



# Expand your Business with our Multi-Store Capability

The Multi-Store Capability in the Spryker Cloud Commerce OS gives you the flexibility to create multiple stores for different scenarios - giving you the ability to easily reach your customers everywhere.

You can freely choose whether you want to create a single store with a single product database that serves multiple regions and languages, or if you want to set up separate stores for each region, selling localized products. The stores, whether separate or centralized, can be customized to your needs. For example, you can set up different products, discounts, navigations, store logics, and much more.

## Scenario 1 - The Standard Model:

A business sells products or services through one online shop, and is managed from a single database in the Spryker Cloud Commerce OS.



STORE 1.1 



STORE 1.1 



STORE 1.2 



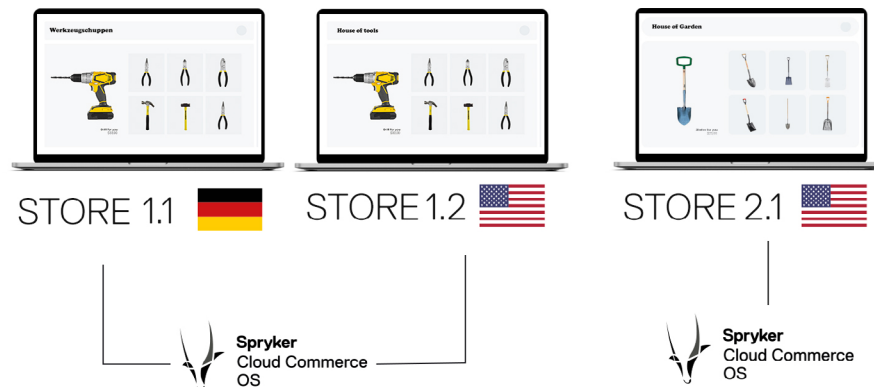
## Scenario 2 - Multiple Local Shops:

You are operating multiple local/international shops, i.e. one German, one UK, that all are pulling product information from the same database. Of course, these shops can still be customized to local needs, like language, navigation, SEO, Prices, product availability, etc.

## Scenario 3 - Multi-brand Shop Scenario:

In cases where you own and sell for example different brands, completely different shops are required. You are able to duplicate or create a new Spryker Cloud Commerce OS through a separate install of your original shop system and set-up different systems, data, teams, etc.

The benefit being you can still use the same functionality as in your first two shops, but cater to different audiences.



## Decision Table

Our decision table shows you a breakdown of everything you need to keep in mind when deciding on the number of instances of Spryker Cloud Commerce OS.

Considerations	Single Spryker Cloud Commerce OS	Multiple Spryker Cloud Commerce OS
In-House Operation	Shops are being centrally managed	Shops are being managed separately based on number of instances
Infrastructure	Legal and scalability requirements can be satisfied with the single instance	Legal requirements or corporate decision require hosting in separate regions. Required scalability can be achieved on a single instance
Differences in Business Logic	There are only small changes in business logic code between stores	There are significant differences in business logic code between stores

# What can be Configured per Store

- Discounts
- Products Abstracts
- CMS Blocks
- CMS Pages
- Product Price
- Product Search
- Product Options Price
- Shipment Method Price
- Cart
- Product Measurement Sales Unit (B2B only)
- Shipment
- Business Logic
- Payment Method
- Warehouse
- Product Relations
- Product Labels
- Navigation per store via Content Item

