



Tablet Commerce for sales reps

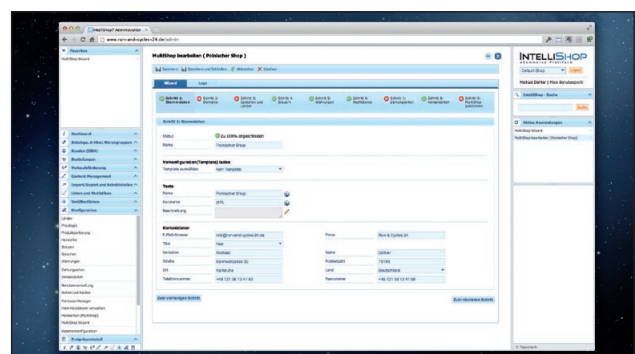
Digitizing a Complex Commercial Infrastructure

B2B Edition: custom solutions with SMEs in mind

With its Release 7.4 and its B2B Edition, the most recent version of our IntelliShop eCommerce Platform is the perfect partner for future-proof digitization concepts for the tried and tested, yet complex, commercial infrastructure used by industry and SMEs. In addition to an integrated sales portal and the **Tablet Commerce** sales rep module, it is the convenient **MultiShop Wizard** and new PIM Connector in particular that ensure flexibility and efficiency – even in internal e-commerce projects.

The B2B Edition manages sales staff and their relationship with customers or customer groups. The integrated sales portal provides a convenient quotation/offer manage-

ment system including customer details and KPIs. The **eProcurement** module defines the roles of purchasing managers and purchasing reps and presents an order workflow which includes approval processes.



IntelliShop MultiShop Wizard: nine easy steps to your new store

The IntelliShop **PIM Connector** offers a standard for connecting a PIM solution ("Product Information Management") to the IntelliShop eCommerce Platform.

The interfaces of the supported PIM solutions are made available by means of Connectivity Packs and can be managed from within the admin area. The management area also handles parameterization and, by extension, final configuration of the interface.

The Connector is set up in such a way that it can exchange data using direct interfaces located on the IntelliShop

eCommerce Platform and on the PIM system. In addition, low-level transport routes are available in case direct integration is not possible and alignment needs to take place via IntelliShop imports.

Transport routes supported by default are IntelliShop REST API, FTP, and SFTP.

Following successful transfer, PIM data is loaded into the IntelliShop eCommerce Platform by means of the PIM solution's respective standard format, and is available immediately.

Mobile quotation and order entry using Tablet Commerce

The **Tablet Commerce** premium module is new as well, offering a smart, comprehensive solution for sales reps working in B2B commerce. In addition to digitally present-

ing products to customers, the module also enables reps to create a quotation or enter an order right on-site.



The user interface is optimized for output to tablet devices, thereby supporting the sales team by means of native user interface elements, with an outstanding mobile haptic experience and touch screen support. From a technological standpoint, the solution uses Sencha Touch Framework Version 2.0 as well as the IntelliShop eCommerce Platform interfaces included in the module. The system's user interface can quickly and easily be adapted to the organization's individual CI specifications, via the admin area.

Tablet Commerce helps optimize processes in B2B commerce

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