

ICM-100: Intershop 7 –Overview

Description

This course provides an overview about usual Business Processes within typical e - commerce business scenarios and how they are handled by Intershop 7 as an essential application to transfer them to an online shop.

During this course you will be introduced to Intershop 7 Sell-Side Channels, i.e. Consumer Channel, Partner Channel and their respective concepts.

You will gain extensive hands-on experience with the included demo scenario. Furthermore, you will see how you can implement electronic business processes with resellers, partners and customers easily and economically.

Guided through real-world tasks, you will learn how to establish business relationships to customers and how you can use these relationships, as you need them for your enterprise.

What you will learn

- ▶ How Intershop 7 integrates with external applications to provide a multi channel e - commerce.
- ▶ How to administer a sales organization, its channels and applications.
- ▶ How sales organizations sell goods and services over the internet to their direct customers with personalized storefronts and consumer specific catalogs.
- ▶ How sales organizations can provide commercial services to distributors or agents which do not have e - commerce capability.
- ▶ How to process orders.
- ▶ How to use the various marketing features to improve the business.
- ▶ How to use the new content management functionalities to edit and manage storefront pages.
- ▶ How to manage Mass Data like catalog and product import/export, product syndication or product sharing.
- ▶ How to use the new Localization capabilities.

Pre-Requisites

- ▶ none

Duration

1 day

Target Audience

All, especially

- ▶ Decision Makers
- ▶ IT Managers
- ▶ Sales Representatives and Sales Consultants
- ▶ Developers
- ▶ Web Designers
- ▶ Technical Consultants
- ▶ Business Consultants
- ▶ Project Managers

Practical Exercises

60%

Software / Tools

- ▶ Intershop 7
- ▶ Course Files

Books

Training Manual