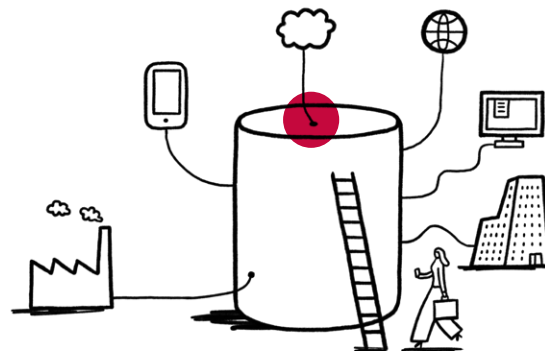**intershop®**

Create seamless integrations – fast, easy and risk-free

INTERSHOP INTEGRATION HUB

1

REDUCE IMPLEMENTATION EFFORTS BY 80%

Integrate all data, tools, and custom developments into your commerce solution faster than ever with out-of-the-box connectors.

2

REALIZE SMART CUSTOMER PORTALS

Bridge data silos across enterprise applications for a highly personalized user experience in your online store – without any development effort.

3

ACCELERATE YOUR INNOVATION CYCLES

Replace components of your commerce landscape to constantly meet your customers' expectations and without affecting other parts composing your IT environment.

4

REDUCE YOUR OPERATING COSTS BY 10% IN THE LONG TERM

Reduce integration, maintenance, and operational overhead by integrating all commerce functions via a scalable, low-code cloud service.

The Intershop Integration Hub is a low-code integration platform that enables your employees to quickly and easily connect all of your company's tools and data sources. Get ready for a new era of e-commerce: personalized, efficient, automated and hybrid!

Out-of-the-box SAP integration

If you want to access the latest, centrally synchronized information from your ERP system in your e-commerce channels, this often involves a large (in other words, expensive) implementation project. **Thanks to the ready-to-use connectors of the Intershop Integration Hub, you can connect all standard SAP ERP functions to your e-commerce solution within a few hours.** In this way, you can make stock levels, order history, product data, prices, parts lists and data from customer-specific developments available to customers and sales in no time – reliably, securely and up-to-date!

Ready for the future of e-commerce

Provide efficient and personalized interactions at every customer touchpoint! **The future of B2B commerce is hybrid:** Customers, sales reps, distributors need access to relevant, up-to-date information anytime, anywhere. Modern procurement happens seamlessly across websites and face-to-face meetings. New business models such as predictive maintenance and other service offerings leverage the Internet of Things and artificial intelligence to anticipate needs, deliver goods automatically, and personalize content. The basis for such an omnichannel experience is the seamless integration of all systems, apps, and available information.
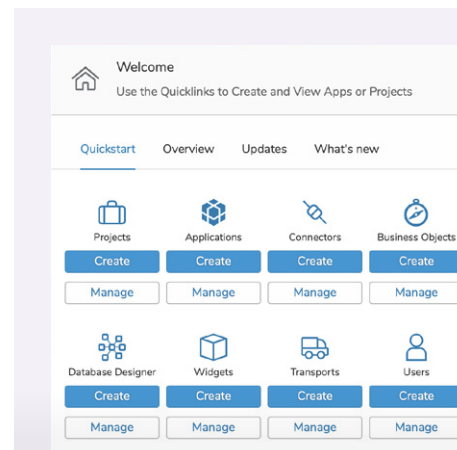
Innovation needs speed

Enable your business to quickly adapt to rapidly changing market needs by **simply reconfiguring your e-commerce platform to meet any challenge without a programming project**. Innovation requires speed and agility, both in the integration of applications and data, and in your entire IT landscape! With the Intershop Integration Hub, you rely on configuration instead of programming! This allows you to work cost-efficiently as well as drive innovation.
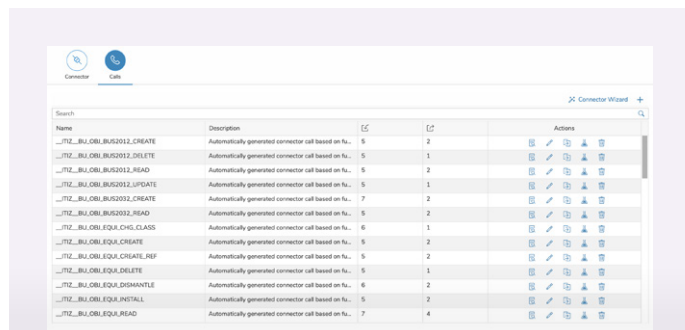
Less expenses in 3,2,1...

If you want to implement innovations, maintain legacy software in the existing IT stack, or replace business capabilities, this is rarely possible without a lengthy and expensive IT project. **With Intershop's Integration Hub, you can permanently reduce cos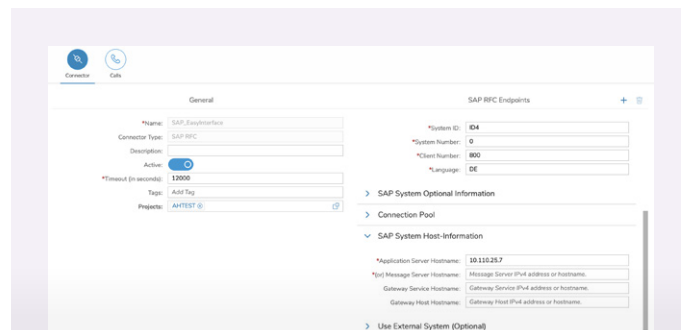ts and efforts for integration and operation.** With this service, you can replace complex point-to-point integrations and create secure, transparent, and centralized access to all your information. This relieves your IT and gives your development department the freedom to create added value for your customers instead of painstakingly creating integrations.

Multiple integration options via connectors, business objects, APIs, direct database connections and more, all embedded in clean project and user management.

All SAP interfaces prepared and ready for use.

SAP endpoints only need to be configured in the connector settings, authentication and communication are handled by the Integration Hub.

Key features

1   Significantly **reduce all integration efforts**: CRM, ERP, PIM, Commerce and more, but also new AI-based business applications and tools.

2   Build your own **smart customer portal**: from multiple data sources and in combination with best-of-breed applications from a wide range of vendors.

3   Don't wait until your IT has time to address issues and **benefit from the simplicity of implementation** that allows business users without development expertise to easily build interfaces.

4   **Don't sacrifice system-critical IT components** or legacy systems but integrate them into a composable technology landscape without re-engineering, reverse engineering or re-implementation.

5   Increase internal efficiency by giving all employees in all departments **access to the same, up-to-date information**.

Here's how it works

Intershop's Integration Hub seamlessly, quickly and securely connects all the business applications, data sources and processes you need to offer your customers a modern, future-proof and smart e-commerce experience along the entire customer journey. Thanks to a wide range of out-of-the-box integrations, you can map many standard scenarios with just a few clicks. Complex integration scenarios benefit from an extensive repository of out-of-the-box connectors that reduce development effort by up to 80%.

Benefits for your business

Significantly reduce time-to-market for your e-commerce solution to accelerate ROI and increase customer retention, faster. Since you can also integrate data via the Integration Hub that is currently not available via standard tools, you can create unique customer experiences that were previously unimaginable.

Benefits for your IT

Take the pressure off your IT department and enable business users and IT teams alike to quickly and easily connect all your company's tools and data sources with no development efforts, thanks to out-of-the-box connectors. Lay the foundation for continuous innovation with this cloud-based enterprise application integration service, for example with apps that use artificial intelligence or rely on low-code.

Predefined mappings for standard tables reduce configuration effort and eliminate development efforts. Thanks to special BAPIs in their own namespace, additional data can be transferred outside the standard SAP data replication standard. Additional business processes can be easily created via the low-code solution to map even complex scenarios quickly and without development.

Intershop®

We're built to **boost your business.**