

Best-of-Breed B2B Commerce Solution

Looking for an end-to-end solution to master the evolving B2B commerce purchase cycle?

As premier providers, we've partnered to provide a strong solution trio, recognized by leading analysts, that empowers companies through Content (PIM), Commerce and Cloud Services.



Digitization and e-commerce have changed the way business gets done. As a result, business-to-business (B2B) companies of all sizes and verticals are embracing proven business-to-consumer (B2C) concepts and strategies in an effort to enhance the customer experience and fuel growth.

As digital and consumerization waves sweep across B2B, differentiated and high-quality content has taken on a role as significant as the products themselves. Content and structure, relevance and consistency, and presentation and persuasiveness all drive differentiation among competing "one click away" products.

In order to compete, B2B sellers must deliver "content in context" to reach sophisticated customers along the evolving B2B commerce purchase cycle. Content must be easy to find (with the right search terms and metadata) by your target audience, and once discovered, be easily consumable for the purchase intent of your prospects and returning customers.

A Solution for the New B2B Commerce Purchase Cycle

Addressing the content-driven buyer now and in the future requires expertise, organization, strategy, and technology solutions that are designed to win and operate your business seamlessly in a marketplace where content drives the customer experience.

EnterWorks, Intershop and Tenzing have partnered to respond to these challenges with a seamless platform of *Content, Commerce, and Cloud Services and Solutions*.

Single View of Product Information

Product Information Management (PIM) to enable a single view of all product content, allowing teams to enrich descriptions and tune search attributes, along with creation and management of digital assets and associated tags and metadata.

Better Data for Insightful Decisions

Master Data Management (MDM) that delivers Content in Context by combining product, customer, supplier, location and asset data to enable customer aligned offers.

Unlimited Flexibility

Configurable commerce and content capabilities to enable the most complex and/or build-to-order products.

Extensive Industry Knowledge

Broad industry vertical experience and best practice models, with commerce and content support for industrial manufacturers to consumer brands, from B2B to B2C to collaborative business-to-business-to-consumer (B2B2C) industry networks.

Automated Content Distribution

Syndication tools that automate the distribution of consistent content across all go-to market channels.

Easy Information Management

Supplier portals that enable distributors to manage the onslaught of information on boarded from hundreds of suppliers and trading partners.

Speed and Security

Cloud based systems with sub-second response times and high security in order to deliver those experiences effectively.

Flexible Server Capacity

Scaling up and down your servers as needed to run ad-hoc promotions and flash sales.

On-Going Maintenance

PIM and MDM Managed Services to maintain your PIM/MDM solution and support peak periods of supplier catalog refreshes.



EnterWorks Enable™ PIM Offers:

- » On-premise and cloud (SaaS) options
- » Lowest total cost of ownership
- » Fastest go live times in the industry

Getting Started

Combined, our companies offer the most configurable, agile, and globally capable platform that serves today's digitally-enabled customer.

For more information about leveraging our best-of-breed B2B Commerce Solution, contact info@enterworks.com.

Intershop® **About Intershop**

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 intershop.com.



About Tenzing

Tenzing is a managed services provider that helps clients use their time improving sales and customer experience, instead of managing servers, networks, databases and storage. Working closely with ISVs and SIs, they design, deploy, optimize and manage environments for Enterworks, Intershop and other leading Commerce, MDM and PIM platforms. Tenzing guarantees ultimate online performance at peak times, so organizations can focus on their core business. For more information, visit tenzing.com.

EnterWorks® **About EnterWorks**

EnterWorks® Master Data Management (MDM) and Product Information Management (PIM) solution enables companies to acquire, manage and transform product information into persuasive content that drives higher sales and new competitive strengths. By leveraging a company's products, associated images and videos, brands and other marketing assets, EnterWorks Enable™ platform delivers powerful content through e-commerce Web, mobile, print and various electronic channels. EnterWorks is highly ranked by Gartner®, Forrester® and Ventana Research. For more information, visit enterworks.com.

EnterWorks®

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