

ICM-200: Intershop 7 – Business User Training

Description

This course provides an overview about usual business use cases 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.

The focus is set on day-to-day tasks and how Intershop 7 can be of help here. For training reasons the reference scenario is used.

You will gain extensive hands-on experience with the included demo scenario. Quite a few business scenarios can be combined with content authoring tasks (A/B testing, promotions, campaigns etc.). This allows for highly customized, on-demand content presentation and shopping experience.

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 own enterprise.

What you will learn

- ▶ Business use cases and their mapping to the underlying business processes
 - ▶ Manuever within the different web interfaces of the reference szenario
 - ▶ Setup a new customer target segment
 - ▶ Activities regarding closer customer relationship especially using the B2B szenario
 - ▶ Edit a product in the online-shop
 - ▶ Configure the search user experience for the online-shop and use it for marketing purposes
 - ▶ Perform a marketing campaign including promotions, creation of landing pages and teasers
 - ▶ Configure the order process
 - ▶ Understand the data publishing/replication process.
 - ▶ Monitor and analyze the customer behavior related to alternative promotions and /or different designed content elements using the built in A/B- Test feature (Marketing, Content Management)
 - ▶ Change an image teaser
 - ▶ Localize values of localizable keys.

Pre-Requisites

- ▶ none

Duration

2 days

Target Audience

All, especially

- ▶ Business Users
- ▶ Decision Makers
- ▶ IT Managers
- ▶ Project Managers

Practical Exercises

75%

Software / Tools

- ▶ Intershop 7
- ▶ Course Files

Books

Training Manual - Tasks