MOBILE COMMERCE
Our Dynamic Solution for Your Mobile Strategy
Mobile customers, mobile devices, mobile shopping – how mobile commerce connects the dots on the customer journey

Mobile commerce is now a pivotal part of every customer journey. Mobile devices are much more than just another sales channel—they’re a multifunctional link that connects many other communication and sales channels. Shoppers use their phones to explore online offerings, to find the nearest offline store, and to check the local availability of the items they want. Alternatively, they can conduct the entire shopping process on their mobile device—from ordering to payment and shipping. They use social media apps to share reviews, ratings, and product recommendations. It’s also possible to scan QR codes from posters and ads, or view product information by scanning a barcode in-store. Even in the post-purchase phase, the mobile device remains an integral part of the customer journey. Delivery notifications via SMS as well as mobile marketing (e.g., coupons and contests) help maximize customer loyalty.

For manufacturers, distributors, and retailers, on the other hand, mobile commerce offers enormous opportunities to expand and improve their business—albeit together with some enormous challenges. Vendors whose content is not mobile-optimized risk losing their customers to competitors with an integrated mobile strategy. The rapid increase in the number of smartphone and tablet users continues to drive this trend. In the B2B sector, there is also corresponding growth in the use of mobile devices. B2B customers expect mobile apps that they can use to explore products and services, negotiate prices, purchase items, and track orders. The vendors themselves require specialized sales apps to support their staff with sales and management tasks. Developing a mobile application is now a highly complex process given the huge range of potential usage scenarios and functionality required, as well as the sheer variety of mobile hardware, operating systems, and browsers. And just as mobile strategies differ from business to business, so must the technical solutions.
Intershop Mobile Commerce provides vendors with a unique solution that covers every mobile strategy. Using the Intershop Mobile Module, it is possible to implement all types and variants of mobile touchpoints, from mobile-optimized websites to mobile web apps and native apps. This enables you to develop your own independent mobile strategy without any restrictions. You can define your application scenarios and functionalities, design a user interface, then develop and deploy your mobile touchpoint in a way that suits your needs and budget.

All mobile touchpoints are based on the Intershop Synaptic Commerce API. Standardized interfaces enable easy integration with third-party systems and additional touchpoints as well as adaptation of the Intershop commerce platform to include customer-specific features. In addition, this solution simplifies the process of integrating services, personalizing customer communications, and creating a seamless experience across multiple touchpoints. Integration and development costs are significantly reduced and businesses can get to market faster than ever.

The key element in the Intershop Mobile Module is the highly developed and customized RESTful API used to integrate the respective mobile touchpoint. This interface controls data exchange and the provision of functionality between the core platform and the mobile application. It supports mobile websites, native apps for all mobile operating systems, platform-independent web apps, and hybrid apps. With its combination of native development and HTML, this represents the future of mobile applications. Web apps are enriched and enhanced with native device functionality to increase their quality and capability.
Also included with the Intershop Mobile Module is a sophisticated starter web app with mobile storefront based on the open-source web framework jQuery Mobile. The storefront adapts automatically to different devices using a combination of adaptive and responsive web design to create the best possible mobile experience. Two key advantages to this particular approach to mobile website optimization are its technical simplicity and rapid time to market. Using the RESTful API, the starter web app replicates the entire range of commerce platform functions that are required for all mobile scenarios. Customer account, shopping functionality (including search and navigation), shopping cart, checkout, shipping, and payment are all adapted for mobile applications. You can use the standard starter web app to set up your own mobile touchpoint with minimal development input or simply provide it as a reference for your own app developers.

By using native apps, it is possible to incorporate all device-specific features. Location-based services, such as GPS-based store locators, barcode and QR code support, and SMS-based services, such as delivery notifications, are just a few of the features that can be implemented by combining the Intershop commerce suite with native mobile apps. Product, customer, store, and transaction data are obtained via the RESTful API and can be combined with the mobile device hardware or additional services to create compelling mobile features.

Intershop Mobile Commerce offers a comprehensive solution to the challenges of mobile selling. Together, we can help you find the right mobile strategy for your business then create the platform you need to implement your strategy in full. Use Intershop Mobile Commerce to create your own customized mobile solution, to add an all-important touchpoint to your channel portfolio, and to deliver a customer journey that is richer and more complete.
The Intershop commerce platform provides vendors with a full range of options when designing content for mobile touchpoints. Mobile websites can be generated directly from Intershop’s WCM, then edited and tested in the Design View. Native apps receive all content and functionality via the RESTful API, with everything presented in a custom-designed layout. Websites are optimized for different screen sizes using a combination of adaptive and responsive web design.

- **Design Options**
  - Responsive Web Design
  - Adaptive Web Design
  - Responsive Design + Server Side Components
**KEY FEATURES**

- **Standardized integration of mobile touchpoints through dedicated RESTful API**
  Standardized interface enables full replication of all data exchange and functionality. All product, customer, store, and transaction data is provided by Intershop’s core platform.

- **Support for all mobile applications, operating systems, and devices**
  Intershop Mobile Commerce supports mobile-optimized websites, web apps, native apps, and hybrid apps. Vendors can create mobile applications using HTML-based mobile templates as well as standalone apps for Google Android, Apple iOS, BlackBerry, Windows Phone, and other operating systems. All input systems, including touchscreen, keypad, stylus, and voice control, are supported. In short, Intershop provides total device and platform independence when developing mobile strategies.

- **Unrestricted content design using Intershop’s WCM and PIM**
  Vendors can design their mobile touchpoints exactly how they want them to be. Mobile websites and hybrid apps can be generated from the Intershop WCM. Native apps, on the other hand, receive all their content components and functionality (e.g., search) via the RESTful API, with everything presented in a custom-designed layout. Both technologies can be combined at any time. For example, component groups, such as address lists, can be obtained through the RESTful API and used in mobile websites for store locators and other features.

- **Starter web app with HTML5-based mobile storefront**
  Intershop Mobile Commerce includes a sophisticated sample application based on the jQuery Mobile framework. Vendors can use the starter web app as a basis for their mobile touchpoint or as a reference for their own developers.

- **Optimized layout for all screen sizes**
  Websites are optimized for different screen sizes using a combination of adaptive and responsive web design. The need for additional development has been reduced to a minimum while also catering to user expectations with regard to loading times and performance.

- **Mobile version of the entire shopping experience**
  Using the RESTful API, it is possible to create a mobile version of all commerce functions found in the core platform. Customer account, search/navigation, marketing functions, cart/checkout, shipping, and payment are all available out of the box.

- **Mobile-specific functionality for a seamless customer journey across multiple touchpoints**
  By integrating native touchpoints with Intershop’s commerce suite, it’s easy to implement mobile-specific features, such as GPS-based store locators, barcode/QR-code scanning, and SMS-based services, for example delivery notifications or mobile ads.

**KEY BENEFITS**

- **Increased revenue through use of mobile commerce to connect all other sales channels**

- **High-performance mobile touchpoints through standardized integration of the latest commerce technologies and customized mobile applications**

- **Greater brand reach through an additional 24/7 touchpoint**

- **Enhanced customer acquisition and loyalty through integration of social commerce**

- **Efficient and optimized customer communications on all mobile devices, anytime, anywhere**

- **Personalized shopping journey with mobile advertising, location-based services, and SMS-supported services**
Intershop is the leading independent provider of omni-channel commerce solutions.

Intershop solutions unleash your business by inspiring concepts, cutting-edge technology and the expertise grown over 20 years in e-commerce.

Since 1992, Intershop has supported the international growth of e-commerce. Our flexible and scalable e-commerce solutions enable companies worldwide to consolidate their multi-touchpoint operations on a single platform.

Intershop provides a variety of services beyond software and consulting that enable its clients to leverage the full potential of multi-touchpoint commerce.

For more information visit www.intershop.com.

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