



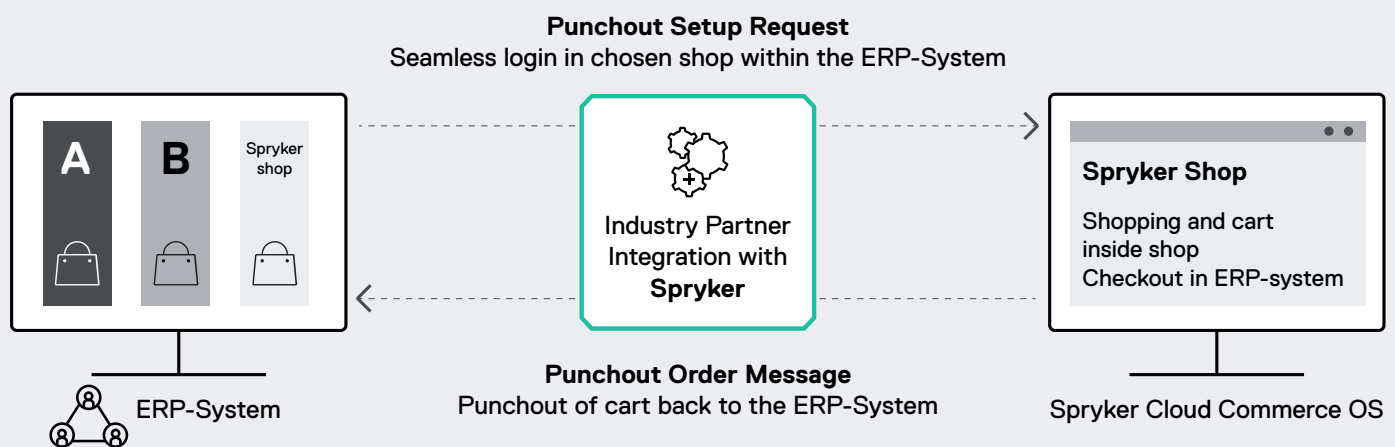
# Punchout

## One Ecosystem – Maximum Convenience

**Customer is King** - and suppliers have come to realize they must provide the technology for an easy and comfortable way of doing e-procurement. The Punchout feature caters to customers who want the ability to complete purchases while staying in their ERP-ecosystem and follow their own processes.

### What is Punchout?

PunchOut describes a process by which the B2B buyer can select a shop within their own procurement-system and visit the supplier website via a **Punchout Setup Request**. The buyer can seamlessly log in to the chosen web shop within their browser, select items and return the shopping cart to the procurement-system by checking out through a **Punchout Order Message**. The final order will be placed within the ERP-system and can follow individually established workflows like a specific approval process.



Spryker Punchout is an additional service which offers the e-commerce infrastructure for the third-party integration 'PunchOut Catalogs'. In order to process the **Punchout Setup Request** and the **Punchout Order Message** it uses the established Punchout protocols **OCI** and **cXML**.

### Stay relevant in the competitive B2B landscape

- Big companies consolidate their purchasing efforts in procurement-systems and insist on a Punchout solution from their suppliers. Improve customer loyalty by taking advantage of the locked vendor status in the procurement-system.
- Convince customers to use you as their supplier with a convenient purchasing experience by offering customized prices and product ranges as well as letting them use established workflows.



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