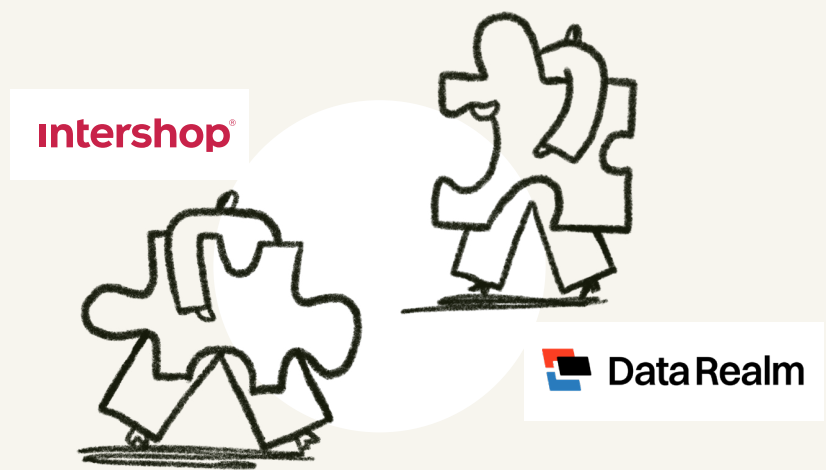


# Driving B2B e-commerce excellence



B2B organizations face growing pressure to modernize digital commerce experiences and meet customer expectations. Intershop provides the enterprise-grade foundation, while Data Realm brings the expertise to transform complex environments into scalable, high-performing commerce ecosystems.

Together, Intershop and Data Realm empower brands to elevate their digital commerce, drive revenue growth, and build future-ready platforms. Together, we help:

- B2B manufacturers, distributors, and wholesalers with complex workflows and large catalogs
- Organizations facing low conversion, operational inefficiencies, or platform limitations
- Brands looking to expand into new channels and develop new revenue streams

## Key Business Benefits:

INTERSHOP B2B PLATFORM DELIVERS:	HOW BRANDS BENEFIT:
Comprehensive B2B e-commerce capabilities.	Unifies all essential e-commerce functions - PIM, OMS, CMS, search, personalization - into a single, cohesive platform for consistent multi-touchpoint experiences.
Future-proof, cloud-native architecture.	Flexible API-first, robust architecture delivers scalability, rapid feature deployment, and seamless integration across complex IT environments.
Integrated AI capabilities.	Built-in AI enhances product discovery, personalization, and automated sales workflows with copilots and agents to increase conversion and reduce manual effort.
Purpose-built for complex B2B enterprise needs.	Supports account-based purchasing, multi-storefront deployments, multi-tier pricing, and complex catalog structures for global growth.

## Why brands choose Data Realm for Intershop:

DATA REALM ASSURANCE	DATA REALM VALUE TO BRANDS
Certified Intershop Partner	Certified expertise ensures accurate implementation, adherence to best practices, and reliable delivery from day one.
Senior Java & ISP expertise	Over 100 years of combined experience on modular, Java-based platforms eliminates learning-curve delays and ensures predictable outcomes.
Reduced risk and predictable delivery	Deep familiarity with Intershop's architecture means fewer surprises, faster execution, and consistent project timelines.
Seamless collaboration	An onshore team strengthens collaboration, eliminates time-zone barriers, and enables seamless project execution.

Businesses trust Data Realm to deliver friction-free Intershop deployments that solve immediate challenges while preparing their e-commerce foundation for the future. Leading companies count on Data Realm to deliver business outcomes that:

- Increase e-commerce conversion and revenue
- Reduce operational overhead and manual processing
- Ensure faster launch cycles and improved agility
- Lower total cost of ownership and reduce long-term risk
- Provide a scalable foundation prepared for future innovation

**Intershop and Data Realm are trusted partners for leading B2B companies looking to modernize their digital commerce.**

**intershop**<sup>®</sup>

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