



Creating a B2C-like shopping experience

12

online shops

6

months to go live

70

years market leader in the field of promotional products



CHALLENGE

- Convenient user experience that is oriented toward private online shopping
- Seamless integration of third-party systems for twelve stores distributed across Europe: enterprise resource planning (ERP) and product information management (PIM) from various providers
- Hosting of the infrastructure with an external cloud provider—for optimal scalability and outsourcing of maintenance and servicing

SOLUTION

- Intershop Commerce Platform: features of a B2C shopping experience attractively implemented for B2B commerce, e.g., through the dedicated customer environment “My IGO Promo”
- Linking the store with Microsoft Dynamics AX (ERP) and Stibo Trailblazer (PIM) for seamless integration of customer and product data
- Responsive design: optimal display of the store interface even on mobile devices such as smartphones or tablets

ABOUT IGO PROMO

Operating across Europe, IGO Promo B.V. te Helmond specializes in the supply of promotional gifts and printed promotional items. Based in the Netherlands, the company has been a market leader in its field for 70 years. As well as continuing to offer traditional catalog retail, IGO Promo wanted to branch out into the digital world in order to strengthen its business relationships and tap into new customer segments.

www.igopromo.com

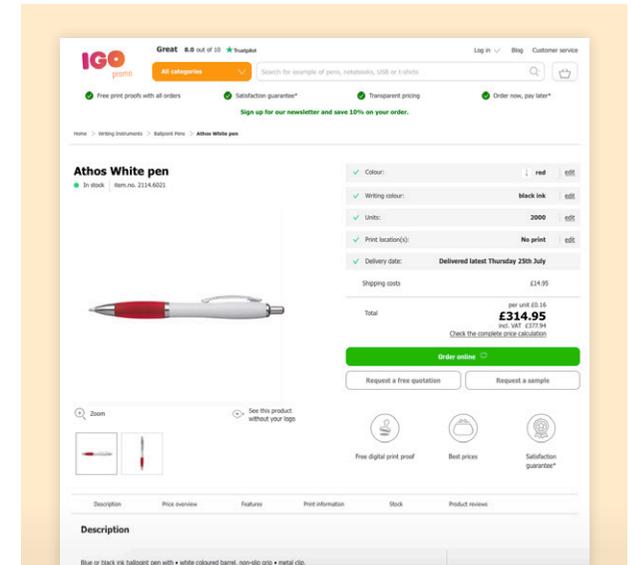
More and more business customers are looking for shopping experiences that emulate those offered in the world of B2C commerce. They want the features of the shopping experience they enjoy as private customers to be offered to them in a professional context, too. In response, IGO Promo decided to migrate to the Intershop Commerce Platform, thereby ensuring that customers can continue to enjoy an attractive multichannel service in the future.

The scenario

IGO Promo wanted to extend its sales of promotional gifts and items beyond the traditional catalog. The company wanted to enable its customers to compare products, services, and prices online, and to order products quickly and easily. To achieve this, the new platform would have to incorporate features that are now a familiar part of online shopping for private customers. The platform was therefore expected to afford customers exceptional convenience when buying and ordering products. Seamless integration of third-party systems and rapid, straightforward implementation of the project were extremely important, as the company aimed to launch 12 shops across Europe as efficiently as possible.

Modern B2B commerce with a B2C touch

IGO Promo had had positive experiences of working with Intershop and its silver implementation partner Fenego in the past. As the existing version



of Enfinity Suite 6.4 no longer met the demands of modern B2B commerce, the promotional product specialist decided to migrate to the Intershop Commerce Platform.

With the new platform serving as a basis, the IGO Promo shops were provided with their own customer environment, "My IGO Promo", where customers can view previous orders and offers. In addition, customers can edit their billing, delivery and email addresses here. Intershop's B2B platform also supports other typical B2C functions, such as saving favorite items and sharing these with others. Another extremely advantageous function offered by the platform is that it allows customers to manage logos. Customers can quickly and easily receive an overview of which logos can be printed on, or

have already been printed on, which products. By improving convenience and clarity, these features simplify shopping at IGO Promo.

Easily integrating essential systems

The back-end integration of third-party systems plays an indispensable role in ensuring that IGO Promo offers its customers a first-class multichannel retail experience and that the functions described above run smoothly. Thanks to Intershop's open API-based architecture with its predefined interfaces, it is easy to link the platform to systems from other manufacturers. This dramatically reduces the time and money needed for programming. In IGO Promo's case, the shop was quickly linked to the ERP system Microsoft Dynamics AX and the PIM system Stibo Trailblazer. As a result, the shop platform, enterprise resource planning and product information management are in constant communication. This makes shopping more convenient for customers, as they do not encounter any annoying information gaps.

Managing multiple shops centrally

Two factors played an important role in ensuring that 12 new shops based on the Intershop Commerce Platform went live within just six months: firstly, the ability to centrally manage several shops, and secondly, the decision to use the scrum approach, which aims for the dynamic and effective

completion of projects in a series of sprints. Intershop's platform allows for the central management of individual shops while taking into account country-specific modifications such as currency, VAT, and logistics partners as well as differences in product portfolios.

Responsive design

The strategy of providing a B2C experience in a B2B context also entailed creating a responsive design for the shops. The shops adjust to the size of the display used, which means that it is easy to make purchases on mobile devices such as tablets or mobile phones. This function recognizes the fact that in the field of procurement, orders and comparisons are no longer made solely on stationary PCs or via catalogs.

Scaling without limits

To eliminate the implementation costs that would arise from the creation of a special hosting infrastructure, the platform is now hosted by Amazon Web Services. This cloud-based solution ensures that IGO Promo itself does not have to deal with expensive infrastructure maintenance and repairs. Instead, the platform is based in an environment that is just as flexible and scalable as the platform itself. The platform is therefore prepared for any traffic spikes that IGO Promo might experience before trade fairs or Christmas, for example, and for the company's continued growth.

The outlook

By migrating to the Intershop Commerce Platform, IGO Promo has taken an important step toward ensuring that it is ready for the digital transformations that will occur in the coming years. By adopting concepts familiar from B2C, the company has shown that it has adjusted to the revolution in B2B commerce and wants to offer its customers added value. The Intershop Commerce Platform gives IGO Promo the option of launching shops in other countries at any time. This enables the company to manage and enhance its resources efficiently, thereby driving growth.



“The implementation of the project shows once again that our solutions are not only convincing on the B2C market, but also offer innovative answers to the various challenges of our customers for B2B trade.”

Gerrit Enthoven, Director Sales EMEA at Intershop

ABOUT INTERSHOP

Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

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