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Simplifying Ecommerce

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Abstract: This study is about InterShop. It will explain how InterShop has widely impacted an IT sector due to its amazing features .InterShop helps you manage , present and handle your ecommerce business effectively. InterShop helps you implementing strategies in such a way that helps in increasing sales of your business.

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1. Introduction

InterShop Commerce Suite is the world's leading enterprise e-commerce solution for modeling sales processes to suit any business model or organizational structure.

InterShop can deliver a turnkey solution that's tailored to the needs of your business. Drawing on a wealth of expertise in electronic commerce, using this single platform, you can showcase your brands, market your products worldwide, and implement the strategies that will grow your business. To develop the InterShop Commerce Suite, inspired by the expectations of customers to create the perfect, seamless Omni-channel shopping experience. It offers an all-in-one package comprising Product Information Management (PIM), Web Content Management (WCM), Order Management (OMS), and personalized customer communications.

2. Features of InterShop in Ecommerce

- **Product Information Management**

Product Data is the Heart of Your Business. This system in the InterShop Commerce Suite ensures optimum quality and profitable deployment of your product data.

- **Marketing & Merchandising**

Customers Love Incentives. With Inters hop, you can connect with your customers before they enter your store, accompany them throughout the purchase process, and then stay in touch during the post-sale phase.

- **Transaction Management**

Smooth Transactions Mean Satisfied Customers. Whether you require a traditional retail checkout or a more complex B2B commerce system, the InterShop Commerce Suite delivers smooth and customer-friendly transactions.

- **Organization Management**

InterShop adapts to the specific characteristics of your business, not vice versa. The multi-client system gives you the power and flexibility to manage complex organizational structures.

- **Analytics & Reporting**

Control is Key to Business Performance. The InterShop Commerce Suite includes powerful tools for analysing business data and monitoring the technical infrastructure.

- **Operational Excellence**

This system is geared for high performance and high availability.

3. InterShop Architecture

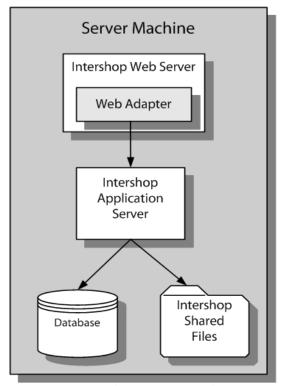The below diagram shows abstract architecture of how InterShop works with Ecommerce.

Fig3.1 Architecture of InterShop

These components include:

- **InterShop Web Server**

The InterShop Web Server component comprises a web server and the InterShop 7 web adapter. The IWS component dispatches HTTP client requests and responses between client applications (e.g., a user's web browser) and the InterShop Application Server.

- **InterShop Application Server**

Provides the runtime environment for InterShop 7 cartridges.

- **Database**

One possible backend for persisting business data.

- **InterShop Shared Files**

An instance of InterShop 7's file-based data storage system that holds all the cartridges comprising an InterShop 7 application. It stores your application's business logic,

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pipelines, pipelets, and templates. It also stores cluster-wide information necessary for running an IAS.

4. Benefits of InterShop

- **Web Content Management**

Create attractive multimedia worlds and customer-friendly information portals across all touchpoints.

- **International Commerce**

Support multiple languages, currencies, payment methods, and tax domains for all regions and sales territories.

- **Social Commerce**

Interact with customers through communities, forums, news streams, blogs, newsletters, and social networks.

- **Payment**

Integrate secure payment options for all business models, applications, and target groups.

- **Product Recommendation**

Guide your customers and increase revenue with personalized real-time product recommendations.

5. Example on InterShop

Below is the example of how InterShop can be used for Ecommerce Management. I have taken www.staples.in backoffice for B2B segment and how it is managed through InterShop.

- **How customers are managed through InterShop.**

Fig5.1 Customer Tab in InterShop

In the above Customer Tab in B2B segment New customer can be created and Existing can be modified .Every customer has its Customer_ID ,Status ,Creation_Date .This Customer Section will have customer created through online i.e. www.staples.in / offline i.e. InterShop backoffice. This tab also shows you Customer's Segment specified by company i.e. Small, Mid and Large

- **How Orders are managed through Inter Shop**

Fig5.2 Order Tab in InterShop

Order Tab gives a brief about how orders are managed by Order No, Customer Name, Order Date, Status, Order Amount, Cust Type.
It also tells you about the credit terms of the customer ,Delivery of the product and Order Detail. This order tab is responsible for the Order flow process. Orders Tab contains both online as well as offline punched orders. It also provides you the information of order history of a particular customer.

- **How Marketing is done through InterShop**

Fig5.3 Marketing Tab in InterShop

This Tab shows you ongoing campaigns and promotions for the B2B segment. Here you can manage the promotion's timeline. Also Selected Customer's can be mapped for a particular promotion. It also gives you an option to manage promotion rule. Promotion code can also be created in this tab. Running campaigns are controlled and managed here.

6. Conclusion

InterShop has wide scope in today's ecommerce world. InterShop allows you to customize your   website in your

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desired way, this give you an open door for idea's to flow in. InterShop allows you to manage everything related to you ecommerce through backoffice provided by InterShop. Future of Ecommerce expects a lot from

developers and InterShop is such an option which can fulfill all that requirements.

7. Acknowledgement

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