



How to  
**create** an  
e-commerce  
MVP

# Realizing a B2B online store has never been **this easy!**

Are you planning on entering the e-commerce business or thinking about migrating to another platform – but want to avoid lengthy, cost-intensive IT projects? Then we have good news for you: The introduction of a (new) powerful e-commerce platform does not have to be a Herculean task! With an agile project approach based on an MVP (Minimum Viable Product), you can bring a modern B2B online store live quickly and efficiently. Later, during operation, you can work on perfecting your e-commerce solution to ever-changing scenarios. This checklist will provide you with 10 good reasons why you should rely on Intershop when building your e-commerce MVP!

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10 good reasons why you should rely on Intershop when building an MVP

# Go-live in 100 days – powered by Intershop

Hardly any other e-commerce software vendor focuses exclusively on e-commerce and has deep expertise in building MVPs. This enables us to combine the best of seemingly opposing worlds: On the one hand, a headless software architecture that optimally supports agile development – and on the other hand, components that are already fully developed and can be flexibly combined much like a construction set. Our experience at Intershop shows that the MVP of an e-commerce platform or online store can be realized in around 100 days with a budget of \$95,000. This price includes a workshop to identify specific requirements as well as the cost of development, testing, and go-live of the new e-commerce solution.

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# Intershop is composable

At Intershop, we fully embrace and adhere to the principles of composable commerce while delivering essential business capabilities in a powerful commerce solution – preconfigured as software-as-a-service. This approach offers the best of both worlds: the flexibility to adapt to changing market and customer needs through modular commerce, and the stability and scalability to achieve business goals efficiently and with low project risk. Intershop's modular architecture consists of different Packaged Business Capabilities (PBCs) – standalone apps with specific business functionalities (e.g., commerce management, product information management, product discovery). You can easily customize and integrate these PBCs or incorporate other best-of-breed solutions, maximizing adaptability to tailor your e-commerce strategy. This composable architecture is ideal for quickly building and iterating on MVPs, ensuring agile responses to market demands.

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# Intershop is headless

The software architecture of the Intershop Commerce Platform is headless, i.e. frontend and backend are connected via interfaces (APIs) – so they do not form a monolithic unit. Changes to the user interface (the frontend) no longer require changes to the entire e-commerce system, which – in the spirit of an MVP – massively reduces time and effort. Overall, the headless architecture offers the advantage that new touchpoints or customer contact points, such as progressive web apps or voice-controlled user interfaces like Alexa, Siri and Cortana, are much easier to connect with the backend. No matter which touchpoints you have in mind for your MVP and future product versions, be sure that they can be implemented quickly and easily with Intershop's headless architecture.

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# Maximum flexibility with the Intershop progressive web app

Progressive web apps (PWAs) are a recommended and widely used solution for the technical implementation of different frontends and touchpoints. Whereas many providers of e-commerce systems with headless architecture only deliver the backend, Intershop comes with its own PWA, which works seamlessly with our commerce management, but can still be flexibly adapted. By the way, it's open source! Think about quickly expanding internationally by only having to adapt the frontend for additional countries. Information such as product and customer data is stored centrally in the backend, which in turn requires no customization. And that's not all: The Intershop PWA is also equipped with a wide range of very specific, tried-and-tested, ready-to-use business functionalities that have been proven as best practices.

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# AI-driven excellence

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Intershop is the only B2B commerce platform with embedded artificial intelligence (AI) to create customer value. Intershop's Copilot, an intelligent AI advisor, assists e-commerce managers and product content editors with data-driven insights, and takes over daily tasks through simple prompts. SPARQUE.AI, Intershop's AI-driven product discovery engine, personalizes search results and product recommendations for customers in real-time, boosting customer engagement and sales. It also offers full transparency into the algorithm with easy-to-understand business-user tooling. These AI capabilities are available out of the box, accelerating MVP development. Intershop also integrates with other best-of-breed AI solutions.

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# Get a jump-start with the Intershop blueprint store

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The Intershop Commerce Platform includes blueprint stores for both B2C and B2B-specific business scenarios – with significant components to meet complex processes in B2C-specific scenarios. Based on experience with hundreds of customers, typical best-practice-oriented processes, functionalities, and structures have been mapped out, which our customers can adopt and use out-of-the-box. This significantly contributes to a fast go-live in line with the MVP concept because a large part of the programming effort is eliminated. In addition, the blueprint store includes demo content that can be used to realistically run through scenarios and business processes and test whether they meet the respective requirements. As such, the demo content serves as a template and starting point for individual adaptations. Save sweet time for a rapid market launch!



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# Intershop DevOps – from A to Z

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In addition to standard functions, every company also requires individually programmed features. These parts of the e-commerce platform are adapted or developed from scratch by our certified implementation partners – or by Intershop itself. And this is where the DevOps concept (with which we ensure close cooperation between developers and operators) comes into play! New software releases can be tested and optimized directly in day-to-day operations. With Intershop, you don't just get software with specific customizations, but we accompany you on all fronts, from software development to the operation of your e-commerce platform. As such, you can be sure that your platform will always adapt to your current requirements.

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# Intershop Integration Hub – reduce the time by 80%

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With the Integration Hub, Intershop offers a comprehensive and maximally flexible solution that is unique on the market for the fast and seamless integration of an e-commerce platform into virtually any existing IT ecosystem or scenario – even in the MVP phase. Everything from your still-running legacy components, new AI-based business applications and best-of-breed solutions can be easily linked to the e-commerce system. Thanks to numerous pre-configured integrations, many standard scenarios can even be mapped with just a few clicks. More complex integration scenarios benefit from an extensive repository of building blocks that reduce development effort by up to 80 percent. In addition, the Intershop Integration Hub is a low-code integration platform that enables employees without much IT expertise to quickly and easily link tools and data sources within a company.

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# Out-of-the-box SAP connection

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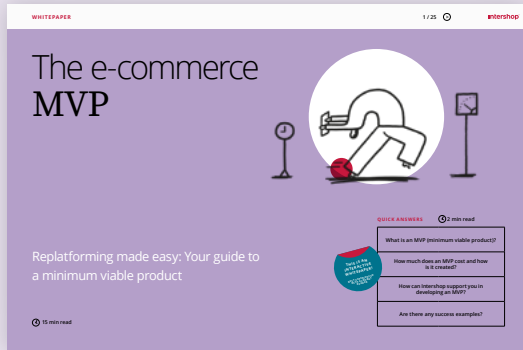
The Intershop Integration Hub has preconfigured, ready-to-use connectors that can be used to connect all standard functions of an SAP ERP system to an Intershop e-commerce solution within just a few hours. In this way, stock levels, order histories, product data, prices, parts lists, and data from customer-specific developments are available in no time at all. For sales and buyers – reliable, secure, and always updated in real-time. In the past years, we have successfully integrated more than 500 customers with their SAP ERP systems.

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# Extensive network of expertise and project experience

Naturally, the implementation of an MVP based on the technologies mentioned also requires that both Intershop's consultants and those of our implementation partners are just as familiar with the MVP concept as they are with lean start-up methodology, and the execution of scoping sessions. After all, they are involved in the development and in close contact with our customers and accompany them beyond the launch of the MVP. They all have the know-how to effectively lead the entire Scrum process and each individual sprint to the finish line. With the help of the MVP approach and a network of over 3,500 Intershop experts worldwide, many of our customers have been able to implement a fully functional e-commerce platform in a very short timeframe; platforms which they have been continuously expanding and improving ever since. **So, what are you waiting for?**

# CHECKLIST



## Your B2B online shop could be live in 100 days!

With the help of the MVP approach, you can quickly implement a fully functional e-commerce platform and further develop and adapt it to new customer needs and market requirements during operation. This enables you to expand internationally at any time, remain successful in the long term, and keep the competition at bay.

[Read the whitepaper & get started](#)

Are you **ready**  
for a **boost**?

See what Intershop can do for you at [www.intershop.com](http://www.intershop.com) or let's get in touch!



**Harold van der Horst**  
[marketing@intershop.com](mailto:marketing@intershop.com)