



DESCRIPTION

This course provides an overview about usual Business Processes within typical e - commerce business scenarios and how they are handled by Intershop Commerce Management as an essential application to transfer them to an online shop. During this course you will be introduced to Intershop Commerce Management 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 Commerce Management 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