INTERSHOP COMMERCE SUITE | SEPTEMBER 2018

The new features in our e-commerce solution are designed to boost the efficiency of your digital business and deliver a compelling customer experience.

The Intershop team is pleased to announce the official release of **Intershop Commerce Management 7.10** and **Intershop Order Management 2.9**. We are also proud to present three new product highlights.

Product highlights:

- Intershop Progressive Web Application
- Intershop connectors to integrate Intershop Commerce Suite with Microsoft Dynamics 365
- Microsoft SQL Server as an alternative to Oracle Database

Other new features in Intershop Commerce Management 7.10

- Deeper integration of Google Tag Manager and support for Universal Analytics
- Import of product attribute groups
- Online/offline tagging of product variants
- GDPR: management of customer requests to view and/or delete personal data in ICM

Other new features in Intershop Order Management 2.9

- GDPR: processing and deletion of customer data
- Easier processing of returns thanks to new features
- Advanced error message display and built-in online help in back office

Intershop Progressive Web Application

With the new Intershop Progressive Web Application (PWA), Intershop is setting a new standard in online commerce.

In our "mobile first" world, more and more people are using mobile Internet—and mobile websites are rising in the search engine rankings. As a result, many online shop operators require a mobile version of their e-commerce website in addition to a native app. Intershop Progressive Web Application offers the perfect symbiosis of responsive web design and mobile app. It is accessible via a URL like a regular website, plus it has many of the features of a native app.

In addition, Intershop PWA provides all the benefits of a single-page application. Consisting of a single HTML document, it uses JavaScript to dynamically load new content rather than having to reload the entire page. As a result, the load speed is significantly faster.
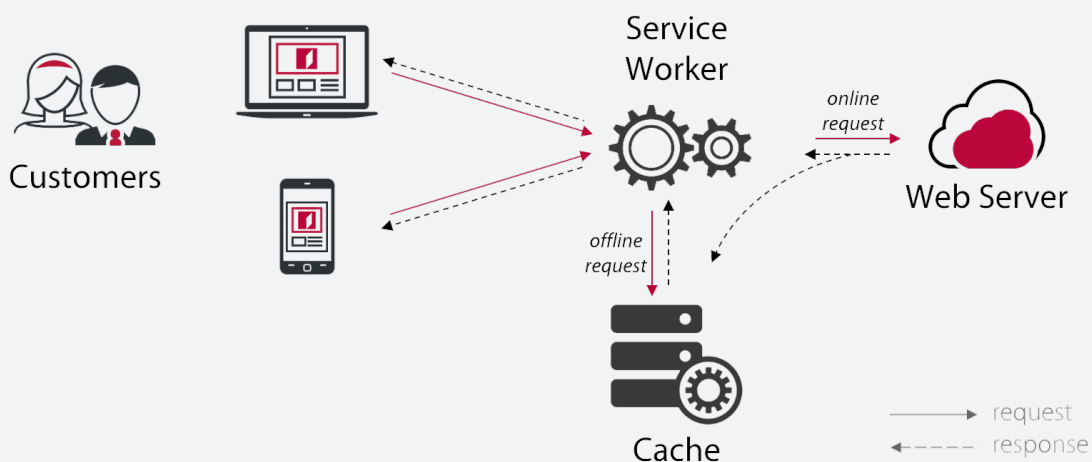
Intershop PWA allows a JavaScript file called a "service worker" to be registered in the user's browser. The net effect is the same as if the application were installed in the browser. The service worker manages synchronization in the background and controls the network requests. It allows page content to be cached so it doesn't have to be reloaded for each new user interaction. After content has been loaded once, it can be reopened from the cache when the device is offline or the network connection is poor. As a result, Intershop PWA is notably superior to conventional online shops in terms of data volume, page-load speed, and user experience.

Our Angular-based PWA Blueprint Store provides a flexible basis for implementing powerful and customizable commerce concepts as part of a digital project. **The Intershop PWA has a four-week release cycle, with new features being added on an ongoing basis.**

Integration of Intershop Commerce Suite with Microsoft Dynamics 365

Integrating Intershop Commerce Suite with Microsoft Dynamics 365 for Finance and Operations creates a symbiosis that redefines productivity, promotes business growth, and opens up new dimensions in performance.

Today's data-driven companies need to connect their internal ERP processes with their e-commerce applications in a way that removes the barriers between systems and creates a truly holistic solution. With the Intershop Order and Inventory connectors, it's now possible to seamlessly integrate Intershop Commerce Suite with the ERP system in Microsoft Dynamics 365. The connectors use a microservice architecture, which enables easy adaptation to customer projects as well as rapid integration. From now on, companies can synchronize their order and inventory data between Intershop Commerce Suite and Microsoft Dynamics 365 quickly, easily, and consistently. Repeated data input and inconsistent stock levels are finally a thing of the past.
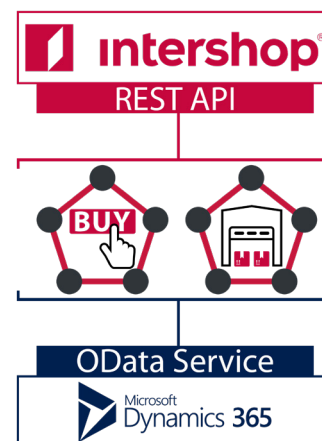
Order connector

The Order connector consists of two microservices, which ensure perfect synchronization of order data and histories.

- ◣ When an order is placed in Intershop Commerce Suite, the Order Submission microservice exports the order data via the OData interface to Microsoft Dynamics 365.
- ◣ Working in the opposite direction, the Order History microservice enables real-time access to a customer's entire order history in Intershop Commerce Management. The customer's history includes all past orders—even those that were received and processed outside of Intershop Commerce Suite, i.e., in Dynamics 365 for Finance and Operations. To enable this, the data is automatically retrieved from the Microsoft ERP system and converted to the Intershop JSON-format.

Inventory connector

The Inventory connector offers a new and powerful means of querying stock levels in Microsoft Dynamics 365 and displaying them in Intershop Commerce Suite, e.g., on a specific product page. The stock level data is cached in the online shop, enabling fast display even during peak times. This functionality is provided by a set of two microservices.

- The first microservice queries the stock data in Dynamics 365, caches that data in the shop system, and then updates the data at a configurable interval. When a customer opens a product page, for example, the microservice retrieves the cached data and displays it on screen.

- If the customer decides to purchase the product, the second microservice will directly query the current stock level in Dynamics 365 and update the cache.

Thanks to their modular structure, these connectors can also be used as templates for integrating other third-party systems. Basic functions, such as caching, are already implemented and can therefore be reused, which greatly reduces the development workload in this type of project.

Additional connectors for synchronizing product, customer, and pricing data will be made available in future release cycles.

Microsoft SQL Server as an alternative to Oracle Database

The release of ICM 7.10 is another important milestone in our special partnership with Microsoft. As of now, Microsoft SQL Server 2017 is available as an alternative to Oracle Database. With its general ease of use, high availability, and inherent flexibility, Microsoft SQL Server is an excellent and cost-effective database solution. It also offers the performance and security that high-end providers expect.

The Microsoft SQL Server database can be hosted in-house, using local infrastructure, or in the cloud.

Intershop Commerce Management 7.10

Deeper integration of Google Tag Manager and support for Universal Analytics

In order to optimize marketing measures and focus customer interest on the most profitable products, it is necessary to analyze different customer segments and to know a range of KPIs of the shop. Using the integrated Google Tag Manager, marketers can easily generate these metrics by integrating tags—without having to manually edit code for the various interactive elements, such as clickable buttons or links.

As of now, Google Tag Manager is implemented in the data layer and supports all the features of the Universal Analytics tool—the new version of Google Analytics. These features include automated tracking of product impressions, product clicks, and addition/removal of products to/from the shopping cart. Putting Google Tag Manager in the data layer makes it even more efficient, as it provides all the information required on the site to trigger tags as quickly as possible.

Import of product attribute groups

Loading and configuring a large number of attribute groups for a wide range of products in an online shop can be a costly and time-consuming process.

Now, it's possible to import entire product attribute groups, which means shop managers can fully automate the product import process. This reduces the workload involved in optimizing the product overview and navigation functions.

Online/offline tagging of product variants

Another new feature is the option of tagging master products and standard product variants as "online" or "offline" in the back office as a means of managing their visibility in the storefront.

As soon as a product variant is taken "offline" (and therefore hidden), the next product variant that is tagged "online" automatically takes its place. If all product variants are set to "offline," the master product also disappears from the product page. Similarly, if the master product is set to "offline," no product variants are visible.

GDPR: management of customer requests to view and/or delete personal data in ICM

Under the EU's new General Data Protection Regulation, customers have the right to view the personal data that companies collect from them and request deletion of their entire user account, including all data that could be used to identify them. This information may have been entered manually by the customer, or recorded from their browser activity. Companies must also be able to delete order details, since these can include the customer's address and payment information.

Our latest features allow registered customers to view or request deletion of all their personal data via their "My Account" page. Unregistered customers can make the same requests via a contact form. All requests arrive in the back office for processing by a customer service representative. If the customer only wants to view their personal data, it can be exported as a zip file and sent by email. If they want to delete their data, this can also be done in the back office.

To further reduce the cost of deleting customer information, shop managers can now automate the deletion of order data. To do this, they can simply configure jobs that delete marked orders with defined statuses from the organization or configured channels.
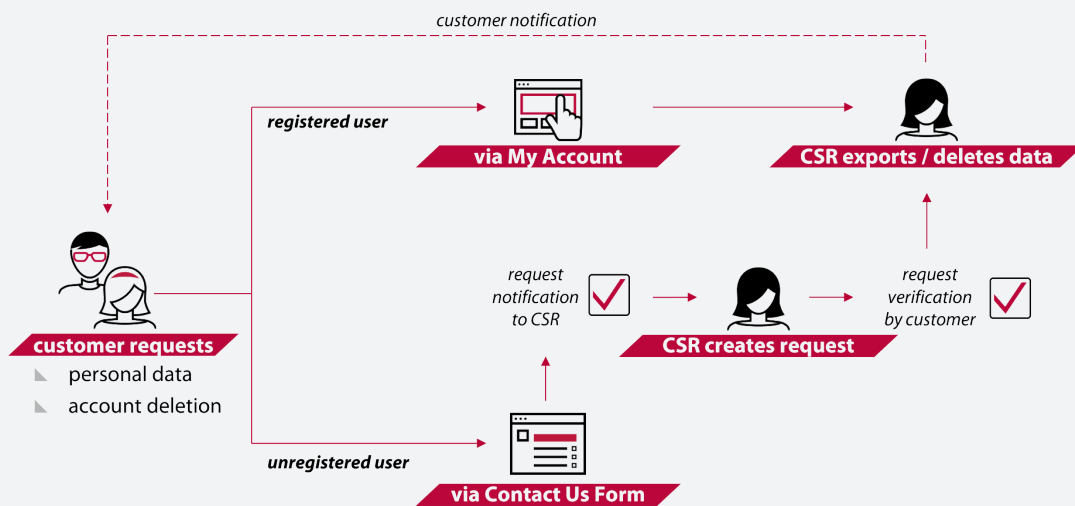
Welcome to Intershop Order Management 2.9

Intershop Order Management (IOM) enables enterprise-wide processing of all orders received in the omni-channel commerce system. It tracks all order, payment, delivery, and returns processes, bringing together all order management data in a single centralized system. The latest version, IOM 2.9, offers a number of new and useful back-office features:

GDPR: processing and deletion of customer data

A new REST API enables companies to respond quickly when customers ask to view all their personal data. If required, this data can also be deleted directly from the back office.

Advanced error message display and built-in online help in back office

The error message display in the Order Details view within the back office now provides more detailed information if a problem occurs during order processing.

Another important innovation is the introduction of an online help function in the Order Management back office. This provides all the information users need to make the most of the functionality in Intershop Order Management.
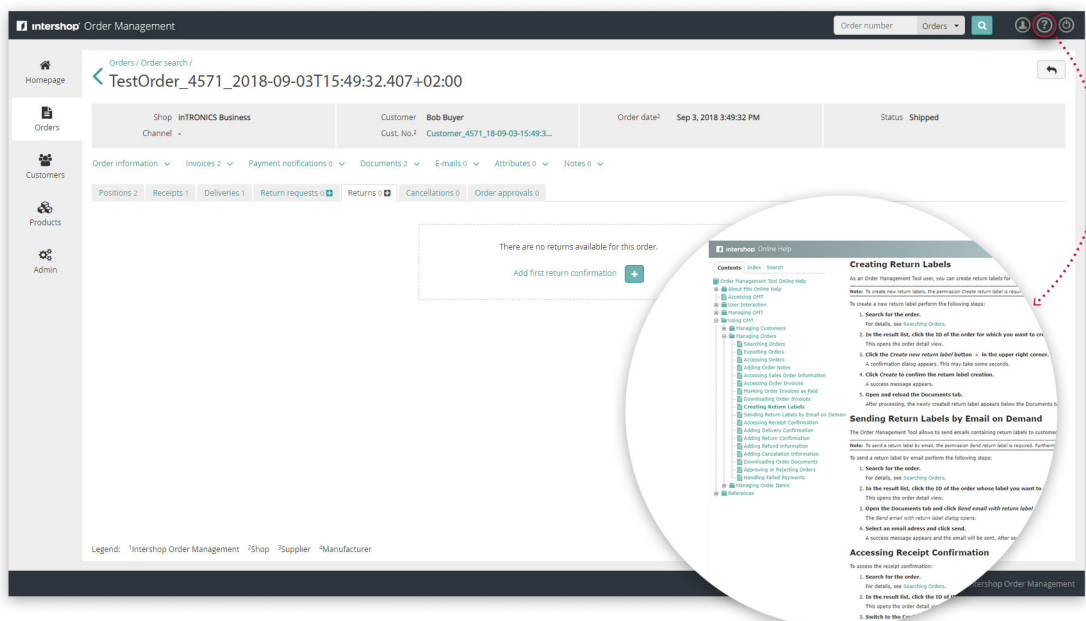
Easier processing of returns thanks to new features

Return requests can now be created on the customer's behalf directly in the back office, where all return requests for a particular order can be viewed. It's easy to search for and view specific requests using the relevant RMA (return merchandise authorization) number.

We have also updated the process for creating return labels. The representative handling a return can now create a return label for a specific customer or order within the back office, with the label being automatically emailed to the customer. It is also possible to send labels manually.

Plus:

- The order routing process can now be simulated at the time of reservation, which means the relevant inventory is immediately reserved for the customer.
- Creating, sharing, and updating email templates is now much easier thanks to a number of improvements.
- Pricing is now displayed according to the respective business model: net for B2B; gross for B2C.

Call us for more information!
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