

WHAT'S NEW?

# INTERSHOP COMMERCE SUITE | DEC 2016

## Get there faster – or work more efficiently?

The December release of the Intershop Commerce Suite, our latest, focuses on streamlined workflows and a more efficient user interface.

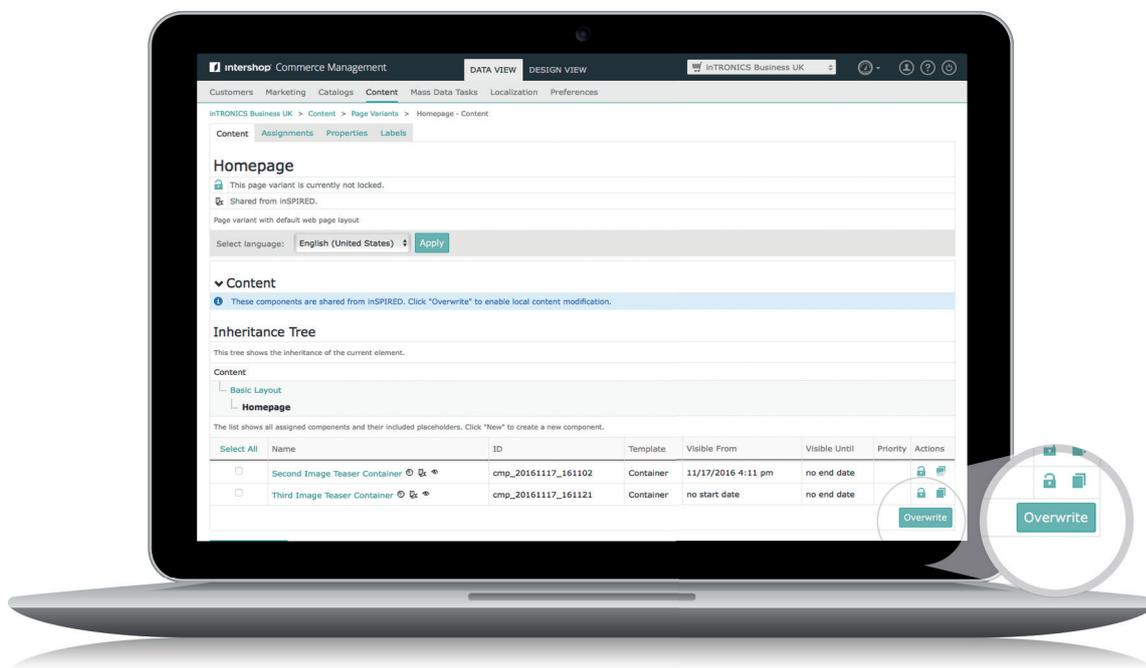
- ▶ Content managers benefit from better organized content in the CMS
- ▶ Expanded SEO functions allow marketers to design their marketing campaigns more effectively;
- ▶ B2B buyers can link their e-procurement systems even more flexibly to the Commerce Suite, and standing orders make recurring purchases easier;
- ▶ Customer service staff can respond faster and better to customer complaints;
- ▶ The new Microservice architecture and simplified cloud deployments for development and testing systems take developers more quickly to their goal.

 intershop

## Commerce Suite

## Find out here what the Intershop Commerce Suite can now do for you: Go live more quickly and efficiently with intelligently organized content

Offering customers a custom shopping experience, regardless of touchpoint, is essential for business success. The maintenance workload of shop operators is growing just as quickly as the number of customers and the brands and products offered them. If you then add the variety of countries, currencies and languages into the mix, the work often expands to the point that instead of increasing profits, you merely become less efficient. The expanded content sharing functions of the integrated web content management system now relieve content editors of redundant tasks. The intelligently organized content frees them up to design creative offers.



## Google Tag Manager makes it easier to use web analytics tools for targeted marketing

Identifying opportunities means knowing the performance indicators that are key to your shop. Successful marketing is all about knowing user and clicking behavior, dwell times and conversion rates. The integrated Google Tag Manager allows marketers to generate these indicators by embedding tags – all without help from the IT department. Tags are small coding elements that can be created in Google Tag Manager with the help of templates – for example, for Google Analytics, Google AdWords and DoubleClick Floodlight – and then centrally orchestrated. In the process, the efficient tag management system reduces your maintenance workload. The coding runs asynchronously, which reduces loading times for shop pages. Marketers can use Google Tag Manager on their own to check whether the tags are working and ensure that the data being gathered is top quality. They can then use this basis to plan and mount successful marketing campaigns.

## New SEO functions improve visibility

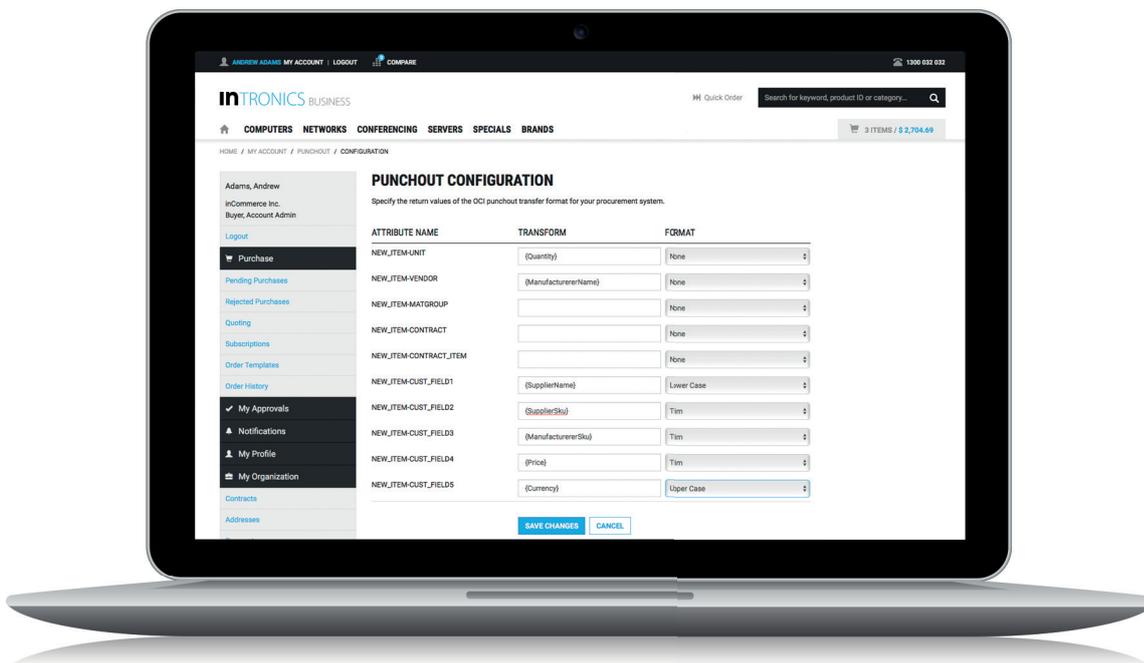
Short URLs that provide a lot of information are a key SEO ranking factor. They give your own site the best possible placement in organic search results. This makes it easier to configure the URL structure you have chosen, to automate your QA process, and to add your own individual rules to it. Configurations also allow marketing managers to determine whether special products, categories, CMS pages and outgoing links should be excluded on a targeted basis from search engine indexing in order to improve search results.

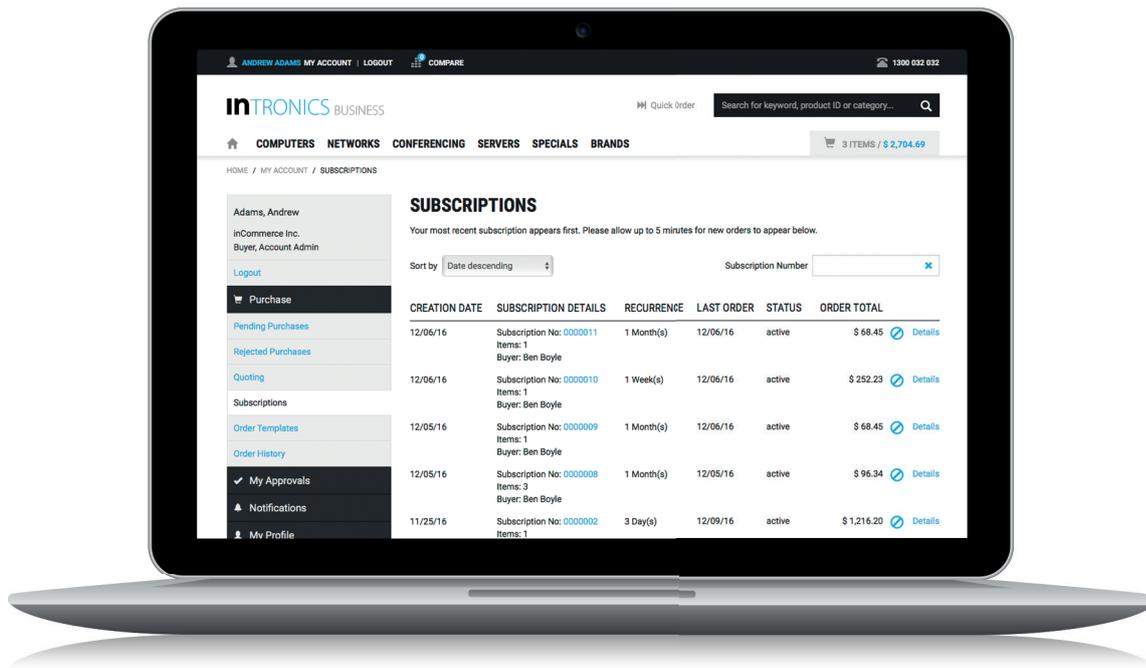
## Better product data quality in live system

Professional product presentation has a direct impact on conversion rates and thus on the success of the shop. The Intershop Commerce Suite helps the product editor to ensure the quality of product data using integrated, rule-based product testing. Editors can select and edit incomplete products specifically with dashboards and then approve them one by one with a multiple-pass process. Automated processes then enable editors to transfer only approved, quality-assured products from the editing system to the live system. This sophisticated end-to-end process chain for making products available at all touchpoints adds enormously to day-to-day efficiency.

## Link individually from procurement systems

Lean purchasing processes and lower transaction costs make companies more competitive. The integrated OCI PunchOut functionality allows the Intershop Commerce Suite to be linked directly to ERP and procurement systems so that products can be purchased within these systems. Buyers can now configure how their product and catalog data will transfer to the ERP or procurement system on their own in the "My Account" area of the online shop, so the IT department is no longer necessary for labor-intensive, expensive modifications.





## Standing orders build customer loyalty

Retailers can now make life easier for their customers while building their loyalty and maintaining longer-term business relationships with them. For recurring orders, customers can use the new standing order function during the ordering process and automatically get the products they need within the timeframe they want. Business clients also have the option of establishing specific approval processes according to user and cost center budgets.

## Statements make billing more efficient

In addition to individual invoices, deliveries to the same customers over a set period can now be summarized in a statement in the Intershop Order Management system. Statements are emailed to the customer at the end of a billing period and are available for download in the customer's "My Account" area. The Accounting API function of the Order Management system also transfers statements to the retailer's account management or ERP system. To ensure that all entries are included in a statement, all orders and deliveries referenced are listed transparently both in the statement and in the back office section of the Order Management System. As with individual invoices, statements also allow individual or multiple entries to be credited by way of returns, cancellations or manual credit notes.

## Integrated self-service functions reduce operating costs

The new version of the Intershop Commerce Suite expands the self-service functions in the "My Account" area. It now allows customers to see the current payment status of an order and more easily track which orders have been paid for in part or even in full. It also now displays all invoices and credits for an order and allows customers to download them immediately. This reduces the number of customer calls to the call center and thus cuts operating costs.

## Transparent inventory information and reservations boost customer satisfaction

The inventory available for sale in real time is calculated by item location, which allows retailers to communicate transparently with customers about item availability right on the product detail page. To achieve this, the integrated Available-To-Sell (ATS) function in the Order Management system uses the reserved and not yet delivered inventory to display the inventory actually available in the ATS interface. Retailers can use it in combination with the reservation interface to update the various inventories, which keeps them from mistakenly confirming products or overselling them.

## Development and testing system now a cloud service

The Intershop cloud site now offers the complete infrastructure for your commerce system as a Microsoft Azure service. We have systematically been adding testing and development environments, including continuous integration processes, to our already existing range of scalable productive systems. We are now offering our entire range as services priced attractively on the basis of infrastructure and service packages, all without long contract terms. They unite all of the advantages of the cloud – for example, scalability in time-limited marketing campaigns. The Intershop cloud service offers you the flexibility you want and lets you pay on a “pay as you go” model – in other words, you only pay for what you use.



### Call us for more information!

We are here for you.

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