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Feature Catalog

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Spryker

Content

• • • • • • • • • • • • Customer Journey

The Better E-Commerce Solution for YOU!

Touchpoints
Desktop · IoT · Apps · Voice · Bot · Shop POS · and more

Glue API

Spryker Commerce OS
Upsell · CMS · Discount · SEO · OMS · Search · SDK

PIM · ERP · More

Middleware

Technology Partners
Ecosystem
Search · Shipment · Hosting · Mailing · Payment · Tracking · and more

The Spryker Commerce OS is a "beyond shop – beyond desktop" commerce technology, enabling transactional use cases at every current and future touchpoint. It comes with a clear separation of front- and back-end and provides all Features for a successful commerce business. You can choose out of more than 700 decoupled Modules, that are clustered into functional Capabilities. While each Capability was originally designed to fill a particular need dependent upon the type of end customer, Spryker understands each business has individual demands that may dim the line between B2B and B2C. All of our

Capabilities are built with the intention of making them easily adaptable to your actual growing business requirements away from the uniform B2B or B2C one-size-fits-all model.

Thanks to Spryker's GLUE API, you can integrate any front-end touchpoint, which enables you to build one or multiple customer experiences relevant for your business, from a traditional B2C or B2B online shop, a marketplace, a mobile app, or newer forms such as voice or bot commerce.

Meet your customer anywhere, anytime.

Overview

Capabilities

The Spryker Commerce OS consists of decoupled Capabilities which are formed through the grouping of Features. Each Capability is independently upgradeable and clusters a different functional area. Any front-end (APP) can be accessed via GLUE, the Spryker API.

Product Management	Packaging & Measurment Units	Cross-sell & Upsell	Catalog Management	Navigation
Search & Filters	SEO	CMS	Media Management	Internationalization
Price	Tax	Promotions & Discount	Shopping List	Wish List
Cart	Shipment	Payment	Gift Cards	Checkout
Workflow & Process Management	Ratings & Reviews	Mailing & Communication	CRM	Company Account
Order Management	Inventory Management	Back Office	Multi-Channel	SDK
Demo Shops	Technology Partner Integrations	API	Middleware	

Overview

Personas

Per Capability different key audiences and stakeholders can be found in form of Personas. Each Persona icon represents different workflows, functionalities and roles in an e-commerce oriented business.

Marketing Team	Legal	Finance	Logistics	Category Manager
Developer	Customer Service	E-Commerce Manager	Sales	End Customer
Site Admin	B2B Customer	B2B Buyer	Business Unit Manager	
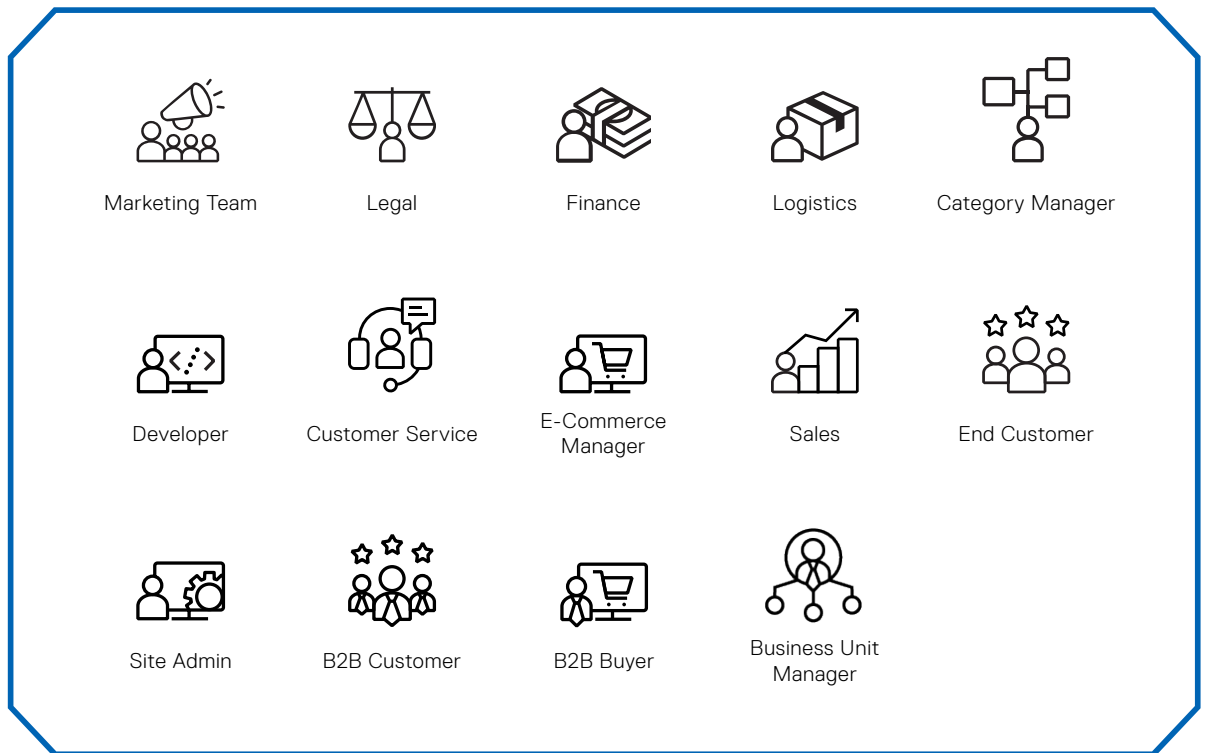
Business Values

Each Capability in the Spryker Commerce OS enhances your company with essential business values, which you can find below.

achieve time & cost savings	ensure security & compliance	increase customer satisfaction	increase website traffic	increase brand loyalty & recognition
maintain high performance	increase conversion rates	increase average order value	lower bounce rate	expand your business

Overview

Spryker B2B Suite

B2B buyers do online research, before making a purchasing decision and a large majority of those prefer an online shopping experience close to the well known B2C environment. Be ready for your customer's demands with the Spryker B2B Suite.

Customer Convenience is Key
- Retailers should focus on how, when and where customers are buying and adjust accordingly.
- A rich product catalog, easy usability and content heavy webshop are a must-have.

Digitalize the Sales Organization
- Individual prices and product restrictions can be reflected in a webshop to mirror individual customer negotiations.
- Complex product and price information is available with one click for customers and sales agents.

Simplified Ordering Processes
- Create customized and easy-to-access product pages, using B2C-like navigation and design.
- Intuitive cart, shopping list and quick-order functionalities create a seamless ordering process, higher customer satisfaction, loyalty and ordering values.

Customer's Processes and Hierarchies
- Let your customers reflect their individual structures and processes in the Company Account.
- Approval processes and hierarchies mirror customer's workflows for more efficiency.

Product Management	Packaging & Measurment Units	Cross-sell and Upsell	Catalog Management	Navigation	Search & Filters
SEO	CMS	Media Management	Internationalization	Price	Tax
Promotions & Discount	Shopping List	Cart	Shipment	Payment	Gift Cards
Checkout	Workflow & Process Management	Ratings & Reviews	Mailing & Communication	CRM	Company Account
Order Management	Inventory Management	Back Office	Multi-Channel	SDK	Demo Shops
Technology Partner Integrations	API	Middleware			

Overview

Spryker B2C Suite

By 2020, worldwide e-commerce is predicted to grow into a 4 trillion US USD market. Spryker's 700+ modules with B2C Capabilities are designed to help your business scale as customers move towards desktop, mobile, and IoT so you never have to worry about meeting your current or future customers' needs.

Product Management	Packaging & Measurment Units	Cross-sell and Upsell	Catalog Management	Navigation
Search & Filters	SEO	CMS	Media Management	Internationalization
Price	Tax	Promotions & Discount	Wish List	Cart
Shipment	Payment	Gift Cards	Checkout	Ratings & Reviews
Mailing & Commmunication	CRM	Order Management	Inventory Management	Back Office
Multi-Channel	SDK	Demo Shops	Technology Partner Integrations	API
Middleware				

PRODUCT MANAGEMENT

WHO

Category Manager

Marketing

Sales

WHAT

Expand your business by organizing your products in a fast and efficient way.

DETAILS

Ensure a smooth shopping experience with the powerful product management features that allow you to create a neat and fully customized product catalog. Build appropriate category hierarchies and assign attributes and custom labels to products. Enhance your services by including additional product options like gift wrapping or warranty options. Run effective promotions campaigns via time limited offers and pricing, product recommendations and the 'Shop-the-Look' collections.

FEATURES

– Product Attributes

– Product Abstraction

– Super Attributes

– Product Groups

– Product Bundles

– Configurable Bundles

– Product Sets

– Product Relations

– Product Options

– Product Labels

– Dynamic Product Labels

– Timed Product Availability

– Product Detail Page

– Barcode Generator

– Product Restriction for B2B Customers

– Alternative Products

– Discontinued Products

Features

Product Attributes

B2B

B2C

GLUE API

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.

The Spryker Commerce OS offers a set of pre-defined Product Attribute values or offers to simply import your own sets.

Product Abstraction

B2B

B2C

GLUE API

With the Spryker Commerce OS you can easily build a product hierarchy structure with Abstract and Concrete Products.

Products can come with multiple Variants, such as size or color. In order to provide a better shopping experience to your customers, the different Variants, or Concrete Products, are grouped under an Abstract Product.

The topmost hierarchy level, the Abstract Product, does not have its own stock, but defines various default properties for the descendant Concrete Products, or Variants. The Concrete Product, or Variant, always belongs to one Abstract Product, has a distinctive stock and always differs from another Concrete Product with at least one Super Product Attribute.

Super Attributes

B2B

B2C

GLUE API

Super Attributes in the Spryker Commerce OS are used to distinguish between the different Product Variants of an abstract product. Super Attributes define each Concrete Product and can consist of whichever distinguishing feature you wish to highlight, such as size or color. This information can either be manually managed or imported and processed automatically.

Consider the example of a T-shirt, the Abstract Product, that is available in the sizes small, medium, and large, three different Product Variants. The Abstract Product 'T-shirt' appears as a search result. On the product detail page the customer can select between the product variants small, medium, large and put it into the cart.

Features

Product Groups

B2B

B2C

To enhance the visual shopping experience for your customers, you can easily group together different products by any attribute you wish, like color or size. The respective Product Group will then be displayed as a single item in the shop. In the backend, you can view all product group items from the product page.

Product Bundles

B2B

B2C

Freely tie individual items together and sell them as a package. As opposed to a set, in which products are loosely grouped, the items in a bundle are always sold together. You can choose to create a special bundle price to make the purchase more attractive.

Since each bundle's product is still handled like an individual item in the Order Management Process, bundle availability is always calculated and displayed based on the item with the smallest available stock to avoid overselling.

Configurable Bundles

B2B

Created through a template in your Spryker back-end, Configurable Bundles enable you to showcase products with complex attributes and offer a high degree of customization. This feature increases conversion rates by guiding the customer through the customization process and allowing a simplified purchasing process of complex products that can't be easily sold without a sales agent.

The configurable bundle template gives you maximum flexibility. It contains all the metadata of the bundle, as well as an infinite number of slots. The customer is allowed to select one product per slot and to put his/her bundle together as desired. The process of the product selection takes place on an additional Configurator Page. As soon as the bundle is fully configured, it is grouped and placed in the shopping cart.

Features

Product Sets

B2B

B2C

Let your customers shop for special product sets that can be manually curated based on any characteristic of the products you wish.

The 'Shop-the-Look' function is a prominent example of a Product Set. This feature allows you to build a collection of items based on a curated collection like a stationary set for your customers' workspace, set of clothing or accessories, or furniture for a specific room.

Product Sets come with their own standalone catalog and detail pages for the shop. You can freely define an order of appearance of products within a set and on the catalog page. Also, Product Sets can be placed in CMS placeholders to place them throughout your shop. Give your customers the option to select variants per product, add an individual product from a set, or add all products displayed to the cart with one click.

Product Relations

B2B

B2C

GLUE API

Product Relations let you define a list of items that will be displayed as comparable or additional products. To upsell items, you can build a set of suggestions to offer upscale product versions or additional fixtures to maximize the cart value. You can also easily establish product associations that let your customers see recommendations of products they might also like, to encourage cross-selling.

Spryker allows you to define Product Relations individually for every SKU per store to make sure that the product offering is as fitting as possible. You can choose to either use Spryker's condition rule builder to manually define relations or import the information from an external source.

Product Options

B2B

B2C

You can easily offer services on top of a customer's choice of products, such as gift wrapping, insurance, warranty or anything else that you

may want to add that is not physically part of the product. The options can have their own price value and will be added to the total cart value.

Features

Product Labels

B2B

B2C

GLUE API

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.'

Dynamic Product Labels

B2B

B2C

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.

Timed Product Availability

B2B

B2C

You can clearly define timeframes for the availability of products, without having to manually manage the inventory. This is especially useful for promotions or seasonal items.

Product Detail Page

B2B

B2C

To highlight details on the product, options, variants, warranties or images, the Product Detail Page is the go-to solution. Here, all relevant information is listed, up- and cross-selling possibilities are highlighted, and customers can add reviews.

Features

Barcode Generator

B2B

Enrich your Products with an individual Barcode that is generated based on the SKU number. The Barcode can be printed for scanning directly from a product or attached to a Shopping List for easy reordering.

Product Restrictions for B2B Customers

B2B

As a company selling to other businesses, tailoring the product selection per customer is an important feature.
Some items or prices are available specifically for certain clients and thus should not be accessible to others.

With a Product Restriction feature, you as a shop owner can easily define which of your customers gets to see what items, details, and prices. Any item in your product catalog can be added to blacklists per customer. The lists can be uploaded or imported to make handling easier.

Alternative Products

B2B

B2C

GLUE API

As a shop owner, you can easily define a list of Alternative Products that will be suggested to your customers if for any reason the selected item is not available.

Regardless if a product is out of stock or discontinued, you can effectively lower bounce rates and increase customer's satisfaction by offering alternatives.

Discontinued Products

B2B

B2C

GLUE API

Indicate that products are no longer available in your store with a 'discontinued' label. At the same time, you can offer Alternative Products to your customers to maintain revenues and customer loyalty.

PACKAGING & MEASUREMENT UNITS

WHO

Logistics

E-Commerce Manager

WHAT

Increase conversion rates and customer satisfaction by offering flexible Packaging Units and selling items in individual measurements.

DETAILS

The Spryker Commerce OS let's you flexibly define values for selling your products in weight, lenght or quantity. Depending on the items you are selling, you offer meters and centimeters, kilogram and pounds or other units. Individual Packaging enables you to sell the same item in different bundle sizes. This enables you to enrich your product choice and gives more flexibility for your customers. They can freely decide if they i.e. want to purchase a single bottle or a whole crate.

FEATURES

– Packaging Units

– Measurement Units

Features

Packaging Units

B2B

B2C

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

B2B

B2C

GLUE API

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.

CROSS-SELL & UPSELL

WHO

Sales

Marketing

WHAT

Increase the average order value through smart Up- and Cross-selling.

DETAILS

Drive your sales and reduce marketing spend with the upselling and cross-selling features. Easily define specific product relations to present customers with recommendations. By grouping your products into sets you allow your custom-ers to browse through 'Shop-the-Look' collec-tions. Watch your sales soar by offering bundled products that can only be bought together.

FEATURES

− Product Relations

− Upsell

− Cross-sell

Features

Product Relations

B2B

B2C

GLUE API

Product Relations let you define a list of items that will be displayed as comparable or additional products. This is especially useful to cross- and up-sell products in order to increase the average order value and maximize sales.

You can choose to either use Spryker's condition rule builder to manually define relations or import the information from an external source.

Upsell

B2B

B2C

GLUE API

To upsell items, build a set of suggestions to offer upscale product versions or additional fixtures to maximize the cart value.

Cross-sell

B2B

B2C

GLUE API

You can easily establish product associations that let your customers see recommendations of products they might also like, to encourage cross-selling.

CATALOG MANAGEMENT

WHO

Category Manager

Marketing

Sales

End Customer

WHAT

Pave the way for a smooth shopping journey with well-organized categories and organize and extend your catalog to match your business needs.

DETAILS

Build and organize a unique and clear catalog that meets your customers' demands and allows them to find what they are looking for quickly. Assign attributes to your products and organize them in a custom category tree. Easily manage stock levels and pricing. Create and edit product pages and effortlessly manage translations and SEO. With the powerful Category Management features you can easily build a custom category strategy which allows you to manage your category pages, create dynamic Category Pages and include category filters. To keep your catalog dynamic you can include autogenerated pages based on categories and create templates for these dynamic pages. This allows you to flexibly grow your product range and keep your catalog updated easily.

FEATURES

- Product Catalog Management

- Category Management

- Category Pages

- Product to Category Association

- Define Category Hierarchy

Features

Product Catalog Management

B2B

B2C

Building a Product Catalog is more than just creating a list of the products you sell. To make items appealing for your customers they need to be enriched with descriptions and images, pric-ing details and product options. This information also makes filtering and categorizing easier and your customers find what they need quicker.

Category Management

B2B

B2C

GLUE API

Manage your product catalog with customized categories, category pages, and filters to easily track and sort your items.
All products can be categorized into logical clus-ters so customers can filter them in your shop. Easily define if categories should be searchable or hidden and thus will or will not appear in your shop or search.

The Spryker Commerce OS allows you to easily manage thousands of categories in the Adminis-tration Interface, without any limit.
Create or change category tree structures and navigation items seamlessly.

Category Pages

B2B

B2C

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.

Features

Product to Category Association

B2B

B2C

Manually assign products to a category or simply import product-category associations from external sources. Each product can be listed in different categories, and the same category can appear multiple times in the category tree.

Define Category Hierarchy

B2B

B2C

GLUE API

With the easy-to-use category tree function, you can create a nested category structure, which allows you to build a Hierarchy. Use the nested categories in your shop to create a seamless navigation and guide your customers through your shop.

NAVIGATION

WHO

E-Commerce Manager

Marketing

WHAT

An optimized store Navigation can efficiently lower your bounce rate.

DETAILS

Enable shoppers to quickly navigate to the products they desire and help search engines index your product information effectively. Build an easy-to-use navigational structure with a custom category tree and an unlimited number of navigation menus. The Administration Interface lets you add navigational elements such as CMS and category pages, internal links or external backlinks to partners or social media. Include breadcrumbs to spotlight a user's path. Plan ahead and schedule the visibility and navigation of promotional content.

FEATURES

– Hierarchical Navigation

– Product Based Shop Navigation

– Content Based Shop Navigation

Features

Hierarchical Navigation

B2B

B2C

GLUE API

The Spryker 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.

Product Based Shop Navigation

B2B

B2C

GLUE API

The Product Based Navigation can easily reflect any grouping of products you wish. Customize your store's Navigation in the Administration Interface and add, edit or delete elements.

Build relationships to pages outside the store to support SEO capabilities through backlinks for improved ranking, or special promotions.
Easily set validity dates for your navigational elements for promotional or seasonal purposes.

Content Based Shop Navigation

B2B

B2C

GLUE API

Guide your customers through your shop not only via Product Categories, but also by providing creative Content Pages. These pages can also be part of your shop navigation to create a more vivid and inspirational shopping experience.

SEARCH & FILTER

WHO
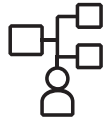
Category Manager   Marketing   End Customer

WHAT

Increase conversion rates by providing an excellent Search & Filtering experience.

DETAILS

Let shoppers browse your catalog quickly with the highly flexible filter and search features. The out-of-the-box Elasticsearch technology allows you to include full-text search, autosuggestions and autocompletion. Further search features let you set individual search preferences for multiple stores, for example. Categorizing your products and adding dynamic filters and facets helps your customers to refine the search results further. In addition to the custom filters, you can also add more advanced filters that make use of the products' metadata, for example. Further features enable you to promote a brand's top-sellers or highly rated products.

FEATURES

– Filters & Search by Category

– Full-Site Search

– Multi-Language Search

– Textual Search

– Standard Filters

– Dynamic Filters & Facets

Features

Filters & Search by Category

B2B

B2C

GLUE API

To help your customers locate items in your shop more 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

B2B

B2C

Give your customers the opportunity to search all products, categories and CMS pages with powerful search functionalities.
Autocompletion helps customers by predicting the rest of a search string and offers a list of matching options. Furthermore, autosuggest proposes on-the-fly page suggestions for products, categories or CMS Pages. 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.
Mimic a dynamic category by saving a search result and embedding it like a category page in your Navigation. You can also place any full text search result in CMS Pages or Blocks and thus add another content layer to your shop.

Multi-Language Search

B2B

B2C

If you set up a multi-language store, the search function automatically checks and adjusts the language your customer has selected. All search functions, such as autocomplete or autosuggest, are then applied to the selected language.

Features

Textual Search

B2B

B2C

GLUE API

By default, all content on CMS and Product Pages, such as product name, description text or allocated attributes, is searchable.
Additionally, Product Attributes can be boosted in the search results.

You can easily define which products or content should be in- or excluded from full text search.

Standard Filters

B2B

B2C

The Spryker Commerce OS offers a variety of different filter types to ease the process of product discovery. These filters include single- or multi-select and range filters.

Dynamic Filters & Facets

B2B

B2C

GLUE API

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.
Apart from the Standard Filters there are others

that make use of a product's metadata to create additional and more advanced filter options. An example hereof is the 'New' Product Indication that allows you to display items that were added to your catalog recently.

SEO

WHO

Marketing

WHAT
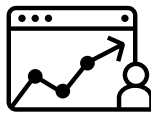
Increase visibility of your store.

DETAILS

Improve the search engine ranking of your store and let potential customers find your store quickly. The powerful SEO features enable you to add customized meta information to all your content and create search engine friendly URLs.

The easy-to-use CMS solution allows you to effortlessly create meta information for all CMS pages, which can additionally be translated into all supported languages. All meta information is kept when duplicating a CMS page.

FEATURES

- Meta Tags

- Landing Pages

- URL Redirects

Features

Meta Tags

B2B

B2C

Add textual meta information to CMS content such as titles, keywords and descriptions to boost SEO ranking. All meta information can be translated into your specified languages.

Landing Pages

B2B

B2C

Create Landing Pages for marketing campaigns, product promotions, categories or other purposes and add SEO relevant information to boost search ranking.

Create individual and SEO friendly URLs per landing page to increase your online shop's credibility and search engine ranking.

URL Redirects

B2B

B2C

With URL Redirects you can create content redirects and increase your store's search engine visibility. Redirects can be store-internal or to an external site and can reflect various HTTP status codes. The status code plays a major role for search engine ranking.

CMS (CONTENT MANAGEMENT SYSTEM)

WHO

Marketing

E-Commerce Manager

WHAT

Provide compelling content and stories where your customers need it.

DETAILS

The Spryker Commerce OS offers a feature-rich content management system that allows you to provide the right content at the right place at the right time. Easily define the layout of your pages with templates and Slots and create content with Content Items. This multi-dimensional structure allows maximal personalization and Technology Partner CMS Integrations. As a Content Manager, you are working with an intuitive and user-friendly WYSIWYG editor interface that simplifies the creation and editing of your content.

FEATURES

– CMS Templates & Slots

– CMS Blocks

– CMS Pages

– Content Item

– Customizable CMS Template

– CMS Default Functionalities

Features

CMS Templates & Slots

B2B

B2C

Distribute or reuse content easily on store pages with the feature Templates with Slots. Managed within the back-office, Templates are predefined page designs for the layout of your content of an individual page, or sections like header and footer.

Each template determines the layout and placement of content with a predefined arrangement of content slots. These templates and content slots are unique to your business created by a developer and can be used on any page of your shop - giving Content Managers the freedom to add content wherever it is needed.

Embed content by assigning Blocks to a Slot. Blocks can be enriched by adding Content Items or by creating content in a Technology Partner CMS Editor. Content managers have a full overview of all the store pages and can easily manage content on each page by using Visibility Conditions, which determine what store page content will be shown.

CMS Blocks

B2B

B2C

Embed CMS Blocks into your shop to enrich it with appealing and relevant content. You can easily add promotional banners and define validity date ranges to emphasize specific, time-limited content.

Use placeholders to display single products, product groups and sets in CMS Blocks.

If you have an international store set-up, you can define which CMS Blocks appear in which stores.

Specify exact to and from dates to make CMS Blocks publicly available within a defined validity period.

CMS Page

B2B

B2C

Enrich your online shop with additional content you can create and publish with CMS Pages.

This feature is ideal for specific landing pages with dedicated URLs to promote content and products, i.e. for marketing campaigns.

Increase your shop's visibility and search engine ranking by adding SEO meta information to your CMS pages. All pages can be fully localized, including name and HTML meta header information.

Specify exact to and from dates to make CMS Pages publicly available within a defined time period. All pages are also searchable in the search function if you wish so.

If you have more than one shop, i.e. for different regions, all your CMS pages can be made available for all or only some of your shop. Easily manage which pages should or should not be available in which store.

Features

Content Item

B2B

B2C

A Content Item is an abstract layer for any type of content that can be rendered in the front-end, such as banners and product sets. It can be created, edited, and added to CMS Pages or Blocks with different templates. The convenience of a Content Item is it is considered the 'single source of truth' and any changes will automatically be applied wherever it is placed in your shop.
The Spryker out-of-the-box Content Items are Banners, Product Sets, Files and Abstract Product Lists, which includes Product Groups. Support of multiple touchpoints, via the GLUE API, gives App developers more flexibility.
A button in the WYSIWYG-Editor allows you to choose a specific Content Item and decide what the content item will look like in the front-end. The Content Item can be placed anywhere within a block or page.

Customizable CMS Templates

B2B

B2C

With a variety of customizable CMS Templates you can easily adjust the look and feel of your shop to your liking. The Content Item Template displays Banners, Product Groups and Sets and specifies the look of the Content Item, whereas the CMS Page and Block Templates define the layout of the CMS Block and Page.

CMS Default Functionalities

B2B

B2C

The out-of-the-box functionalities like page versioning, drafting, multi-language content options, and a WYSIWYG-Editor are a great way to build up your CMS content.
They are accompanied by more intricate functionalities like content search, where you can freely define which pages a user can find inside the search feature and time-restricted publishing, that lets you specify availability dates for content pages and blocks.

MEDIA MANAGEMENT

WHO

Marketing

End Customer

WHAT

Offer an exceptional brand experience with impactful visuals, banners and media assets.

DETAILS

Reduce your bounce rate effectively and create an enhanced shopping experience by providing impactful visuals while simultaneously maintaining fast response times. The user-friendly WYSI-WYG CMS editor allows you to smoothly add images and videos to any of your product and content pages. To maintain high performance and ensure fast response times, the Spryker Commerce OS uses a separate server to host media.

FEATURES

– Product Image Management

– Image Hosting

– Asset Management

– Video Embedding

Features

Product Image Management

B2B

B2C

GLUE API

Make your shop more appealing and give your customers a better idea of what they are buying with images and image sets. Group several images into sets, freely define their order and link them to products. One product can have several names and localized sets of images, for example to present standard or seasonal highlights.

Different image sets can be used in CMS Pages and Blocks, for marketing and promotional purposes or simply to increase branding in your store.

Image Hosting

B2B

B2C

A high performance and fast site speed is essential to guarantee customer satisfaction. The Spryker Commerce OS ensures this by integrating images from separate hosting servers.

Asset Management

B2B

B2C

You can add a great variety of other assets to your shop, like presentations, PDF documents and many more. This gives you the chance to offer your customers additional information they might be interested in, like user manuals or instructions.

Video Embedding

B2B

B2C

Enrich your content by embedding videos into CMS Blocks and Pages. Like images and assets, videos need to be hosted on a separate platform to ensure high site speed.

INTERNATIONALIZATION

WHO

Marketing

Finance

WHAT

Increase your revenue by expanding globally.

DETAILS

The Spryker Commerce OS enables you to seize opportunities across the globe and seamlessly expand across international markets. Create multiple stores to target different markets or launch one adaptive store that services several different regions. Choose to share your catalog and stocks between stores or offer separate product ranges in different regions. Easily localize the pricing, project domains and all your content.

FEATURES

- Multiple Store Setup

- Multiple Currencies per Store

- International Tax Rates & Sets

- Glossary Creation

Features

Multiple Store Setup

B2B

B2C

With the Spryker Commerce OS you can free-ly create Multiple Stores for different scenarios that suit your business needs. Build one Store that services multiple countries and languages or set up a different store for each region. Easily share abstract products, discounts and other logics and code between stores or separate your setup for each. You can for example define separate search preferences to create an entirely different set of rankings, rules and settings per store.

The Multi Store Setup is very versatile and can be customized to your needs.

Multiple Currencies per Store

B2B

B2C

GLUE API

The Spryker Commerce OS lets you to define multiple currencies per store for product, product option and shipping method.

A product can for example cost 5 EUR in Germany, 6 EUR in France and 5 CHF in Switzerland. Your customers may easily choose between these different currencies. All prices on the Product Page and in the Cart are adjusted automatically upon changing the currency.

Products for which you did not define a price in a specific currency do not appear in the catalog for that currency.

Features

International Tax Rates & Sets

B2B

B2C

GLUE API

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.

Glossary Creation

B2B

B2C

In the Glossary you can easily store basic text information in different languages so your customers can switch to their preferred one. In the shop, all stored text keys will automatically be adjust, once the language is switched. By default, languages are identified by a locale, e.g. de_DE meaning 'German language in Germany' and de_CH means 'German language in Switzerland'.

PRICE

WHO

Category Manager

Sales

End Customer

WHAT

Save time by implementing your pricing strategy in one place and cater it to your business needs.

DETAILS

Incorporate your pricing strategy into your Commerce OS effortlessly and save valuable time. The Spryker Commerce OS supports multiple currencies and automatically detects the currency based on a customer's preference. Prices, as well as payment and shipping costs are converted accordingly. Easily manage gross and net prices per product, country and currency and specify if you wish to display the gross or net prices in your shop. Offer volume discounts to encourage customers to purchase products in larger quantities. Depending on your product portfolio, you can also offer your products in different measuring units, like weight or length, for example.

FEATURES

– Autodetect of Currency

– Net & Gross Price Mode

– Volume Prices

– Customer Specific Prices

– Scheduled Prices

Features

Autodetect of Currency

B2B

B2C

GLUE API

The Spryker Commerce OS automatically registers the store's currency your customer selects and manages orders accordingly. Prices, Payment and Shipping costs are all converted automatically.

Alternatively, currencies can manually be changed by the customer.

Net & Gross Price Mode

B2B

B2C

GLUE API

You can easily manage gross and net prices per product, country, currency or anything else and define which price you want to display in the shop.

In turn, your customers can choose their preferred currency when visiting your store.

Volume Prices

B2B

B2C

With the Volume Prices feature, define individual prices for different order quantities of a product. Set specific volume thresholds for your products to encourage customers to purchase larger quantities of an item in order to receive the volume discount.

Features

Customer Specific Prices

B2B

GLUE API

On a B2B level, you can offer specific prices to different customers. This is easily handled by matching a company, business unit, or customer group with the special prices you agreed on.

The user in the front-end will always see the assigned prices for products no matter if they are on the product page, in the search, or in the Cart. Simultaneously, the sales agent will see the prices per customer in the back-end.

Customer Specific Prices are stored per Customer ID on a company level and are matched on a daily basis for any updates.

Scheduled Prices

B2B

B2C

Easily manage sales and promotion campaigns by scheduling all the planned price changes.

Define a date range and store for the change and all price changes will be applied automatically.

Changes can be made manually by adding or editing specific prices or via CSV data import. If the new price is defined as a 'Sale' price, the original list price will be shown as crossed-out.

TAX

WHO

Legal

Finance

WHAT

Be sure to comply with fiscal regulations.

DETAILS

Adhere to the respective tax regulations in the countries you sell and effortlessly configure and manage tax rates for products, shipments and additional services like gift-wrapping. To support global expansion, the Spryker Commerce OS enables you to easily define tax rates for different countries. After defining specific tax rates, all calculations in the shopping cart are handled automatically.

FEATURES

- Manage Tax Rates & Sets

- International Tax Rates & Sets

Features

Manage Tax Rates & Sets

B2B

B2C

GLUE API

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.

International Tax Rates & Sets

B2B

B2C

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.

PROMOTIONS & DISCOUNTS

WHO

Sales   Marketing

WHAT

Run effective promotional campaigns to boost conversion rates.

DETAILS

Drive your sales with the highly flexible promotion features like free shipping, special prices, free gifts, and threshold promotions. The Spryker Commerce OS enables you to define several types of discounts based on a brand, the overall cart value, certain product ranges or special customer groups. You can also offer discount vouchers or simply incentivize certain products through coupon codes. Enhance customer engagement by specifying the visibility of certain content or personalizing any CMS element.

FEATURES

– Discount Engine

– Vouchers

– Product Promotions

– New Product Indication

– Time-Limited Offers

Features

Discount Engine

B2B

B2C

GLUE API

Discounts are a tool to support sales and marketing activities. With the intuitive discount query builder, you can easily define which items the discount should apply to, such as single products, product groups, specific attributes or other relevant indicators. Choose the type of discount you want to offer, percentual or fixed monetary values, net or gross price, free complementary products or other options.

Lastly, outline exactly when the discounts should be applicable, e.g. only to specific customer groups, when a certain cart value is reached, how long the discount should be valid, or any other business logic need.
Discounts are either automatically applied during the checkout process or your customers have to enter a Voucher Code.

Vouchers

B2B

B2C

GLUE API

Boost your sales and increase traffic by giving out voucher codes to your customers so they can get a discount on their purchases. Also, all vouchers are grouped in clusters for a better overview and can be exported for easier handling.

All Voucher Codes are added in the cart or checkout and will be applied to the respective products.

Product Promotions

B2B

B2C

You can easily establish your own set of rules for triggering specific Product Promotions. Product Attributes, Cart values, seasonal sales or events are only a few examples.

Features

New Product Indication

B2B

B2C

Products that were recently added to your shop can automatically be marked with the Dynamic Product Label 'New' for a pre-defined time range.

When importing or creating new products, simply add validity dates for the 'New' label.

Time-Limited Offers

B2B

B2C

You can easily create exclusive, limited product offers by combining a Time-Limited Content or Product Page and combine it with Discounts.

SHOPPING LIST

WHO

End Customer

Sales

WHAT

Increase conversion rates and shop loyalty by offering B2B enriched Shopping Lists.

DETAILS

Enable your B2B customers to save the products they wish to purchase through the Shopping List Capability. Different roles and permission systems ensure a smooth sharing and contribution management amongst a company's users. Printing a Shopping List, with or without a barcode, makes the reordering process easy for your customers.

Effectively, reduce cart abandonment, boost your sales and keep track of which products your customers are interested in. Allow your customers to create multiple Shopping Lists and customize the name of a new list. With a direct-to-cart feature, customers can immediately add items to their shopping cart.

FEATURES

- Create Shopping Lists

- Permission Management for Shopping Lists

- Shared Shopping List

- Multiple Shopping Lists

- Printing Shopping List

Features

Create Shopping Lists

B2B

GLUE API

Make it easier for your business customers to submit regular orders with the Shopping List feature.

Business users can create multiple named Shopping Lists to prepare and manage their regular orders with ease. They can add and save comments, product quantities, and options while checking the availability of each product directly on the list. Your customers can either add the entire list or select parts to the cart and create a new Shopping List from an order. Before proceeding to the checkout, adjustments to the cart can be made. Each list can be shared among users of the same Business Unit.

In the header of your webshop Users can see all their Shopping Lists in a drop-down menu, the owner of the list, and the amount of items in each.

In the detail view of a Shopping List, the User can see and edit different information and product details. With full access rights, a user can see and edit Product Options, Variants, and quantity and add all items to the Cart.

Permission Management for Shopping List

B2B

As with any business, there are Roles and Permissions for Shopping List users. By default, there are two Roles: read-only and full access.

Full access means any possible action can be taken, such as sharing and editing, printing, seeing other users on the list, or adding new and Alternative Products.

Read-only access limits the actions to viewing, printing, adding to cart, and changing the number of items.

Shared Shopping List

B2B

Each Shopping List can easily be shared between Users of the same Company Business Unit. A unique URL is created to easily handle sharing options. The owner of a Shopping List is also allowed to add or delete users and edit access rights.

Depending on the role in the company hierarchy, users are then allowed to see, edit or checkout a Shopping List.

Features

Multiple Shopping Lists

B2B

Help your customers save items for regular or later purchase through multiple Shopping Lists which are connected to the users' Company Account.

Each List can be named and shared, and comes with an overview page to see all Shopping Lists the user created or was invited to. This overview includes the Shopping Lists owner, type of access, printing, and editing options.

Printing Shopping List

B2B

To accommodate all of your B2B Clients, any Shopping List can quickly be printed.

As an additional option, barcodes are generated alongside each item to simplify a quick re-order via barcode scanners.

WISH LIST

WHO

End Customer

Marketing

WHAT

Offer a Wish List function to reduce shopping cart abandonment.

DETAILS

Enable your customers to track and save the products they wish to purchase through a Wish List function. Effectively, reduce cart abandonment, boost your sales and keep track of which products your customers are interested in. Even allow your customers to create Multiple Wish Lists and customize the name of a new list. With a direct-to-cart feature, customers can immediately add items from their wish list to their shopping cart.

FEATURES

– Multiple Wish Lists

– Named Wish Lists

– Convert Wish List to Cart

Features

Multiple Wish Lists

B2C

GLUE API

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

Named Wish Lists

B2C

GLUE API

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

Convert Wish List to Cart

B2C

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

CART

WHO

End Customer

Marketing

WHAT

Increase conversion rates with a feature-rich shopping Cart and offer additional B2B specific, permission-related functionalities.

DETAILS

The Spryker Commerce OS offers a powerful and full-feature online shopping cart that acts as a gateway for customer and order management. Allow your customers to easily add products, organize, and manage their purchases. Any changes within the Cart lead to an immediate recalculation of the total sum, and pre-defined taxes will be applied and shown automatically. Flexibly define discount rules and allow customers to apply vouchers and coupon codes.

FEATURES

- Cart Functionality & Calculations
- Cart Rules & Discounts
- Minimum Order Value
- Split-Order Calculation
- B2B Cart Functionalities
- Cart Roles & Permissions

- Shared Cart
- Multiple Carts per User
- Quick Order

Features

Cart Functionality & Calculations

B2B

B2C

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. Additionally, logged-in customers can see and edit their Cart from any device. As an additional option, the Per-

sistent Cart functionality lets logged-in customers store their Cart throughout multiple sessions. The Cart features also ensures your business rules, such as discounts, taxes, or shipping, will be applied based on the customer's final choice of items. With the Mini-Cart symbol in the header of the page your customers can easily check the contents of their Cart via a flyout box.

Cart Rules & Discounts

B2B

B2C

Give your customers special cart-based Discounts to boost sales. The Cart Rule query builder allows you to create special Rules and apply them to cart content, such as Cart value thresholds or specific items in the Cart.

Minimum Order Value

B2B

B2C

Easily set a Minimum Order Value for any of your products where either the customer cannot proceed to checkout unless the value is reached or the difference is added as a special fee to the total sum.

Split-Order Calculation

B2B

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.

Features

B2B Cart Functionalities

B2B

Your B2B customers have the ability to add and remove products to their Cart directly from the product page. While there, they can also select which Cart they want to add the items to if they have more than one. Inside the Cart, the customer can change the quantity of an item, switch between different Variants of the product, apply Vouchers, and add notes to the products and the whole Cart. The total price is immediately adjusted whenever changes are made.

A Cart can easily be duplicated or converted into a Shopping List and saved for later use. In case a product is no longer available, it will be indicated and an Alternative Product will be offered to the customer.

The Cart features also ensure your business rules, such as discounts, taxes, or shipping, will be applied based on the customer's final choice of items. With the Mini-Cart symbol in the header of the page, your customers can easily check the contents of their Carts via a flyout box.

Your customers can keep track of their Carts on an overview page, where all relevant information like total prices, their Cart Role, and the number of items are listed.

Cart Roles & Permissions

B2B

As with any business, there are Roles and Permissions for Cart users. A user can be the owner with full editing and sharing power, can have editing access which only excludes sharing options, or have a read-only permission.

Shared Cart

B2B

GLUE API

Your customers can share a Cart with users in their department or a lower ranking Business Unit.

For quick sharing, individual URLs can be created and sent with different access permissions, or users can individually be added.

In the Cart overview interface, all users who have access to the Cart can be edited or deleted. Additionally, each user can see all related Carts with a view of content, total sum, and other users.

Depending on a user's permission, different tasks can be performed in a shared cart. Each Business Unit user can have a read or a write permission to a Cart. With permission to write users can perform all Cart functionalities, such as adding items or checkout. With permission to read users have limited options, for example viewing items or notes.

Features

Multiple Carts per User

B2B

GLUE API

Your customers can save and name multiple Carts in their account. All Carts include sum, the total amount of items, and the people it's shared with can view an overview page located in the customer's account. A fly-out functionality in the header of your shop makes switching between Carts easier.

Quick Order

B2B

Your customers often know exactly what they want based on previous orders, SKU numbers, product names, CSV files, or other variables. The Quick Order function enables them to quickly add products in the desired amount to the Cart. The integrated autocomplete suggester, product restrictions, quantity dropdown and auto-price adjuster ease the process of ordering frequent and recurring products. The customer can also choose if they want to add the items to a Cart or a Shopping List. Of course, different packaging or measurement units are no issue and will be automatically displayed and adjusted.

SHIPMENT

WHO

End Customer

Logistics

WHAT

Ensure quick and cost effective delivery.

DETAILS

Allow customers to choose from multiple shipping carriers and methods through an easy integration. Within this feature, easily specify how the delivery costs of each shipping method are calculated. Offer free shipping or discounts based on the carrier, the shipping method, or the order price to improve the average order volume. Spryker Commerce OS also allows the support of multiple stores with the option to display the delivery costs in multiple currencies and several shipment methods.

FEATURES

– Shipment Carriers & Methods

– Multiple Currencies for Shipments

– Shipment Calculation Rules

– Split Delivery

Features

Shipment Carriers & Methods

B2B

B2C

During the checkout process your customers can easily select their preferred shipment method and related carrier. You can integrate several shipping carriers and methods and define their availability.

Your customers can easily see which carrier offers which shipment method in their respective region and select their preference. The carriers and their shipment methods are neatly grouped in the Cart interface of your shop.

Multiple Currencies for Shipments

B2B

B2C

Each shipment method has a dedicated price and tax set in the various currencies you define. The price displayed to the customer is calculated based on the store they visit or their preferred currency selection.

Shipment Calculation Rules

B2B

B2C

Offering free shipping or a discount based on cart rules motivates customers to spend more in your shop.

You can give shipment discounts based on the carrier, shipment method or cart value. Intricate calculations enable you to freely define a set of rules to be applied to the various discount options.

Split Delivery

B2B

B2C

Give your customers the power to choose multiple shipping addresses and set distinct shipping times during one purchase. This increases the purchasing convenience for customers and helps them to save costs by taking full advantage of bulk ordering while streamlining and managing internal purchasing resources centrally.

Shop owners, on the other hand, benefit from an increase in conversion rates through automated or manual management in the process of deciding if a split delivery is necessary, i.e., when an item is currently out-of-stock. This ensures the sale of all products in the customer cart, instead of item abandonment due to a lack of availability.

PAYMENT

WHO

Finance

E-Commerce Manager

WHAT

Provide a holistic shopping experience and integrate your customers' preferred payment methods.

DETAILS

Easily integrate several different payment gateways, including Amazon Pay, PayPal, and BS Payone. Adapt to your customers' needs and define the availability of payment methods based on customer preferences and country-specific regulations. Even customize their appearance on your site and offer multiple payment methods per checkout. Managing refunds is also entirely effortless with the Spryker Commerce OS as refunds are handled automatically.

FEATURES

– Payment Provider Integration

– Multiple Payment Methods per Order

– Refund Management

Features

Payment Provider Integration

B2B

B2C

GLUE API

The Spryker 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.

BS PAYONE

arvato BERTELSMANN

PayPal

AfterPay®

amazon pay

heidelpay

RatePAY

computop the payment people

ratenkauf by easyCredit

CrefoPay

Klarna.

PAYOLUTION A Paysafe Company

...and more.

Multiple Payment Methods per Order

B2B

B2C

All orders can be paid with none, one or multiple payment methods which the customer can select during checkout. To accommodate your customer's requirements, you can offer multiple payment methods for a single order, such as gift card and an additional credit card.

Refund Management

B2B

B2C

Refunds can be handled automatically in the Administration Interface, once the order has been delivered. Your customers can return the entire order or parts thereof by means of the order splitting mechanism. Every order contains information on the total possible refund value and how much has already been refunded.
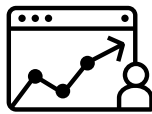
GIFT CARDS

WHO

End Customer

Marketing

WHAT

Acquire new customers through gift card payment options.

DETAILS

Increase sales by allowing your customers to purchase and redeem gift cards. Enabling gift card purchases can boost your brand awareness and help you reach new customers. Additionally, benefit from shoppers who redeem gift cards, as they usually spend 20%+ on top of the card's value. In Spryker Commerce OS, gift cards are treated as a separate payment method.

FEATURE

— Gift Cards Purchase & Management

Features

Gift Cards Purchase & Management

B2B

B2C

The Gift Card feature allows you to create a virtual product with a chosen value amount. The purchase of a gift card generates an individual code that can then be used as a payment method during checkout. Gift Cards help you increase website traffic, gain new customers and boost brand awareness. During the Gift Card purchase process, shipment prices can be omitted, if the card is sent via email. Also, to avoid fraud, certain payment methods, such as invoices, can be faded out.

CHECKOUT

WHO

End Customer

Marketing

Logistics

WHAT

Reduce the dropout rate with a smooth checkout workflow.

DETAILS

Offer customers a smooth shopping experience and customize the checkout workflow all the way. Add, delete and configure any step of the process, like customer account login, shipment and payment methods or checkout overview.

Enable customers to select single or multiple products and add wishlist items to their cart. Easily integrate different carriers and delivery methods.

FEATURES

– Multi-Step Checkout

– Define Payment & Shipment Methods

Features

Multi-Step Checkout

B2B

B2C

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.

Define Payment & Shipment Methods

B2B

B2C

GLUE API

The Spryker Commerce OS offers integrations with several payment and shipment providers that can be offered to the customers during the checkout process.

The selection of shipment methods can be arranged by carrier and availability. Payment methods can easily be customized to your business needs.

WORKFLOW & PROCESS MANAGEMENT

WHO

B2B Customer

B2B Buyer

WHAT

Enable your customers to follow internal compliances through an intricate process management.

DETAILS

Let your B2B customers optimize their internal processes and workflows by offering an intricate approval management tool. Not only can your customers appropriately mimic hierarchy and budget, but it also ensures an easy and fast ordering process.

FEATURES

- Approval Process

- Quotation & Offer Management

- Punchout

- Session Management

Features

Approval Process

B2B

The Approval Process in the Spryker Commerce OS is a workflow management system that allows your customers to define purchasing and clearance limits within their Company Account structure. Two roles are pre-defined: a buyer and an approver role. These roles can have individual purchase limits within which they can freely buy items. Once the cart exceeds this limit, an approval is necessary. The limit includes the total value of the items in your cart as well as the initial shipping costs.

Each buyer can request the purchase approval from their own approver or anyone else within their Business Unit that has the respective budget limits.

If your customers have a general approver, such as a procurement or finance manager, they can easily assign that person to each Business Unit.

Quotation & Offer Management

B2B

To meet the needs of your customers, the Spryker Commerce OS allows them to request a quote for products and services you sell.

Sales Representatives can offer individual deals by manipulating item prices or applying discounts to propose the best deals to your customers.

The Sales Rep and customer can have several rounds of negotiation to create the best possible deal for both sides. All conversation and offers will be saved to ensure best transparency in the end about all details of the deal.

The Request for Quote feature supports all functionality of the price engine and product capabilities, such as Volume Prices, Customer Specific Prices, Measuring and Packaging units, Shipping costs, Product Options and so on.

Punchout

B2B

Enable B2B Buyers to make purchases inside your shop from within their own e-procurement-system.

With the Punchout feature, using the 'PunchOut Catalogs' third-party integration, Buyers can seamlessly log in to the chosen web shop in a browser from within their ERP-system, select items and return the shopping cart to their e-procurement-system. The final order will be placed within the ERP-system. This allows your B2B Customers to apply established workflows like specific approval processes.

Session Management

B2B

You can easily customize the session length of your online shop. Define how long users stay logged in, even if they are not actively browsing your shop.

RATINGS & REVIEWS

WHO

End Customer

Marketing

Sales

WHAT

Inspire trust among customers with ratings and reviews.

DETAILS

Drive sales by including user reviews and ratings. They are proven to be a sign of trust and allow brands to receive valuable and moderate feed-back in the Administration Interface. Ratings and Reviews feature also comes with the functional-ity to add text-free reviews and star ratings.

FEATURE

— Ratings & Reviews

Features

Ratings & Reviews

B2B

B2C

GLUE API

Boost sales and gain your customer's trust by including the Ratings & Reviews feature. Your customers can easily review your products through a free-text function or via star ratings.

The Administration Interface includes a section where you can manage customers' ratings and reviews to moderate content and collect information before publishing them live.

MAILING & COMMUNICATION

WHO

Customer Service

Marketing

WHAT

Keep in touch with your customers.

DETAILS

Drive customer engagement and keep them up-to-date. Send automated confirmation e-mail, when an order is being processed or items are being shipped. Enhance customer engagement by offering different types of newsletter subscriptions to notify your customers of new or recommended products. The Spryker Commerce OS allows you to integrate an e-mail provider of your choice or use the default e-mail provider Swift Mailer.

FEATURES

– Manage Transactional E-mails

– Newsletter Subscription

– Availability Notification

– Comments Widget

Features

Manage Transactional E-mails

B2B

B2C

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

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

Newsletter Subscription

B2B

B2C

Offer Newsletter Subscriptions to your customers to increase loyalty. Send updates on product related news, special offers or any other update you wish to share. The Spryker Commerce OS offers opt-in and opt-out options.

Availability Notification

B2B

B2C

Let your customers sign up for an automated notification for any product that may be available again, be it any discontinued or out-of-stock item.

Comments Widget

B2B

Enable your customers to add comments to any entity in the Spryker Commerce OS. With the flexible Comments Widget you are free to decide were in your web shop comments

should be allowed. Spryker provides you with a default comment widget for your cart. Comments can be tagged and filtered for easier communication.

CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

WHO

Customer Service

End Customer

WHAT

Increase conversion rates and average order values with a compact Customer Relationship Management tool.

DETAILS

The compact and powerful customer management tool allows you to easily manage customer accounts and effectively monitor their shopping habits. Customers can easily create customer accounts, which you can use to create personalized shopping experiences via customer seg-mentation. Group your customers based on their location, order history, age, gender or any other property and target specific groups for certain products, promotions, content pages, languages and many more.

FEATURES

- Customer Accounts

- Login & Registration Forms

- Password Management

- Customer Groups

Features

Customer Accounts

B2B

B2C

GLUE API

Let your customers create an Account to save their contact details, addresses and preferences including language and shipping options. The customer may access, filter and search all of the orders in the order history. This allows B2B businesses to check and review past orders from their particular business unit or within the entire company.

In the Back Office you can view and edit customer account details and check their orders and order history. For internal references, each customer account can be enhanced with notes. This will allow an easier customer management in your organization.

Login & Registration Forms

B2B

B2C

GLUE API

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.

Password Management

B2B

B2C

GLUE API

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

Features

Customer Groups

B2B

B2C

GLUE API

The Customer Groups feature allows you to organize customers into groups to help you target users for discounts and promotions, give restricted access to specific products or categories or create any other type of segmentation you need.

COMPANY ACCOUNT

WHO

Customer Service

B2B Customer

B2B Buyer

WHAT

Ensure a secure and reliable Company Role and Business Unit Management.

DETAILS

Provide your B2B Customers with a way to accurately map their business hierarchies, permissions and role management. With the creation of distinctive Business Units, the internal hierarchy can easily be mapped and each Unit can operate independently. This is especially useful if your customer's company is operating multiple locations or warehouses. A convenient Roles & Permissions System enables your customer's buyers to clearly define purchasing and approval processes. By default a standard set of Roles is defined and Permissions attributed. Each user inside a Company Account can have multiple Roles and Permissions and belong to more than one Busines Unit.

FEATURES

– Company Account Overview

– Business Units

– Business on Behalf

– Company User Roles

– Company User Permissions

– Agent Assist

– Content Restrictions

– Registration of new Company

Features

Company Account Overview

B2B

GLUE API

The Spryker Commerce OS lets your customers accurately model their business structure in the Webshop in order to reflect their hierarchy, roles, permissions, purchasing process, and anything else they need to smoothly buy from your shop. On the Company Account page, the user has a clear overview of their business' structure, hierarchy, shipping and billing addresses, other users in their Business Unit, and much more.

This is the basis for many B2B environment features that ensure smooth and safe processes.

Business Units

B2B

GLUE API

The Business Units define the different locations, entities or departments your customers want to reflect inside their Company Account.

Each Business Unit can have their own billing and shipping address, hierarchy level, users and more. Company Account Users can be assigned to one or multiple Business Units.

The Business Units hierarchy defines the relation between Business Units inside your customer's Company Account.

Business on Behalf

B2B

GLUE API

In order for your company's hierarchy and business process to be accurately reflected, the Business on Behalf feature allows you to assign a single user to multiple Business Units.

As an example, a procurement or finance manager that needs to approve or verify purchases throughout the company can do so individually in each Business Unit.

Company User Roles

B2B

GLUE API

In the Spryker out-of-the-box solution there are two default User Roles: Administrator and Buyer. By default, the Admin will have full access to all functionalities and a Buyer will have full purchasing power. However, there can be special types of Buyers based on different Permissions.

Any employee of your customers' company can have one or multiple Roles.

When a new user is created, they have to be added to a Business Unit. This can be done either by bulk uploading CSV files or sending out individual invitations by email. A user can also be deleted and all their account data will be anonymized or disabled where data is still fully available, but the user will have no more access.

Features

Company User Permissions

B2B

GLUE API

In order to maintain a clear Permission system, your customers can easily manage which User has what kind of competencies in their shop environment.

Per Default, the Role of the Administrator has full access to all areas in the Company Account, such as adding new users, creating new customer accounts and even deleting the Company Account.

A Buyer by default has Permission to fully execute an order. However, there can be different sub sets of Buyer Permissions, based on approval processes, checkout rights, hierarchy level in the Business Unit or other options.

Agent Assist

B2B

B2C

With the Agent Assist feature, you can allow your Sales Agents or Customer Care employees to support customers in their purchasing process.

This special view opens your shop as the customer in need of support would see it, but lets your sales personnel do the purchase for them. Your company's representative will see all products, prices, and discounts as they are for the selected customer. Special discounts can of course still be applied.

All purchases done through the Agent Assistant feature will be logged as such.

Content Restrictions

B2B

Give your customers the ability to hide content from End Customers that are not logged-in into their shop. This can be done for competitive reasons or because of security, customer loyalty or exclusivity.

You can restrict access to Prices, Products, Product Availability, Cart and Shopping Lists.

Registration of new Company

B2B

Let your new customers register their company through a fully self-serving registration form in your B2B online shop.

You can enable the approval function in the Spryker Commerce OS Administration Interface to have full control over the newly registered clients.

ORDER MANAGEMENT

WHO

Logistics

Sales

WHAT

Process orders smoothly to fulfill them quickly.

DETAILS

Efficiently keep track of your order processing and ensure quick fulfillment. Manage incoming orders through the Administration Interface and effortlessly view and edit orders, track their progress or contact customers of open orders directly. With the compact Order Management features you can easily keep your order processing running smoothly.

FEATURES

– State Machine Modelling

– Order Management System (OMS) Matrix

– Reorder

– Order Processing

– Reclamations & Refunds

– Custom Order Reference

Features

State Machine Modelling

B2B

B2C

State Machines help you define, execute and visualize predefined and automated 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.

You can tailor the State Machine to your needs to trigger certain processes automatically or execute them manually.

Order Management System (OMS) Matrix

B2B

B2C

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 the details per status and order.

Reorder

B2B

B2C

Save your customers' time by letting them reorder from a previous order. All items from the old order can be added to a new cart.

Order Processing

B2B

B2C

With the Spryker Commerce OS you can process orders from your online store, via a manual order creation form or various external touchpoints, such as voice or car apps.

Features

Reclamations & Refunds

B2B

B2C

Provide your sales and customer support agents with an easy-to-manage and clear overview of all Reclamations.

Reclamations can easily be created and managed inside a customer's order. This way, any action necessary, such as a return, repair or any replacement can be triggered.

If a Refund is necessary, you can easily trigger it in the Admin Interface to improve customer satisfaction.

Custom Order Reference

B2B

Custom Order Reference allows your B2B customers to add a reference to an external system on the order. The customer can define the reference for things such as a separate ticket, accounting or purchasing system. This simplifies not only the purchasing experience but provides transparency and cost control.

INVENTORY MANAGEMENT

WHO

E-Commerce Manager

Sales

WHAT

Save time by keeping an eye on your stock levels.

DETAILS

Check your inventory levels at a glance. The powerful Administration Interface allows you to easily keep an overview of your stock levels to display accurate availabilities on your store site. Any open orders, and therefore reserved items are taken into consideration when stock availabilities are displayed.

FEATURES

– Stock & Availability Management

– Multiple Warehouse Stock Management

Features

Stock & Availability Management

The fully automated Stock calculation takes into consideration products that are reserved in open orders when defining availability. Also, you can define never-out-of-stock products, such as digital downloads.

In contrast to Stock, Availability considers not only the number of products in the warehouse, but currently open orders, too. Product Availability defines if a product can or cannot be sold in the shop.
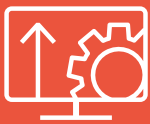
B2B

B2C

Multiple Warehouse Stock Management

Your product's availability is calculated on a per-store basis, meaning you can manage stocks across all international entities from a single interface and make logistics management more efficient.

B2B

B2C

BACK OFFICE

WHO

E-Commerce Manager

Customer Service

Legal

WHAT

Keep your back-end processes running efficiently, protect your data and administer all accounts.

DETAILS

The Spryker Commerce OS includes a powerful and user-friendly Administration Interface that allows you to manage all Back Office tasks with ease. Easily manage and create customer accounts and define who can access the Administration Interface. Keep track of all your internal processes including the management of your products, orders, customers and many more.

FEATURES

- Administration Interface Management

- Data Protection

- Permission & ACL Management

- Manage Customer Accounts

- Manage Company Accounts

- Dashboard
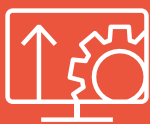
Features

Administration Interface Management

B2B

B2C

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. The Back Office is, by default, only available in German and English.

Data Protection

B2B

B2C

The Spryker Commerce OS is fully compliant with international GDPR regulations.
For example, customers can delete their account information and subscribe or unsubscribe from newsletters. Shop owners can also delete a customer account through the Administration Interface. However, this action does not affect billing and order related information. Deleting an account anonymizes customer information and address data.
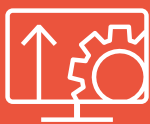
Permission & ACL Management

B2B

B2C

Clearly define access permissions and roles of all Administration Interface users 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.

Features

Manage Customer Accounts

B2B

B2C

In the Customer Accounts feature you can view and edit customer accounts, see details and check order history. The Customer Accounts function allows you to group your customers to target them for exclusive or limited offers.

Your customers can create an account to save their contact details, addresses, order history and preferences, such as language and shipping options.

Tailor the customer registration to your needs. A customer can simply register with an email 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.

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

Manage Company Accounts

B2B

In a B2B world, your direct customers have a different need from an End Customer when it comes to ordering processes, permissions, and roles.

Therefore, with the Spryker Commerce OS Company Account, the hierarchical structures and roles can easily be reflected. This enables your clients to fully mirror their company's organization, permissions, and authorization for budgets and purchasing processes.

Dashboard

B2B

B2C

With the intuitive Dashboard in the Spryker Commerce OS back-end, you can quickly and easily gain an overview over the latest statistics and performances of your online shop.

See different KPIs at a glance with different graph types to better visualize your store's results.

The Spryker Commerce OS uses plot.ly as a library which offers a variety of different adaptive chart types, optimized for desktop and mobile use.
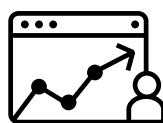
MULTI-CHANNEL

WHO

End Customer

E-Commerce manager

Marketing

WHAT

Increase customer satisfaction by offering multiple, mobile-ready channels and reach your customers where they are.

DETAILS

Provide a holistic shopping experience by meeting your customers where they are. You can easily promote and sell your products and services across multiple channels beyond your store's website, on- and offline. Build your Commerce OS with a responsive layout and ensure a smooth shopping experience across multiple devices, too. The responsive layout ensures that all content is displayed correctly across mobile, tablet and desktop devices of any kind. Allow your customers to seamlessly access your shop from any device.

FEATURES

– Multiple Touchpoint Integrations

– Responsive Design

Features

Multiple Touchpoints Integrations

B2B

B2C

With the Spryker Commerce OS you can flexibly integrate any and as many customer facing Touchpoints you wish. Always stay ahead of your competition with i.e. voice, car, bot or smart home commerce integrations.

Responsive Design

B2B

B2C

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 Commerce OS.

SDK

WHO

Developer

WHAT

Save time and money by leveraging the Spryker Commerce OS in the most effective way.

DETAILS

Create a reliable base for your OS that ensures security and high performance. Provide your developers with a collection of useful coding tools that help them validate their code while they work. The Spryker Commerce OS also offers production/staging deployment solutions for several different cloud platforms.

FEATURES

- Development Tools

- Spryk Code Generator

- Importer

- Development Virtual Machine, Docker Containers & Console

- CSS Class Customization

- Cronjob Scheduling

Features

Development Tools

B2B

B2C

The Spryker Commerce OS provides your developers with a range of coding tools that make sure your OS run smoothly.

– Code sniffer: This will validate the code style.
– Architecture sniffer: Checks whether the code follows the Spryker architecture also on a module level.
– PHPStan: Static code syntax analyzer for code introspection, helps to reduce bugs.

Spryk Code Generator

B2B

B2C

The Spryk Code Generator is a tool developed to ease the process of generating pieces of code on core and project level. Furthermore, it links individual code generation definitions into specific scenarios you need on a daily basis.

Features

Importer

B2B

B2C

Easily import your business logics and data, such as product information, customer base, categories and many more into the Spryker Commerce OS.

Development Virtual Machine, Docker Containers & Console

B2B

B2C

With the Spryker Commerce OS comes an all-inclusive and fully pre-provisioned development environment on a virtual machine, based on Vagrant and VirtualBox.

A Docker container-based environment is provided for development as an alternative to the virtual machine.

The command-line Console tool enables you to execute a great variety of commands, such as managing the Spryker Commerce OS installer, to run the OS in any environment.

CSS Class Customization

B2B

B2C

You can fully customize the storefront appearance to match your CI using the CSS Classes.

Cronjob Scheduling

B2B

B2C

To enable your system to process all requests effortlessly, the Spryker Commerce OS is equipped with a Cronjob Scheduling feature. All jobs can

be scheduled and executed automatically or manually. Jobs are versioned and can easily be changed by your own developers.

DEMO SHOPS

WHO

Developer   E-Commerce Manager

WHAT

Get a glimpse of the Spryker Commerce OS functionalities and start with our Demo Shops.

DETAILS

The Spryker B2B and B2C Demo Shop are fully functional, out-of-the-box online shops. They offer all common functionalities and workflows any state-of-the-art commerce business needs and can be used as a boilerplate to kick-start your project. You can test Spryker's features and functionalities and adjust them to your specific needs.

FEATURES

- – B2B Demo Shop

- – B2C Demo Shop

Features

B2B Demo Shop

The B2B Demo Shop is part of the B2B Suite and comes with a set of features and a ready-to-use Demo Shop for your convenience.

It entails all necessary functionalities a state-of-art and technologically advanced B2B business will need and can be fully modified and customized to your specific needs.

B2B

B2C Demo Shop

With the B2C Demo Shop you will have access to a full set of features necessary to start any B2C business. It is part of Spryker's B2C Suite

and offers a ready-to-use boilerplate to start your online shop. Of course, it can be fully modified and customized to your business' needs.

B2C

TECHNOLOGY PARTNER INTEGRATIONS

WHO

Finance

Developer

Marketing

WHAT

Simplify and accelerate your processes by making use of the multitude of partner solutions

DETAILS

Streamline your operations by connecting your Spryker Commerce OS with a large selection of third-party applications and integrations. Create a rich customer experience by integrating an e-mail marketing provider that suits your business needs or reduce errors with the integration of an analytics solution and the ERP of your choice. Automate your processes and implement several shipping and payment integrations. Seamlessly integrate the third-party solutions you need and make your store unique.

INTEGRATIONS

- External Integrations

- Punchout Integrations

Integrations

B2B

To speed up processes and simplify the daily management of your shop, you can integrate a great variety of third party solution providers such as shipping, payment and analytics.

B2C

akeneo   **STYLA**   **BS / PAYONE**

claranet   **PayPal**   **ratenkauf** by easyCredit

arvato BERTELSMANN   SEVEN SENDERS   **computop** the payment people

inxmail professional email marketing   **mindcurv**™   **COREMEDIA**

NAMOGOO   **FACT-Finder**®   **e-Spirit**

heidelpay   **Tradebyte** Cycle of e-commerce   **data virtuality** | any data. any system. any time.

dynamic yield   **nosto**   **econda** Personalization & Analytics

... and more.

B2B

The Partner Integration of 'PunchOut Catalogs' is enabling Spryker and our customers to fully make use of the punchout functionalities in their customer's ERP systems.

It is a non out-of-the-box Spryker integration that can easily be linked to many ERP systems. In order to process the request and messaging between systems it uses the established punchout protocols OCI and cXML.

API

WHO

Developer

Marketing

WHAT

Expand your shop's most important processes across multiple customer touchpoints.

DETAILS

The Spryker GLUE REST API is a fully functional JSON REST API that comes in the form of a new application available in the Spryker Commerce OS. It is built to be used 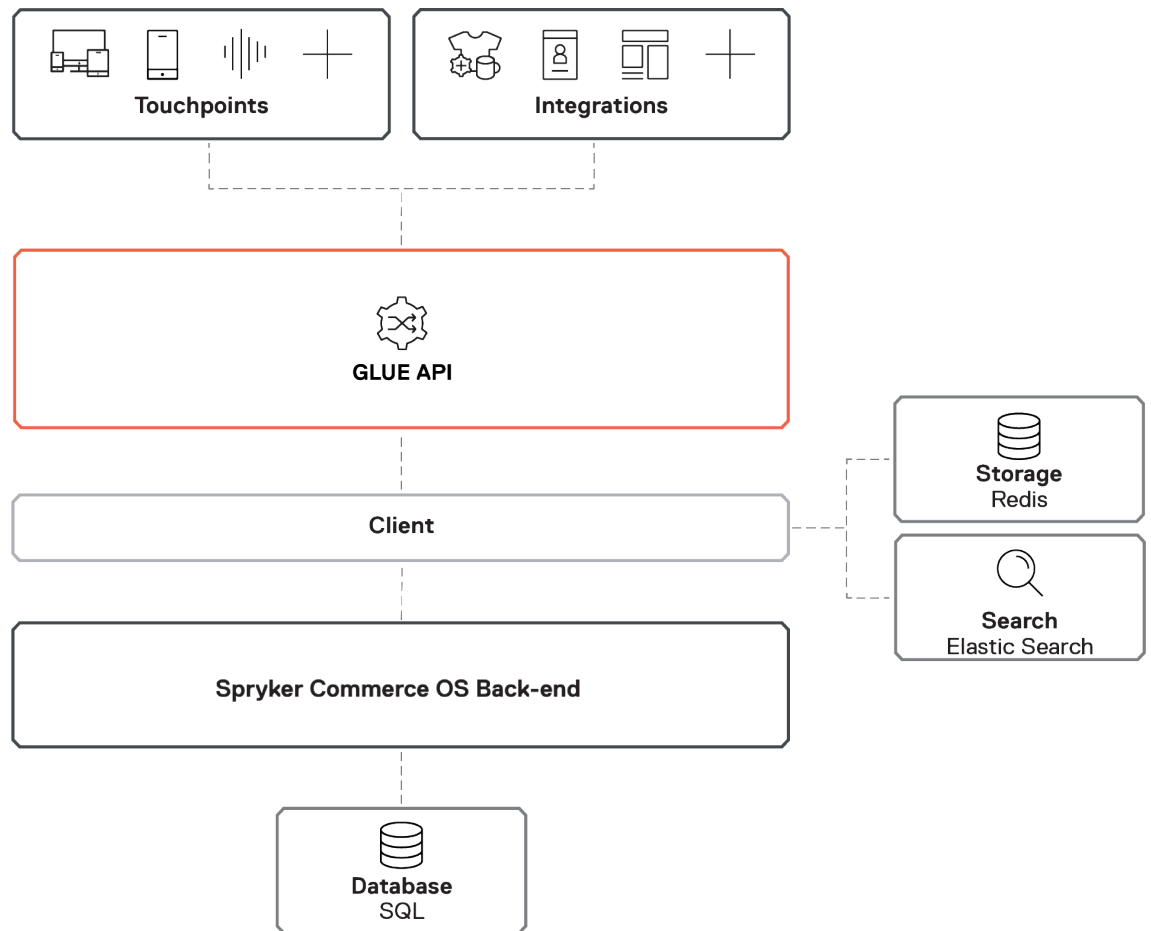as a contact between the Commerce OS back-end and any possible touchpoint or integration like mobile, voice, smart home device or other, or connect with a third party system. As an application, GLUE exposes existing Spryker functionality like search, cart, checkout, or even CRM.

DETAILS

- Benefits of GLUE API

- GLUE API Ready Features

Benefits

Benefits of GLUE API

Integrate and personalize front-end APPs like IoT, mobile apps, bots or web page stores effortlessly. Spryker's module selection is constantly growing to help optimize your customer reach.

- Start the development of your own shop through Spryker's existing API functionality.
- Build a custom front-end (e.g. React front-end) using GLUE API.
- Select from a range of functionalities with minimum dependencies.
- Reusable resources to develop quickly without copying yourself through high code reuse.

- With no vendor versioning, never feel the pressure to update your system if it does not align with your own business goals.
- Avoid obsolete or outdated documentation by writing your own so it is always aligned with your system's behavior.

Features

- Product Attributes
- Product Abstraction
- Super Attributes
- Product Relations
- Product Labels
- Alternative Products
- Discontinued Products
- Measurement Units
- Upsell
- Cross-sell
- Category Management
- Define Category Hierarchy
- Hierarchical Navigation
- Product Based Shop Navigation
- Content Based Shop Navigation
- Filters & Search by Category
- Textual Search
- Dynamic Filters & Facets
- Product Image Management
- Multiple Currencies per Store
- International Tax Rates and Sets
- Autodetect of Currency

- Net & Gross Price Mode
- Customer Specific Prices
- Manage Tax Rates & Sets
- Discount Engine
- Vouchers
- Create Shopping Lists
- Multiple Wish Lists
- Named Wish LIsts
- Shared Cart
- Multiple Carts per User
- Payment Provider Integration
- Define Payment & Shipment Methods
- Ratings & Reviews
- Customer Accounts
- Login & Registration Forms
- Password Management
- Customer Groups
- Company Account Overview
- Business Units
- Business on Behalf
- Company User Roles
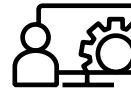- Company User Permissions

MIDDLEWARE

WHO

Developer

E-Commerce Manager

Site Admin

WHAT

Easily connect and manage large legacy systems like CRM, PIM, and ERP.

DETAILS

Connect your shop's legacy CRM, ERP, PIM and other large, complicated systems easily through the Spryker data pipeline called Middleware. The Spryker Middleware has five stages which export an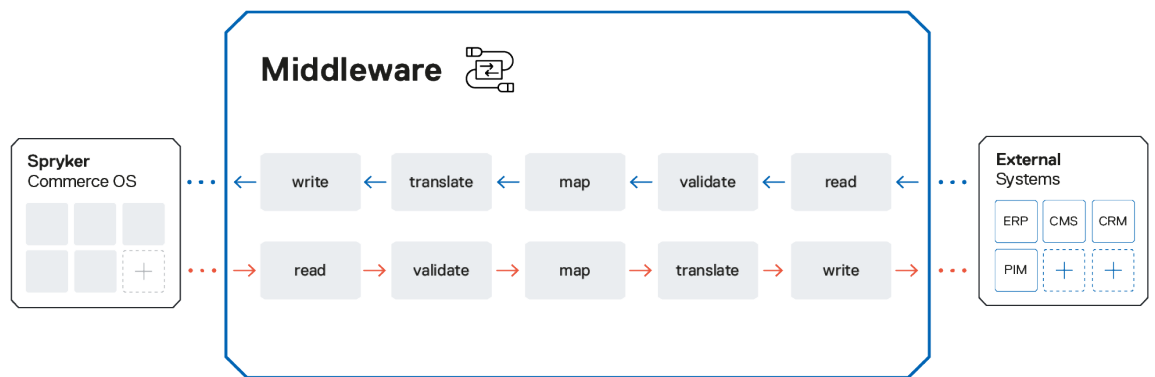d import items through these specific set of stages: read, validate, map, translate, and write. This process ensures all of your most important data is imported properly and safely so you do not have to worry about any integration.

SYSTEM

– Middleware

System

Middleware

Spryker Commerce OS → write ← translate ← map ← validate ← read ← External Systems

Spryker Commerce OS → read → validate → map → translate → write → External Systems (ERP, CMS, CRM, PIM)

Middleware

B2B

B2C

The Spryker Middleware is a powerful tool that allows you to merge your most important service providers, data resources, and third-party systems with the Spryker Commerce OS.

This toolset transfers data through a pipeline that contains five stages: reader, validator, map-per, translator, writer. These work together along with the vendor-specific reader and writer to make sure all integrations work with the Spryker system no matter what enterprise solutions you already use.

Benefits of Spryker Middleware

In every enterprise project, there are multiple integrations allowing the import and export of price, stock, order, customers, products and more. Spryker Middleware unifies these processes in a smart, streamlined way.

– Reduces integration times by up to 80%
– Reduces support and maintenance cost by up to 50%
– Provides a boost of 40% in performance and time.

Integration of Spryker Middleware

Large-scale projects, third-party integrations, and partners are building connections to ERP, PIM, CRM, and other systems from scratch every time. Adding the Spryker Middleware is a simple integration which alleviates these stresses for developers.

– Common integrations like batch processing and logging
– Streamline data processing patterns
– Provides flexible data transformation and processing systems

Spryker

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

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Feature Catalog

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