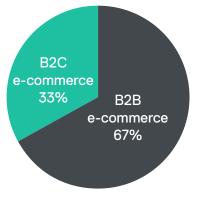


# Spryker B2B Suite

## **B2B** expectations



## **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, Discountinued 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 사 141 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         Shipment         Split Delivery         Payment         Features: Retures: Returnes: Reyment Provider Integration, Multiple Payment Methods per Order, Refund Management         Statures: Returnes: Reyment Provider Integration, Multiple Payment Methods per Order, Refund Management         Statures: Returnes: Multi-Step Checkout, Define Payment & Shipment Methods         Peature: Multi-Step Checkout, Define Payment & Shipment Methods         Workflow & Process Management         B2B specific features: Approval Process, Quotation & Offer Management, Punchout, Session Management         Mailing & Communication         Features: Catings & Reviews         Features: Customer Relationship Management)         Features: Customer Relationship Management)         Features: Customer Relationship Management)         Restures: Customer Relationship Management Overview, Business Units, Business on Behalf, Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company User Roles, Company User Roles, Company User Roles, Company Could Reference         Inventory Management         Features: Stack & Availability Management, Multiple Warehouse Stock Management, Management, Manage Company Accounts, Dashboard         Multi-Channel         Restures: Manage Company Accounts, Management, Order Cancellation, Invoice Generation         Back Office		Chinmant
Split Delivery         Payment         Features: Payment Provider Integration, Multiple Payment Methods per Order, Refund Management         Gift Cards         Features: Gift Cards Purchase & Management         Checkout         Features: Multi-Step Checkout, Define Payment & Shipment Methods         Image: Payment B2B specific features: Approval Process, Quotation & Offer Management, Punchout, Session Management         Image: Pattern Reference         Mailing & Communication         Features: Manage Transactional Emails, Newsletter Subscription, Availability Notification, Comment Widget         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 User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company User Roles, Reclamations & Refunds, Return Management, Order Status, Order Cancellation, Invoice Generation         B2B specific features: Custom Order Reference         Image: Image: Reclamations & Refunds, Return Management, Order Status, Order Cancellation, Invoice Generation         B2B specific features: Custom Order Reference         Image: Image: State Machini		
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Manage Customer Accounts, Manage Company Accounts, Dashboard         Multi-Channel         Features: Multiple Touchpoint Integrations, Responsive Design         SDK         Features: Development Tools, Spryk Code Generator, Importer, Development Virtual Machine, Docker Containers & Console, CSS Class Customization, Cronjob Scheduling         Features: External Integrations         Features: External Integrations         Features: B2B Demo Shop, B2C Demo Shop         Middleware	<u>I</u> <u></u>	
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