



# Spryker B2B Suite

## B2B expectations



Data & System Security



ERP, CRM, PIM Integration



Large amount of Data



Gartner & Forrester

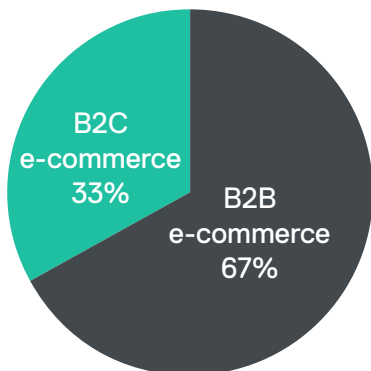


Complex Business processes



ROI & TCO optimization

## B2B Market Trends



Market volume in Bln. \$ in 2020

**90%** of all B2B buyers want a B2C-like shopping experience

**70%** of B2B buyers use digital channels

**80%** want digital self-service tools

Customers are more likely to look for new retailers if they find the purchasing process more convenient.

### Customer Convenience is Key

- Retailers should focus on how, when and where their customers are purchasing and optimize for convenience.
- A rich and complete product catalog, easy accessibility and content heavy webshop are a must-have.

### Simplified Ordering Processes

- Create clean, customizable and easy-to-access product pages using B2C-like navigation as they are easily recognizable from other shopping experiences.
- Intuitive cart, shopping list and quick-order functionalities create a more seamless ordering process, which results in higher customer satisfaction, loyalty and ordering values.

### Digitalize the Sales Organization

- Individual prices and product restrictions can easily be represented in a webshop to reflect customized price negotiations with different customers.
- Complex product and price information are available in one click for customers and sales representatives.
- Easy integrations of 3rd party software, like ERP, PIM, and CRM, are available to collect all relevant information in one spot.

# B2B Suite



## Product Management

**Features:** Product Attributes, Product Abstraction, Super Attributes, Product Groups, Product Bundles, Product Sets, Product Relations, Product Options, Dynamic Product Labels, Timed Product Availability, Product Detail Page, Product Labels, Alternative Products, Discontinued Products

**B2B specific features:** Configurable Bundles, Barcode Generator, Product Restrictions for B2B Customers



## Packaging & Measurement Units

**Features:** Packaging Units, Measurement Units



## Cross-sell & Upsell

**Features:** Product Relations, Upsell, Cross-selling



## Catalog Management

**Features:** Category Management, Product to Category Association, Define Category Hierarchy, Product Catalog Management, Category Pages, Quick Add to Cart



## Navigation

**Features:** Hierarchical Navigation, Product Based Shop Navigation, Content Based Shop Navigation



## Search & Filter

**Features:** Filters & Search by Category, Full-Site Search, Multi-Language Search, Textual Search, Standard Filters, Dynamic Filters & Facets



## SEO

**Features:** Meta Tags, Landing Pages, URL Redirects



## CMS (Content Management System)

**Features:** CMS Templates & Slots, CMS Blocks, CMS Pages, Content Item, Customizable CMS Templates, CMS Default Functionalities



## Media Management

**Features:** Product Image Management, Image Hosting, Asset Management, Video Embedding



## Internationalization

**Features:** Multiple Store Setup, Multiple Currencies per Store, International Tax Rates & Sets, Glossary Creation



## Price

**Features:** Autodetect of Currency, Volume Prices, Net & Gross Price Mode, Scheduled Prices

**B2B specific features:** Customer Specific Prices



## Tax

**Features:** Manage Tax Rates & Sets, International Tax Rates & Sets



## Promotions & Discounts

**Features:** Discount Engine, Vouchers, Product Promotions, New Product Indication, Time Limited Offers



## Shopping List

**B2B specific features:** Create Shopping Lists, Permission Management for Shopping Lists, Shared Shopping List, Multiple Shopping Lists, Printing Shopping Lists



## Wish List

**Features:** Multiple Wish Lists, Named Wish Lists, Convert Wish List to Cart



## Cart

**Features:** Cart Functionality & Calculations, Cart Rules & Discounts, Order Threshold, Split-Order Calculation

**B2B specific features:** B2B Cart Functionalities, Cart Roles & Permissions, Shared Cart, Multiple Carts Per User, Quick Order



### Shipment

**Features:** Shipment Carriers & Methods, Multiple Currencies for Shipments, Shipment Calculation Rules, Split Delivery



### Payment

**Features:** Payment Provider Integration, Multiple Payment Methods per Order, Refund Management



### Gift Cards

**Feature:** Gift Cards Purchase & Management



### Checkout

**Features:** Multi-Step Checkout, Define Payment & Shipment Methods



### Workflow & Process Management

**B2B specific features:** Approval Process, Quotation & Offer Management, Punchout, Session Management



### Ratings & Review

**Feature:** Ratings & Reviews



### Mailing & Communication

**Features:** Manage Transactional Emails, Newsletter Subscription, Availability Notification, Comment Widget



### CRM (Customer Relationship Management)

**Features:** Customer Accounts, Login & Registration Forms, Password Management, Customer Groups



### Company Account

**B2B specific features:** Company Account Overview, Business Units, Business on Behalf, Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company



### Order Management

**Features:** State Machine Modelling, Order Management System (OMS) Matrix, Reorder, Order Processing, Reclamations & Refunds, Return Management, Order Status, Order Cancellation, Invoice Generation

**B2B specific features:** Custom Order Reference



### Inventory Management

**Features:** Stock & Availability Management, Multiple Warehouse Stock Management



### Back Office

**Features:** Administration Interface Management, Data Protection, Permission & ACL Management, Manage Customer Accounts, Manage Company Accounts, Dashboard



### Multi-Channel

**Features:** Multiple Touchpoint Integrations, Responsive Design



### SDK

**Features:** Development Tools, Spryker Code Generator, Importer, Development Virtual Machine, Docker Containers & Console, CSS Class Customization, Cronjob Scheduling



### Technology Partner Integrations

**Features:** External Integrations



### Demo Shops

**Features:** B2B Demo Shop, B2C Demo Shop



### Middleware

