoffice.

Out-of-the-Box

Works immediately on top of existing Intershop capabilities (no project required)

Configuration

Requires setup (e.g., data, prompts, or external connections), but no custom development

Customization

Requires project work and custom development to adapt to specific

business requirements, typically offered and delivered by an Intershop implementation partner or Intershop professional services.

Appendix C: Copilot-/Agent-Specific Operating Conditions And Scope Notes

C.1 Copilot for Buyers

Deployment and environments:

The Copilot for Buyers is operated across three customer-specific environments: INT, UAT, and PRD.

- INT is used for integration and technical validation.
- UAT is used for user acceptance testing and business validation.
- PRD is the productive environment for end-user usage.

Specific operating conditions:

- The service depends on Azure OpenAI and other Azure AI services and therefore on third-party AI models provided by Microsoft and/or OpenAI.
- These providers may update, deprecate, or retire AI models over time.
- If a model change becomes necessary, Intershop will provide a suitable supported successor model to maintain service availability.
- Output consistency cannot be guaranteed across model versions.
- The customer remains responsible for reviewing, testing, and implementing any customer-specific adjustments required as a result of model changes, including configuration, prompts, integrations, compliance checks, and user acceptance.

C.2 Product Content Agent

Specific operating conditions:

- The client is responsible for defining and maintaining the allowed and disallowed public content sources used for content generation.
- The client is also responsible for ensuring legal compliance, including copyright, data protection, and other applicable requirements.
- Service scope is limited to AI-supported content enrichment based on permitted source material and does not replace customer-side compliance responsibility.

C.3 Competitive Intelligence Agent

Technology partner dependency:

- The Competitive Intelligence Agent uses technology and/or data services provided by an Intershop technology partner.
- Service availability, functional behavior, data coverage, and update frequency may depend on the availability and capabilities of the partner technology.
- Intershop remains the customer's contractual contact for the service
- Changes to the partner technology, partner APIs, data sources, or commercial partner terms may require adjustments to the service configuration or scope.
- The customer remains responsible for reviewing and validating generated insights before using them for business decisions.

Specific operating conditions:

- The quality and completeness of generated insights depend on the available external market signals, competitor data, and customer-specific business context.
- Forecasts, market analyses, and competitor insights are AI-supported decision inputs and do not guarantee future business outcomes.

C.4 Spare Parts Agent

Technology partner dependency:

- The Spare Parts Agent uses visual search technology provided by an Intershop technology partner.
- Service availability, recognition quality, processing behavior, and supported image-search capabilities may depend on the availability and capabilities of the partner technology.
- Intershop remains the customer's contractual contact for the service, unless otherwise agreed.
- Changes to the partner technology, partner APIs, image-processing capabilities, or commercial partner terms may require adjustments to the service configuration or scope.

Specific operating conditions:

- The customer must provide suitable product and spare-part images before the service can be used effectively. The images must be uploaded by the customer (or implementation partner) using the API.

- Recognition quality depends on the quality, completeness, consistency, and coverage of the provided image and product data.
- The service supports identification and search of likely matching spare parts, but the customer remains responsible for validating results before operational or commercial use

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Intershop is
built to boost
your business.