



Process Management: A Flexible Modeling Tool for Mapping Individual Processes in B2B E-Commerce

The Store Rules module in Release 7.7 expands on B2B functions

E-commerce, particularly in relation to B2B, places not only high, but also extremely diverse demands on process management. It is therefore essential that the e-commerce solution employed also supports e-store operators in mapping their processes.

Thanks to the **Store Rules** module, IntelliShop offers e-store operators a solution for creating and managing complex rule systems for their store, allowing them to map even the most multi-faceted of e-commerce processes. Now, e-store operators are in a position to set up their own

individual processes using just the standard installation, i.e. without any additional project costs. And because rule groups are separated into events, rules, and actions (as well as multiple possible combinations of these), e-store operators are guaranteed maximum flexibility when mapping their individual e-commerce processes. An important area of application for store rules is how individual approval and authorization constructs are mapped. In only a few clicks, for example, e-store operators can determine that only a specified customer group is permitted to view a pre-defined area within the store.

Managing branch stores for organizations with multiple locations

A growing number of branch stores also means an increase in demands placed upon the organization's e-commerce solution. This particularly applies to the areas of goods distribution and logistics.

Using IntelliShop eCommerce Platform's **Branch Management** option allows each branch store to be centrally managed. In addition to managing various pieces of master data, such as address information, branch stores can also be freely assigned to a category, e.g. to highlight the branch as a flagship store.

Within the shop frontend, the module offers customers more than just the option of displaying nearby branch stores on a map; there is also an option for finding the closest branch based on the customer's current location. This localization of a store is based on geo-location information, which is automatically added by the system when the branch store is created.

The Branch Management option further allows for a pickup function to be activated, so that customers may pick up any ordered goods directly at their preferred branch. To ensure availability, the actual inventory level is constantly synchronized within the store system.



Integrated Shop Designer for convenient CI-compliant design of all store and topical pages for your B2B e-commerce project

The demands of online users in terms of design have been increasing significantly – not least because of new communication technologies such as smartphones and tablets. This development has also reached the B2B arena of e-commerce, making it all the more important to pay closer attention to a store's design and usability.

With its **Shop Designer** module, IntelliShop introduces a smart tool for just that purpose. The module provides the option of creating and adapting pages based on a selected template. In addition to purely managing the various store pages, a convenient editor function is also offered.

Every single web page of the store site is centrally managed within the IntelliShop eCommerce Platform. Freely configurable themes allow for a grouping of pages by theme or topic, such as when preparing a store site for a specific season. If required, an integrated timer then automatically handles live publication of the newly created pages.

Using the Shop Designer's integrated editor, changes to the look and feel of a store presence can be carried out easily and intuitively. Module widgets can be placed on a page with only a few clicks, or new backgrounds defined, colors assigned, and font types adapted. In other words, for most design changes no particular programming skills are required, while the HTML stylesheet specifications defined in the template are maintained at all times.

**Integrated as of Release 7.7:
the IntelliShop Shop Designer**

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