

E-Business Strategy for Companies

Intelligent planning – profitable results



” *To remain competitive and survive in constantly changing global markets, you have to be the fastest, most convenient, and most reliable partner available.*

*Dr. Jochen Wiechen, CEO,
Intershop Communications AG*

Technology-driven disruption will eliminate four out of every ten companies within the next ten years. That's not a dystopian vision—it's bitter reality. More and more companies and industries now face the enormous challenges of digitization. The question is how to use the almost infinite possibilities of the new digital economy in profitable and future-proof ways. The goal: to optimize an existing business model or create a new one that secures growth, competitiveness, and appeal—to both customers and employees.

Many companies are responding to digital transformation in unfocused and ineffectual ways. Having said that, it is clearly essential to avoid being left behind. New technologies are having a rapid and radical impact on customer behavior, market conditions, competition, and value chains. Keeping pace in the digital age calls for new working models, new organizational structures, and new processes. CEOs and managers must drive this change—both digital and cultural—within their organizations. All too often, the reverse is true: digital transformation is driving management. What is typically lacking is a robust yet pragmatic and realistic strategy.

A well-founded digital strategy provides your company with the fastest possible return on investment. It also ensures that the complex automation of processes and business models—through the integration of digital technologies, information, and people—delivers long-term profitability and a strong market position. A tailored strategy can be the backbone of your digital business model—and guarantee your future success.

” *No one can predict exactly what tomorrow's markets will look like. What we do know, is that your customers will be making the rules. And you can prepare for that now.*

*Carsten Schröder, VP Marketing &
Business Development, Intershop
Communications AG*



The strategic vision

Successfully transforming your business model is about enabling you to keep pace with changes in your customers' behavior and attitudes. A typical business model has multiple components:

- ▶ **Value proposition:** What value do you create or offer?
- ▶ **Customer segment:** Which customers do you serve?
- ▶ **Channels:** How do you reach your customers?
- ▶ **Value chain:** How do you serve your customers?
- ▶ **Products and services:** What do you offer your customers in order to meet their needs and give them the results they want?

” *The best way to predict the future is to create it.*

Peter Drucker, author, academic, and management consultant

Imagine if you could ...

**... engage
your customers:**

Deliver personalized, rich, seamlessly connected experiences in journeys chosen by your customers.

**... empower
your employees:**

Keep up with your fast-moving customers, collaborate efficiently to anticipate and meet customer demands.

**... optimize
your operations:**

Increase the flow of information across your entire business operations, better manage your resources, and keep your business processes synchronized across all boundaries.

**... transform
your products:**

Expand the reach of your business using digital channels, anticipate customer needs, understand how your products are used, and quickly develop and improve products and services.



Intershop Communications AG
Intershop Tower
07740 Jena, Germany
Phone: +49 3641 50-0
Fax: +49 3641 50-1111

To learn more about Intershop and its solution or to discover more about the Intershop advantage in a personal consultation, send an email to insidesales@intershop.de or call us at +49 3641 50 2062.

www.intershop.com
info@intershop.com