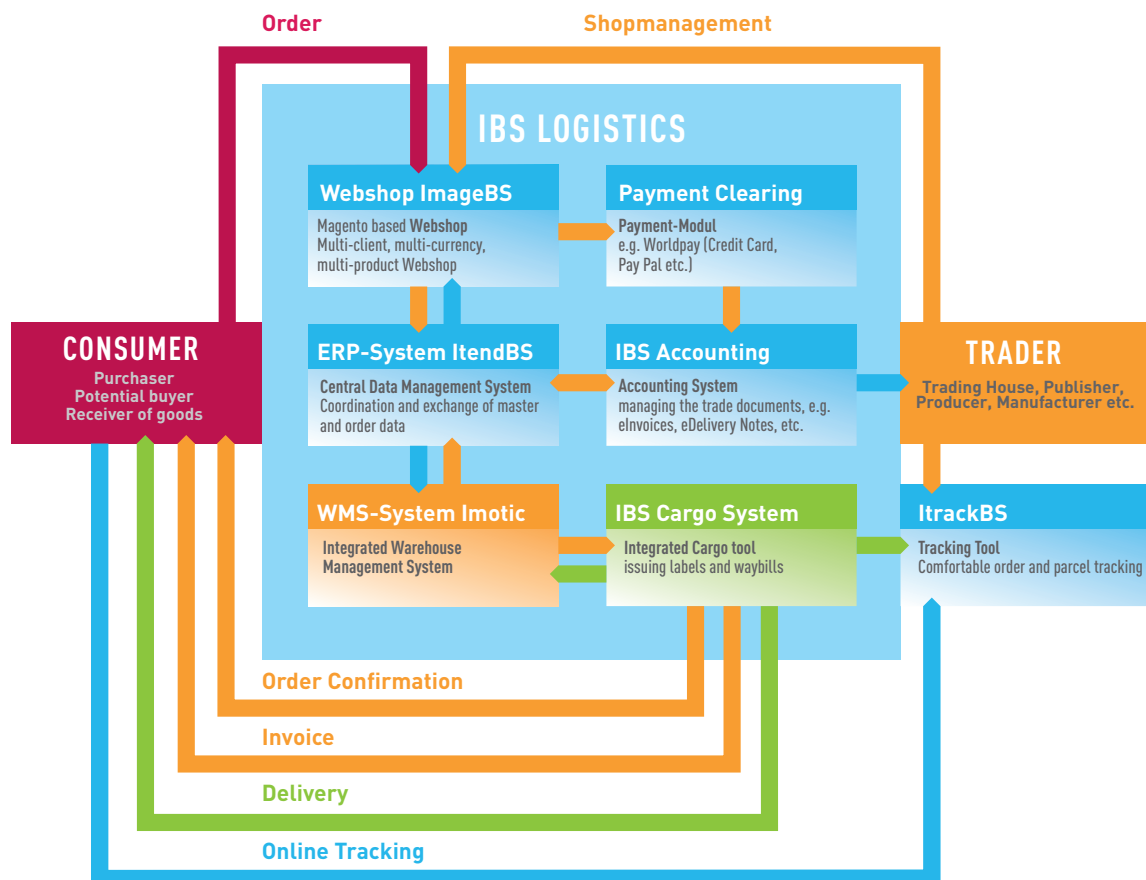# The ImageBS Principle

E-commerce is ever-growing with no end in sight. Last year, goods for a total of EUR 43 billion were sold online and the online portion of retail sales grew to 9.4%. The increasing number of vendors as well as the high level of transparency of the market thanks to comparison portals and price search engines however also result in the fact that online competition is getting tougher by the minute. Profits can't keep up with the growing sales numbers in the sector, which leads to new distribution strategies and the necessity for organizational streamlining: The vendor takes care of purchasing and marketing but outsources all sales-related processing to competent fulfillment service providers such as IBS Logistics. This way,

the vendor does not have to invest into the internal infrastructure and can use employee potential to strengthen core competencies.

We developed **ImageBS** as an answer to these new challenges - the one-shop stop when it comes to distribution solutions for (not only) online commerce. With **ImageBS**, IBS Logistics provides its customers with a scalable web shop solution on the highest technical level. Multifunctional interfaces enable a direct connection of proprietary software to the IBS enterprise resource planning system. You create the web shop using your own Internet address while using and taking into account your branding, the products are managed on the IBS platform and listed from there.

i*mage*BS® The solution for your eCommerce business

Order   **Shopmanagement**

IBS LOGISTICS

Webshop ImageBS
Magento based **Webshop**
Multi-client, multi-currency,
multi-product Webshop

Payment Clearing
Payment-Modul
e.g. Worldpay (Credit Card,
Pay Pal etc.)

CONSUMER
Purchaser
Potential buyer
Receiver of goods

ERP-System ItendBS
Central Data Management System
Coordination and exchange of master
and order data

IBS Accounting
Accounting System
managing the trade documents, e.g.
eInvoices, eDelivery Notes, etc.

TRADER
Trading House, Publisher,
Producer, Manufacturer etc.

WMS-System Imotic
Integrated Warehouse
Management System

IBS Cargo System
Integrated Cargo tool
issuing labels and waybills

ItrackBS
Tracking Tool
Comfortable order and parcel tracking

Order Confirmation

Invoice

Delivery

Online Tracking

Via our central ERP system **I*tend*BS** you have access at all times to your master data and order data, content, prices and General Terms and Conditions. Our powerful tracking tool **I*track*BS** will support you and let you know where your goods are at any time.

If desired, IBS will process payments as an agent on your behalf and will also carry out returns management if necessary.

I*mage*BS at a glance:
- → State-of-the-art web shop technology (Magento)
- → Unlimited product quantities
- → Can handle multiple currencies and customers
- → Payment clearing via payment modules such as Worldpay
- → No individual interface maintenance required

- → Direct connection to the enterprise resource planning system (ItendBS), the online tracking tool (ItrackBS) and the accounts receivable accounting system
- → No additional license fees for SSL
- → No calculation risk thanks to cost transparency

We help you to
- → to save costs thanks to standardized solutions
- → generate growth even in the short term thanks to smoothly growing capacities