



## 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