

IntelliShop with OCI connectivity

Integration Into B2B Online Marketplaces, and Procurement Solutions

The IntelliShop Catalog & Marketplace Connector with CXML and OCI connectivity

B2B commerce procurement systems play an important role when working with major clients. In terms of e-commerce strategy, this means that the e-store operator should include interfaces to the relevant procurement systems. In this case, OCI is the most common interchange format for SRM systems.

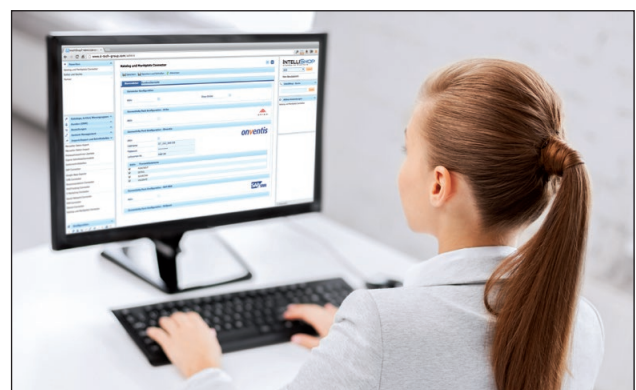
In Release 7.6 of the IntelliShop eCommerce Platform, the new IntelliShop **Catalog & Marketplace Connector** handles this connection to all the leading e-procurement solutions. For B2B online marketplaces, CXML is also used.

By way of introduction, IntelliShop offers the appropriate connectivity Packs for systems as diverse as Ariba, SciQuest, SAP, and TradeCore by Onventis.

The Catalog & Marketplace Connector is designed in such a

way that connection can be configured either globally across all stores, or individually by store when using a multi-store construct.

In addition, IntelliShop also supports a more complex set of integrations into procurement solutions, for B2B resellers wishing to offer their customers a greater variety of e-procurement features.



A convenient hosting cockpit for monitoring and alert management

The IntelliShop **Monitoring Connector** allows e-store operators comprehensive monitoring of their e-commerce servers, as well as providing a convenient alert management system.

The system not only monitors the typical technical parameters such as server availability and usage, but also many useful business KPIs. This data is presented directly in the IntelliShop eCommerce Platform cockpit. The monitoring feature, therefore, is not just intended for IT server administrators, but also for everyday use by the e-store operator's e-commerce team.

Alert rules can be configured just as quickly and easily in the IntelliShop backend. Here, the Connectivity Packs interface with the appropriate monitoring solutions of the respective data processing center.

This convenient monitoring and alerting solution is a key component in IntelliShop's e-commerce hosting system, which – for the first time in B2B e-commerce hosting history – represents a one-stop shop optimized for multi-store constructs and is IntelliShop certified.

Modules and functions for sophisticated B2B marketing rules, bulk orders, and delivery processes

Release 7.6 includes a wide variety of extensions for B2B e-commerce, such as those for optimizing procurement processes and associated delivery logistics.



**Tried and tested B2B processes:
The customer confirms delivery**

The **Shopping Cart Importer** allows customers to export shopping carts into an Excel file and then – following internal determination of order requirements – import those tables to generate a bulk order.

The **Multiple Delivery Addresses** function serves the purpose of splitting an order item across multiple recipients, thereby ensuring efficient order processing for several branch stores or subsidiaries in just one transaction. The **Delivery Receipt** module allows for (partial) delivery receipts to be created, managed, and confirmed per order item, and provides process and quality assurance support during fulfillment.

In creating individual, even highly complex **Marketing Rules**, B2B resellers are able to manage and control sales-promoting activities in a very flexible and intuitive manner. Conditions can be combined with existing activities as required, creating maximum scope for implementing marketing strategies.

IntelliShop also supports the particular requirements of B2B e-store operators when it comes to search functionalities. Search results generated by the IntelliShop epoq **Search Connectivity Pack**, developed in cooperation with search expert epoq, take into account customer-specific product ranges and pricing models without compromising on performance. And of course, this module – as all others – follows IntelliShop's consistent multi-store philosophy.

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