

Successful global e-commerce that connects with local audiences

LOCALIZATION & GLOBAL E-COMMERCE



1

LAUNCH STORES & PRODUCTS FAST

Quickly roll out new online stores customized for new countries, regions, brands, and customer segments.

2

PROVIDE RELEVANT INFORMATION

Take your business beyond borders with detailed product information tailored to local needs.

3

MANAGE CHANNELS EFFICIENTLY

Get a complete view of all your channels and touchpoints to build a consistent global brand.

4

OPTIMIZE SEARCH RESULTS

Ensure your products are easy to find and buy in all your markets with localized content, meta tags, URLs and more.

Take your business to exciting new destinations with Intershop's localization and global e-commerce capabilities. Break down the barriers to international sales with built-in functionality that makes it easier than ever to open new markets and reach new buyers worldwide. Create and operate stores for international markets without the need for additional resources.

Address every aspect of cross-border commerce

When companies start pursuing international markets, their first step is often translating content. But localization goes beyond translation! When you're selling in new regions, you also need to consider colors, time zones, dates, cultural characteristics, currency, pricing, taxes, shipping and payment preferences, not to mention different operations and business models.

But that doesn't mean selling to new geographies has to be a complex, overwhelming task! Intershop allows you to tackle every crucial aspect of international e-commerce – from website creation and product information to inventory management and shipping – through one highly configurable platform. Languages, currencies, tax regulations, and time zones, for example, can all be managed individually for regional channels. You can also adapt your content management to local standards.



Show your buyers you truly understand their needs

With the Intershop Commerce Platform, you cannot only offer your products and services quickly in new regions and countries, but also build lasting relationships with your customers. This already starts with the first search query. Another benefit is the positive impact on your SEO ranking. It really helps your target audience to find you.

By creating a personalized regional shopping experience with localized text, images, measurements, billing options, and more, you show that you understand your buyers' unique needs and business. Not only does this help you attract new customers, but it's also a winning formula for increasing customer loyalty.

Manage your global presence with one user-friendly platform

With a huge range of integrated features and templates, Intershop makes it easy for business users to manage your entire international commerce experience. Quickly set up multiple online stores and touchpoints from one central location, then customize the content, catalogs, and services for each region. You can also assign different permissions and regions to individual users to meet the different responsibilities and authorities within your organization.

In addition, Intershop's extensive list of APIs ensures easy integration with other essential platforms and services, from email marketing and CRM systems to shipping and payment providers.

Key features

- 1 Multi-touchpoint management** makes it easy to create, launch, and manage a variety of touchpoints and sales channels.
- 2 Low configuration effort** with the ability to import essential details such as price lists, product descriptions, and images.
- 3 Individual rights management** gives users different permissions and responsibilities in specific regions.
- 4 Product information management** lets you customize your product content and catalogs by region for a short time-to-market and rapid roll-out of international stores.
- 5 Experience management** enables browsing and managing the online business from an end-user's perspective to create a region-specific brand and customer experience.
- 6 A wide range of APIs and pre-built integrations** connects the Intershop Commerce Platform with your other key systems.

How it works

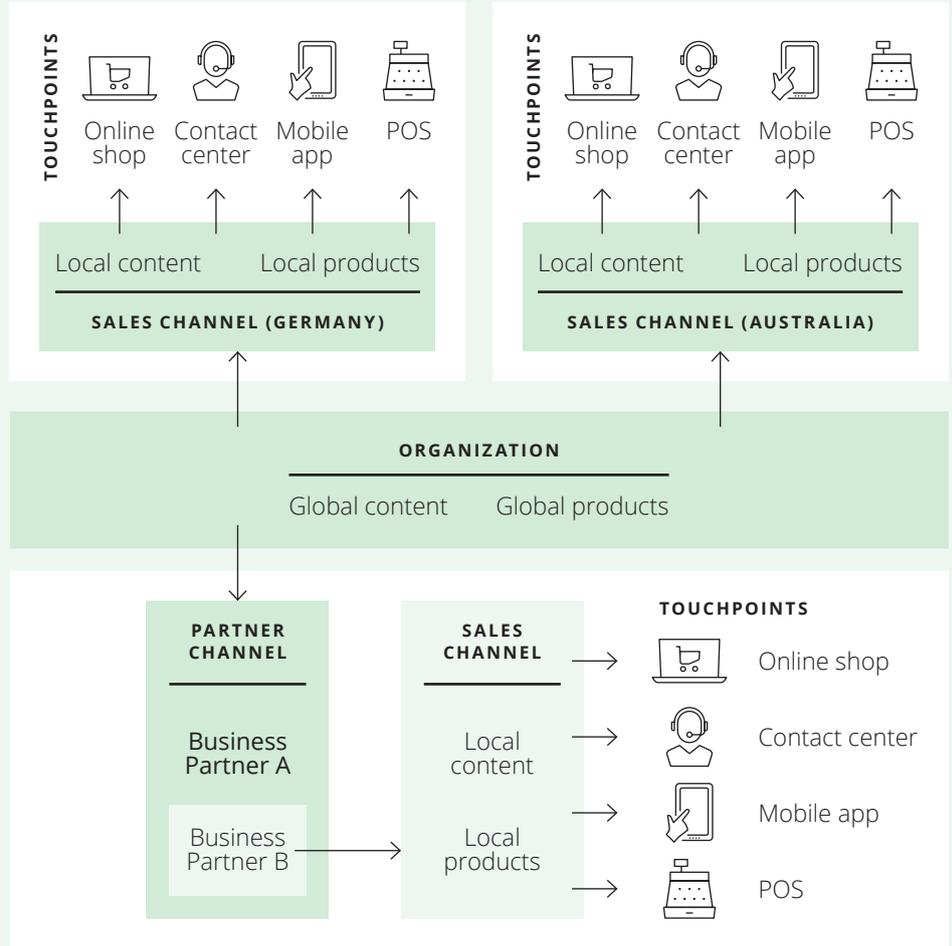
Intershop's global e-commerce offering allows you to centrally manage all your international touchpoints while creating a unique, localized experience for each of your target regions.

Benefits for your business

Effortlessly expand your online sales to new regions and countries with a comprehensive platform that allows you to create a consistent brand experience while delivering localized content and services. Localization reduces miscommunication and customer service or support issues, which lowers costs and increases customer satisfaction.

Benefits for your IT team

Empower your business users to create customized regional online stores and product offerings with a commerce management solution that easily integrates with your existing systems. Business users can easily set up and roll out new regions, countries, brands, touchpoints and customer segments without IT involvement.



“The strong internationalization capabilities of the Intershop Commerce Platform help us sell in 34 regions while keeping deployment costs to a minimum.”

Michael Sauer, CEO of Music Store

intershop[®]

We're built to **boost**
your **business.**

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



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