ALDI SÜD Feature Catalog

ALDI SÜD Specific Features

Introduction

Spryker Cloud Commerce OS has built numerous unique features for ALDI SÜD while delivering a mobile responsive online-shop and a mobile app that offers click & collect and delivery service to its customers in the German market. Plus, existing functionalities have been extended to fit required use cases. Our features are designed around the way ALDI SÜD operates in Germany with multiple regions and branches which can differ in product offerings. Spryker is dedicated to being a trusted partner in the digital journey of ALDI SÜD.
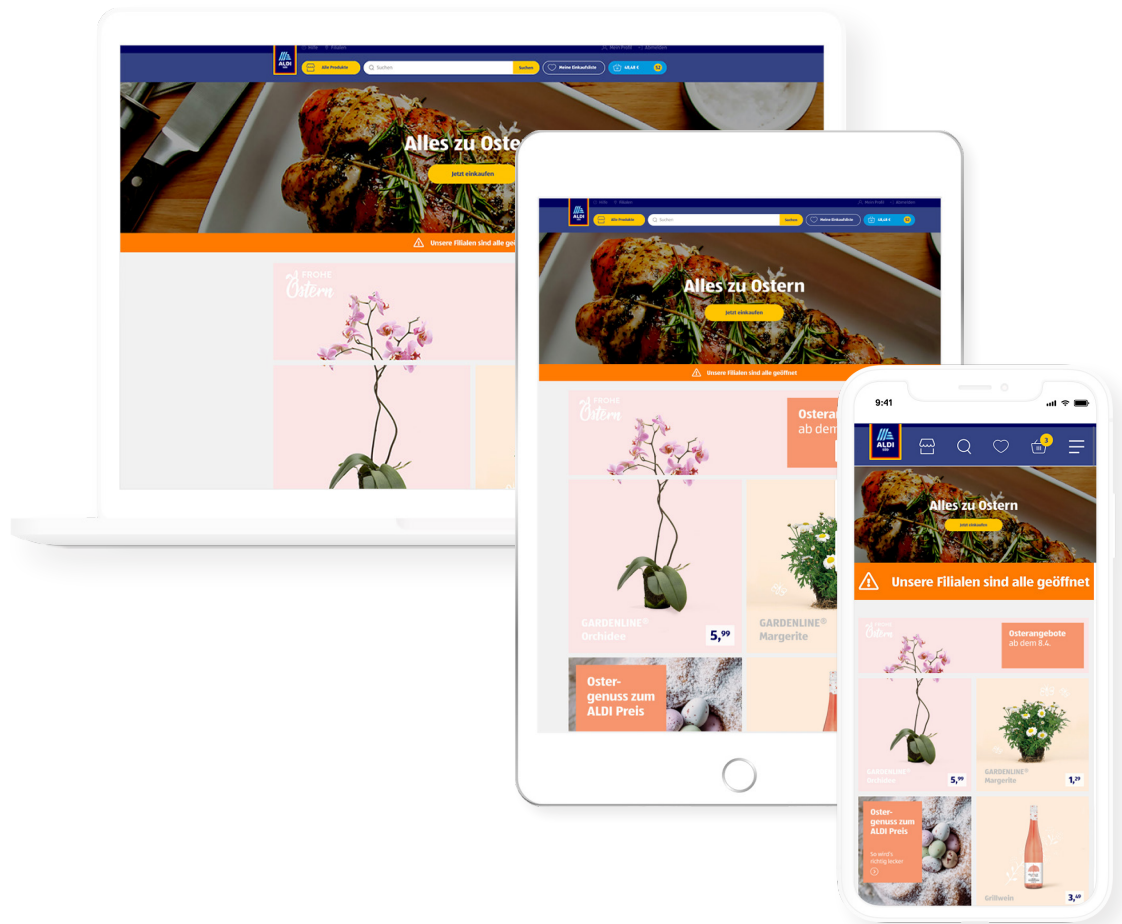
ALDI SÜD Features

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Multi-Store

In order to ensure the correct assortment of products and offers,, respectful of the different regions and supermarkets the customer is asked to type in the postal code in the beginning of the purchase. This customer will then be able to shop in the supermarkets that are able to service his/her area. It is thereby guaranteed that the customer is an ALDI Süd customer.
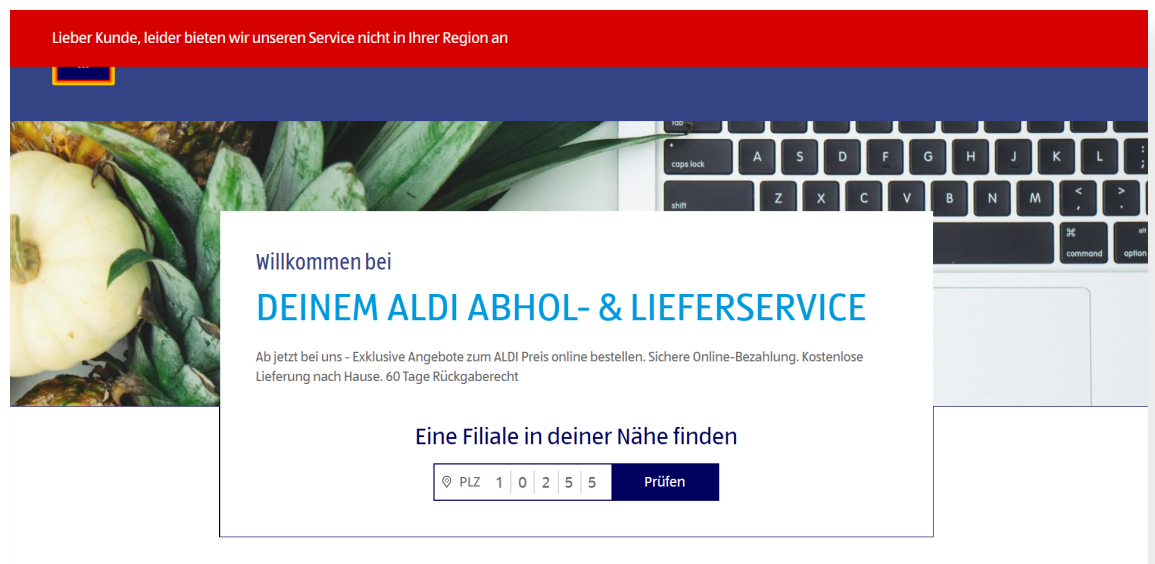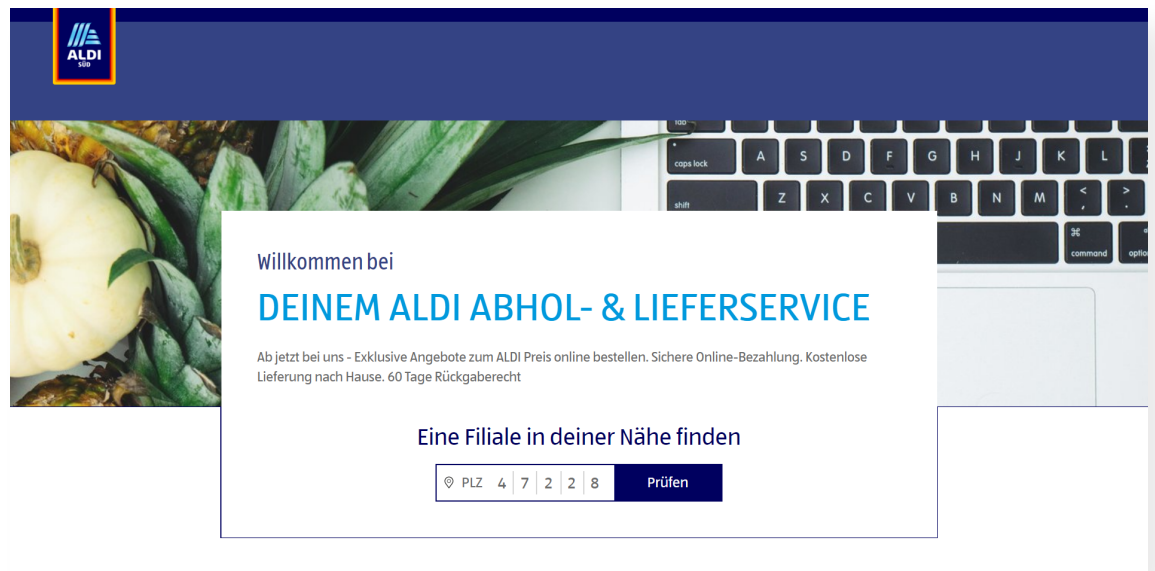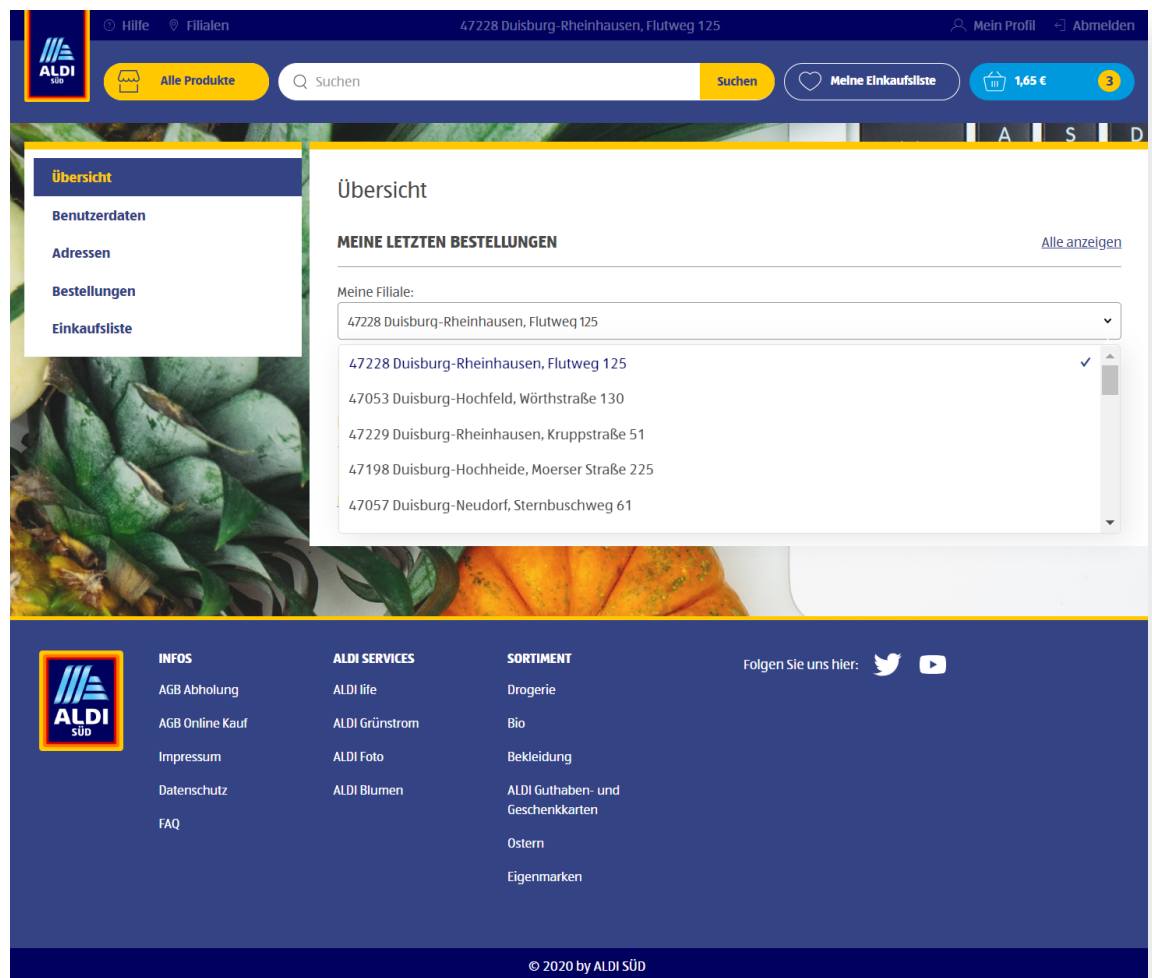
Mobile Responsive Online-Shop

Customers visiting your store from a mobile device will be able to smoothly navigate and experience a seamless shopping journey, thanks to the high-end responsive design of the Spryker Cloud Commerce OS.
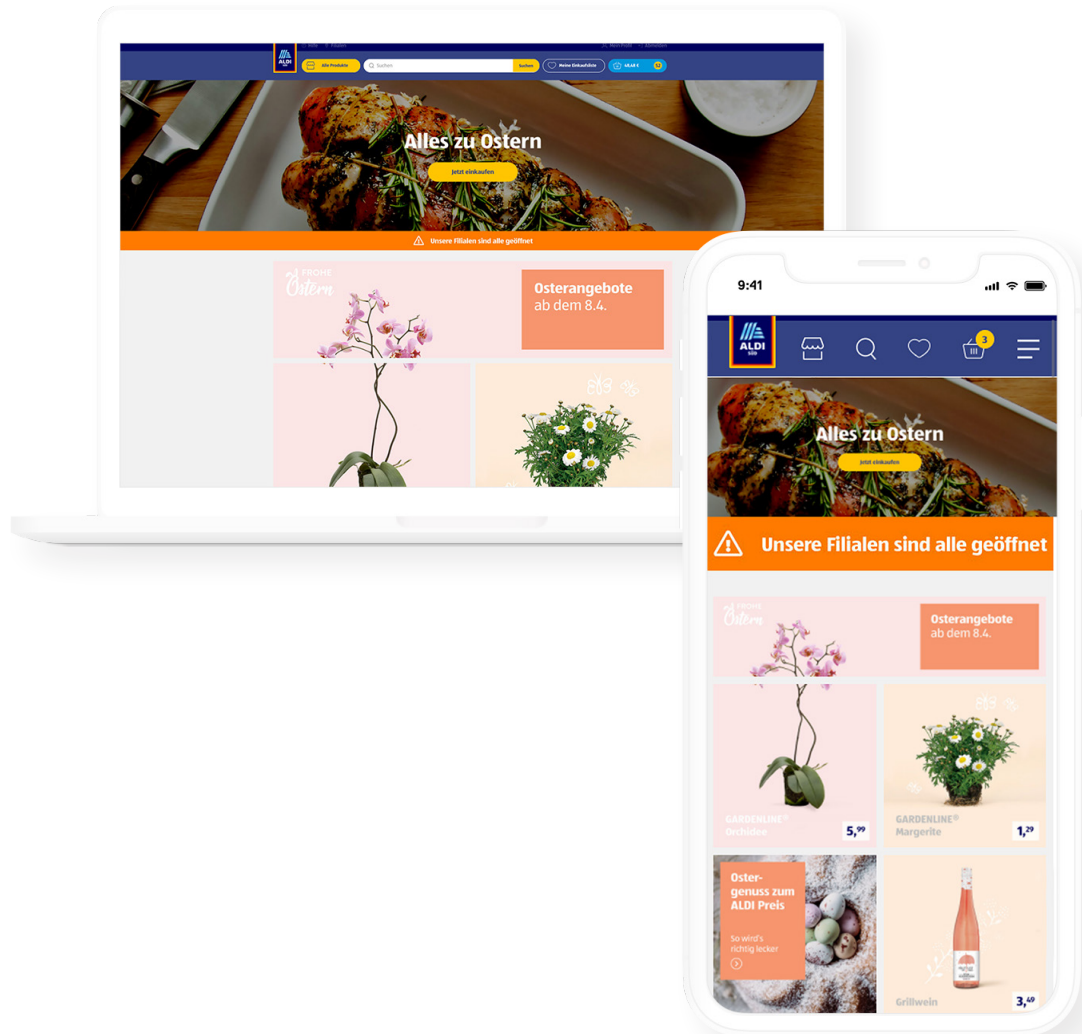
Supermarkets Branches

All the existing supermarket branches are able to offer click & collect as well as delivery on their own. Their location is based on geo-data, which assists customers and delivery driver. In densely populated areas with multiple branches, the customer can freely choose from which supermarket to order from. When the customer selects a supermarket, he/she will be informed about the available services based on their home address. Supermarket branches can decide to offer delivery, click & collect or both services. In rural areas, there is the possibility that there may only be one choice for the customer.
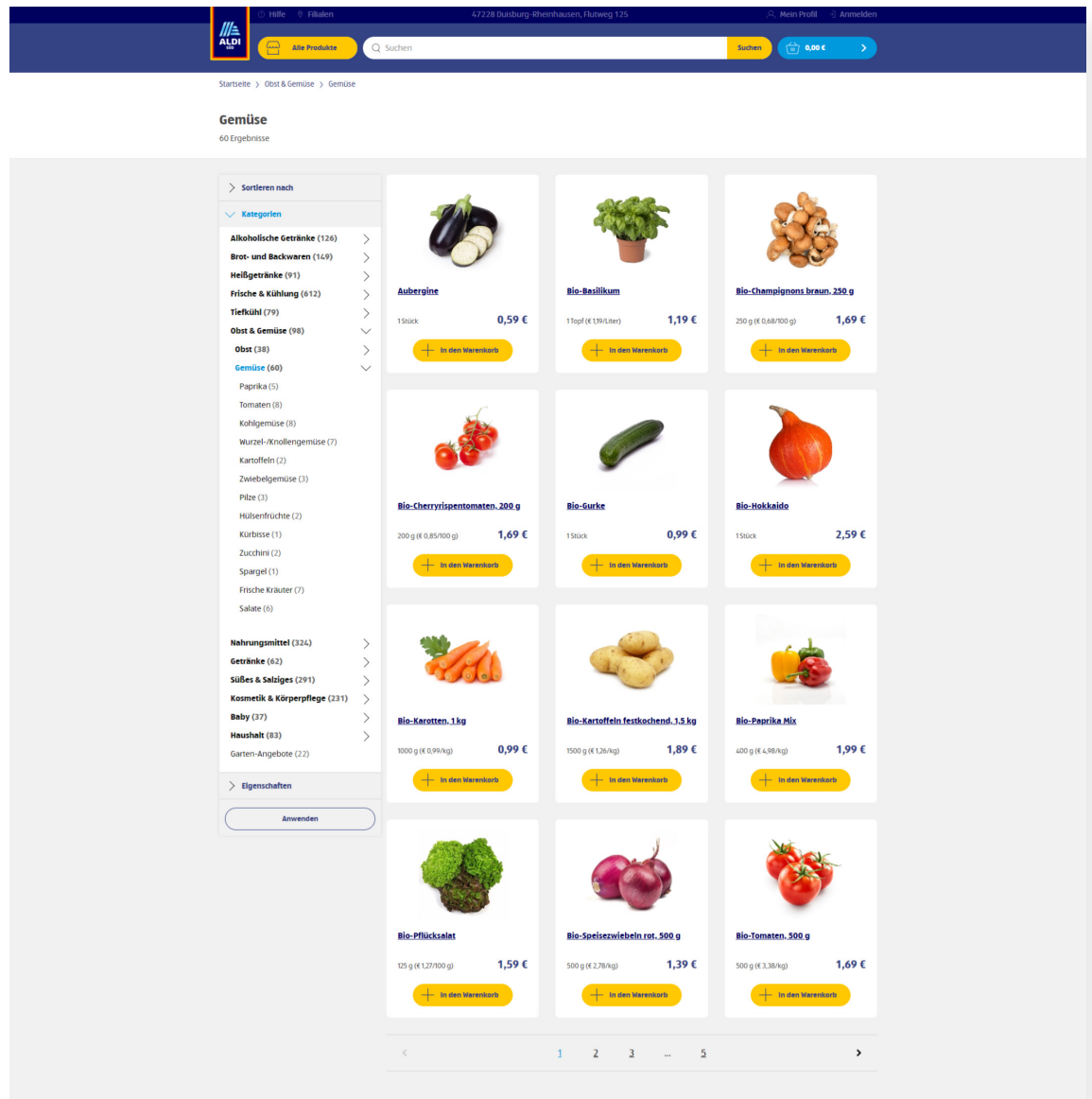
Hierarchical Navigation

The Spryker Cloud Commerce OS Navigation is built in a tree structure to support multiple levels of linking, e.g. to categories, external links, search results and CMS pages.

Breadcrumbs help your customers navigate through your shop more easily by highlighting the path to the page they are on. They appear on product details, catalog and checkout pages.
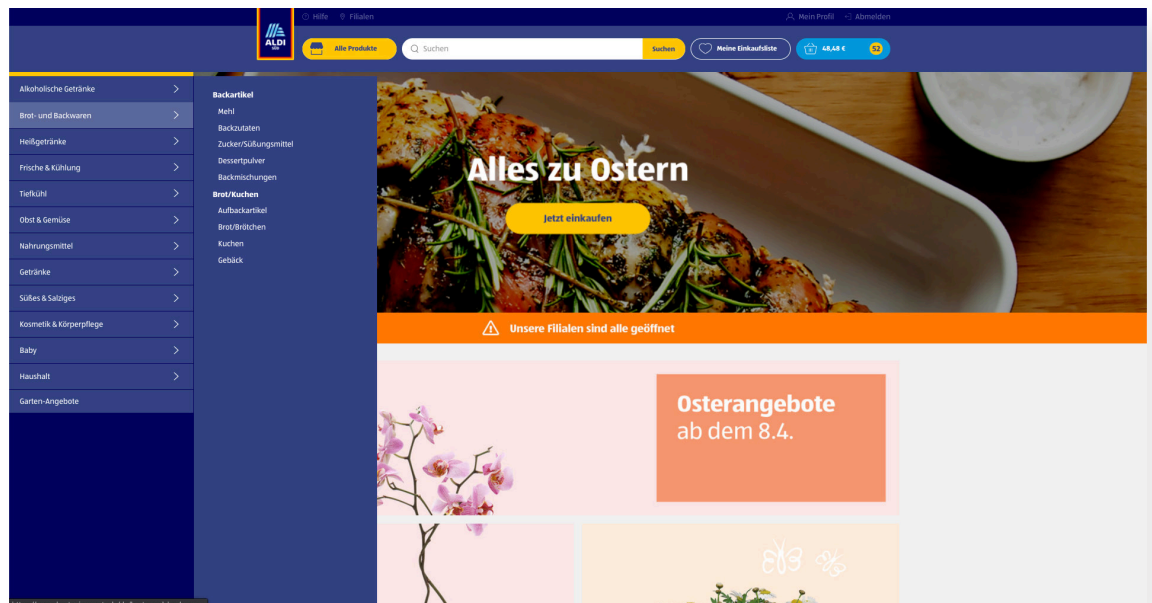
Category Pages

In order for you to handle your complex category structure, you can easily add multiple top- and sub-category grid overview pages before drilling down to the product level.

Filters & Search by Category

To help your customers locate items in your shop easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.

Full-Site Search

Give your customers the opportunity to search all product, category or content pages with powerful search functionalities. Whether a recipe page or a certain product is needed. autocompletion and autosuggest helps customers by predicting the rest of a search string and offers a list of matching options. The search also includes a "did you mean" suggestions plugin that offers typo corrections for the search string. Additionally, a fuzzy-search feature suggests search results that do not exactly match the search request.
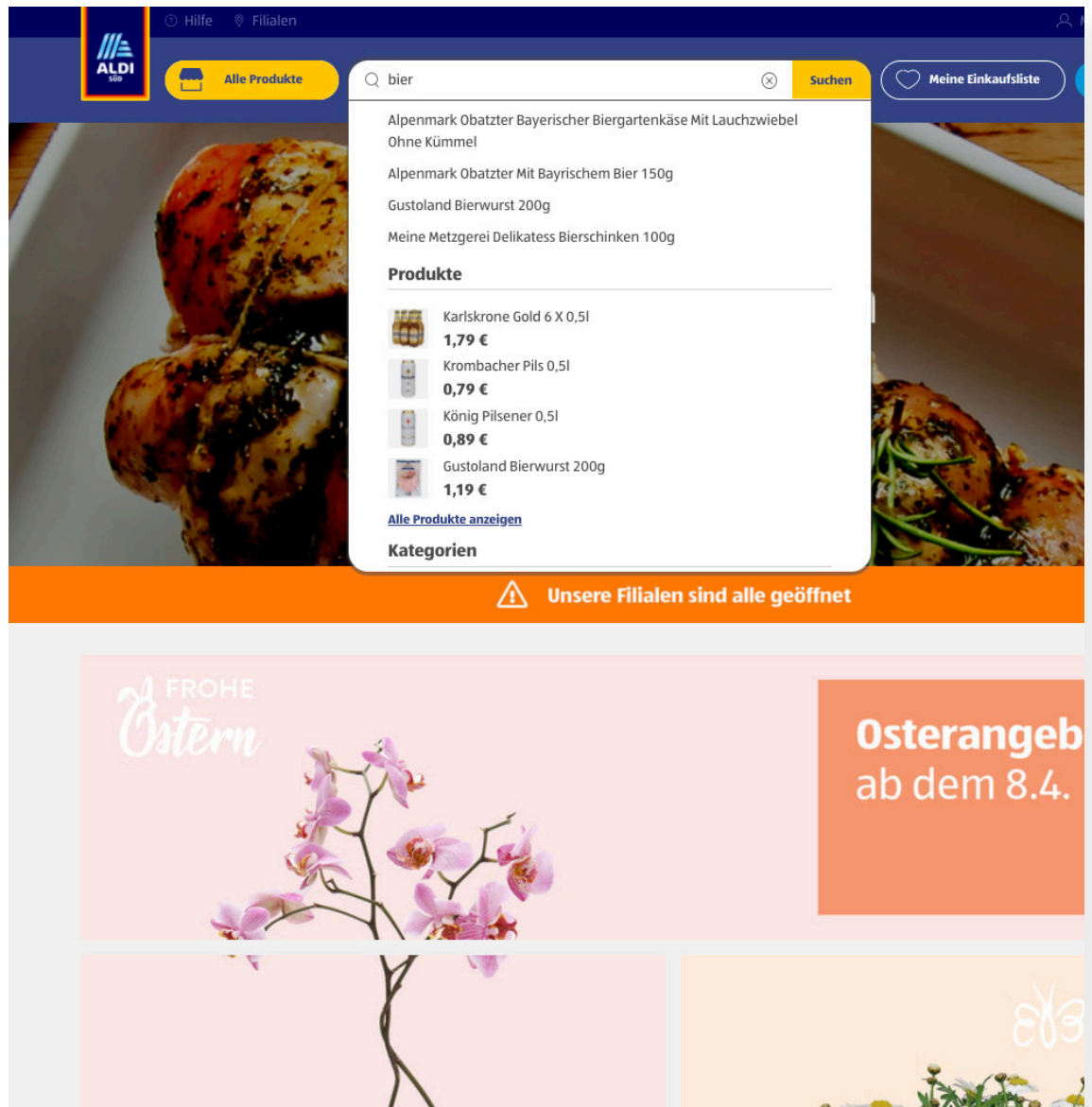
Dynamic Filters & Facets

You can freely define facet filters for any Product Attribute.The design, placement on page, quantity of filters, content and order by which they are listed in your shop are completely customizable.

Your customers never have to worry again about finding the products that fit their dietary needs. They can just filter for lactose free, gluten free, vegetarian or bio products.

Product Detail Page

To highlight details on the product, options, variants, warranties or images, the Product Detail Page is your go-to solution. Here, all relevant information is listed, up- and cross-selling possibilities are highlighted, and customers can add reviews. Every product has a maximum add-to-cart quantity that can be managed in the backend.

Product Attributes

Easily build a list of characteristics or attributes for your products, such as brand or special features. For these you can define specific values to help you and your customers distinguish between products. All products can get assigned a multitude of attributes to simplify the filter and category functions. For example, important information that can be added is nutritional value of the product or detailed allergen descriptions. This information can differ between markets.

Product Options

Easily offer options on top of a customer's choice of products that you may want to add and is not a part of the physical product. The options can have their own price value and will be added to the total cart value. Product Options can be used to add 'Bottle Deposits' with different deposit values to beverages. The customer cannot remove them and has to pay the extra price.

Product Labels

You can assign Product Labels to highlight specific products in your shop. Customize the look and text of the Labels as they appear in the shop. Any association can be a Label, such as 'Sale' or 'Christmas.'

Food specific labels such as Bio and Vegan can also be shown with the products in the catalog.

Dynamic Product Labels

Easily add dynamic labels to products, such as 'Sale' or 'New'. Products that are new in your shop can automatically be marked with the Dynamic Product Label 'New' for a pre-defined time range.

You can add validity dates to labels, sort them by importance or relevance and allow your customers to filter and search for them in your shop.
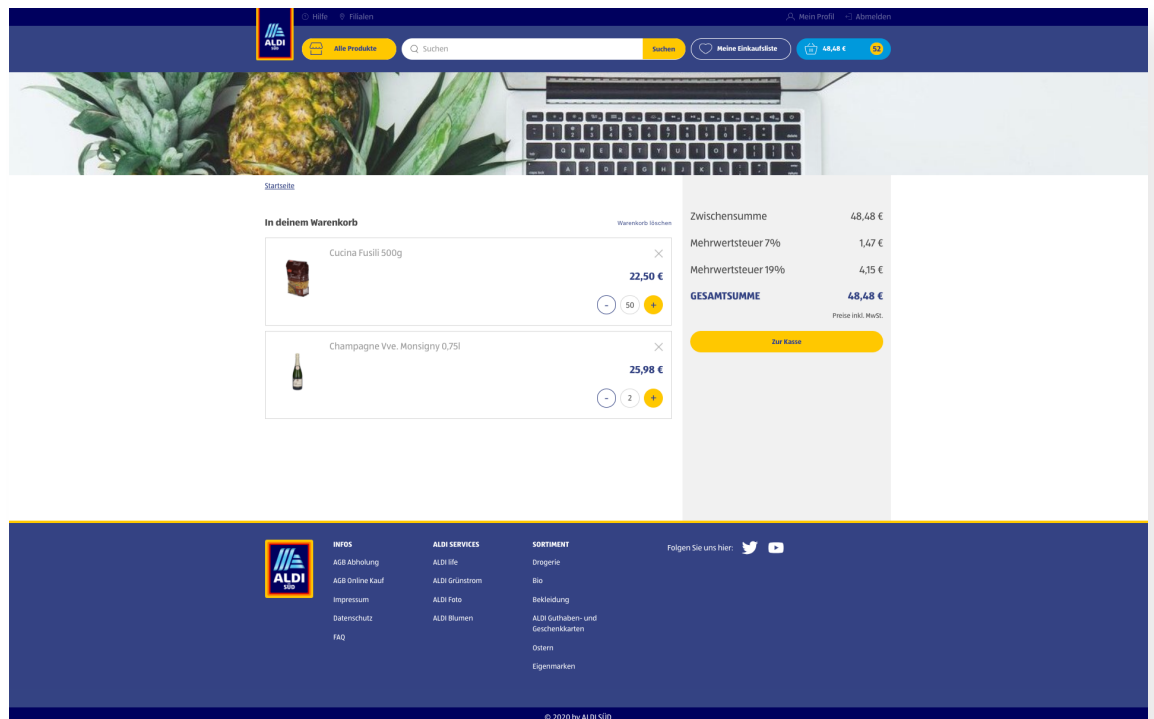
Bio Vegan	Bio	Vegan
TeeQuelle Eistee Mango-Maracuja 6 x 1 L	**Merlot Chile 0,25L**	**TeeQuelle Eistee Mango-Maracuja 6 x 1 L**
€ 0,29 / Liter	€ 0,40 / 100 ml	€ 0,29 / Liter
Exkl. Pfand/Stück: 1,50 €	Exkl. Pfand/Stück: 1,50 €	Exkl. Pfand/Stück: 1,50 €
1,74 €	**1,74 €**	**1,74 €**
+ Add to Basket	+ Add to Basket	+ Add to Basket
TeeQuelle Eistee Mango-Maracuja 6 x 1 L	**TeeQuelle Eistee Mango-Maracuja 6 x 1 L**	**TeeQuelle Eistee Mango-Maracuja 6 x 1 L**
€ 0,29 / Liter	€ 0,29 / Liter	€ 0,29 / Liter
Exkl. Pfand/Stück: 1,50 €	Exkl. Pfand/Stück: 1,50 €	Exkl. Pfand/Stück: 1,50 €
1,74 €	**1,74 €**	**1,74 €**

Cart Functionality & Calculations

The extensive Cart feature allows customers to add and remove products to their Cart by simply selecting the desired quantity. Inside the Cart, the customer can change the quantity of items, switch between different Variants of the product, add personal notes, and apply vouchers. The total price is immediately adjusted whenever changes are made to the Cart. Calculations include subtotals, the grandtotal and of course the tax calculation. Mixed carts with items that have different VATs are covered as well.

Additionally, logged-in customers can see and edit their Cart from any device. The Persistent Cart functionality also lets logged-in customers store their Cart across multiple sessions.
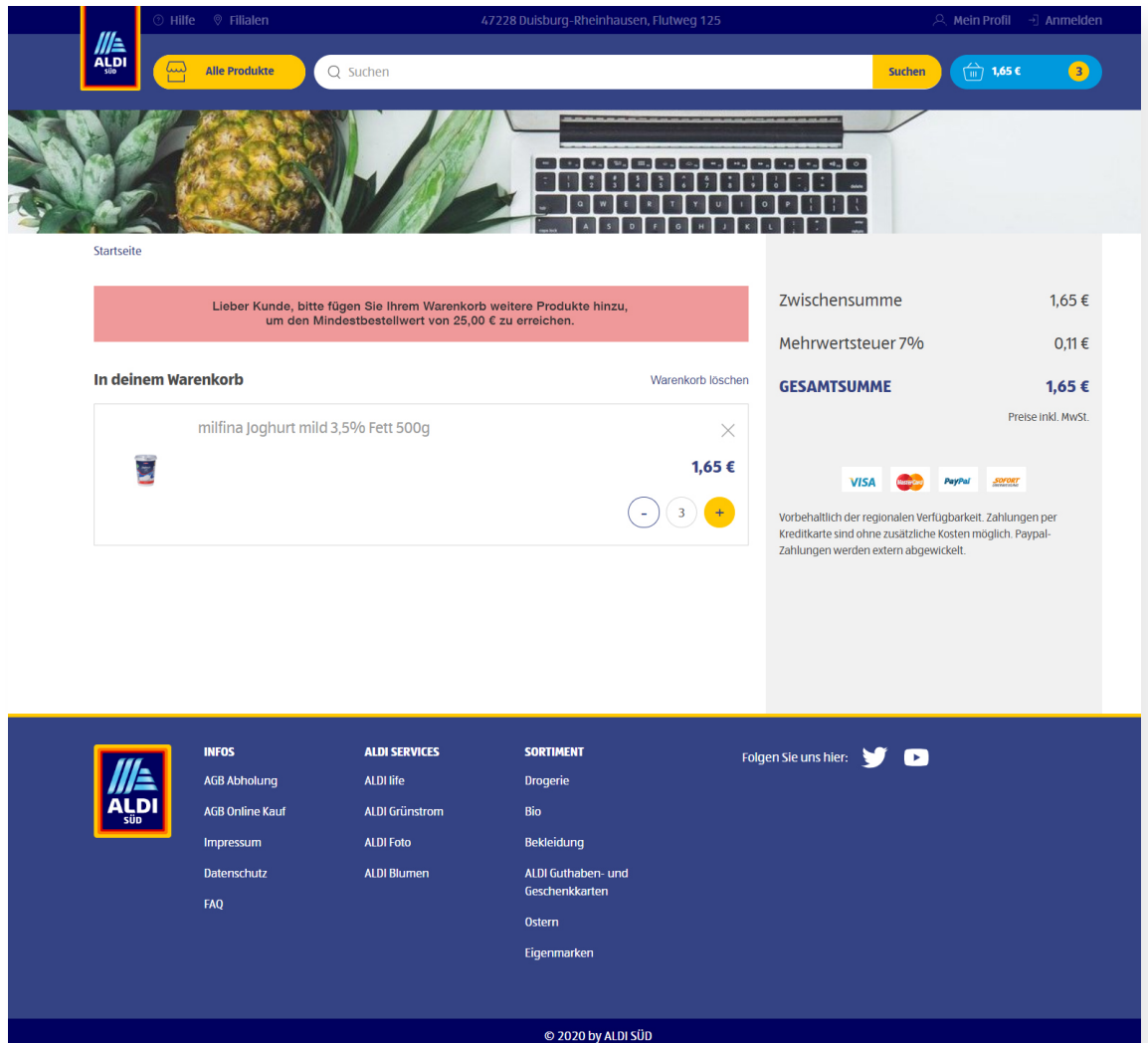
Cart Thresholds

Easily set a minimum and maximum order value for any of your products where the customer cannot proceed to checkout unless the value is reached, or the difference is added as a special fee to the total sum. This threshold can always be changed. Cart thresholds are flexible and can exclude certain products, thus ensuring the purchase of special products that extend the maximum order value.

Login & Registration Forms

Tailor the customer registration to your needs. A customer can simply register with an e-mail address and a password or you can choose to ask for more details. Once a customer enters the required information, a customer account is created.

Customer Accounts

Let your customers create an Account to save their contact details, addresses, order history and preferences including their prefererd supermarket branch.

In the Back Office, you can view and edit customer account details and shopping lists and check orders, order history and the confirmation code for the Cick & Collect service. For internal references, each customer account can be enhanced with notes. The required customer information have been extended and ask for additional necessary information like date of birth to meet all legal regulations for alcohol purchase and a phone number to ensure a smoothless delivery and interaction with the delivery personnal. Within the account the customer is also able to cancel an order until a set point in time after placing it.

Password Management

All accounts are password protected. Passwords can easily be restored with a restore-password link.

Multiple Shopping Lists

Help your customers track and save items for later purchases through multiple Shopping Lists, which are connected to user accounts.
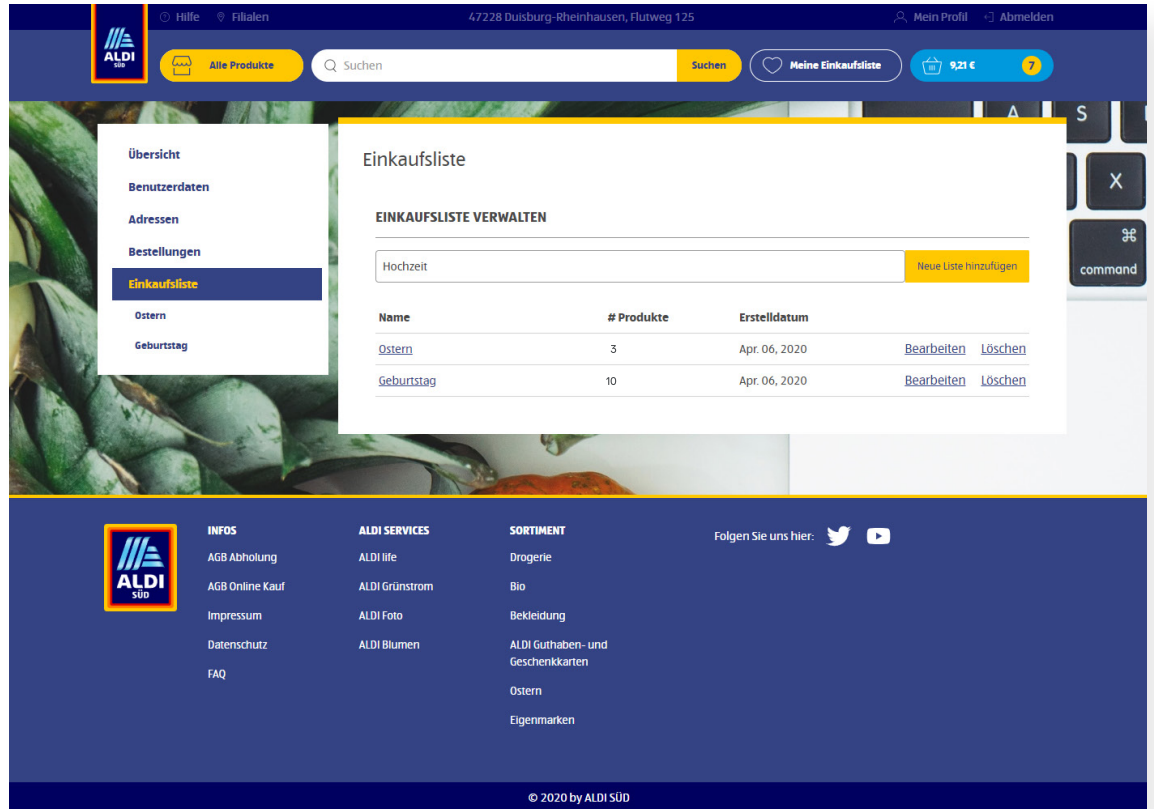
Named Shopping Lists

Users can easily keep track of their Shopping
Lists by naming each one individually.

Convert Shopping List to Cart

The direct-to-cart function enables your customers to simply add items from their Shopping List to the Shopping Cart with a single click.

There are no restrictions of product quantities in your Shopping List. The same quantity of products in the shopping list will be applied when they are added to the cart.

Multi-Step Checkout

The Checkout workflow is a multi-step process that can be fully customized to fit your needs. The standard steps included are: customer registration and login, shipping and billing address, shipment method and costs, payment method, checkout overview and checkout success. You can easily design the process to accommodate different checkout types and to adapt to different preferences, such as one-page checkout or an invoice page replacing the payment page, by means of our step-engine. An important validation step has been added to make sure the customer has a supermarket assigned to the order and that he/she is logged-in as an ALDI Süd customer.

Furthermore, the checkout flow has been extended with the option to select a time slot.

Unique Pick Up Code

Once the customer has completed checkout and chosen the Click & Collect option, a unique 4-digit alphanumeric code will be generated. This code will be shared on the order confirma- tion page, in the confirmation email and is always available in the order details of the customer account. The code will be used as identification when the customer picks up the order.
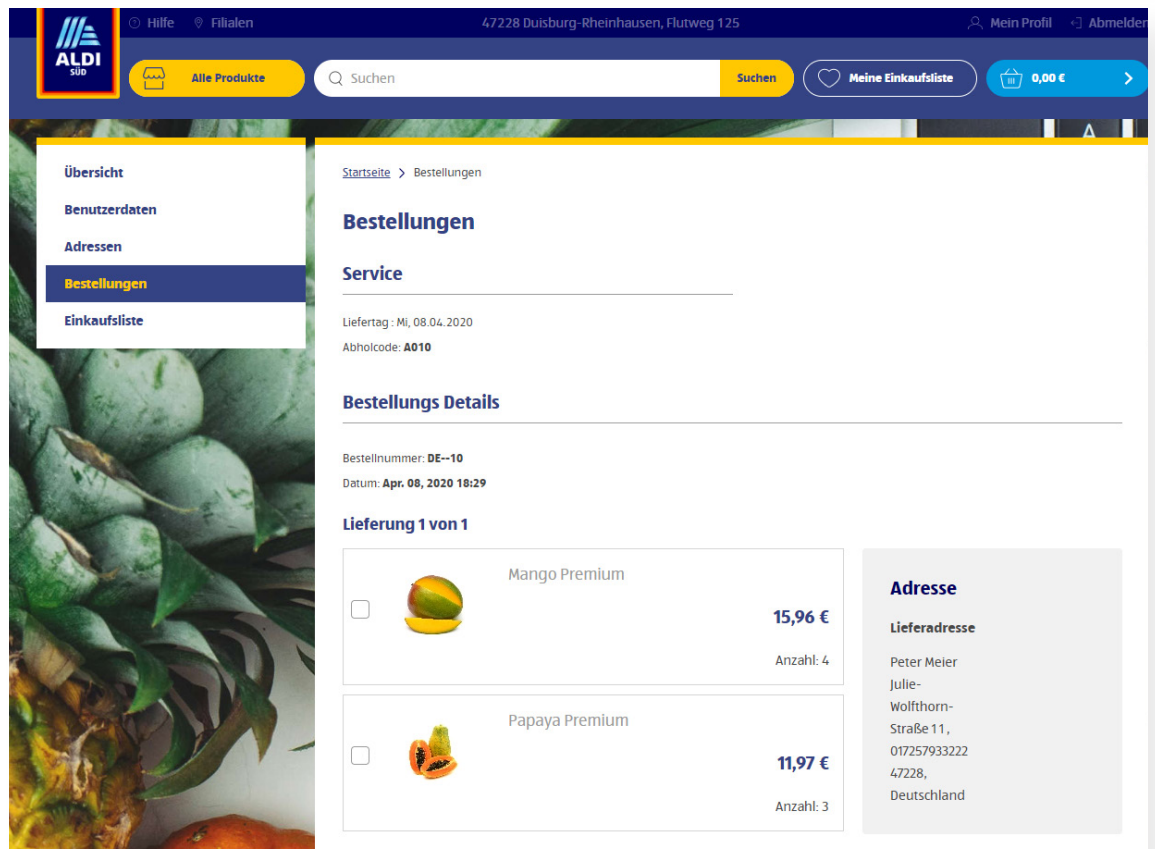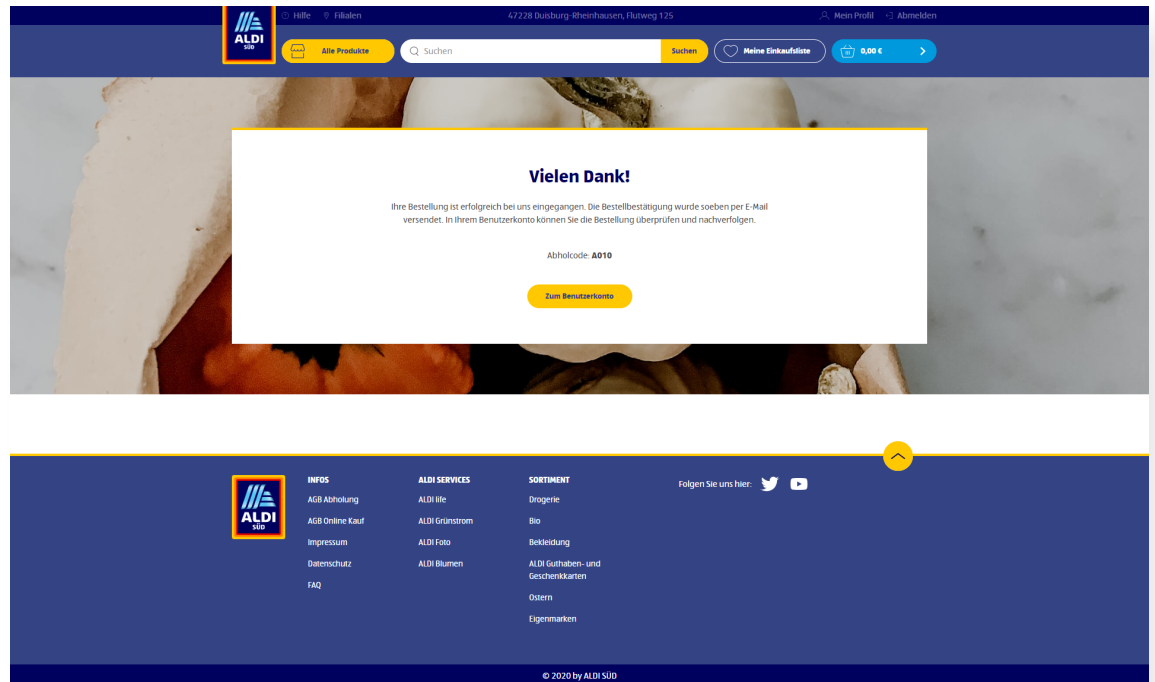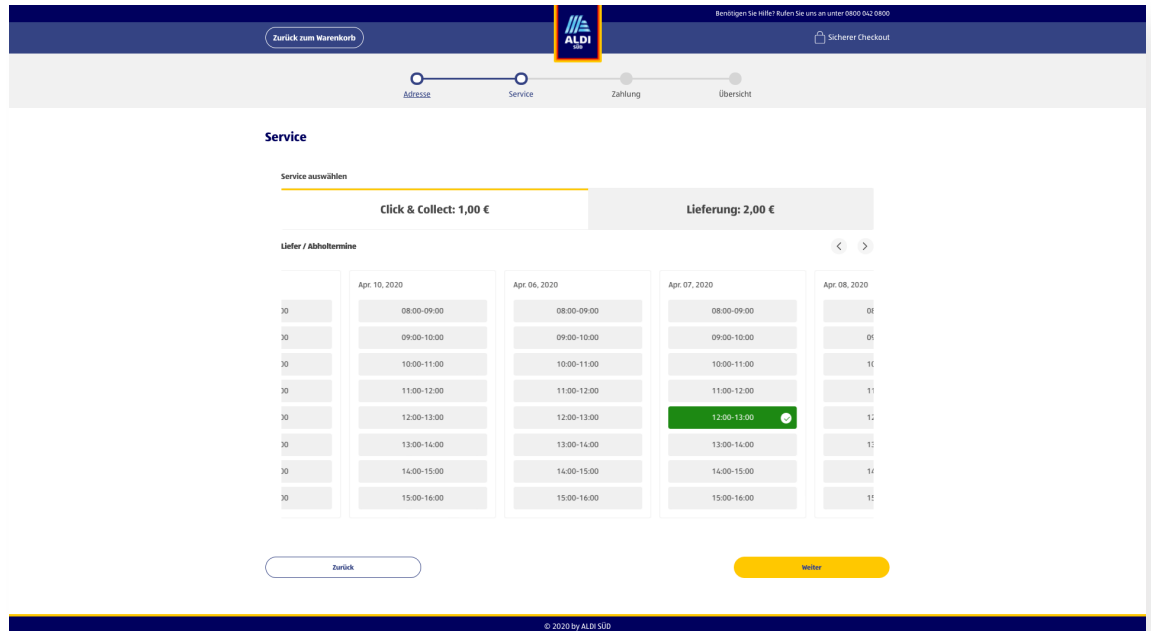
Time Slot for Service Methods

Manage your service offerings easily and control the amount of incoming orders by using time slots. Whether it is delivery or click & collect, time slots can be implemented for both services and are configured by the merchant. A maximum capacity threshold can be set and dictates how many orders can be accepted per slot. Slots are available to the customer for the next five days and they are no longer displayed once the capacity reaches zero. Time slots can be viewed in detail by pickers, cashiers and delivery personal.

Shipment Carriers & Methods

During the checkout process your customers can easily select their preferred service method, such as click & collect or delivery. You can manage your service methods in the back-end and define their availability. Service methods are extended with the time slot functionality.
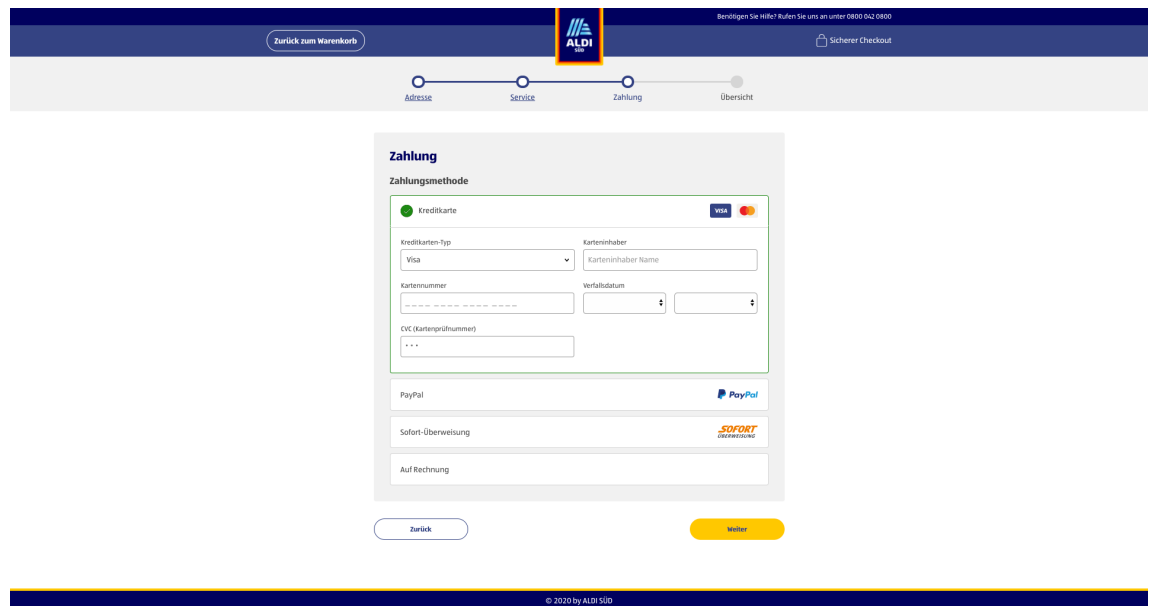
Payment Provider Integration

The Spryker Cloud Commerce OS offers integrations with several payment providers that can be used in the checkout and Order Management. Easily define the availability of a provider based on customer preferences and local regulations and specify the order the providers are displayed in during checkout. A special payment flow has been implemented, which ensures that payments are authorized and captured in the right moment. It is also possible to partially cancel a payment.

Order Processing

With the Spryker Cloud Commerce OS you can process orders from your online store or various external touchpoints, such mobile apps.

B2B

Apps

Car

Social

Shop

Spryker Commerce OS

Voice

Smart Home

and more

IoT

Bot
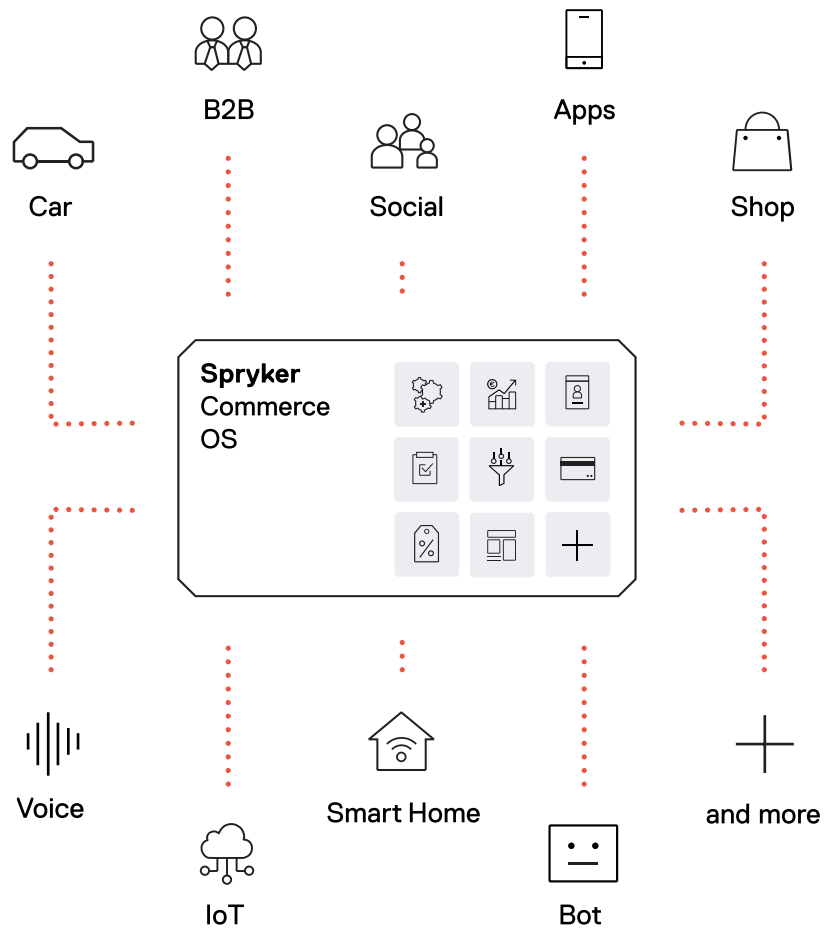
State Machine Modelling

State Machines help you define, execute and visualize predefined and automated complex processes. It can model events that involve performing a predetermined sequence of actions, for example in the order process, e.g. order is being shipped if the payment is successful or a sophisticated picking and delivery process.
You can tailor the State Machine to your needs to trigger certain processes automatically or execute them manually. Errors or bottlenecks can be determined easily with states machines and processes can be optimized with little effort.
The State Machine is used to model every process from payment, sending out the right emails at the right time to handle picking, collecting and delivery.
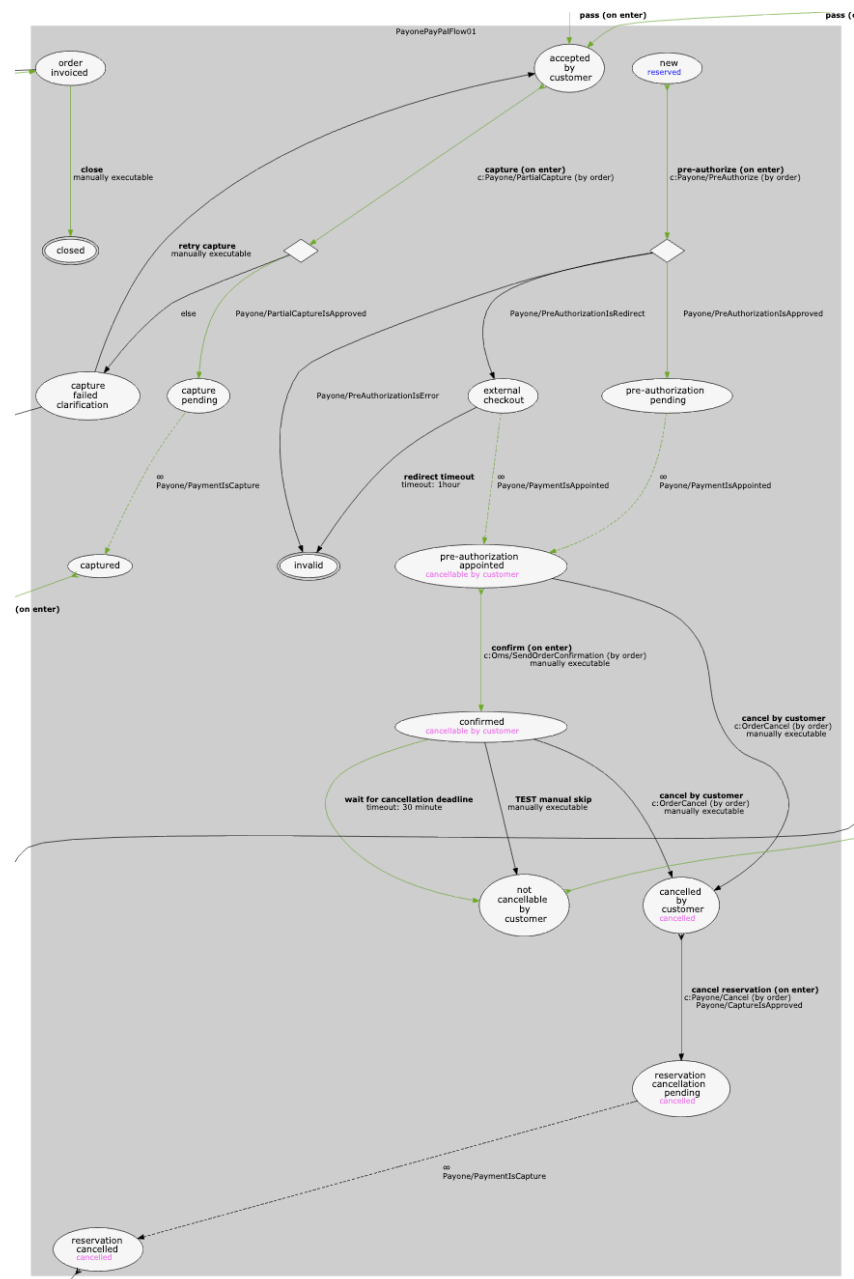
Invoices

Spryker Cloud Commerce OS allows you to automatically create and provide invoices for your customers.

Split-Order Calculation

To ease the handling and fulfillment process for you as a store owner, each item purchased by a customer is stored as a separate line-item in the database.

Order Management System (OMS) Matrix

The OMS Matrix gives you a quick overview of all orders and their current statuses, taken from the State Machine. It allows you to see how many order items currently exist in each status and for how long they have been there. From this overview you can easily go into a details per status and order.

This overview allows you to see when orders are stuck in a delivery status or any other part of the supply chain needs optimization.

Overview of Order Matrix
Dashboard / Sales / **Order Matrix**

Matrix

	DummyPayment01
exported	0 | 270 | 46
closed	0 | 11 | 120
refunded	0 | 1 | 8
shipped	0 | 0 | 5
gift card created	0 | 10 | 2
payment pending	1 | 0 | 0

Legend
<1d | 1d-7d | >7d

Mobile App - Picking

The new app that is to be used on mobile devices offers a variety of functionalities and can be used by employees who compile the order from the lists, called pickers. Access to the app is protected by a login to ensure data security.

A picker can only see and access the orders of the supermarket branch he is assigned to. To navigate through the orders a picker can search through the list of orders by order ID or filter by time slot. The picker can then open an order and start selecting the products on the chosen list. As every store has a different layout and product location, the picker is able to determine the best route for that particular store via the app. Products are aggregated so it is possible that he only picked 9 out of 10 milks, because the 10th wasn't available. The picker also decides how many bags are being packed and then finishes the picking.

For safety reasons, there is always a confirmation window for the user to confirm his choice.
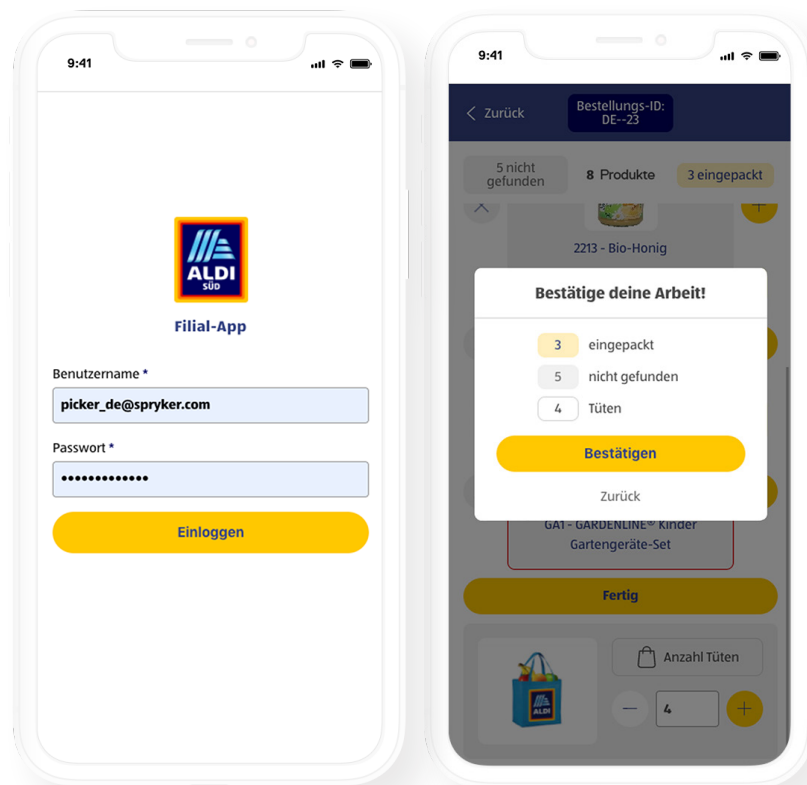
Pick Lists

As an addition to the picking app, you can generate and export a pick list as PDF and HTML by selecting a date and supermarket in the back-end.

The list entails the following information:
– Date of the Order
– Order ID
– Customer ID
– Article Description
– Type of Article
– Quantity
– Notes

Mobile App - Collecting

Another functionality of the mobile app is the Collecting Functionality.

A picker can see the content of the orders, the order ID, the customer name and the time slot when the customer comes will retrieve the order. Every order has a unique 4-digit alphanumeric code, which is only known to the picker and the customer. Once the customer arrives, he/she can verify the order by sharing their unique 4-digit code. After the customer has left, the picker can change the status of each order to picked up or cancelled in the case where a customer did not show.
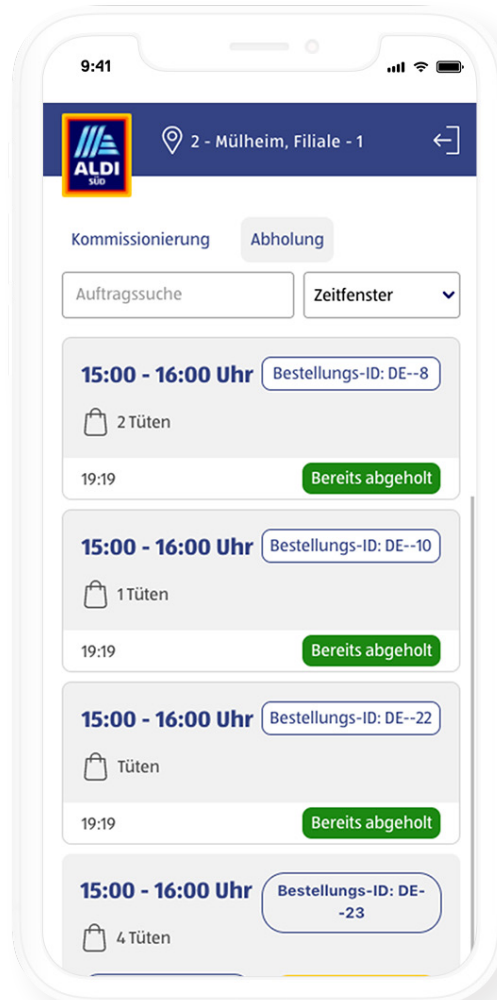
Mobile App - Delivery

The mobile app is also used for the delivery service. The employee carrying out the deliveries is a different user within the app and only has access to deliveries of the supermarket branch he/she has been assigned to.

Once signed-in, the employee sees a map for assistance and all the available orders, addresses and time slots. The orders can be filtered by time slots as well. The employee can select as many orders as he/she intends to deliver and presses a start button to begin the deliveries. At the end, each order status has to be changed to delivered or not.
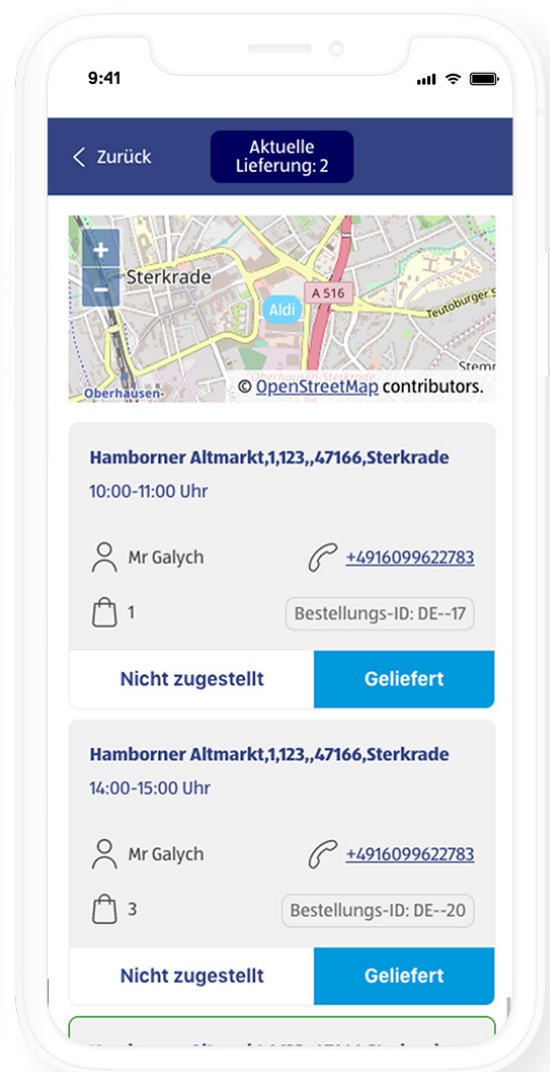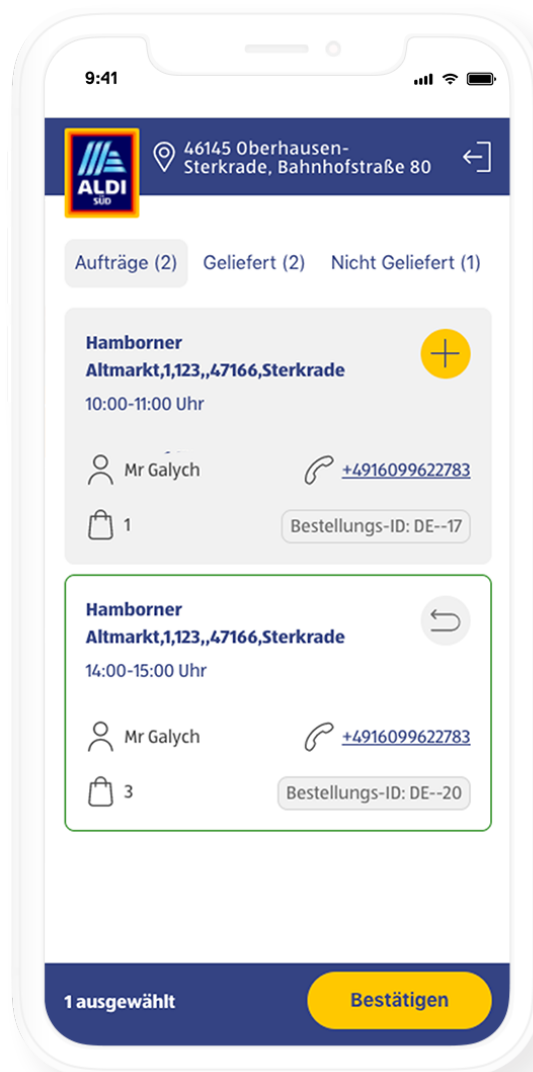
Route Planning

An additional functionality of the mobile app is planning and mapping out the delivery route for the delivery personnel. With the click of a button a mapping service opens and the driver sees the new address, the distance, and expected time to reach the address of the next customer
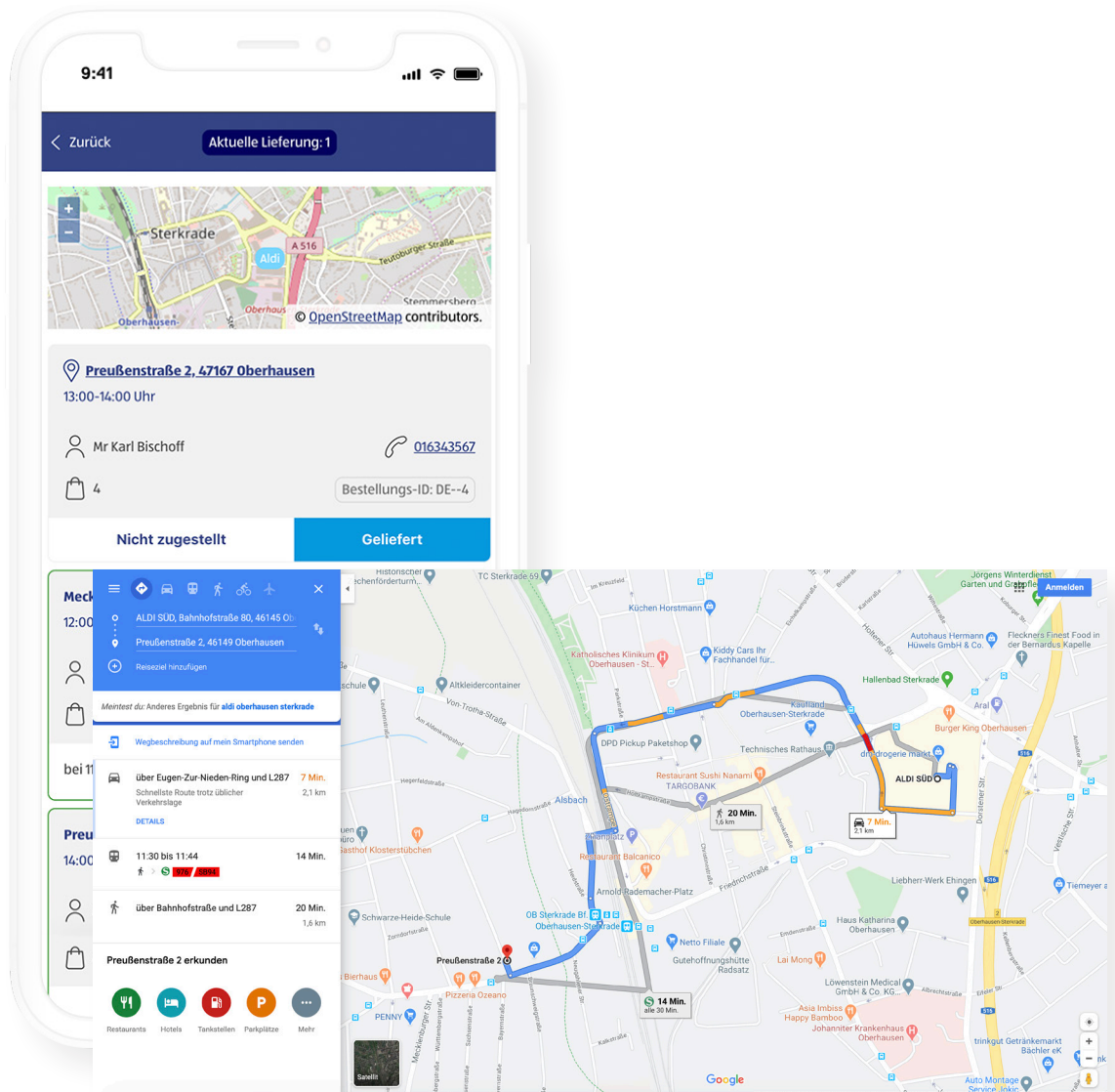
Manage Transactional Emails

Keep your customers updated with a variety of emails you can either send via the internal SMTP system or an external email provider of your choice.

Automated emails regarding order status, shipping or transactions are just a few examples of how you can support the purchase process and increase brand loyalty.

Emails that can be send out:
– Registration confirmation
– Password forgotten
– Orders is ready to be collected
– Order confirmation
– Items are missing and could not be picked
– Your order was collected
– Invoice
– Refund/ order was not collected
– Email to the supermarket branch with the next day's orders

Exceptional Performance

Spryker Cloud Commerce OS is a high-performing solution that has a proven track record of exceeding client expectation in flexibility and speed. Benefit from <1 second loading times which improves indexing, and aid in new customer acquisition through improved SEO features.

Customer acquisition and retention should be top of mind, and Spryker makes this easy with the ability to boost SEO ranking by adding meta data information to content like titles, keywords and descriptions; Improve customer retention by creating landing pages for marketing campaigns, product promotions, categories and other purposes like weekly shopping deals; Increase search visibility overall using URL Redirects which link your in-store items to an external site, playing a major role in search engine ranking, just to name a few.

Back Office

Manage all Back Office tasks in the Administration Interface. Here, you can extend your catalog and navigation, create content, maintain price, tax and currency options, check orders and much more. Furthermore, you can manage user and administrator accounts as well as stores, warehouses, shipment, and payment methods.

Permission & ACL Management

Clearly define access permissions and roles of all Administration Interface users where needed and set initial passwords.
Easily control who has access to the Administration Interface and which tasks they can perform by defining custom user permissions, roles and groups. Roles for picker and delivery personal are created.

Manage Tax Rates & Sets

Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options, and shipments that will automatically be applied to the respective shops. Group and name a set of tax rates that apply to certain product groups and countries, and easily import predefined tax rates and sets.

List of tax sets

Show 10 ▼ entries   Search:

Tax set ID	Name	Created at	Actions
5	Tax Exempt	Apr. 19, 2018 17:13	Edit View Delete
4	Shipment Taxes	Apr. 19, 2018 17:13	Edit View Delete
3	Communication Electronics	Apr. 19, 2018 17:13	Edit View Delete
2	Smart Electronics	Apr. 19, 2018 17:13	Edit View Delete
1	Entertainment Electronics	Apr. 19, 2018 17:13	Edit View Delete

Postings Export

The Posting Export is a functionality in the back-end that allows the user to export a pre-defined Excel report of the postings regarding invoices for their external ERP system for further processing. The user simply has to select the date of the order. The report takes two parameters: from_date and to_date and all the invoices between those dates will be included in the report.

The Excel file contains the columns
– invoice number
– invoice date
– net amount of all articles with 0% tax
– net amount of all articles with 7% tax
– net amount of all articles with 19% tax
– tax amount of all articles with 7% tax
– tax amount of all articles with19% tax
For each invoice considered in the report, a single row is generated.

DivNo	StoreNo	Rechnungsdatum	Rechnungsnummer	Netto 0%	Netto 7%	Netto 19%	Steuer 7%	Steuer 19%	Brutto 0%	Brutto 7%	Brutto 19%	Netto Pfandausgabe	Steuer Pfandausgabe	Gross Service Fee
2	1	2020-04-05 17:40:34.000000	ALDI-RECHNUNG-1	0,00¬†,Ç¨	9,22¬†,Ç¨	8,89¬†,Ç¨	0,65¬†,Ç¨	1,69¬†,Ç¨	0,00¬†,Ç¨	9,87¬†,Ç¨	10,58¬†,Ç¨	0,00¬†,Ç¨	0,00¬†,Ç¨	1,00¬†,Ç¨
2	1	2020-04-05 17:48:59.000000	ALDI-RECHNUNG-2	0,00¬†,Ç¨	0,00¬†,Ç¨	30,23¬†,Ç¨	0,00¬†,Ç¨	5,74¬†,Ç¨	0,00¬†,Ç¨	0,00¬†,Ç¨	35,97¬†,Ç¨	0,00¬†,Ç¨	0,00¬†,Ç¨	1,00¬†,Ç¨
2	1	2020-04-06 08:51:58.000000	ALDI-RECHNUNG-3	0,00¬†,Ç¨	6,15¬†,Ç¨	2,18¬†,Ç¨	0,43¬†,Ç¨	0,41¬†,Ç¨	0,00¬†,Ç¨	6,58¬†,Ç¨	2,59¬†,Ç¨	0,00¬†,Ç¨	0,00¬†,Ç¨	1,00¬†,Ç¨

Point of Sale (PoS) Export

The PoS Export is a functionality in the back-end that allows the user to export the entire list of customer orders. JSON format is supported to subsequently import this data into the supermarket PoS and continue the process there. The user simply has to select the date of the order.


```
 6        {
 7            "date": "2020-04-05",
 8            "time": "17:40:34",
 9            "gross_amount": 3032,
10            "net_amount": 234,
11            "taxes": [
12                {
13                    "tax_rate": 7,
14                    "tax_amount": 65,
15                    "net_amount": 922,
16                    "gross_amount": 987
17                },
18                {
19                    "tax_rate": 19,
20                    "tax_amount": 169,
21                    "net_amount": 889,
22                    "gross_amount": 1058
23                }
24            ],
25            "invoice_number": "ALDI-RECHNUNG-1",
26            "item_positions": [
27                {
28                    "product_code": "2213",
29                    "gtin": "4061458005272",
30                    "quantity": 3,
31                    "gross_unit_price": 329,
32                    "position_gross_amount": 987,
33                    "tax_rate": 7
34                },
```

Commissioning of Orders to Supermarkets

This export is a list of all items sold per division. It includes data on division number (region), store number (supermarket branch), article number, product name, and the amount of products purchased during the day.

Abteilungsnummer	Gesch√§ft	Artikelnummer	Produktname	QTY	
2	1	Auerbach Sekt Halbtrocken 3x0,2l	3165	5	
2	1	Gartenkrone Buttergem√ºse 300g	3397	5	
2	1	Gartenkrone Zwiebel-Mix 150g	3701	5	
2	1	Gartenkrone Schnitt-Lauch 75g	3701	5	
2	1	Auerbach Sekt Trocken 0,2l	3167	5	
2	1	Auerbach Ros√© 0,75l	6103	5	
2	1	Champagne Vve. Monsigny 0,75l	9924	10	
2	1	Valdobbiadene Prosecco Superiore 0,75l	1012	5	
2	1	Cr√©mant De Bordeaux Ros√© Brut 0,75l	47209	5	
2	24	Cabernet Sauvignon Valle Central DO 1,5l	10151	2	
2	24	Italien Weisswein Fruchtig Pinot Bianco Puglia IGP 1,5l	10151	8	
2	1	Dr. Oetker Backmischung Brownies 456g	49250	4	
2	1	Alpenmark Obatzter mit bayrischem Bier 150g	4850	1	
2	1	Karlskrone Gold 6 x 0,5l	9044	1	
2	1	Karlskrone Premium Pilsener 6 x 0,5l	7789	10	
2	59	Almare Seafood Schlemmerfilet "Italiano" 400g	3426	5	
2	59	Pizza'Ah Holzofen Pizza Milanese 375g	46749	5	
2	59	Coppenrath & Wiese Unsere Goldst√ºcke 450g	44681	9	
2	24	K√úRCHER Hochdruckreiniger KHD 4	GA6	1	
2	1	Almare Seafood Norwegisches Lachsfilet mit Haut 500g	11718	5	
2	1	bio Honig cremig 500g	2213	21	
2	1	R√§ucherlachs 100g	2342	21	
2	1	GARDENLINE¬Æ Kinder Gartenger√§te-Set	GA1	7	
2	1	GARDENLINE¬Æ Gartenger√§te f√ºr Kinder	GA2	7	
2	59	Milsani Milch Drink Schokolade 500ml	46972	5	
2	59	Biac Fitness Drink mit L.Casei Erdbeere 6x125g	8899	5	
2	59	Biac Fitness Drink mit L.Casei Orange 6x125g	8899	5	
2	59	Biac Fitness Drink Pur 6x125g	8899	5	
2	59	Biac Kids Joghurt Drink 6x125g	8899	4	
2	9	Bessen Genever 0,7l	3094	4	
2	9	Amaro Romanzini Kr√§uterlik√∂r aus Italien 0,7l	8229	12	
2	9	Jagdbitter Kr√§uterlik√∂r 70cl	3113	4	
2	9	Mitterhof Obstwasser 0,7l	6224	1	
2	9	Regent Weinbrand 0,7l	3037	1	
2	9	Cavone Grappa 0,5l	47397	1	
2	9	Ouzo Lyttos 0,7l	47985	1	
2	9	√úhrengold Weizenkorn 0,7l	3053	1	
2	1	Mitterhof Williams-Christ Birnenbrand 0,7l	3108	1	
2	1	Alpenmark Sandwich-Scheiben 200g	39799	30	
2	1	Nivea Q10 Power 50ml	55356	12	
2	1	Mamia Baby-Windeln Junior 5 10-16kg 44 St√ºck	54465	3	
2	1	Mamia Baby-Windeln Maxi 4 50 St√ºck	54397	1	
2	1	Mamia Baby-Windeln Mini 2 56 St√ºck	53029	1	
2	1	Cucina Fusili 500g	55834	50	
2	1	Champagne Vve. Monsigny 0,75l	9924	2	

Importer

Easily import your business logics and data, such as Product Information, Customer Base, Categories and many more into the Spryker Cloud Commerce OS. All product and category data can be imported in just one file. Moreover, all data related to regions and supermarkets can be imported as well.

Delivery Route Optimization[*]

Spryker Cloud Commerce OS optimizes the picking route for your delivery service. At the end of the business day, once every customer has completed their online order and chosen a time slot, all the orders are processed through the Spryker GLUE API. The Delivery Route Optimization feature then puts together a schedule for the next day with the best delivery route and expected timeframe. As a result, the supermarket branch knows how many delivery tours are happening and which orders will be delivered at what time. The delivery driver can pick a specific route via his mobile app and once a tour starts, the driver's location will be available on the order detail page. This way the customer can stay informed about the status of the delivery and follow how many stops the driver still has to make. Only the customers that are served in the started route can see the map with the driver location. The customer can also be updated via text message or email. An order can be accepted or declined. If customer is not at home, the order will be taken back to the hub.

To ensure the privacy of every customer by not disclosing the exact location of each delivery, the driver is only sending location updates while on the road and never during a delivery.

[*] Feature is in progress

Packaging Units[*]

Offer cost-efficient and flexible Packaging Units that suit the product and your customers, such as bags, palettes, or packets in addition to single-item packaging. The units can either contain a fixed or variable quantity of items. Variable packaging units allow your customers to choose how many individual items they want to purchase, such as a crate of water bottles or three individual ones, depending on what you previously defined. Easily define restrictions for variable units, such as maximum or minimum item quantities and configure fixed intervals, and indicate stock units with decimal point values.

Measurement Units[*]

Depending on your type of business, you may not need to sell your products in quantities, but in length, weight, or volume. The Spryker Commerce OS allows you to offer your products in a variety of different Measurement Units.
Separate internal and external selling units to efficiently monitor your stock levels. A minimum and maximum order quantity can be defined to avoid over- or underselling. You can also freely define the intervals at which products can be purchased.
All Measurement Units are applicable to multiple store set-ups and can be saved in different currencies.

[*] Feature is in progress

Appendix:

Spryker B2C Suite

Appendix

Spryker 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, Discountinued 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

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, Minimum Order Value, 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 Notifcation, 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

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, Spryk 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

Spryker LINK Middleware
Features: Spryker LINK Middleware

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