



## SCOOBX® 2.0 FOR INTERSHOP ENFINITY SUITE 6

With SCOOBX® (short for: Social Commerce Out Of The Box), dotSource GmbH offers the perfect solution for Intershop Enfinity Suite 6 that allows you to efficiently utilise selected social commerce functions for online shops.

### YOUR INITIAL SITUATION

As an online vendor, mail order vendor, or brand manufacturer, you already use the standard version of Intershop Enfinity Suite, version 6.2. You are looking for additional shop modules which consistently motivate useful dialogue with your customers and your website's users.

### YOUR GOALS

You wish to:

- > receive direct feedback about your services
- > better get to know your target group
- > direct your corporate strategy more appropriately to fulfil customer requirements
- > improve customer retention
- > raise customer traffic on your iweb pages

### OUR SOLUTION

SCOOBX® 2.0 provides the ability for registered shop customers and users of the Facebook and Twitter social networks to interact.

Shop visitors and others interested in shopping can exchange views on products, topics, and trends; and begin a dialogue with the company.

Shop operators see an overview of this communication at all times. All SCOOBX® 2.0 functions can be comfortably controlled via the Intershop Enfinity Suite 6 back office.

### THE COMPONENTS OF THE SCOOBX® 2.0 SOFTWARE MODULE

#### BASIC FUNCTIONS

##### -> CAPTCHAS

With the integrated image captcha function, SCOOBX® 2.0 automatically provides an effective defence option against automated spam bots.

##### -> BLACKLIST

Blacklists are generated, processed, and imported by the administrator. They search and filter user-generated contents for previously determined, undesired terms.

##### -> ACCESS RIGHTS SYSTEM

In the back office, the administrator can determine who may administer and edit the individual shop elements such as blogs or visual shopping. An access rights hierarchy can be established for certain functions.

##### -> E-MAIL CONFIGURATOR

The address of each e-mail leaving the system (password allocation, order confirmation, etc.) can be individually customised. A different dispatch address can be specified for each message.

#### COMMUNITY FUNCTIONS

##### -> EXTENDED USER PROFILE FOR REGISTERED END CUSTOMERS

The consumer channel administrator determines input fields for the user profile. The user can enter his personal data such as contact information and hobbies, upload and change his picture. The user personally selects the desired degree of privacy for the visibility of his profile and edits data security settings himself.

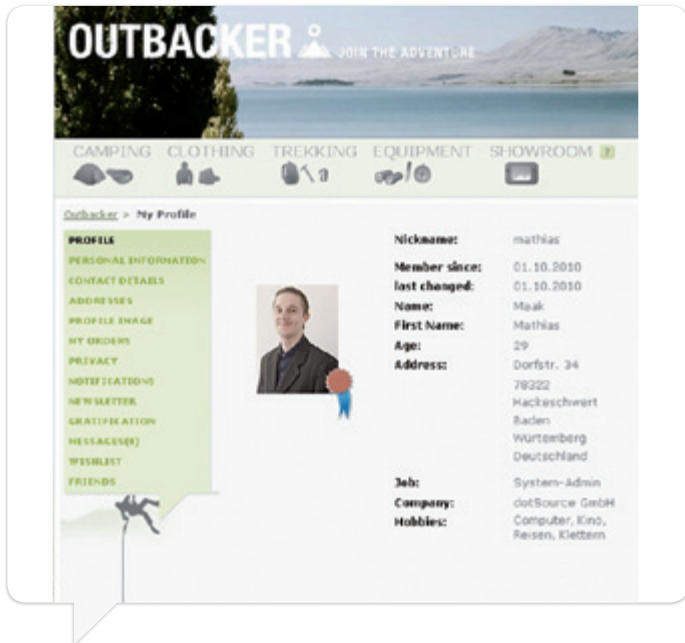


Illustration 01 - User profile

-> FRIENDS SYSTEM

It is possible to invite friends within the SCOOBOX® 2.0 community – either directly via the internal messaging function or alternatively by e-mail. A user search simplifies finding other registered friends.

A list of friends in the registered user's user profile enables them to visit friends, to write them messages or, if required, to terminate a friendship. When a recipient of a new message is input, friends are suggested in real time.



Illustration 02 - Friends system

-> MESSAGING SYSTEM

Registered end customers can send, receive and forward messages using the integrated messaging system, after signing in.

-> MEMBER REWARDS SYSTEM

Member rewards supplement the bonus points system from Intershop Enfinity Suite 6.2. Registered end customers collect bonus points when publishing contributions and product recommendations. Higher numbers of points

provide a higher status within the community. In the back office, the administrator configures the allocation of reward points for certain user activities and the exchange of the points for goods or dispatch vouchers.

-> PRODUCT AND SHOP FUNCTIONS

The following functions are integrated with the member award system:

- > Comments function for products
- > Brief evaluation of products, comments and reviews
- > Product reviews on specific key words such as quality or price-performance ratio

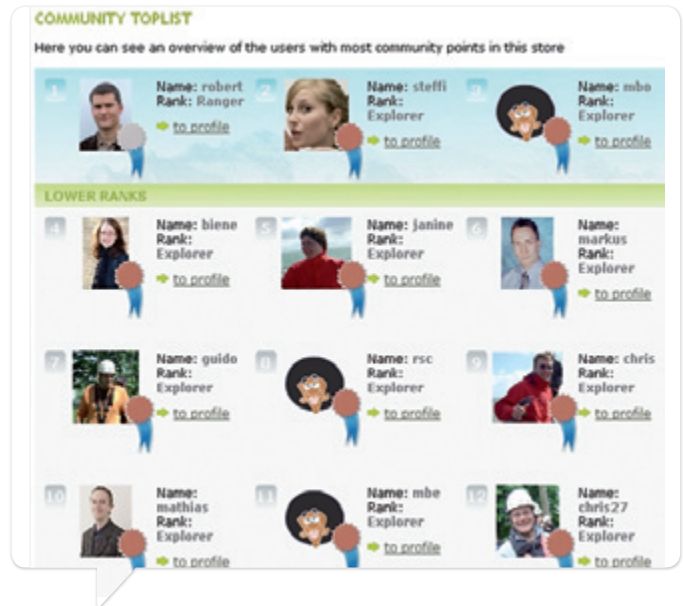


Illustration 03 - Community top list

-> TOP LISTS

Top lists can be output for:

- > the most active users (according to the number of their short evaluations, comments, reviews, forum entries, etc.)
- > Products (according to the number of short evaluations, comments, reviews, note lists, recommendations)
- > Reviews (with regard to short evaluations)

-> IGNORE USERS

Users have the option to <ignore> selected other community members. They then no longer receive any messages from these members.

-> APPROVAL FUNCTION

Problematic user contributions can be avoided with the help of a fine-tunable approval system.

-> CUSTOMER ADMINISTRATION IN THE BACK OFFICE

The consumer channels administrator determines user rights and names forum moderators.

-> NOTIFY CONTENTS

Legally dubious, insulting, or offensive contributions can be reported by all users via the <Notify> link. The administrator checks the respective entry and edits, comments, or deletes it.

FACEBOOK AND TWITTER FUNCTIONS

-> FACEBOOK GRAPH API

Relevant Facebook functions such as a fan box can be integrated into the shop using Graph API, which was implemented in SCOOBOX® 2.0. The user can sign in via single sign-on to Facebook and the shop whilst maintaining his data security.

Using Facebook buttons, he can publish products from the product detail overview, the shopping cart, or his orders in his Facebook timeline. Moreover, the option to display the wishlist from the shop in the Facebook profile as a tab is also provided.

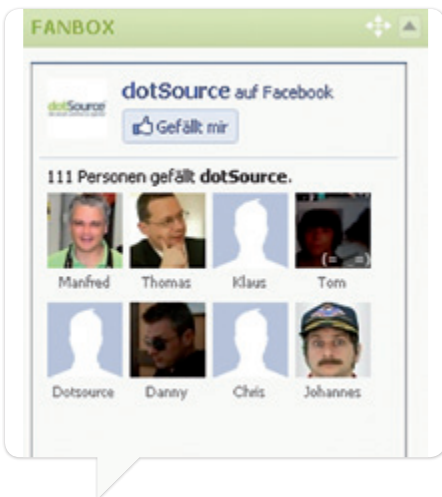


Illustration 04 - Facebook fan box

FACEBOOK SHOP

The SCOOBOX® 2.0 application integrates the entire shop into the social network with. From product search to the complete checkout, users can do their shopping via Facebook and publish their favourite products on their wall. The shop integration retails all the common features and social commerce functions of an online shop. The shop's products are comfortably administered via the Infinity Suite back office.

A demo shop is available on the dotSource Facebook fan page: www.facebook.dotsource.de, which provides an overview of this application.

-> TWITTER API

The link to Twitter enables the addition of a timeline within the shop storefront. All current tweets from one or more profiles entered by the shop operator are displayed directly in the shop. The function can also

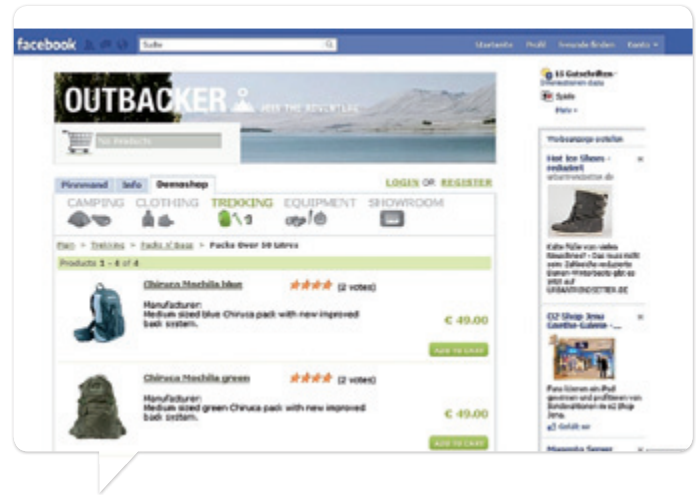


Illustration 05 - Facebook shop

be configured on Twitter according to specific terms or different user profiles. Similar to the Facebook interface, you can also twitter or recommend products via a button here. The links to the products are automatically abbreviated by the URL shortener bit.ly.

ADDITIONAL FUNCTIONS

-> CONFIGURABLE USER INTERFACE

The user can display various SCOOBOX® 2.0 functions according to his personal taste and save them in his user profile.



Illustration 06 - Twitter timeline integrated in the shop

-> VISUAL SHOPPING

This function extends the products list view from Intershop Infinity Suite 6.2. The administrator presents a selection of several connected products in a customised view for the customer as <Visual Shopping>. To do this, the administrator uses an Ajax-based graphical interface to link designed pages and products in the back office.



Illustration 07 – Visual Shopping

-> DRAG&DROP SHOPPING CART

The standard shopping cart functionality from Enfinity Suite is supplemented by a drag&drop shopping cart: simply click on a product and drag it to the shopping cart symbol — it is then added to the current order list.

-> BLOG

The unique thing about the implementation of a SCOOBOX® 2.0 blog is that the shop functions and editorial content are directly linked.

In addition to the integration of the shopping cart, the administrator has the opportunity to connect products within the blog post to the checkout process. Thus, individual products can also be purchased via the blog. The connection to Twitter and Facebook has also been implemented. Moreover, all standard blog functions are also available.



Illustration 08 - SCOOBOX® blog

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ABOUT DOTSOURCE

dotSource GmbH is an owner-managed social commerce agency which helps nationally and internationally-orientated e-commerce projects succeed with social shopping solutions. As an official Intershop Enfinity and Magento partner, we provide wide-ranging consultancy and development services. dotSource actively sculpts the development of social commerce in Germany with its live shopping portal Preisbock.de and the industry web logs socialcommerce.de and Handelskraft.de.