

# Intershop uses Microsoft Azure for an innovative cloud-based e-commerce offering

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Intershop Commerce Management and Microsoft Dynamics NAV are core technologies for Azure cloud e-commerce

The aim is to provide customers with a consistent, industry-oriented SaaS offering

Jena, Germany, 18 August 2016 – Intershop (<http://www.intershop.com>) Communications AG and Microsoft have today announced the development of an innovative cloud-based e-commerce offering. This means that the Intershop Commerce Management will provide customers with a leading e-commerce technology as a scalable solution in Microsoft's Azure cloud platform. Microsoft will simultaneously support Intershop in seamless integration with existing cloud-based Dynamics NAV industry partner solutions. Such a solution is highly attractive to growth-oriented small to medium-sized companies in particular, who want to boost their online sales. The benefits of this approach include easy and fast e-commerce project implementation, flexible solution scalability, usage-based billing, very low capital commitment, and extremely high reliability – without needing to supply proprietary IT resources. With regard to international sales, the application and data can be hosted wherever they are regionally required. All enterprises can achieve an ROI (Return on Investment) within the shortest time, by opening up new sales channels in this way.

In conjunction with the Synaptic Commerce architecture geared for extensibility, further successive cloud-based solutions will be provided for Intershop Commerce Management and Dynamics NAV, designed to offer industry-specific solutions.

Dr. Jochen Wiechen, Intershop Communications AG CEO, sees huge potential in the collaboration: "The joint offering of Intershop and Microsoft based on the Azure platform provides a combination of leading, proven technology and extreme flexibility at minimal investment costs. Which systems our customers prefer to integrate for their individual solution, the regions in which they want to make this sales channel available, and the volume to be run on it - all of the above, companies can choose freely according to their requirements and sales strategy. Overall, in this solution, small to medium-sized companies discover a series of answers to challenges they currently face."

"Intershop customers will in future therefore benefit from the scalability and flexibility of Microsoft Azure and the global Microsoft cloud platform, the strengths of which are already proven in the e-commerce field with its high demands on time-to-market speed, availability, and scalability in both directions," says Peter Jaeger, Senior Director Developer Experience (DX) and Microsoft Germany Board Member.

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](http://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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