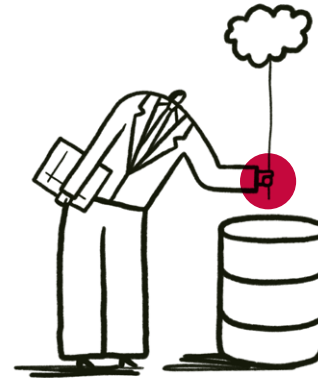


All your e-commerce data in one place



BI DATA HUB

1

UNITE YOUR DATA

Manage and analyze all your e-commerce data conveniently and efficiently in real-time.

2

START IMMEDIATELY

See all the information you need at a glance with out-of-the-box, high impact reports and dashboards.

3

GET STRATEGIC INSIGHTS

Optimize your business processes based on in-depth data analytics that enable strategic decisions.

4

USE KEY APPLICATIONS

Get a 360° view of your business through a seamless integration with your BI and AI applications.

Struggling to make sense of all the e-commerce data you collect? Get the facts you need with BI Data Hub. Store all your information in one central location and reveal the most important insights, regardless of your data strategy.



Leverage all your data for fact-based decision making

Intershop's BI Data Hub supports your individual business goals, no matter what your company's data strategy is.

Connect all your data endpoints with the BI Data Hub and let it provide a single, clean source of e-commerce data.

Use templates to get started quickly, but of course you can also create custom reports tailored to your needs. Whichever approach you choose, you'll have **access to valuable real-time insights** that enable you to make smarter business decisions. And because the data is decoupled from the source, you can retrieve detailed product and order information as often as you'd like.

Access your data from anywhere

The world of e-commerce is always moving. That's why BI Data Hub gives you 24/7 access to your data, no matter where you are. And you can keep it as long as you want. Get **continuous updates and real-time information** from every relevant Intershop data source.

This consolidated data gives you a complete overview of your company's e-commerce performance and allows you to drill down into the most granular details. Track the status of individual orders, see which products and payment methods are most popular, and **discover your most profitable customers** with easy-to-use reports and dashboards.

Besides general reporting and analytics, you can use the data to feed all your Business Intelligence (BI) and Artificial Intelligence (AI) processes. It can also serve as a consolidated data source for data warehouses.

Start fast with convenient templates for individual reports

From the moment you start using BI Data Hub, you'll have access to practical, ready-to-use reports based on users' roles and applications scenarios. And since we know every organization has unique business processes, our templates are **easy to adapt to meet your company's needs**. A few of the most valuable report options include:

1 CEOs...

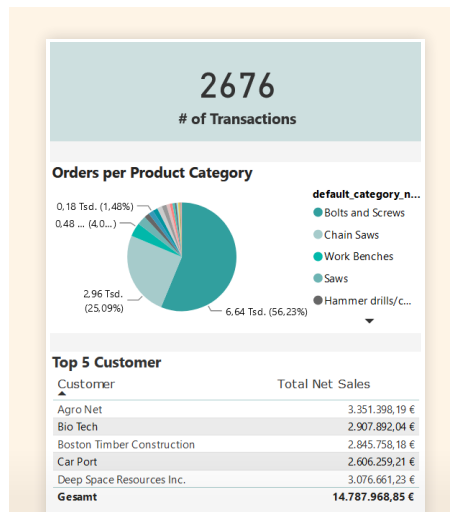
... get an **overview of the most important KPIs** of vital business initiatives, such as the performance of different geographic regions and brands.

2 E-commerce managers, category and product managers ...

... **monitor the performance of customers, products, categories and payment methods** with the help of detailed business reports. Custom reports can be saved and reused and integrated into their own dashboards.

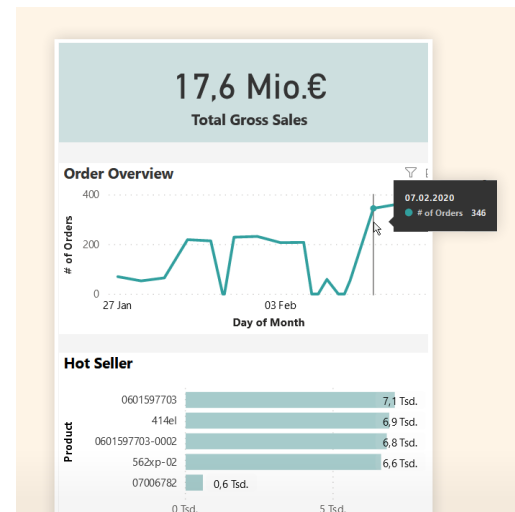
3 Marketing managers ...

... monitor the success of campaigns based on detailed evaluations of them and **meaningful customer and user analytics**. With these reports, they can also keep an eye on their company's digital maturity.



4 Sales and customer service ...

... use detailed customer-level reports to **identify unique requirements and respond to changes in customer purchasing behavior**. These customer-centric reports can also be integrated directly into Intershop's Customer Engagement Center to support customers in the ordering process efficiently.



Key features

1 Real-time tracking to see orders, order status and user behavior and make impactful changes.

2 Role-based, ready-to use **reports and dashboards** to quickly give everyone the exact information they need. Leverage automatic alerting and notification functions in Microsoft Power BI.

3 Comprehensive analytics to optimize acquisition costs, monitor product sales and much more.

4 Business optimization insights to improve operational efficiency and solve strategic challenges.

5 Reliable connections with advanced analytics tools such as MS Power BI, Tableau, and Sisense.

How it works

The BI Data Hub unites all your essential e-commerce data to **give you a complete overview**, and detailed insights into individual customers, orders, and products.

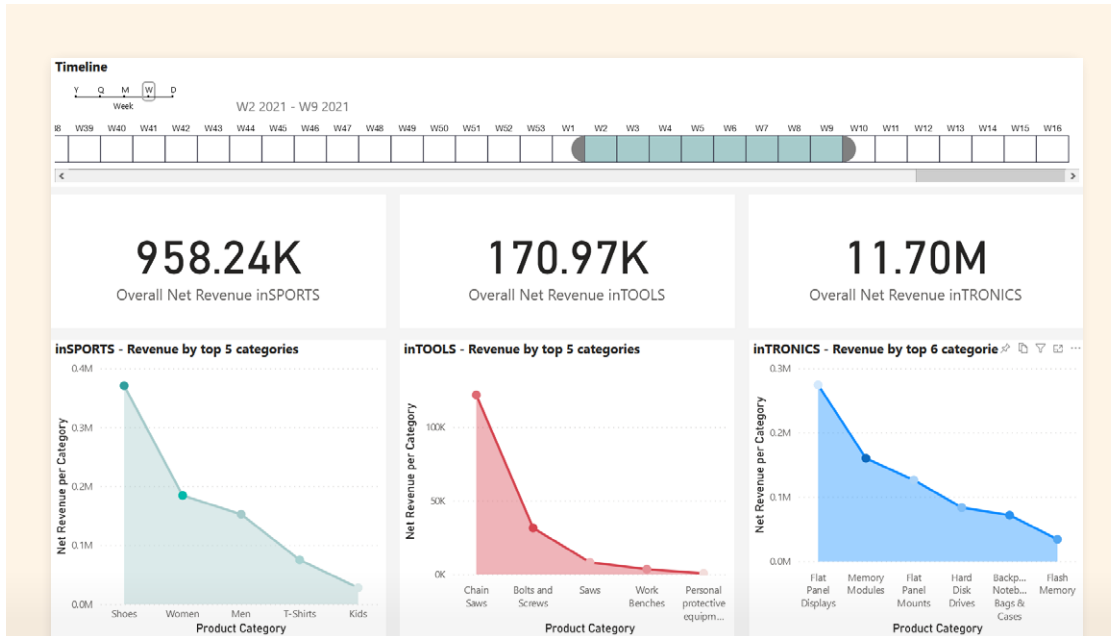
Benefits for your business

Give everyone in your company the insights they need to excel in their role and boost your digital commerce performance with centralized data and easy-to-use reports.

Relieve your IT team

Benefit from a quick and easy set-up, ready-to-use reports, and seamless connection to the most common data analytics tools to deliver practical insights without major IT involvement.

The most important KPIs at a glance: This is how CEOs can monitor the success of their online business and quickly identify necessary adjustments to their e-commerce strategy.



intershop[®]

We're built to boost your business.

See what Intershop can do for you at www.intershop.com.

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