E-Commerce from the first idea.
dotSource GmbH thinks up, designs and implements innovative e-commerce concepts and multinational, high-performance e-commerce solutions.

Thanks to dotSource’s advanced project approach covering all project stages from e-commerce strategy to the go-live of a shop, the company develops projects in time, budget and scope.

dotSource supports merchants, manufacturers and publishers in the development of their e-commerce strategy and the digital presentation of their brands.

dotSource is experienced with almost all e-commerce business models and tests trends and ideas in practice before they become mainstream. The company networks industry know-how through the Handelskraft.de and socialcommerce.de blogs and is always a beat ahead of the pulse of the times.

Numerous national and international corporations maintain confidence in dotSource’s products and services. Among them are Swarovski, OTTO, Cornelsen, Plus, Vispronet, Golfino or Baur.

This special combination of enthusiasm for e-commerce, entrepreneurial experience, creativity, technology and knowledge makes dotSource one of the most innovative e-commerce agencies in Germany.

dotSource is among the Top 20 leading e-commerce agencies in Germany.
We advise, support and develop – holistically.

**DIGITAL COMMERCE STRATEGY CONSULTING**
- Development of an individual e-commerce strategy for »newcomers«
- Spotting potential for improvement in existing e-commerce strategies
- Analysis of project objectives and corporate guidelines (CI, CD etc.)
- Mobile strategy
- B2C & B2B
- Multichannel commerce

**CONCEPT AND PROCESS CONSULTING**
- Development of the basic concept
- Requirements workshop and analysis of requirements
- Definition and development of e-commerce processes
- Preparation of the functional specification document
- Technical detailed specification

**USER INTERFACE & DESIGN**
- Creation
- Wireframing
- Prototyping
- Screen design
- Style guide
- Navigation and SEO concepts
- Click dummies
- Template design
- Usability reviews and tests, web tracking analysis

**IMPLEMENTATION**
- hybris, Intershop, Demandware and Magento e-commerce projects
- Design, integration, development (Java EE, PHP Zend, Facebook, Ajax)
- Mobile projects (web apps, hybrid apps for Android und iOS)
- Shop and data migration
- Connection to merchandise management systems
- Interface development, e.g. for logistic, payment and ERP
- Search engine optimization
- Master data management, PIM
»We enable merchants, manufacturers and publishers to achieve sustainable success in digital commerce«

Christian Otto Grötsch, Managing Director

DIGITAL BRAND MANAGEMENT

› Online and mobile marketing conception, implementation and controlling
› SEA, SEM, SMM and affiliate marketing
› Community and social media management

SOCIAL COMMERCE

› Standard product SCOBOOX (social commerce out of the box) including forum, blog and co-shopping
› Product designer & configurator
› Mobile solution
› Social local mobile (solomo) software
› Facebook apps

SERVICES

› Technology consulting, user and customization support
› Technology hosting and operation

WORKSHOPS & TRAININGS

› E-commerce strategy workshop
› Social commerce workshop
› Usability workshop
› Technology user and developer trainings
Successful e-commerce strategies for demanding clients.

**SWAROVSKI CRYSTAL ONLINE AG**
Technical relaunch of the corporate website swarovski.com
- Implementation of an innovative online shop
- Improved usability
- Check-out optimization
- Interface to integrate the payment provider Global Collect

**PLUS ONLINE GMBH**
First online shop of a German grocery discounter
- Showcase of products through a shop-in-shop principle
- Significant support to the new online strategy of Plus Online GmbH after it had given up its chain stores
- Frontend and feature development
- Multi-client platform

**SACHSEN FAHNEN GMBH & CO. KG**
Leading European manufacturer in large format communication
- Corporate design and screen design
- Implementation of the online shop vispronet.de
- Integration of a tool helping customers to create products entirely according to their own ideas
- Implementation of a product price and shipping cost calculator

**FRANZ CORNELSEN BILDUNGSGRUPPE**
Verlags- und Handelsges. mbH & Co. OG
Largest Austrian schoolbook publisher
- Modular and technically expandable e-commerce platform on the basis of Magento Enterprise
- Implementation of extensive registration facilities for the most varied customer groups
- Incorporation of existing online portals, learning platforms and business models, SAP integration
Without a doubt, Jena is best known for its e-commerce solutions – no one can buy or sell their products online without them. Twenty years ago, the first-ever e-commerce software as it is understood today was created in Jena. Ever since, the industry continues to grow.

Entrepreneurial spirit and innovation are a tradition in Jena: companies such as Zeiss and Schott base their success on the synergy of entrepreneurial thinking and exploration. At dotSource this networking manifests itself in the cooperation with the educational institutions of the region. The attachment to the characteristic of Jena’s enterprising spirit lives in dotSource’s newly renovated loft office. In the former Zeiss workshop dotSource established a think tank, a concept forge and a creative workshop in one. Now the loft is a source of inspiration for the future growth of the agency.

Welcome to the capital of e-commerce.

Start your career with dotSource.

Have you got brains, visionary ideas and the spirit to break new ground? We look forward to receiving your application in one of these fields:
› E-Commerce professionals
› User experience & design
› Project management

› PHP or Java development
› Quality management

We offer topics to supervise as diploma or master thesis in collaboration with your university/university of applied science. Students have the opportunity to publish their working results on our research platform www.dotSource.de/labs.

Go to www.dotSource.de/jobs and find out about all job and training programs currently on offer.

dotSource GmbH
Goethestraße 1
07743 Jena/Germany

Fon: +49 3641 797 9000
Fax: +49 3641 797 9099
Mail: info@dotSource.de

www.dotSource.com
www.socialcommerce.de
www.handelskraft.de