

Intershop Recognized in Gartner's 2016 'Critical Capabilities for Digital Commerce' Report

Submitted by: Proud PR

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Intershop ranked number three in all Use Cases for its Commerce Suite

Jena, Germany, 12 July, 2016 – Intershop (<http://www.intershop.com/>) has been recognized for its ability to meet leading-edge market requirements in the newly published 'Critical Capabilities for Digital Commerce' by Gartner for its Commerce Suite. The document evaluated 19 vendors' digital commerce platforms using 14 critical product capabilities and five use cases to assist IT leaders and those responsible for digital commerce in their platform selection. Intershop Commerce Suite was ranked number three for all use cases.

Gartner's assessment of a platform's critical capabilities and scoring was based on weighted averages from three sources: product capabilities as described by the vendor, Gartner client feedback and vendor reference customers. The Critical Capabilities research focused exclusively on assessing differentiated product and feature functionality. Vendors were evaluated on their products' ability to provide appropriate functionality in five different, unique use case scenarios:

- Complex, Diverse and Large Operations
- Multiple Channels
- Selling Globally
- Selling to Consumers
- Selling to Other Organizations

"Intershop is rated in the top three in all of the use cases. We feel the research clearly shows that our Commerce Suite is a great choice for organizations which want to fully leverage the potential of digital commerce" commented Jochen Wiechen, CEO of Intershop. "We are constantly working to improve and expand our platform to help our customers meet the fast changing demands and challenges of selling in a connected world. We are pleased that Gartner's report has recognized us for the broad functionality we offer, including the now completely integrated order management capabilities of the Intershop Commerce Suite."

Gartner evaluated the platforms against the following critical product capabilities:

- Organization/Brand Complexity
- Product Diversity
- Product Management Breadth
- Commerce Search
- Multichannel
- Mobility
- Localization
- Consumer Buyer Personalization
- Corporate Buyer Personalization
- Master Data Management (MDM)
- Web Content Management (WCM)

- Configure Price Quote (CPQ)
- Order Management/Distributed Order Management (OM/DOM)
- Payments

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About Intershop Communications AG

Intershop Communications AG (founded in Germany 1992; Prime Standard: ISH2) is the leading independent provider of omni-channel commerce solutions. Intershop offers high-performance packaged software for internet sales, complemented by all necessary services. Intershop also acts as a business process outsourcing provider, covering all aspects of online retailing up to fulfillment. Around the globe more than 300 enterprise customers, including HP, BMW, Würth, and Deutsche Telekom run Intershop solutions. Intershop is headquartered in Jena, Germany, and has offices in the United States, Europe, Australia, and China. More information about Intershop can be found online at www.intershop.com.

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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