



Typo3® connection with the IntelliShop CMS Connector

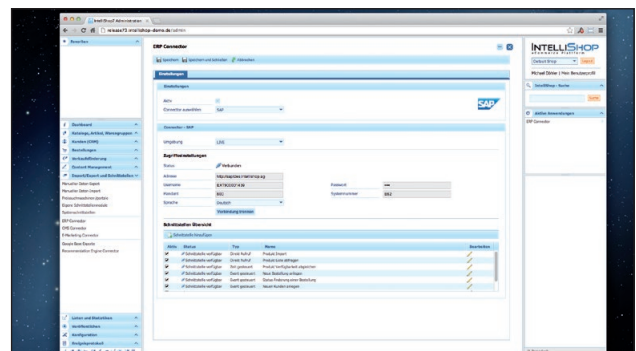
E-Commerce for SMEs

Standardized interfaces for ERP and CMS systems

IntelliShop has specialized in digitally mapping complex commercial, sales, and distribution structures. As a result, our software integrates seamlessly into our customers' existing IT infrastructure. The new **ERP Connector** introduced in Release 7.3 provides a standardized SAP® Connectivity Pack, and a convenient Typo3® Connectivity Pack is available for the CMS Connector, which is also new.

The ERP Connector adds a standard interface for connecting ERP systems to the IntelliShop eCommerce Platform. Using the configuration interface in the IntelliShop admin area, the ERP system can now be selected and connected

by means of an appropriate Connectivity Pack (e.g. SAP®). Staying with SAP® as an example, the Connector supports the most commonly used BAPIs as well as SOAP, SAP® RFC, and IDOCS transport protocols.



SAP® connection with the IntelliShop ERP Connector

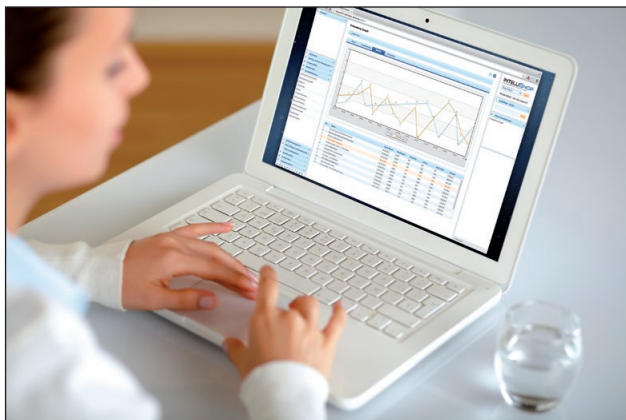
A frequent customer request has been the use of existing CMS systems for making design changes to the storefront. Starting with Release 7.3, our new CMS Connector now offers – as per popular request – a standard interface for connecting the most common content management systems to the IntelliShop eCommerce Platform. Both applications run in parallel and communicate by way

of application interfaces, but without interfering with the architecture of their respective systems. Here, the CMS (such as TYPO3®) handles the template rendering process as well as the HTML output to visitors of your online store. The typical efforts of having to update templates on both ends and making CI adjustments are no longer necessary.

Successful e-marketing for your online store

Today's typical newsletter marketing is, ideally, personalized and profile-driven. However, user behavior when visiting a store is rarely taken into account when dynamically generating newsletter content. IntelliShop eCommerce Platform's new **E-Marketing Connector** not only helps connect the

most common e-marketing solutions to the store, such as the Wilken E-Marketing Suite®, but is also standardized and efficient in the process.



The Connector has an open system architecture and supports connection by means of encapsulated Connectivity Packs. Depending on the configured approval settings, this puts the marketing rep in a position to access product, customer, and order data, and to use this data for targeted newsletter communication. By the same token, the person in charge of the store receives important KPIs and a statistical overview of current campaigns.

Successful sales – thanks to the IntelliShop E-Marketing Connector

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