



Intershop 7.5.1 – What's New

Patch 7.5.1 adds two new modules to Intershop 7.5, making it even easier for companies to develop their own unique system landscapes. For shoppers, the benefits include enhanced customer service and a more engaging experience at every stage of the customer journey.

1 Omni-Channel Services Toolset (OCST) for Independent Innovation

The Omni-Channel Services Toolset (OCST) provides Intershop partners and customers with the tools and services they need to create custom apps for specific usage scenarios within their business.

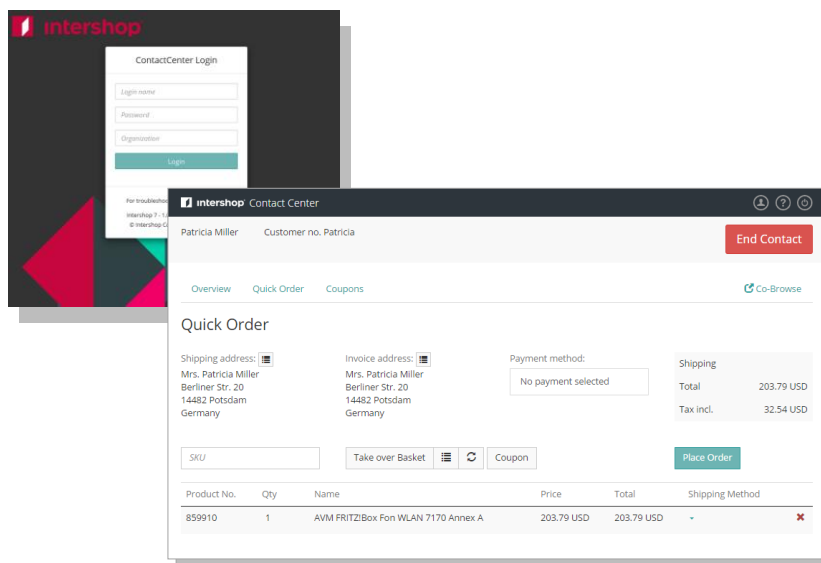
The OCST is based on the latest open-source technologies, which are supported and continuously developed by a worldwide community of programmers. The resulting applications can access data and commerce functionality on the Intershop core platform via the advanced RESTful API. Thanks to responsive design, OCST-based applications can be used “out of the box” across all types of user devices. They can also be controlled via touchpad, keyboard shortcuts, and/or mouse. A number of deployment options are available depending on user requirements and resources.

Intershop Contact Center 1.0 – Business Application for Customer Service

The OCST ships with a ready-to-use business application: the Intershop Contact Center. With its wide-ranging functionality, it enables customer advisors to process incoming inquiries quickly and effectively.

Standard features include extensive search functionality for locating customer information, fast-track ordering via SKUs, a co-browsing capability, and the ability to take over a shopping cart, edit it, and return it.

Shoppers benefit from an integrated service touchpoint and an omni-channel customer journey with personalized service en route.



For more information, see the Solution Brief for the Omni-Channel Services Toolset.

2 Intershop Commerce Pro for Adobe 2.0 – Two Leading Platforms Combined

By integrating Adobe Experience Manager with the Intershop commerce platform, we've combined two powerful systems that share one key goal: creating the optimum customer experience. Intershop Commerce Pro for Adobe blends commerce and content to enable rich and appealing shopping environments.

Using the advanced RESTful API on the Intershop core platform, Adobe Experience Manager (AEM) can access commerce functionality, product information management, customer and order data, plus additional services.

The real-time editor in AEM has intuitive editing capabilities, mouse and touchpad operability, and built-in support for responsive design. The result: optimum presentation of all relevant product content across all customer touchpoints.



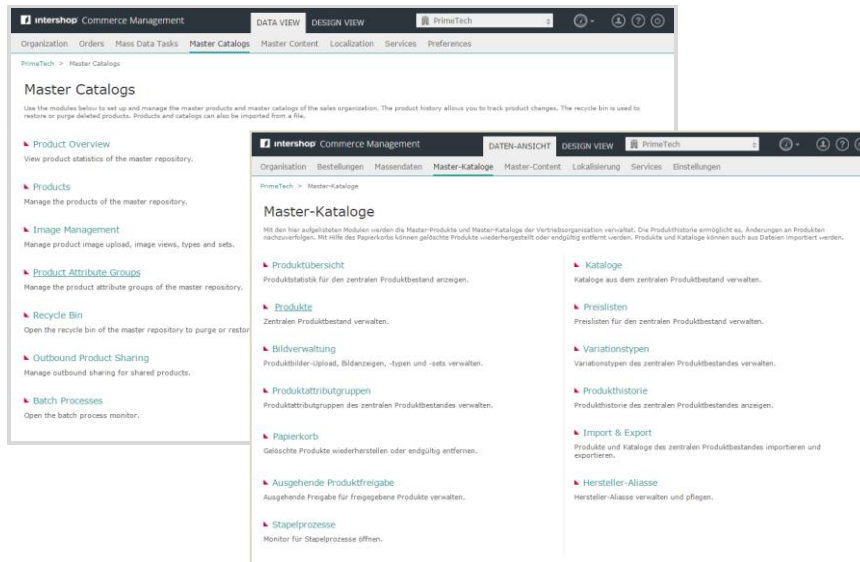
- Intershop Commerce Pro for Adobe 2.0 supports differentiated export and import functionality for over 1 million products
- Comprehensive customer service functionality is integrated
- Synchronized checkout and ordering process are fully supported
- Intershop marketing options, e.g., promotions and campaigns, are available out of the box
- Differentiated wish list functionality enables a more personalized customer journey, including during the product research phase

For more information, see the Solution Brief on Intershop Commerce Pro for Adobe 2.0.

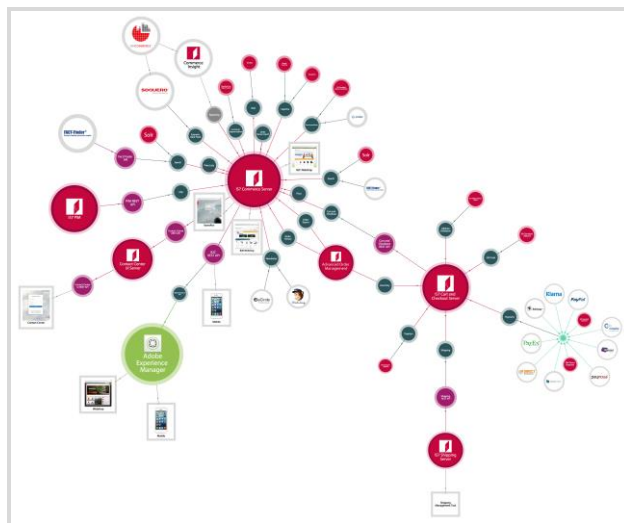
3 Changes to the Core Platform

- Intershop 7.5.1 offers a further improvement in Intershop's localization concept. The new localization framework provides a standardized method for adapting all back office and storefront files. Rolling out stores in multiple languages is not only much easier, it is also significantly more cost-efficient.

The latest patch includes the German version of the back office for B2C and B2B stores plus the German versions of Intershop Contact Center, Intershop Commerce Pro 2.0 for Adobe, and selected services.



- Intershop’s Web Content Management (WCM) supports the sharing of content across multiple touchpoints and the creation of touchpoint-specific content. With Intershop 7.5.1, shoppers now benefit from touchpoint-specific content search. There is also one-click access to dedicated help pages for mobile applications and FAQs for B2C or B2B stores.
- Intershop’s Synaptic Commerce API has also been updated in Intershop 7.5.1. The RESTful API now supports the transfer of data and commerce functionality for the Omni-Channel Services Toolset and Intershop Commerce Pro for Adobe.



Intershop 7.5.1 embodies our goal of creating a high-performance commerce platform that can be used in expansive system landscapes and diverse application scenarios in the global commerce world.



The world of commerce is changing.

Unlock your potential with the exciting possibilities of Intershop omni-channel commerce.

Jena, Germany
Hongkong, China
Melbourne, Australia
San Francisco, USA
Paris, France

For a full overview, as well as for contact details please consult our website: www.intershop.com/offices-and-subsidiaries

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