

# Intershop helps to 'save nature while shopping' with wildlife charity

Submitted by: Proud PR

Tuesday, 6 November 2018

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- The RSPB's shopping website has been relaunched using a new cloud-based e-commerce platform designed by Intershop.
- The seamless integrated design aims to create an engaging and intuitive experience for visitors to the site.
- The combination of Microsoft Azure Cloud, with a flexible web shop, aims to set the stage for future growth.

Jena, Sandy, November 06, 2018 – Intershop Communications AG, the leading independent provider of innovative omnichannel commerce solutions, supports the Royal Society for the Protection of Birds (RSPB) with a web shop running on Microsoft Azure.

This cloud-based e-commerce solution has been designed to offer a fully integrated digital shopping experience to sell RSPB products online. The original shopping website had been in operation since 2012 – since then website technology and customer expectations had moved on. The old site was struggling to handle peaks in customer visits and no longer supported new features.

The new webshop is more advanced and the cloud operation system ensures that peak shopping times will be supported and performance is not hindered. The design has also been brought in line with the main RSPB site to create a seamless customer journey for those members and customers moving between the two sites.

Search functionality and navigation has been improved to make it easier for customers to find what they're looking for. The new site is also mobile-responsive, recognising the browsing device (desktop, tablet or mobile) to ensure a positive user experience regardless of which platform they use.

Markus Klahn, COO of Intershop: "The flexibility of Intershop's solution portfolio, being in the market for more than two and a half decades, has resulted in a tremendously varied range of case studies. This project here, however, is certainly outstanding in its mission and offering. We are proud to support the RSPB with our technology, and are confident to see it meeting the high expectations set. The results will be of benefit beyond conventional commercial standards."

Liz Brown, Ecommerce and Marketing Manager of RSPB adds: "We are extremely excited about this collaboration with Intershop and the launch of our new site. We hope that this smoother customer journey encourages people to stay longer on our site, learning more about our projects and supporting the vital work that we do. We are pleased with the results we are seeing already."

## 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.

#### Intershop Press Contact

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#### About RSPB

The RSPB is the UK's largest nature conservation charity, inspiring everyone to give nature a home. Together with our partners, we protect threatened birds and wildlife so our towns, coast and countryside will teem with life once again. We play a leading role in BirdLife International, a worldwide partnership of nature conservation organisations.

#### Why shop with the RSPB?

Because we spend 90% of net income on conservation, public education and advocacy in the UK and around the world. [www.rspbshop.co.uk](http://www.rspbshop.co.uk)

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[www.rspb.org.uk](http://www.rspb.org.uk)

The Royal Society for the Protection of Birds (RSPB) is a registered charity. In England and Wales, no: 207076. In Scotland, no: SC037654.