



Digital Commerce der Zukunft

Die perfekte Verzahnung von Kunden- und digitalen Touchpoints im Kundenportal

19. Februar 2018, München



Intershop Core Topics

Thought Leadership

IoT

Microsoft

Digital Customer Portal

Marketing

ERP-Connector

Dynamics 365

Strategy

B2B

Cloud

Commerce

CRM-Connector

Commerce-as-a-Service

Innovative Digital Solutions



Thought Leadership

Digital Customer Portal Smart Device

B2B Product as a Service Pay-per-use Cryptocurrency

IoT Cloud

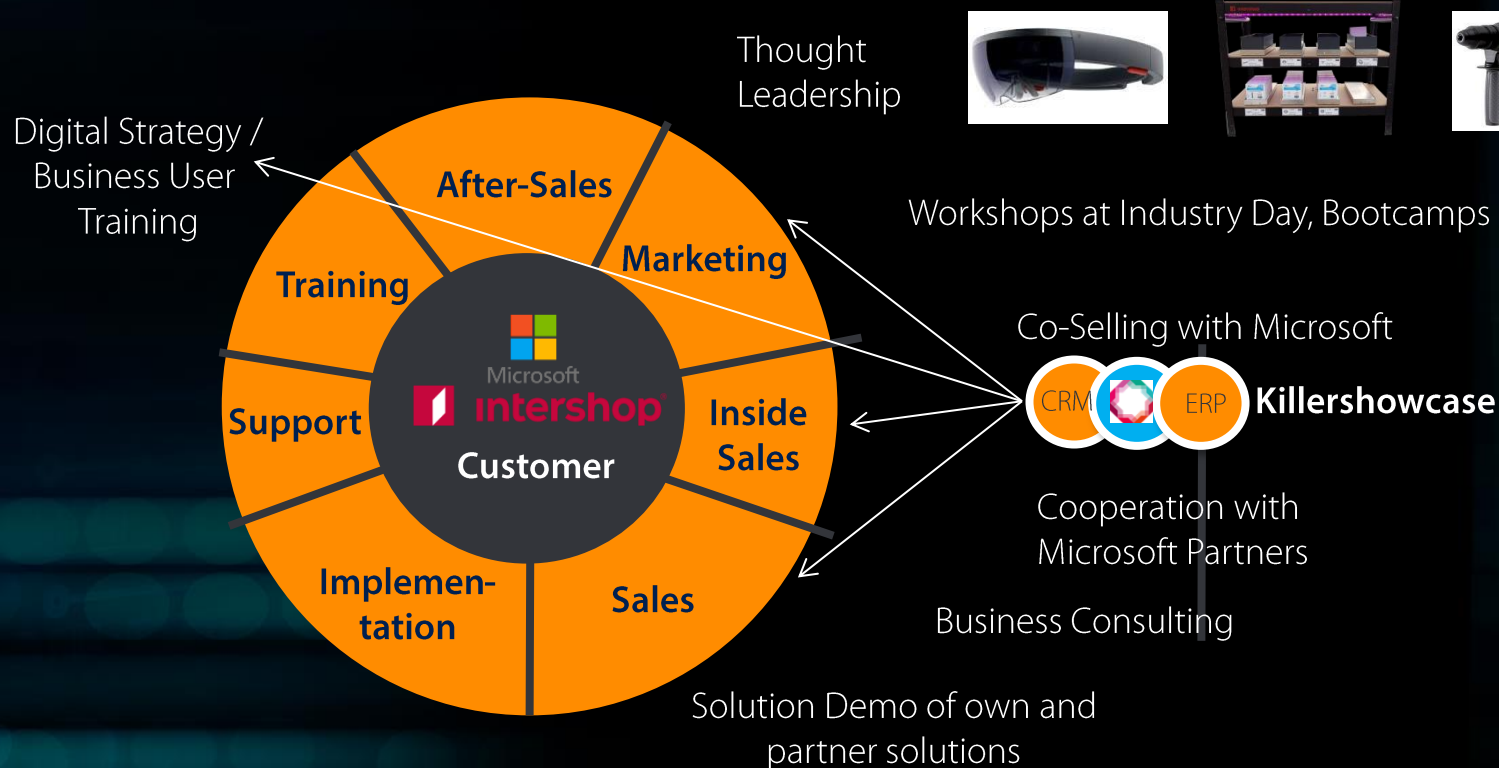
Microsoft Intershop

Tobias Giese

VP Digital Solutions

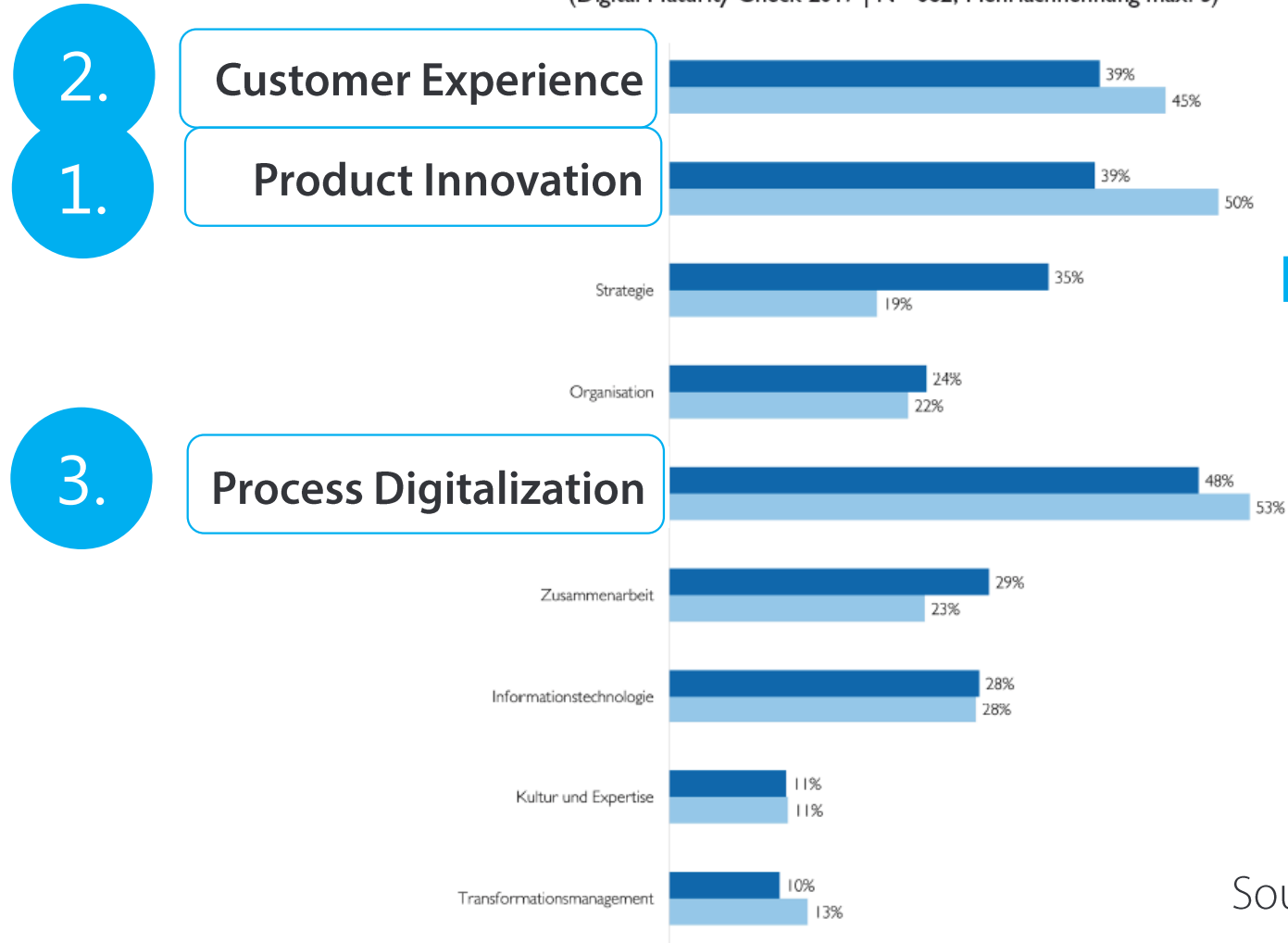


 Microsoft Azure



Focus Area for the Digital Transformation

Abb. 32: In welchen Bereichen wurden mit Priorität Projekte vorangetrieben?
(Digital Maturity Check 2017 | N= 662; Mehrfachnennung max. 3)



Intershop als **System of Engagement** deckt alle 3 "Treiber" der digitalen Transformation ab und ermöglicht neue Marktanforderungen schnell und effizient abzubilden!

Source: Digital Maturity & Transformation Report 2017

■ In den letzten beiden Jahren
■ In Zukunft

Rent a drill from a digital customer portal

Product-as-a-Service

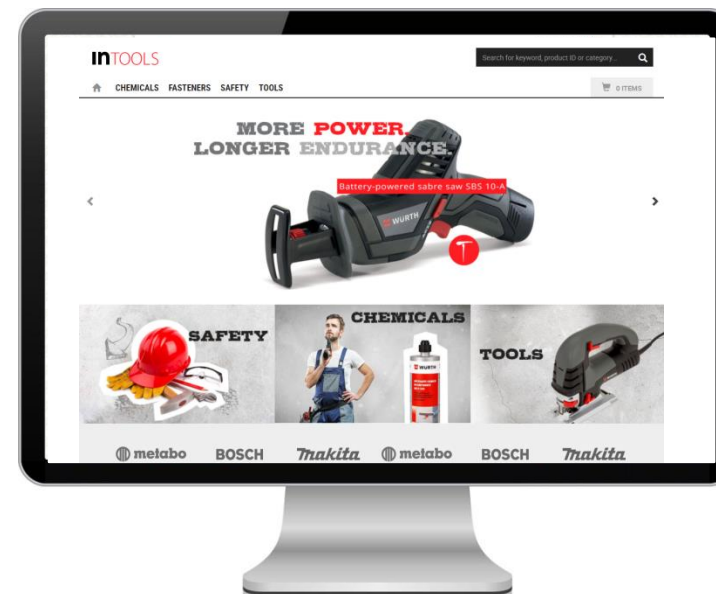
Digital Customer Portal



BEN BOYLE
B2B CUSTOMER



"RENTS" A DRILL



Sharing Economy - Rental as new business model

Alle Fahrzeuge

Fahrzeugsuche

Anmelden

Informieren

31 Fahrzeuge im Gebiet

Alle (31)

Minis (5)

Kleine (10)

Lieferwagen (2)


Kompakte (6)


Hochdachkombi (3)


Mittelklasse (2)


Transporter (2)


Busse (1)


 **Ford Fiesta**
Emil-Höllein-Platz 65,5km


 **VW up! Automatik**
Spitzweidenweg 85 65,8km


 **Ford Fiesta**
Spitzweidenweg 18 66,4km



 **Mini 5-Türer**
Nollendorfer Platz 66,4km



 **VW Beetle Cabrio 4-Sitzer**
(Verdeck im Winter deaktiviert)
Nollendorfer Platz 66,4km

 **Renault Megane Grandtour**
Nollendorfer Platz 66,4km

 **VW up! Automatik**



Beginn:  Mi, 10.01.2018  09:15

Ende:  Mi, 10.01.2018  11:15

Zur Buchung

Verfügbarkeit:

08. - 14.01.2018

0 6 12 18 24

Mo

Di


Mi

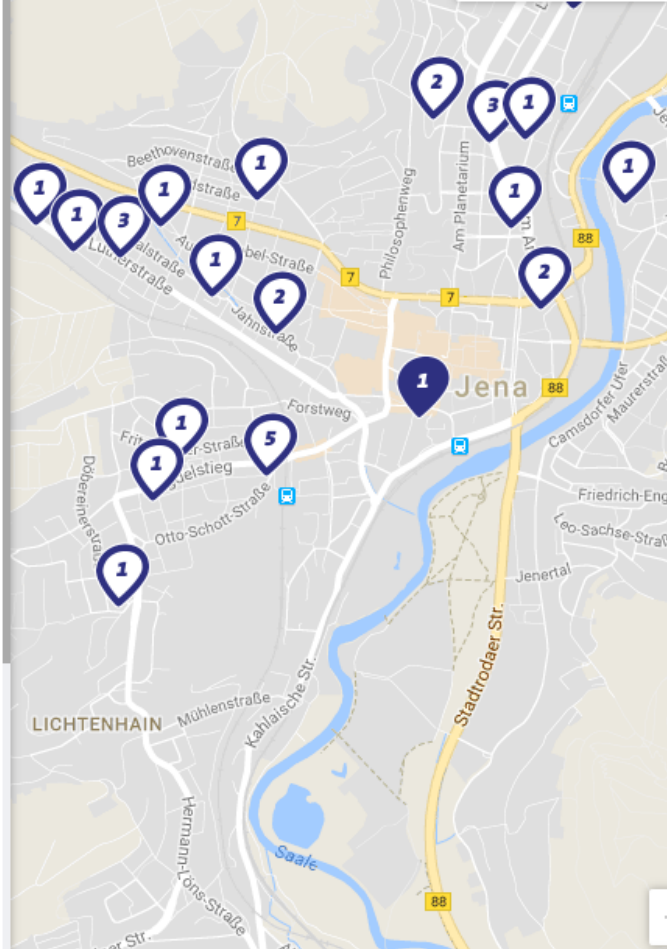
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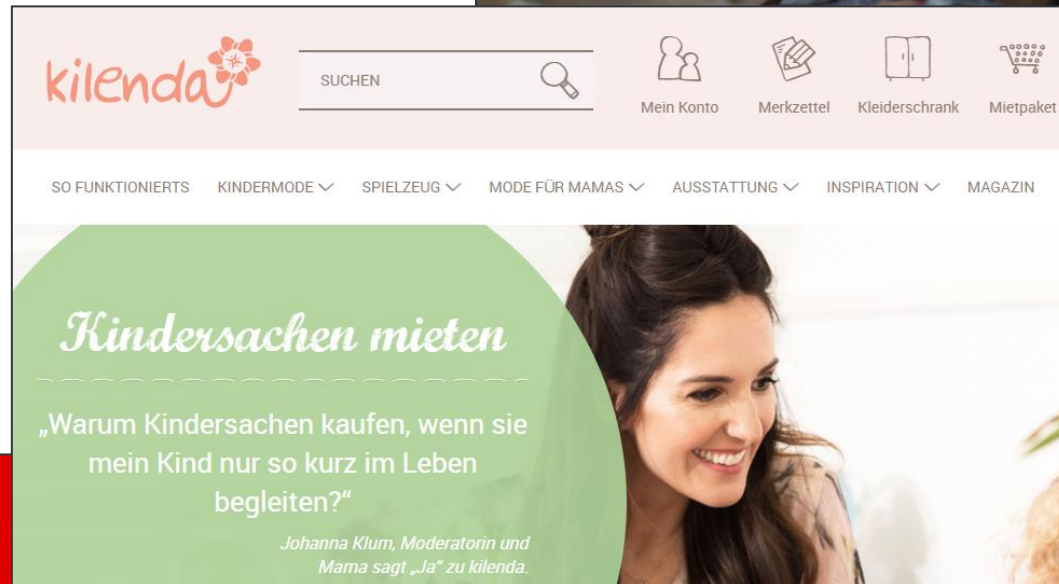
Sa

So





Sharing Economy - Rental in B2C



Sharing Economy - Rental will conquer B2B



Need for flexibility

No or lower
investment risk

Volatile
Requirements

Uncertain and
disruptive future

Manufacturer offers customers Air-as-a-Service



Device Monitoring

Predictive Maintenance Program

Full-Service

Pay-per-used cubic meter of air



Pay instantly and pay-per-use cryptocurrency

Cryptocurrency

WALLET OF ETHER

Digital Customer Portal

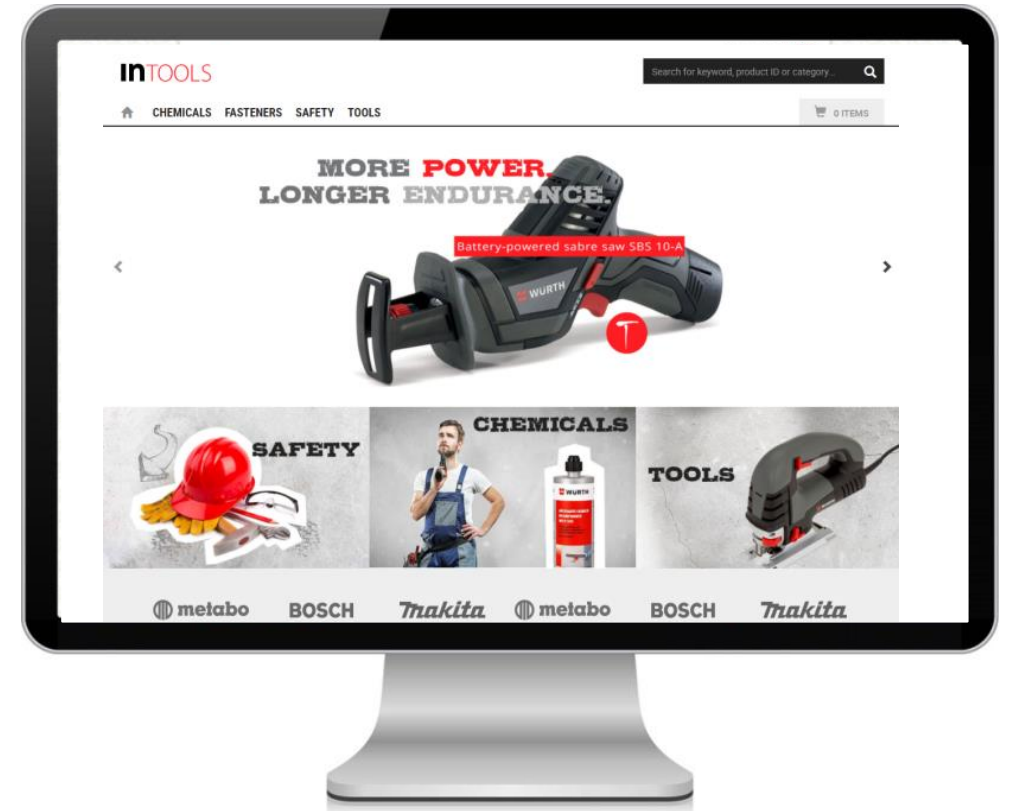


BEN BOYLE
B2B CUSTOMER



INSTANT PAY
PAY-PER-USE

Micro-Payments



Digitization of Cash-Systems



Micro-Payments

Pay-per-use

Digital Wallet

Managing Smart Devices

Digital Customer Portal

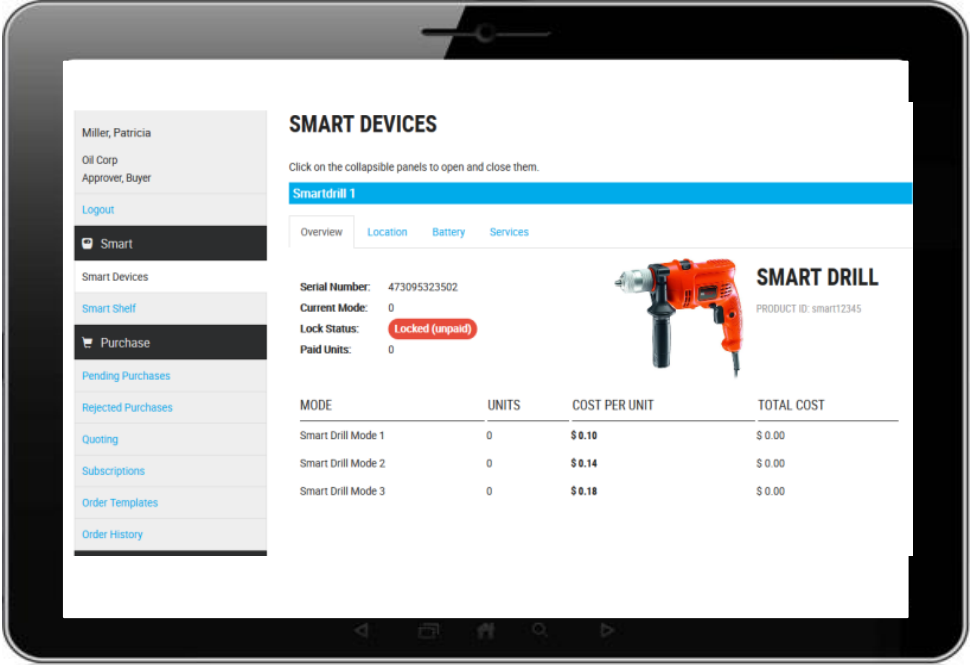


BEN BOYLE
B2B CUSTOMER



Smart Device
Management

Installed Base



Efficient Management of Smart Devices



After-Sales & Customer Service Portals

Digital Customer Portal



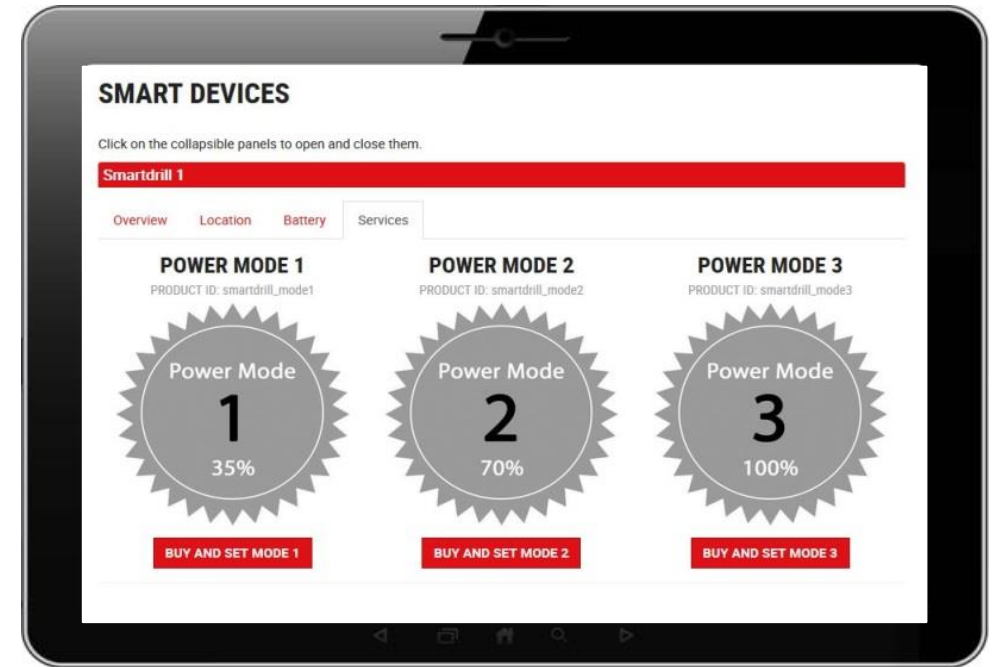
BEN BOYLE
B2B CUSTOMER



Personalization

After-Sales / Service

Self-Empowerment



CUSTOMER SERVICE



1. Product Innovation

Smart Device

Azure IoT Hub & Cloud



BEN BOYLE
B2B CUSTOMER

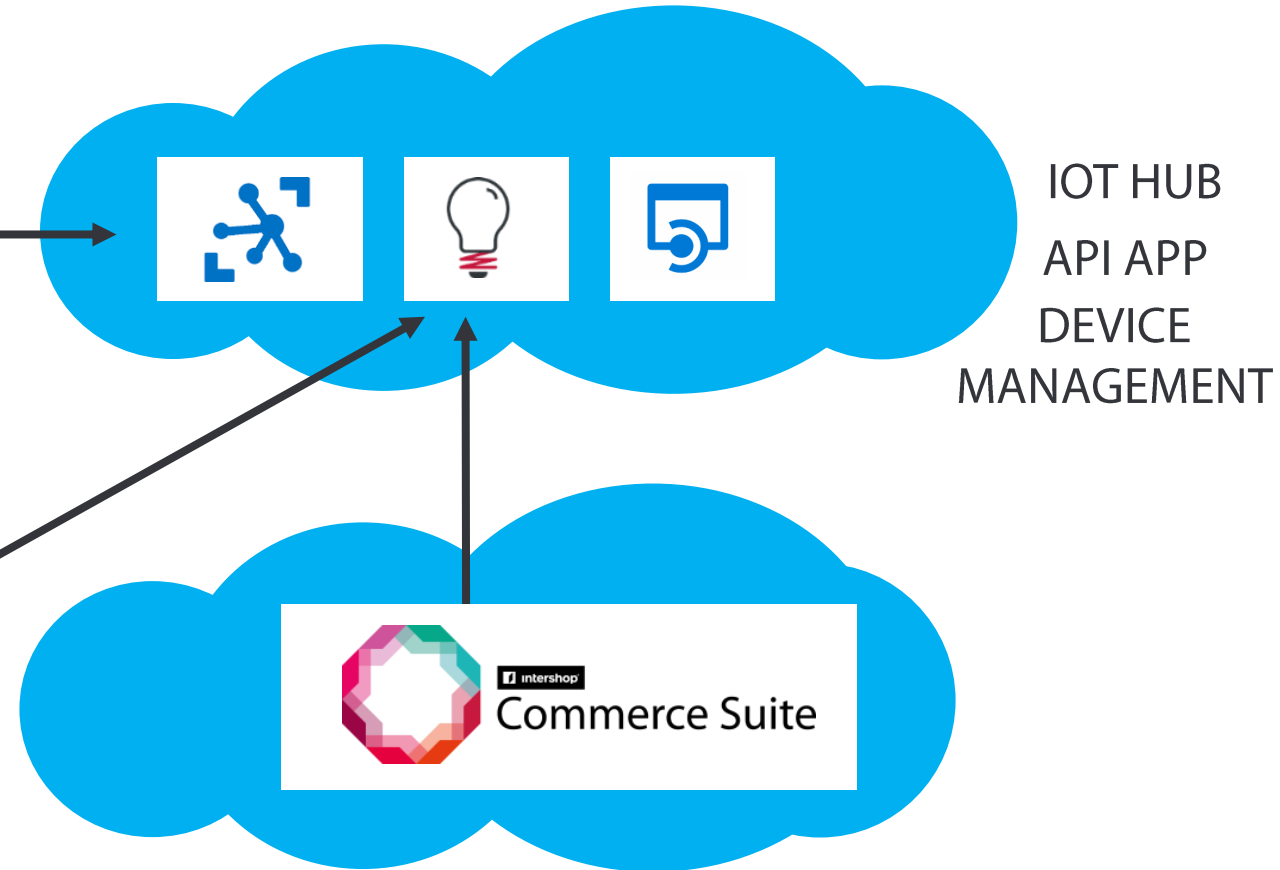


SEND SENSOR DATA
RECEIVE CONTROL DATA

SEND USAGE DATA
RECEIVE STATE DATA



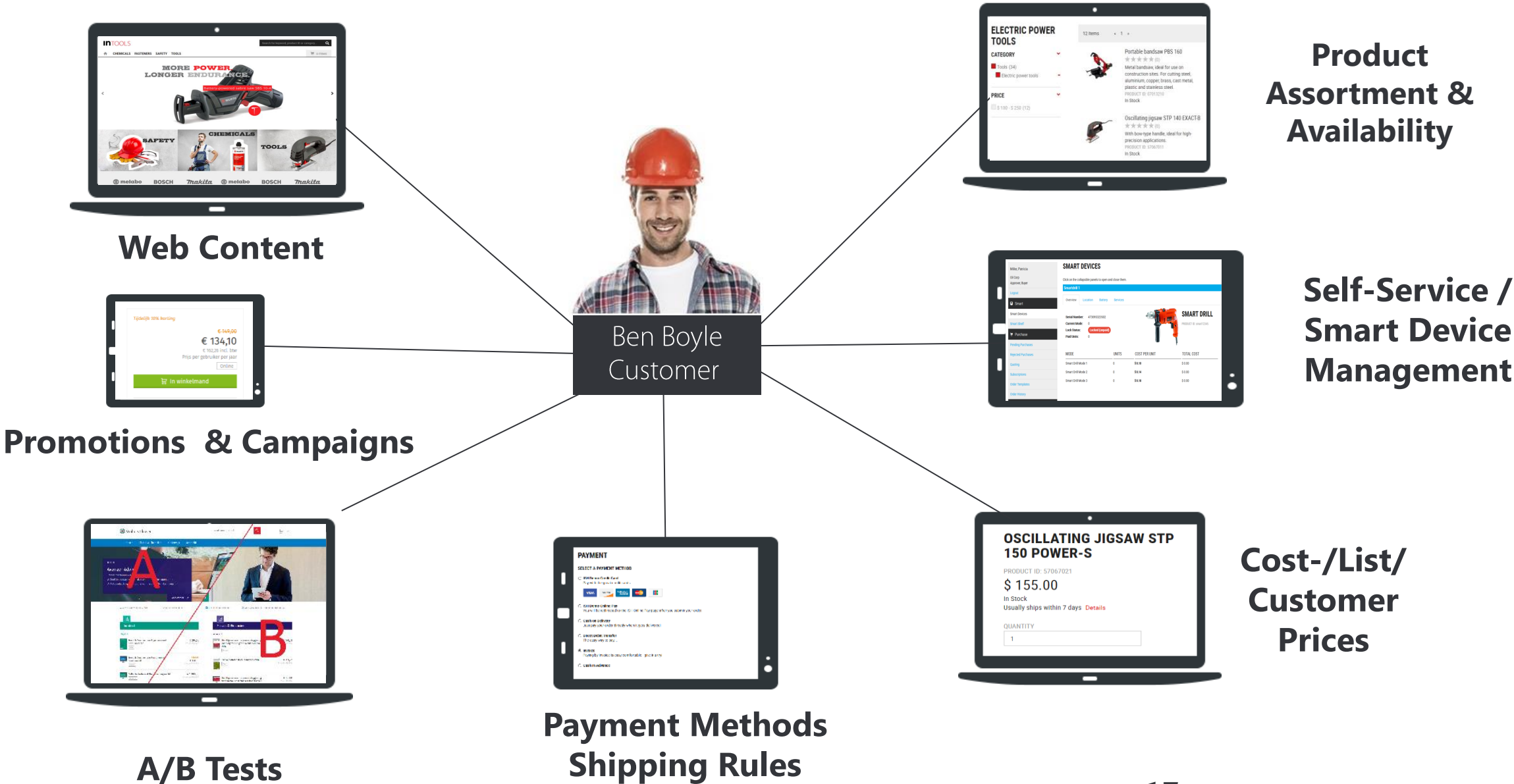
Ethereum Blockchain



IOT HUB
API APP
DEVICE
MANAGEMENT

Digital Customer Portal

2. Best Customer Experience



2. Conversational Commerce



BEN BOYLE
B2B CUSTOMER

I need new blades for my bandsaw.



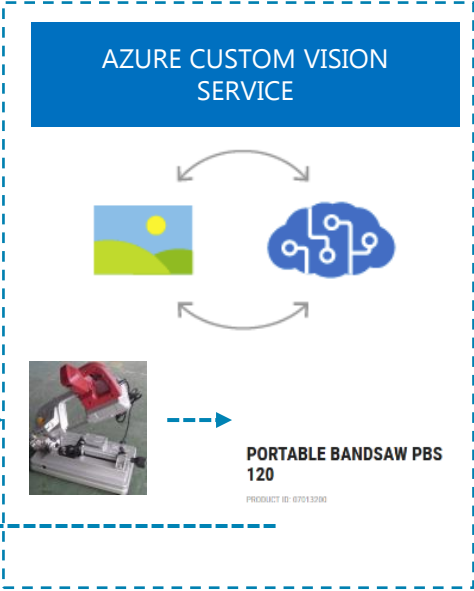
Yes, send it to directly the construction site

How can I help you?

How does the bandsaw look like? Can you send a picture?

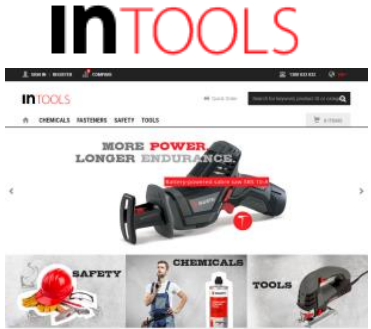
I am pretty sure it is a PBS 120. Shall I order replacement blades for you?

Chat Bot



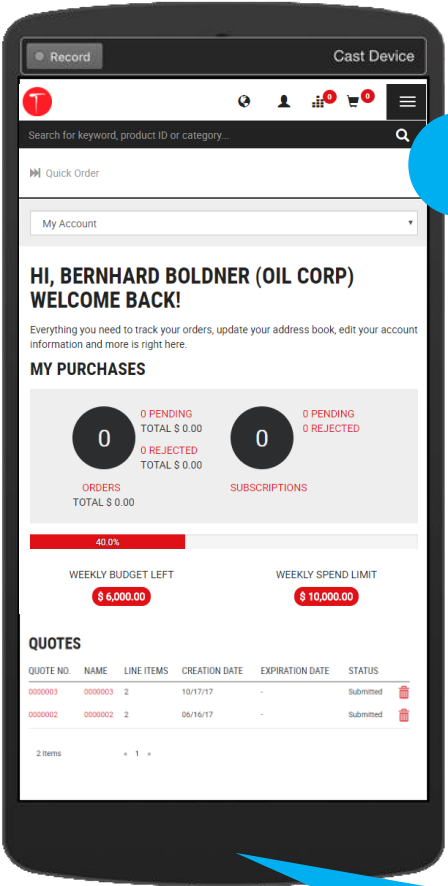
Cognitive Services

Digital Customer Portal

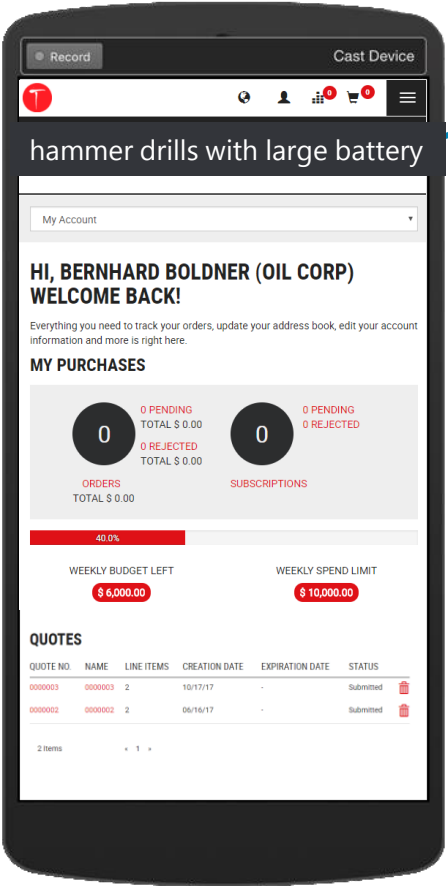


Blades, Replacement Products, Manuals

2. Speech recognition with semantic search

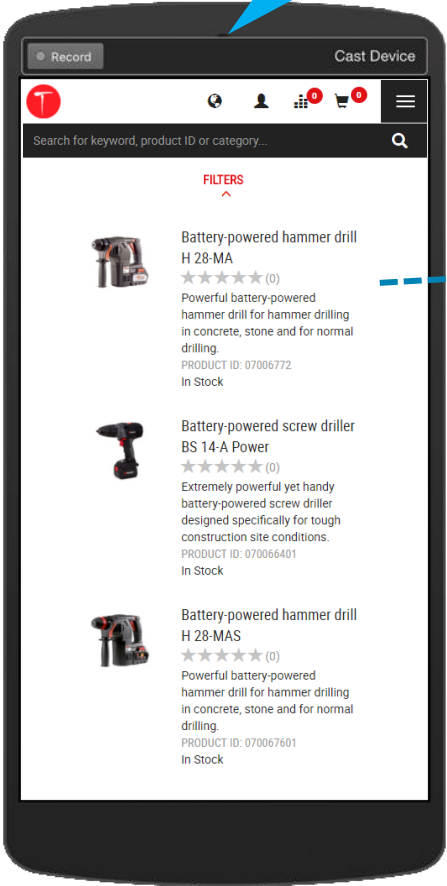


Hammer drills with large battery



2

3



We found 3 hammer drills for you ...

4

5

6

2. Speech recognition with semantic search



Hammer drills with
large battery ...

1

2

3

5

4

6

We found 7 hammer
drills for you ...



Bing Speech API

Semknox REST API

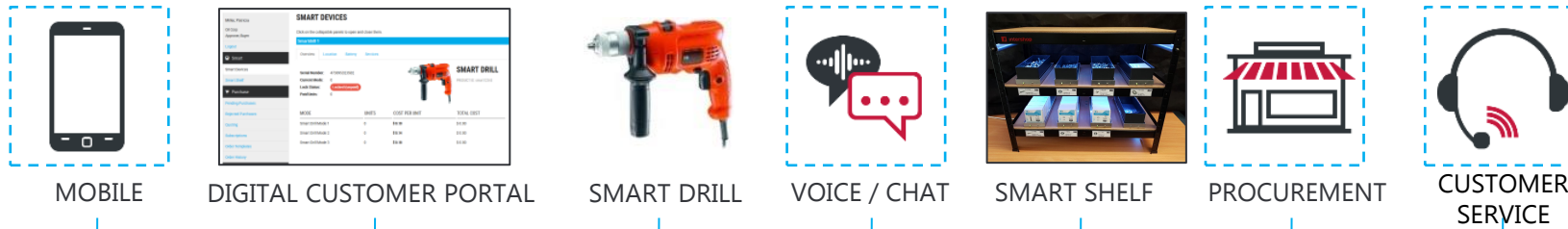
Digital Customer Portal



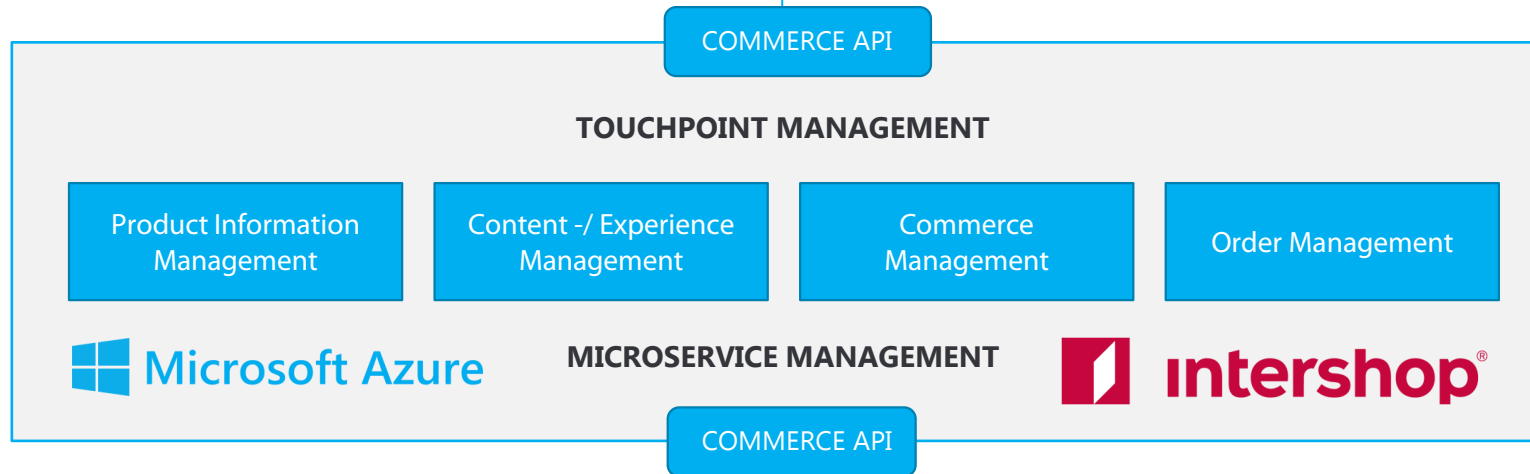
intershop

Commerce Suite

3. Process Digitization - Digital Customer Portal

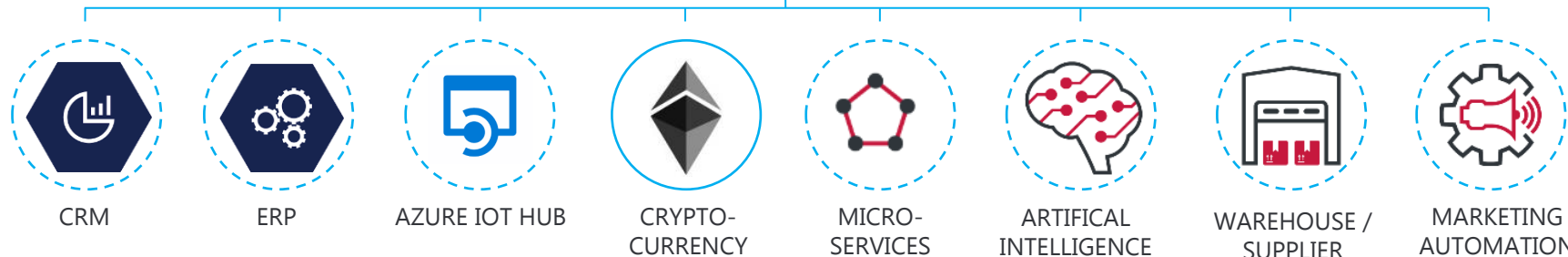


*TOUCHPOINTS
HUMAN VS. MASCHINES*



DIGITAL COMMERCE CORE

**HIGH LEVEL OF PREFABRICATION
&
HIGH LEVEL OF FLEXIBILITY**



BACKEND SYSTEMS /
SERVICES

Microsoft
Summary

B2B
CUSTOMER

SALES /
MARKETING

CUSTOMER
SERVICE

HEAD OF
DIGITAL / CDO

IT /
ARCHITECTURE



CUSTOMER

BUSINESS VALUE

Time-To-Market

Innovation

Flexibility

BUSINESS MODELS

Product-as-a-Service

B2X

Sharing Economy

PLATFORM

Digital Customer Portal

TECHNOLOGY



Intershop
Commerce Suite



Our Offering for You - Free workshop and conference

ZIELE

Kennenlernen einer Analysemethode, um Herausforderungen im Customer Lifecycle zu identifizieren und anhand einer Customer Journey Map Optimierungsmöglichkeiten abzuleiten.

Zielgruppe:

Vertreter der Geschäftsleitung im Bereich IT, Marketing, Sales und Service

Teilnehmer:

Max. 8-10

Dauer:

halber Tag

Voraussetzungen:

Besprechungsraum, Beamer, Flipchart, großes Pinboard

Inhalte

1 Impulsvortrag:

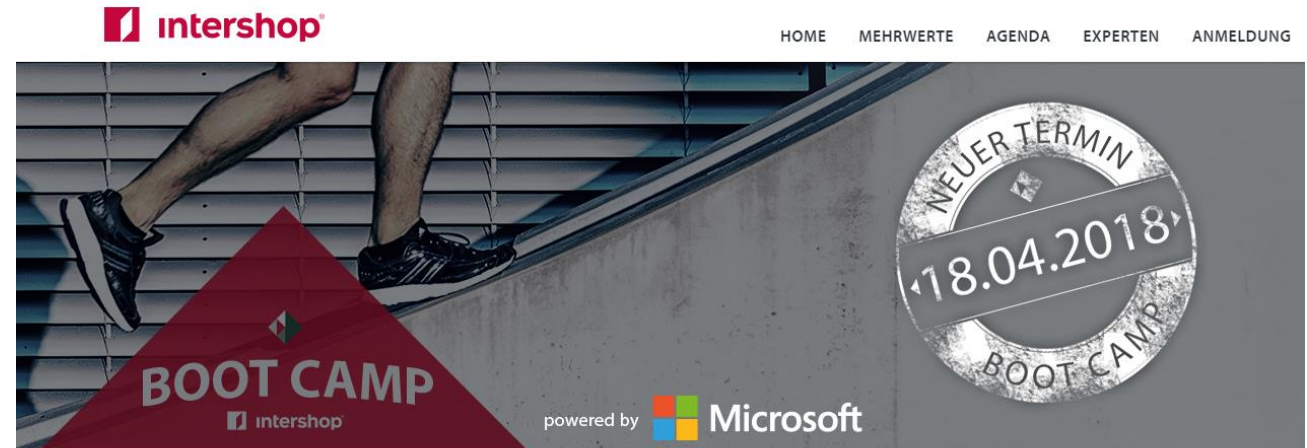
- ┌ Digitale Trends Ihrer Branche
- ┌ Best Practices
- ┌ Use Case Szenario

2 Analyse/Explore:

- ┌ Identifikation von Stärken und Herausforderungen im Customer Lifecycle
- ┌ Ideenentwicklung entlang der Customer Journey

3 Ergebnis:

Herausarbeiten von Optimierungsmöglichkeiten für die Digitalisierung des Vertriebs und somit eine Grundlage für weitere strategische Überlegungen/Schritte



Machen Sie sich fit für Ihre digitale Transformation!

Cloud Commerce & Kundenbeziehungsmanagement auf Microsoft Azure

Strategisch planen, wirtschaftlich umsetzen - eine passgenaue E-Business-Strategie legt den Grundstein für den langfristigen Erfolg Ihres digitalen Geschäfts. Welche Bausteine die digitale Transformation für Sie bereit hält und worauf es wirklich ankommt, zeigen Ihnen Intershop, Microsoft, Contentserv, proMX & blue-zone auf dem gemeinsamen B2B Transformation Boot Camp.

Jetzt Ticket sichern!

https://www.intershop.de/b2b_bootcamp

Thank you for listening!

