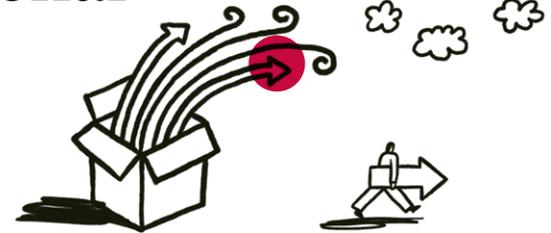


# Best-in-class B2B e-commerce functionality to redefine professional sales and buying processes

**B2B FEATURES**



1

## INCREASE CONVENIENCE

Professional online stores and customer portals with self-service options that provide a great experience for your business customers and your team.

2

## LOWER TRANSACTION COSTS

Automated workflows, order processing, and approvals reduce time and effort per sale.

3

## CUSTOMIZE CONTENT & PRICING

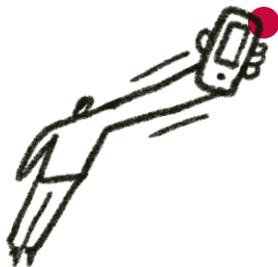
Create custom storefronts and customer portals, catalogs, price lists and quotes that are tailored to a wide array of B2B customers.

4

## BOOST PRODUCTIVITY

Reduce manual sales activities so your team can spend more time building relationships.

Want to offer your customers a better digital purchasing experience? With Intershop's out-of-the-box B2B features, you can deliver outstanding e-commerce functionality while streamlining your entire order and fulfillment process.



### Keep pace with the evolving world of digital commerce

For many B2B organizations, e-commerce is still in its infancy. While some companies have completely shifted to online sales, others are still taking orders by e-mail or even fax!

The good news? No matter where you are in the digital transformation process, Intershop's rich set of B2B e-commerce features allows you to take your customer experience to the next level and boost revenue. With a powerful e-commerce platform and a range of capabilities, we enable you to leverage the digital-first future and give you the power to redefine every aspect of your sales process.

### A consumer-like experience combined with B2B functionalities

Today's consumers are savvy shoppers. Even when purchasing products and services at work, they want the same great experience they've come to expect from online consumer stores. That includes informative, eye-catching content, a seamless ordering and check-out process, and clear shipping / payment options.

With the Intershop Commerce Platform, you can offer your B2B buyers the best of the B2C world, and a host of robust functionality custom designed for B2B organizations. From custom catalogs and pricing to quoting and multi-step approvals, Intershop supports your unique processes while delivering an unparalleled customer experience.

## A single platform, tailored to the unique needs of your customers

Intershop allows you to manage all of your products, orders, and customer requests from a single, full-service commerce platform. In addition to accessing standard functionality such as website navigation, product information, and promotions, you can also create custom portals and shopping experiences for individual B2B customers.

For example, you can develop customer-specific catalogs and pricing, set up approval workflows that reflect each subsidiary's unique organizational structure or tailor the look of an online store and its products to a specific role. In addition, advanced tools such as the My Account dashboard let you give specific buyers an instant view of key information, such as order status, items awaiting approval, and available budget.

## Powerful features for B2B organizations

Stand out from the crowd with a professional online presence that caters to the needs of your B2B customers. Some of our most popular B2B features include:

### **All-inclusive B2B blueprint store**

Save time and money rolling out new sales channels, thanks to our ready-to-use blueprint store. With responsive design, optimized for desktop and mobile alike, the store comes with B2B-specific workflows and processes, and demo content which is easily customized.

### **Custom catalogs and pricing**

Efficiently create and manage customer-specific catalogs and pricing by seamlessly exchanging catalog data via OCI Punchout. Automated processes and dynamic product mapping allow for relevant, up-to-date product information at every touchpoint or

sales channel. You can also easily integrate product, pricing, customer, and channel information from a variety of external sources, and push data from the e-commerce platform to other systems such as your ERP.

### **User roles and responsibilities**

Easily control and monitor your sensitive business processes by creating separate user roles (buyer, approver or admin) within your organization, enabling a personalized user experience with specific responsibilities. Automated approval processes, predefined budgets, and activity monitoring which increases internal efficiency and reduces errors.

## My Account dashboard

Give users a complete overview and quick access to all of their order information.

Buyer, approvers, and administrators each have their own dashboard. Buyers can view the status of their orders, as well as order templates, and quotes. Approvers can check on pending orders and get an overview of approved / rejected ones. Administrators gain insight into each user and their budget.

## Quoting

Allow your buyers and dealers to negotiate prices without leaving the commerce site, ensuring seamless communication and full transparency of your pricing policy. Buyers can request quotes for individual products or product lists, and provide additional comments or information. Dealers can respond directly with a new quote so buyers can execute the order once an agreement is reached.

## Quick order

Save time and boost convenience with quick orders. Your customer can place an order by

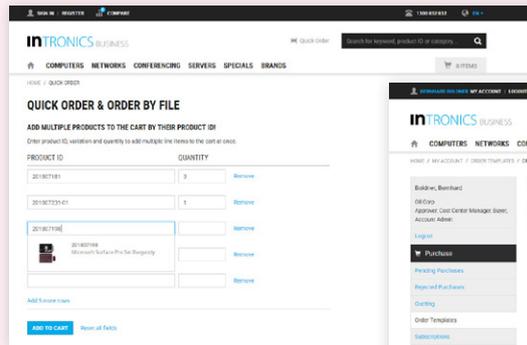
entering just the product ID and quantity or upload a CSV file to order multiple products at once.

## Order templates

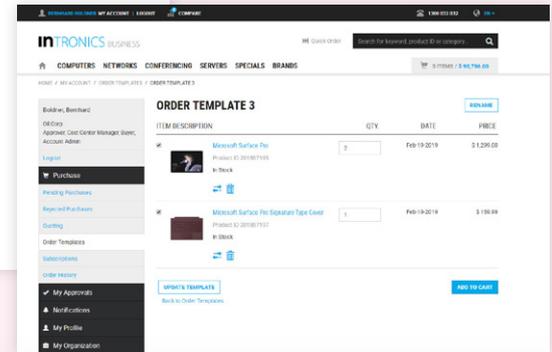
Increase your sales potential and make it easy to do business with you! Customizable order templates, e.g. based on order history, offer a convenient buying experience and speed up your customers' purchasing process.

## Contracts

Boost your customer's satisfaction with a best-price strategy! With revenue-based contracts, you can get the most out of customer-specific pricing. And it's easy for your customer, too! Orders placed in a given period are automatically assigned to the contract and the accurate, special price and the My Account dashboard provides full transparency on the details.



Quick Order: Restocking made easy with quick ordering



Order Templates: Preconfigured Order Templates for instant order transactions of same or similar products



## Why do the world's leading B2B organizations use Intershop?

Rich out-of-the-box functionality for **faster time-to-market** plus the flexibility to quickly respond to changing markets and buyer needs.

**Better retention rates** with customized online experiences that support the entire customer life cycle.

**Exceptional customer experience** with role-based views that give buyers, approvers, and administration instant access to the most relevant information.

The tools to create a **consistent brand experience** across all your digital channels, anywhere in the world.

Integrated workflows, budgeting and approval processes that allow you to **adapt to your customer's organizational structures**.

**A complete platform that grows with you** to support all your customers, products, price lists and orders.

The screenshot displays the Intertronics Business website interface. At the top, there is a navigation bar with links for 'RETURN TO BIDDING MY ACCOUNT', 'LOGOUT', and 'COMPARE'. The main header features the 'intTRONICS BUSINESS' logo and a search bar. Below the header, a navigation menu lists categories: 'COMPUTERS', 'NETWORKS', 'CONFERENCING', 'SERVERS', 'SPECIALS', and 'BRANDS'. A prominent banner for a BenQ projector is shown with the text 'Buy. Connect. Enjoy.' and a promotional message: 'ONLY THIS MONTH: Buy a new data projector and get 10% off of audio equipment'. Below the banner, a 'FEATURED PRODUCTS' section displays four product cards, each with an image, product name, specifications, and price. The products are: AEG Eclipse 10 (Red) for \$86.15; HP ProBook 6550b Notebook PC + Targus Laptop Skin, Black/Blue + A-DATA 16GB D003 for \$1,819.00; Fujitsu ESPRIMO Edition E900 + Epson Stylus S22 + Fujitsu L line LL32001 for \$40.50 - \$1,153.44; and Sony VPL-SW225 for \$988.01. The footer includes a 'STORES' section with a location icon and 'FIND A NEARBY STORE' link, a 'SIGN UP FOR OUR NEWSLETTER' form, and a 'CONNECT WITH US' section with social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.

Responsive B2B Blueprint Store: Get started quickly by using the responsive blueprint store as template

## Benefits for your business

Give your business customers all the benefits of a consumer-like shopping experience, plus additional capabilities designed specifically for B2B. With the B2B blueprint store, flexible order templates, and intuitive usability, you can create professional online stores in no time.

## Benefits for your IT team

Intershop's B2B features put the power in the hands of your account managers and other business users. They can quickly create and customize catalogs, price lists, budgets, approval processes, and so much more, without any IT support!

**“70-80% of B2B decision-makers prefer remote human interaction or digital self-service instead of in-person interactions...”**

McKinsey COVID-19 B2B

Decision-Maker Pulse, 2020

**intershop**<sup>®</sup>

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

See what Intershop can do for you at [www.intershop.com](http://www.intershop.com).



**SPEAK DIRECTLY WITH ONE OF OUR EXPERTS**

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