



B2C 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



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



Tax

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



Promotions & Discounts

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



Wish List

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



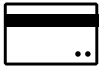
Cart

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



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



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



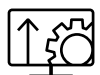
Order Management

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



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

