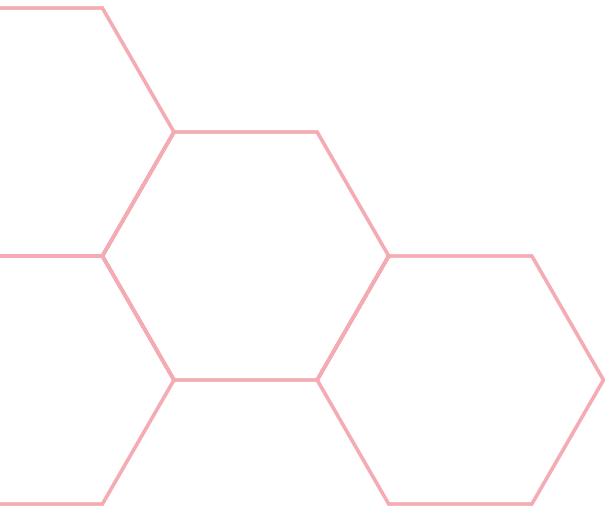


E-Commerce Solutions for Successful Online Sellers





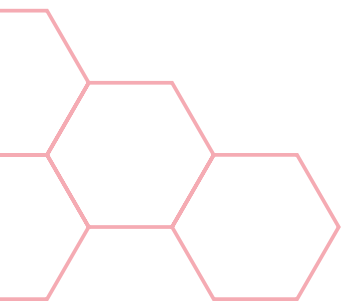
Intershop – Accelerating E-Business

From software specialist to solutions provider

Founded in 1992, Intershop developed the world's first commercially viable packaged software for operating online stores.

With a visionary approach, Intershop laid the groundwork for online business and remains an industry leader. Intershop enables businesses on every continent to rapidly develop and deploy different types of online sales channels in multiple markets using one software package.

Intershop offers a comprehensive portfolio of solutions engineered with the expertise gained from thousands of e-commerce projects and developed with the most advanced software technology. With an extensive array of software and services, worldwide reach, and an extensive partner network, Intershop can support everything from a single online store to a complex multichannel enterprise or Online Marketing services. As a full-service e-commerce provider, Intershop also offers complete outsourcing of the entire value chain. Hundreds of large and mid-sized enterprises worldwide deploy Intershop solutions across many different industries and regions.





Intershop Today

A dynamic, experienced player
in the e-commerce market

Success is always measured in numbers. With a mature software suite and over a decade of industry experience, Intershop powers some of the most highly-trafficked online stores and marketplaces in the world. Today, Intershop offers much more than just technology. Our mission is to provide a comprehensive package of software, strategic advice, and carefully chosen partners that help our customers build and expand their online business.

Intershop's team of specialists responsible for software development, enterprise applications, consultancy, and e-commerce process management are committed to creating the next generation of Intershop solutions. With offices around the globe, our teams support customers with their projects and day-to-day operations. This experience and the associated insight into market trends and emerging requirements drive the ongoing development of our out-of-the-box solutions.

Our partners complement the Intershop portfolio by providing additional industry knowledge, specific technologies, and a regional presence, enabling us to offer customers around the world end-to-end assistance with their e-commerce initiatives.



E-Commerce Software

Lay the foundation for online business success

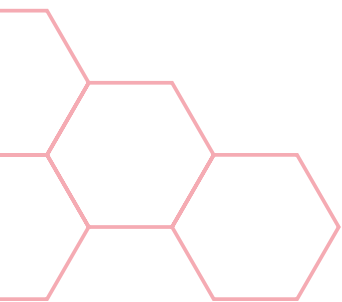
Complex global markets spell tough software requirements when it comes to online commerce:

- The ability to manage huge quantities of product data
- Flexible adaptation to new market requirements and customer expectations
- Consistent but differentiated layout for various regions, languages, or customer groups
- Integration of partners and suppliers worldwide
- 24/7 reliability—even during peak periods
- Low system maintenance

Infinity Suite 6 software from Intershop can grow with your business and is fully modular, comprising three modules for selling to retail consumers, business customers, and partners.

The sales channels are complemented by three further modules for procurement, supplier management, and content management.

This allows all online business channels to be aggregated and managed on a single platform. The modules can be deployed as separate applications or combined to create customized sales solutions or portals. Together, they enable the creation of a flexible, powerful e-commerce environment.



Facilitate global selling

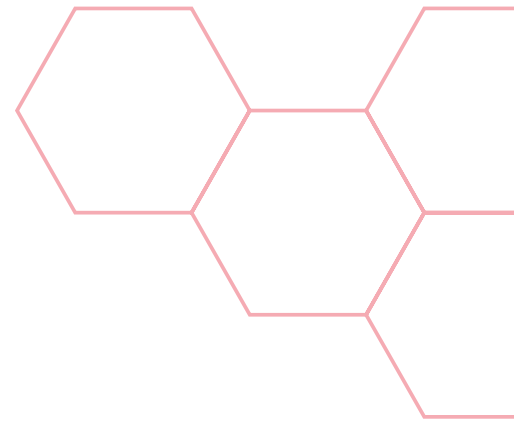
A global market presence demands exceptional scalability. Is your global enterprise seeking a fast, efficient way of expanding? You want a uniform presence in different regions and markets, but without unnecessary duplication of business logic and product data?

Thanks to the strong multi-site capability designed into Enfinity Suite 6, local subsidiaries and sales partner networks can easily be established, taking country-specific needs into account. Because each store can remain independent, individual branding or integration of country-specific third-party systems is as easy to accomplish.

Manage all of your sales channels: online and offline

Historically, multichannel organizations have always come across the same dilemma – How do you effectively manage and operate a web presence and retail brick-and-mortar locations? How can you minimize the inefficiencies caused by deploying multiple sales systems and software applications for retailing, procurement, and content management?

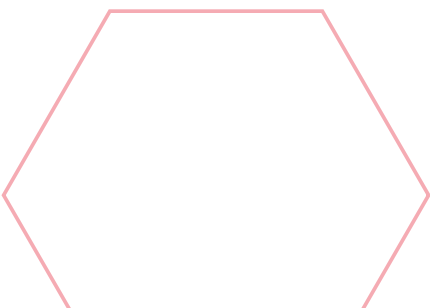
Enfinity Suite 6 combines online and offline sales channels in a single application, thereby avoiding data duplication. You can create new business processes and sales channels, incorporate partners and suppliers, and display consistent content via the integrated content management system. The result: optimized management processes and lower costs.



Provide your customers with consistently outstanding service

Online stores need to function reliably in periods of peak demand and high traffic. Aside from changes in the wider economy, fundamental business growth from within has a significant impact on the operation and success of an online store.

Enfinity 6 features smart mechanisms to distribute the load and avoid downtime, thus ensuring reliability and smooth operation. It can handle tens of thousands of orders an hour and millions of visitors per day. If growth rises sharply, individual components can be extended or entire servers added without disrupting day-to-day operations.





Online Marketing Solutions

A profitable way of acquiring new customers

Intershop software provides a strong foundation for your online business initiatives. But how will you attract new customers outside of your reach? This is where Intershop's online marketing services come in. We will ensure your website is search engine-optimized from day one. We team with you to develop cost-effective domestic and international strategies for gaining new customers.

Our specialists will help your business:

- Successfully manage search engine marketing campaigns
- Continually improve search engine results
- Place products in more than 40 price and product search engines and on online marketplaces
- Participate in profitable online alliances

Whatever the task, we support you with intuitive software solutions such as the Bid Manager, Intershop feed engine, and SEO Toolbox, which boost efficiency and deliver more transparent results. Intershop's online marketing experts can also advise you on all matters related to increasing your reach and acquiring customers online.

In addition to working with Enfinity customers, Intershop also supports many other companies, including global organizations. We help boost the visibility of websites, attract more visitors, and ultimately increase revenue – criterias we are happy to be measured by!



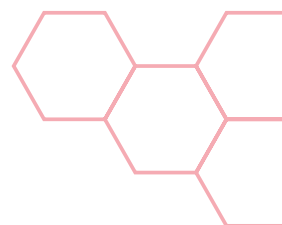
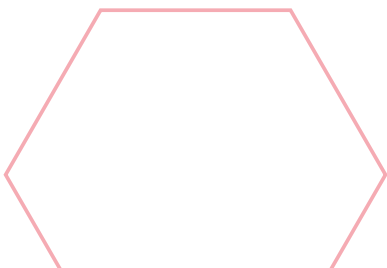


A Complete E-Commerce Solution

Become an online success while staying focused on your core business

E-Commerce continues to be an imperative business tool for driving new revenue. A company can substantially reduce cost while facilitating growth with the help of e-commerce. You have probably recognized this trend already—but want to focus on your core competence.

With years of online business experience and insights gained from supporting successful online retailers, we have the answer. Our full-service e-commerce offering comprises a complete business model for successful e-commerce. We provide our customers with comprehensive functionality from a single source, covering the online store, online marketing, fulfillment, and much more. Intershop takes on the responsibility for your entire online business. We work with experienced partners and experts to accomplish challenging business objectives, allowing you to focus fully on your core business.





Intershop Services

Leverage a full range of services designed around our software

You've chosen an e-commerce solution from Intershop. So what's next? Who will explain to you how Enfinity Suite 6 works? What happens if there are problems? Intershop's services cover the entire process—from the initial concept to system launch, maintenance, and ongoing development.

Our consulting, training, and customer support specialists provide constant support for your Enfinity-powered online business.

Our experts provide support during the planning stage and store roll-out, helping you adapt the standard package as necessary. Naturally, we are also available when it comes to expanding and extending your e-commerce solution or responding to changing market conditions.

A wide selection of training courses helps you prepare for roll-out and operation of Intershop software. Whether you are a user, administrator, web designer, or developer, the training options will be aligned to your specific needs.

Intershop customer support is available 24/7 to ensure the reliable functioning and long-term success of your Intershop solution. Instant access to relevant information and documentation helps you understand your system even better.



E-Commerce as a Process

Seize every opportunity by
automating your operations

Does your experience of silo solutions make you wish for a system solution that integrates your existing systems?

Even the best software can be inadequate if it doesn't communicate with other systems. Enfinity Suite 6 includes pre-packaged interfaces that allow you to create an e-business ecosystem. Complete process chains are an important part of our strategy here. Intershop allows you to leverage market-leading PIM systems, payment methods, and professional search algorithms or with logistics providers who can handle shipping for you. In addition, we create frameworks and web service interfaces for integrating your existing legacy software. An integrated graphical development environment enables business process modifications using drag and drop functionality.

Since 1992, Intershop has gained crucial experience and technical expertise from a host of successful e-commerce projects. We are ideally placed to analyze your online business potential and leverage all opportunities for maximum success.

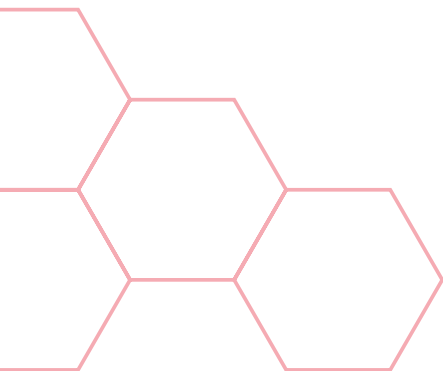


Investment Protection

A long-term partner you can rely on

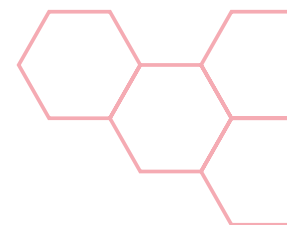
Free or low-cost software is promoted as an inexpensive way to enter the world of e-commerce. But do these solutions really deliver what they promise? Proprietary or open source software entails risks. What happens if the developer or person responsible leaves the company? What if a new system appears on the market and existing solutions are left to wither on the vine? What if you have a very specific problem that is irrelevant to other users? Intershop solutions encompass much more than just software. Our team of specialists will analyze your specific requirements, adapt our proven software to your needs, set up interfaces to your backend systems, and ensure everything continues operating smoothly.

Intershop has been an established player in the e-commerce sector since the early 1990s, fulfilling standards and continually updating its solutions. Depending on your needs, you can purchase different license packages for Enfinity Suite 6 or request a specific leasing model – meaning that your e-commerce solution also offers financial flexibility.



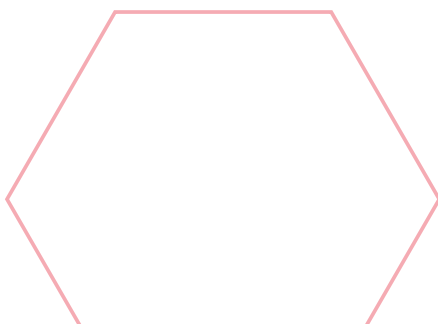


Expertise

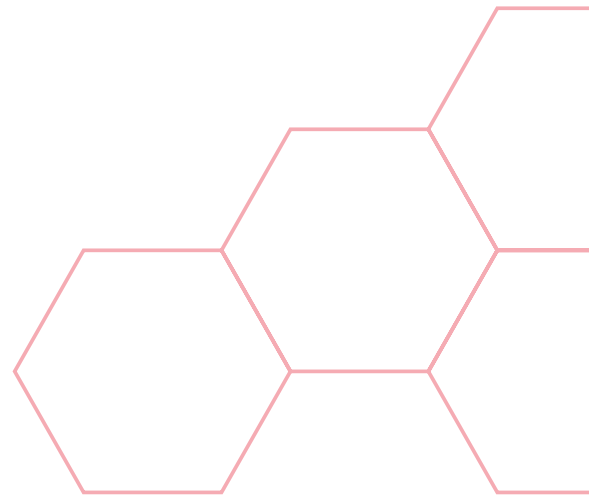


Proven Strategies for Success

Our customers' success speaks for itself: larger Enfinity installations handle more than 50,000 online orders a day while others display over a million web pages every hour. Various customer projects have involved connecting over 100 third-party systems to an Enfinity installation. A number of online stores powered by Enfinity Suite 6 list several million products. There are Intershop customers who market their products simultaneously in over 25 online stores to both consumers and business customers, while enabling their partners to sell and procure via the same platform. What's more, our solutions are deployed in over 30 countries and 20 languages.



**E-commerce success is achievable.
Just ask us how.**



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