

INTERSHOP™ has become the leader in eCommerce software by addressing the technical, business, and creative needs of the entire eCommerce community.

INTERSHOP™ 3 is a result of understanding the market and responding with features that make eCommerce easier and more effective for Buyers, Sellers, Developers, and Hosts.

Buyers:

Interactive multimedia elements, personalized product selection, and multiple, secure payment methods ensure that customers will prefer shopping at INTERSHOP-driven stores.

Sellers:

A complete set of business management tools lets you concentrate on profits instead of technology. Multi-national corporations and small companies alike can expand their online efforts to accommodate business growth.

Developers:

Build customized eCommerce stores on the INTERSHOP development platform using INTERSHOP APIs, scripting options, and any HTML development tool.

Hosts:

A quick and easy way of setting-up stores allows you to sell affordable eCommerce to a mass audience. INTERSHOP 3 is powerful and scalable enough to host thousands of online stores without sacrificing performance. Minimal up-front investment and maintenance.



Storefront Creation



The Store Design Wizard provides an 11-step point & click design process with hundreds of design combinations from which to choose. Increase functionality with INTERSHOP APIs, scripting options, and an

easy-to-use template editor. In the end, you'll have a great looking store that will entice customers to buy — time after time.

Business Administration



Through the simplicity of a web browser, you can perform every conceivable business administration function. Preconfigured interactive back-office managers help you to create catalogs, manage inventory, process trans-

actions, generate reports, track orders, record customer data, set-up system preferences, and much more.

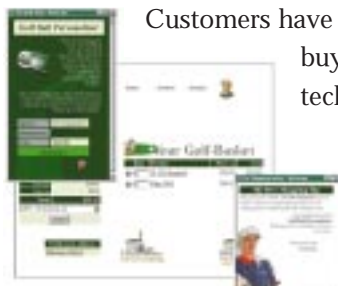
Performance & Scalability



For running a single store or thousands of stores, for Enterprises or Hosts, INTERSHOP 3 offers unparalleled performance and system scalability. Among the system's attributes: A four-tier, platform independent architecture;

load balancing; Hybrid HTML caching; user-defined TLE variables; and one of the most powerful database servers available in eCommerce, the Sybase® Adaptive Server XI.

The Shopper's Experience



Customers have an easy and comfortable way to buy with advanced shopping cart technology, multiple product attributes, one-to-one merchandising, and secure payment systems. By offering an enjoyable shopping experience, your online venture is bound for success.



MERCHANT EDITION

A full-featured one-store license with the capability to add functions and increase data capacity as business requirements grow.

HOSTING EDITION

Proven high-performance eCommerce hosting with virtually unlimited site, product, and transaction capacity. Sold as a multi-store license package.

DEVELOPER EDITION

Design complete demonstration stores offline at **no up-front** cost using the INTERSHOP eCommerce platform.

ENTERPRISE EDITION

A customizable development framework for the high-performance and high-end integration needs of large Enterprise businesses. Implemented through Certified INTERSHOP Partners and INTERSHOP Professional Services.

CARTRIDGES

Additions that extend INTERSHOP 3's functionality so you can take advantage of emerging eCommerce technologies, capabilities, and features.

Build

Easily build and design stores that present your company with impact.

- **Store Creation Wizard:** Create new stores in as little as 15 minutes using five easy steps.
- **Store Design Wizard:** Design stores by choosing from hundreds of design combinations using an 11-step point & click process.
- **Data Import Wizard:** Save your current data as ASCII text files, and easily transfer it from existing business systems into the INTERSHOP system. Makes catalog creation easy.

Expand

Use the INTERSHOP Development platform to customize eCommerce stores for your particular business needs.

- **Template Language Extension (TLE) variables:** TLEs let regular HTML handle dynamic data elements such as products in a shopping basket or changing stock levels.
- **User-defined TLEs:** Create your own placeholder values for various design elements and apply them to any or all templates within any amount of stores.
- **Server Side Scripting:** Extend or customize INTERSHOP 3 features without requiring access to source code. You write in Perl, making it unnecessary to learn a proprietary language.
- **Staging Wizard:** Develop and redesign existing stores without taking them offline. Test new design and functionality concepts, and then easily transfer them to the live server.

Sell

Target specific customers and sell more with a variety of smart merchandising features.

- **Cross-Sell:** Offer complementary products based on what's currently in a customer's shopping basket.
- **Product Variations:** Present an unlimited amount of variations — such as size and color — for each product in your catalog.
- **Profiles:** Create specific web pages and product offerings based upon the products customers choose and the personal information that they provide.
- **Hot Deals:** Just like a sales rack, you can group every on-sale and discounted item in one convenient location.
- **"Buy Now" Store Banners:** Promotional banners that link directly to a product page or a shopping cart where customers can immediately begin the ordering process.

Manage

Use a standard web browser to manage a single store, a network of stores, and every conceivable business process. Templates are entirely pre-assembled and ready to use.

- **Store Managers:** Manage inventory, process transactions, generate reports, track orders, create catalogs, record customer data, and much more.
- **System Administration Module:** Design site aesthetics and set-up system preferences for language, tax jurisdiction, currency values, e-mail notification, customer registration, and much more.
- **Site Administration Module:** Make site-wide changes quickly and easily. Control hardware configurations and performance levels, set passwords, assign database privileges, and more.

Perform

An open system architecture allows for maximum performance, flexibility, and scalability.

- **Four-tier architecture:** Install each tier on the same or different machines, even across multiple NT® or UNIX® operating systems.
- **Load balancing:** Intelligently determine the ratio of the workload that each machine within your network will carry.
- **Hybrid HTML:** Cache selected pages as static files — and when requested — the web server sends them directly to the client without making an additional request to the database.
- **Sybase® Adaptive Server XI Database:** Handle a virtually unlimited number of customers, product listings, and concurrent transactions.

Support

Education and resources to maximize your INTERSHOP investment.

- **Technical Support:** Via the web or from an INTERSHOP Customer Service representative you can access product documentation, chat rooms, links to news groups, and an extensive knowledge base.
- **Training:** INTERSHOP Product Training provides an in-depth education on INTERSHOP 3 features and functionality.
- **Professional Services:** Integrates customized eCommerce solutions with existing legacy systems for leading-edge companies.



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