

Intershop Powers Australia's First Online Furniture Marketplace

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- ConnectFurniture.com.au enables over 1,000 Australian manufacturers, wholesalers and retailers
- Over 10,000 products already available online

Melbourne, Australia – 26 March 2013 – Multi-channel e-commerce (<http://www.intershop.com>) solutions provider Intershop (<http://www.intershop.com>) has enabled ConnectFurniture.com.au, Australia's first online furniture marketplace. The portal already supports hundreds of Australian manufacturers and retailers, each with its own branded online store inside the marketplace. Collectively the furniture retailers offer over 10,000 items across the country to millions of commercial and private buyers every year.

Intershop runs the day-to-day technical operations under a managed services agreement and provides 24/7 support of the marketplace. "We had a sophisticated model for our online marketplace, which had a number of complexities including how to manage product catalogs and merchandising across hundreds of retailers", said Nick Dimitrakis, Technical Director, ConnectFurniture.com.au. "We did a lot of work researching technologies and software providers and identified Intershop as a strong partner. We've been delighted with how Intershop has understood our future requirements. We couldn't be happier with the outcome," he added.

Intershop worked closely with the ConnectFurniture.com.au group to implement the sophisticated rules necessary to launch the marketplace. Customers can pick and choose products from the entire range of available items. Line items in orders are automatically routed to the individual manufacturers and retailers for fast fulfillment and delivery.

Further interaction between ConnectFurniture's partners is supported via an easy to use product enquiry function with the ability to submit requests to see any product in the system in any partner store. Individually maintainable catalogs and order details are managed in-house – with plans to allow specific retailers access to manage their own content, inventory and orders. Non-technical resources manage day-to-day operations, such as site merchandising and promotions via Intershop's Web-based Back Office.

Quick Facts:

- Product reviews and social media integrations including plug-ins to major social media platforms Facebook, Google+ and Twitter
- Traffic generated via inbound links can be targeted with special offers and content
- The system includes an advanced search function with predictive text and leverages more than 20 different search refinement panels, allowing customers to sort and save search results for later
- Dynamic shipping calculations are based on geo-locations and product values that are fed to Temando for real time quotes
- A gift registry allows customers to browse and save products to a list that they can then email to friends and family. Items purchased are automatically removed from the registry
- The platform allows ConnectFurniture to create custom quotes including tiered discounting for

business customers.

The ConnectFurniture marketplace can be found at www.connectfurniture.com.au.

About ConnectFurniture

ConnectFurniture.com.au operates Australia's largest and most successful online marketplace for furniture buyers. ConnectFurniture has a network of over 1,000 furniture retailers and wholesalers across Australia and is constantly expanding its catalogue of products. Since its launch in early 2010, ConnectFurniture has become the 'go to' place for furniture buyers, with well over 1.4 million buyers on an annualised basis, including 300,000 commercial buyers and 10,000+ interior designers, architects, builders and fit-out specialists.

About Intershop

Intershop Communications AG (founded in Germany 1992; Prime Standard: ISH2) is a leading provider of comprehensive state-of-the-art e-commerce solutions. Intershop offers high-performance packaged software for internet sales, complemented by all necessary services including comprehensive online marketing consulting and a transaction platform for order-, supplier-, product- and channel management from its daughter companies SoQuero and TheBakery. Intershop also acts as a business process outsourcing provider, covering all aspects of online retailing, including fulfillment. Around the globe more than 500 enterprise customers, including HP, BMW, Deutsche Telekom, and Mexx run Intershop solutions. Intershop is headquartered in Jena, Germany, and has offices in the United States, Europe, Australia and China.

This news release contains forward-looking statements regarding future events or the future financial and operational performance of Intershop. Actual events or performance may differ materially from those contained or implied in such forward-looking statements. Risks and uncertainties that could lead to such difference could include, among other things: Intershop's limited operating history, the unpredictability of future revenues and expenses and potential fluctuations in revenues and operating results, significant dependence on large single customer deals, consumer trends, the level of competition, seasonality, risks related to electronic security, possible governmental regulation, and general economic conditions.

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