Packaged Business Capabilites - Why Spryker is PBC Native

## Monoliths or Microservices?

In today's business world, commerce applications are still very much split into two bigger sections: Microservices on one extreme, monoliths on the other.

Monolithic softwares are often:

– bulky, tightly integrated, and off-the-shelf applications and hard to customize

– unfit for fast development or testing of new opportunities

– time and cost-intensive, as changes affect the whole system

Microservices:

– use a modular approach

– are software applications with built-in smaller entities that can then be clustered and managed

– can also become quite unmanageable if their functional scope is too small, and thus, the system becomes too complex

Modularity

Microservices

Packaged Business Capability

Monolith

Distribution
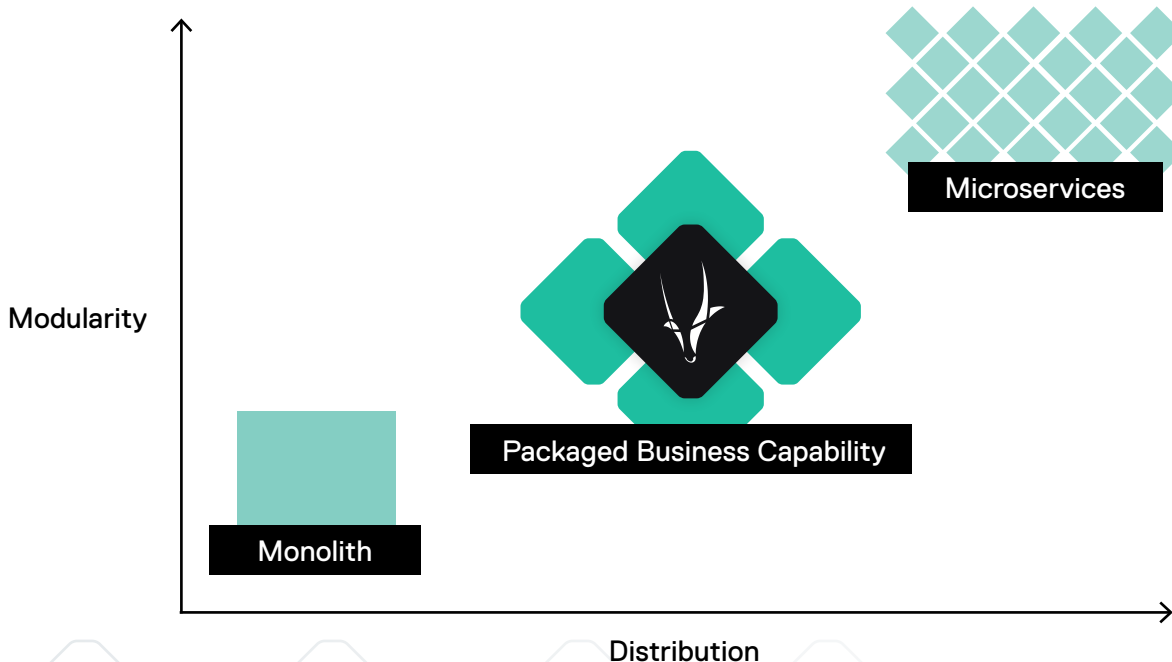
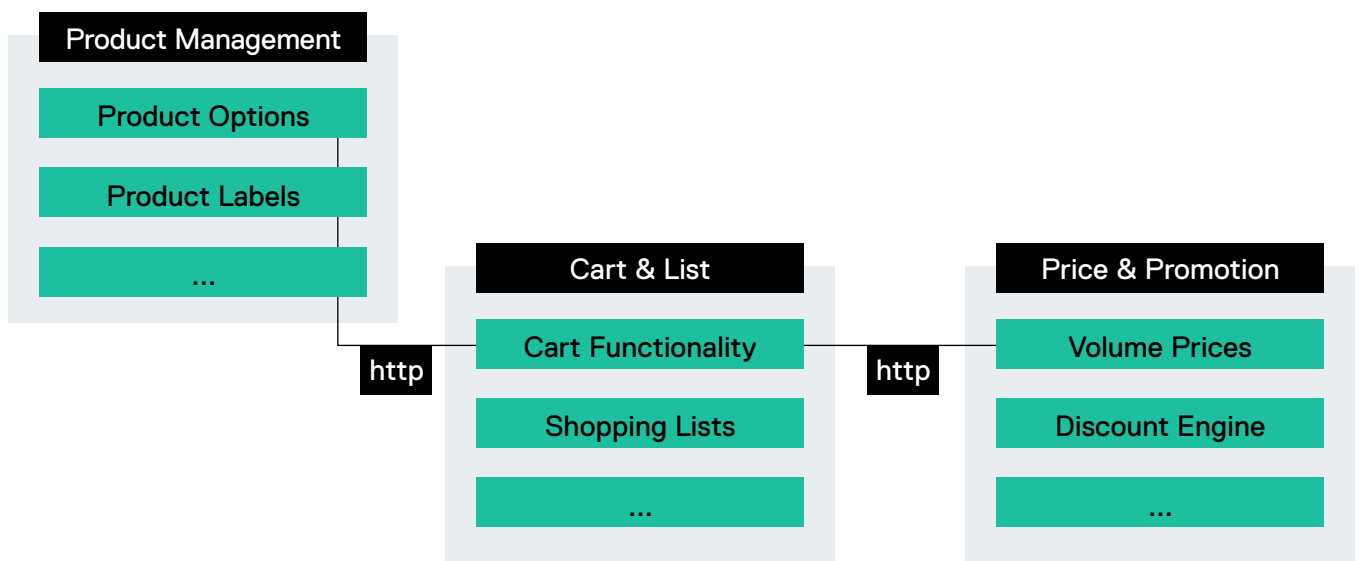# The Solution: Packaged Business Capabilities (PBCs)

A good in-between way for non-technical users to evaluate the benefits and usability of a software are **Packaged Business Capabilities** (PBCs).

Defined by Gartner, PBCs are an assembly of functionalities, or microservices, that are grouped into larger clusters.

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> *Technically, a PBC is a bounded collection of a data schema and a set of services, APIs and event channels."*
> *- "Innovation Insight for Packaged Business Capabilities and Their Role in the Future Composable Enterprise," Gartner, December 11th, 2019*

Product Management
Product Options
Product Labels
...

http

Cart & List
Cart Functionality
Shopping Lists
...

http

Price & Promotion
Volume Prices
Discount Engine
...

All functionalities should be encompassed with-in the PBC and no critical dependency to others should be given. Communication between the different PBCs and other systems should work based on an API infrastructure, to maximize speed and security.

Typically, a PBC consists of logical business enti-ties, such as Order Management, CRM, or Price &

Promotions, to fully make use of all features. Also, each PBC is adding actual business value into a system, with clear definitions of what and why it is necessary.

In order for stakeholders in a company, searching for a new commerce software, to better grasp the concept and impact on their business decisions, PBCs are a great way for evaluation.

Packaged Business Capabilities and Spryker

At Spryker, the principle of delivering business value in a condensed, easily manageable and flexible way has been ingrained in its development process from the very beginning. Even before it was identified and named by Gartner, Spryker saw the benefits of working with Capabilities that enclose a certain functionality with the system. We understood the importance of **Packaged Business Capabilities** at an early stage and are continuously shaping our business and products accordingly.

Utilizing the ideas of Packaged Business Capabilities, Spryker ensures that the added value of each capability is relevant to both business and IT entities, as decisions on new functionalities, products or services should be a joint effort.

PBCs offer the best of both worlds as they are just the right mix between unmanageable microservices and slow, bulky monolithic legacy systems, while ruling out the downsides, and encompass a value to the business. Also, they provide a good foundation for decision makers throughout multiple business entities and thus enable fast and future-proof growth.
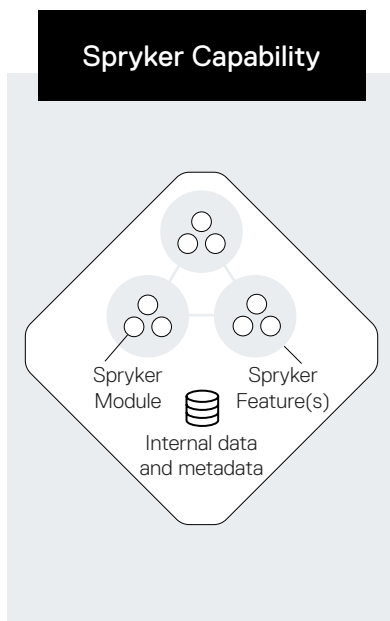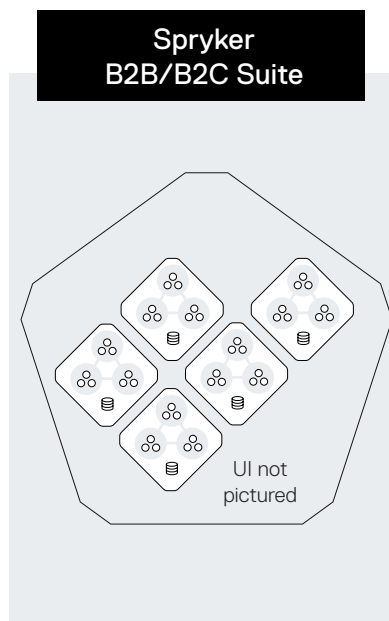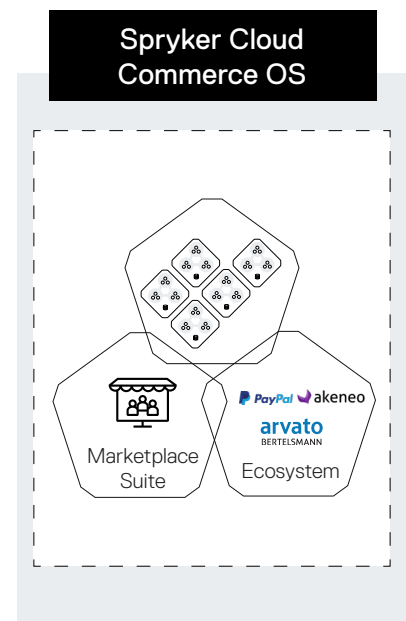

Image 1

Image 2

Image 3

Our **Packaged Business Capabilities** contain several Spryker Features, which in turn are all built with our numerous Modules. Each PBCs contains internal (meta-) data (Image 1) and acts autonomous to other PBCs within our **Spryker** **B2B/B2C Suite** (Image 2). Our PBCs together with product offerings like the Marketplace Suite and our Partner Ecosystem make up our **Spryker Cloud Commerce OS** (Image 3).

Our PBCs

Product Management:

The Spryker Product Management Business Capability encompasses all functionality that is needed to set-up your Product Catalog, like Product Management, Packaging & Measurement Units, Product Relations and Catalog Management.

A sophisticated Product Management Capability accelerates your business by organizing your product offerings in a fast and efficient way that fits your customer's demands. Ensure a smooth shopping journey with well-organized categories and create and extend your catalog to match your business needs.

Category Management:

The Business Capability Category Management lets you define individual Navigations, Search & Filter functions.

Optimized store Navigation and Filters can efficiently lower your bounce rate by properly guiding your customers through your portfolio. An easy to manage and extensive Search experience will increase conversion rates and customer satisfaction.

Page Set-Up:

With the Business Capability Page Set-Up you can easily make your page ready for launch and constant optimization with the help of SEO, Multi-Channel, Media Management, Ratings & Reviews as well Internationalization features.

Make your store ready and increase the visibility by making use of SEO tools and offer an exceptional brand experience with impactful visuals, banners and media assets throughout the site. Customer Satisfaction can be improved by offering multiple channels, i.e. desktop, mobile or voice, and meet your customer's demands fast and easy. Inspire trust among customers with ratings and reviews for your product portfolio. Increase your revenue by easily expanding globally and customizing each and every local store according to your and your customer's needs.

Content Management System (CMS):

Provide compelling content and stories where your customers need it. Extensive CMS features let you customize your store, enrich it with information, stories, and other content, and make it easily findable in search engines.

Price & Promotion:

Any details necessary to define Prices, Tax Rates and Promotions or Discounts will be available in the Business Capability Prices & Promotions.

Save time by implementing your global pricing strategy in one central place and adjust it to your business needs. Net and Gross Prices and different currencies can all be managed for the whole shop. You can easily run effective promotional campaigns, apply a great variety of Discounts or offer Vouchers, to boost conversion rates. Be sure to comply with fiscal regulations in any region your shop operates in and adjust taxes and tax sets accordingly.

Cart & List:

Make the end-customer's shopping experience as convenient as possible with the extensive Cart and List Business Capability.

Make the end-customer's shopping experience as convenient as possible with extensive Cart and List functionalities. A feature-rich shopping Cart, incl. additional B2B specific and permission-related functionalities, can increase conversion rates and customer satisfaction. Offer the Wish List function to reduce shopping Cart abandonment and increase customer loyalty. For B2B specific purposes the feature rich Shopping Lists are offered, incl. permissions, sharing or printing options and much more.

Checkout:

The Spryker Business Capability Checkout offers all functionalities necessary to set up Payment and the general Checkout process. To bring a great shopping experience to a successful end and reduce dropout rates, a smooth Checkout workflow is necessary. To ensure end-customers satisfaction, you should integrate popular, and (locally) most common payment methods. These can vary in different regions and can be adjusted accordingly. Also, with the option of selling Gift Cards, you can broaden your customer pool and open up a new revenue stream.

Customer Relationship Management (CRM):

Manage and keep in touch with all your customers, no matter if B2C, B2B, D2C or Marketplace. All end-customer relations can be handled centrally in Spryker. Enable your B2B customers to follow internal guidelines and compliances through an intricate Workflow and Process Management. Additionally ensure a secure and reliable Company Role and Business Unit Management specifically for your B2B customers. Increase conversion rates and customer satisfaction with a broad B2C focussed Customer Relationship Management tool.
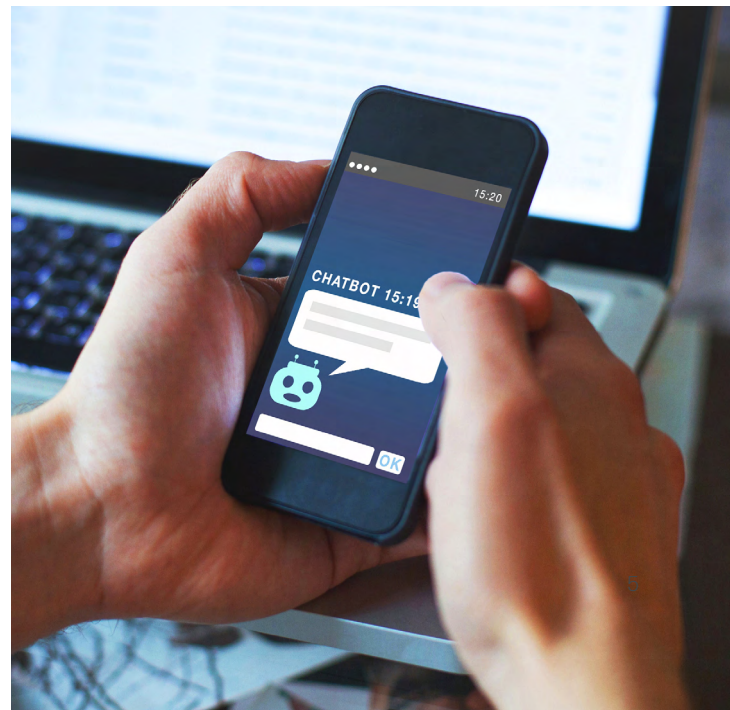
Order Management:

The powerful Order Management Business Capability gives you full control over fulfillment in your shop.

Take advantage of an effortless process to fulfill orders quickly and efficiently and increase your customer's and employee's satisfaction. All stock levels can be checked at a glance and help you save time and costs. A smooth integration of shipment providers ensures a quick and cost effective delivery.

Technology Set-Up:

In order to keep your Spryker Cloud Commerce OS running smoothly, we provide a variety of technical features. The Back Office is the go-to place to keep all processes running efficiently, manage products, customers and orders and much more. The Spryker Software Development Kit (SDK) provides many tools for your IT teams to leverage the Spryker Cloud Commerce OS in the most effective way and save you time and money. Simplify and accelerate your processes and integrations by making use of the multitude of partner solutions. Make use of Spryker's API first approach and expand your shop's most important processes across multiple touchpoints. With the help of the Middleware, you can easily connect and manage large legacy systems like CRM, PIM, and ERP. Get a glimpse of the Spryker Cloud Commerce OS functionalities and start with our Demo Shops and use it as a boilerplate to start your own shop.

Marketplace Merchant:

Expand your business, try new markets and products and save costs by allowing third party Merchants to create and manage their own offers within your Marketplace. Merchants can either sell their own, exclusive products or make price offers on existing products on the Marketplace.

Marketplace:

Increase customer satisfaction and brand loyalty by ensuring a smooth customer experience while interacting with your storefront.

About Spryker

Spryker enables companies to create winning commerce experiences in B2B, B2C, and marketplaces. It is the most modern platform-as-a-service solution with over 900 API-based modules, cloud-enabled, enterprise-ready, and loved by developers and business users worldwide. Extend sales reach and grow revenue with a system that allows you to increase your operational efficiency and lower your total cost of ownership. Expand to new markets and business models without technical limitations. Spryker solutions have empowered 150+ companies to manage transactions in over 200 countries worldwide and is trusted by brands such as Toyota, Hilti, Lekkerland, Hero, Rose Bikes, and Prym.

Do you want to learn more about e-commerce best practices and innovative digital solutions?

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