

BOOKLET

# Product Portfolio

August 2023



## Spryker's Portfolio Efficiently Powers Your Business Growth

### Business Models



B2B



B2C



D2C



IoT



+ more

### Services and Partners



Technology  
Partners



Solution  
Partners



Composable  
Value Services

### Products and Solutions



Spryker Cloud  
Commerce OS



Spryker App  
Composition  
Platform



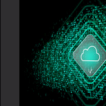
Spryker  
Enterprise  
Marketplace



Unified  
Commerce



SDK



Spryker PaaS+



Spryker Code  
Upgrader



Data  
Exchange

## Spryker at a Glance



Founded in 2014



Major Player in IDC 2020  
Marketscape for Digital  
B2B Commerce



> \$160million total funding  
received

**Gartner®**

Visionary entrant in the 2022  
Gartner Magic Quadrant for  
Digital Commerce



150+ customers in B2B, B2C,  
Enterprise Marketplace, and  
Unified Commerce

## Spryker **Benefits**

### Efficiency as standard

**Reduced Total Cost of Ownership** – Spryker’s composable approach enables a leaner platform, more efficient development, and a reduction in unnecessary costs.

**Increased Return on Investment** – Composable architecture allows for platform integrations with minimal effort, offering faster returns.

**Quick Time-to-Value** – Spryker offers quick turnarounds and a shorter time to gain value, with past projects having been launched in just 14 days.

**Enhanced Customer Engagement** – Customer and buyer journeys are customizable, with an intuitive and seamless purchase process.



## Spryker **Principles**

**Customizable** – Customization on all levels supports complex business practices that shouldn’t be hindered by rigid technology.

**Composable** – Harness flexibility and rapidly respond to unpredictable customer and market demands.

**Future-proof** – Use technology to quickly pivot, match market expectations, and leapfrog competitors.

**Scalable** – Scale front- and back-ends independently, whilst Spryker’s elasticity supports a high number of unique visitors, orders, and products.

**Adaptable** – Out-of-the-box coverage of a wide variety of business models supports your current business practices whilst allowing for the integration of new ones.



## Customer Overview

You're in good company

More than 150 B2B, B2C and Marketplace companies from various industries are already transforming, scaling and optimizing their digital commerce with Spryker.

**HORNBACH**



**HILTI**



**SIEMENS  
Healthineers**

**INTERSPORT**



Leading global e-commerce marketplace for electronic components.

- ✓ 580+ million items in the catalog
- ✓ over 3,000 suppliers

**RICOH**

Replatforming from Oracle in favor of scalability and faster time-to-market.

- ✓ TCO and time-to-market as main KPIs
- ✓ Online shop as new revenue stream

**SIEMENS  
Healthineers**

Creating a digital experience beyond commerce for Siemens' patients.

- ✓ Over 90% of Siemens' complex use cases fulfilled
- ✓ Less than 3 months for MVP in one market



Creating a seamless B2B commerce platform for more than 6000 stores in Mexico.

- ✓ Leveraging majority of OOTB B2B features
- ✓ Customer centricity is key



## Spryker **Cloud Commerce OS** in a Nutshell

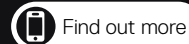
The Spryker Cloud Commerce OS is a “**beyond shop, beyond desktop**” commerce technology, enabling transactional use cases at every current and future touchpoint.

Spryker:

- is cloud-based by default
- offers limitless scalability
- provides sophisticated capabilities
- is API-based
- separates front- and back-end
- enables any business model (B2B, B2C, Marketplace, Unified Commerce, or any IoT model)



Our newest product initiatives Spryker App Composition Platform, Unified Commerce, and our Software Development Kit (SDK) offer essential tools to help your business stay competitive.



## Spryker **App Composition Platform**

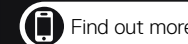
Bring composable commerce to life, instantly!

**Trial 3rd party services in a seamless, secure, and curated way** with the brand new Spryker App Composition Platform.

With a click of a button, Spryker Cloud customers can connect to payment service providers, search, and other third party integrations – **no coding required!**

The Spryker App Composition Platform guarantees our Cloud customers:

- Security
- Compatibility
- Stability
- Out-of-the-box usability
- A unified Service Level Agreement (SLA)
- A time-saving solution



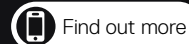
## Spryker Enterprise Marketplace

**Effortlessly scale your business** with Spryker's Enterprise Marketplace. Integrate a new business model into your platform and onboard merchants, enabling your organization to offer complementary products and services.

Enterprise Marketplace benefits:

- Increased customer convenience
- Improved ROI
- Reduced Total Cost of Ownership
- Increased agility
- Consistent user experience for:
  - End Customers
  - Third-Party Merchants
  - Marketplace Operators

Extensive new capabilities meet all of the requirements for running a Marketplace. These include back office functionalities, a brand new merchant portal, and well-arranged shop integrations.



Find out more



## Use Cases Beyond the “Classic” Marketplace ...

Enhance your offering with external, complementary products and services

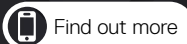
- Gain trust and attract more customers by adding third-party complementary products to your marketplace with minimal investment.
- Extend your product assortment with additional products and services from other suppliers, including manufacturers or distributors.

Address channel conflict as a manufacturer when selling products direct to consumers

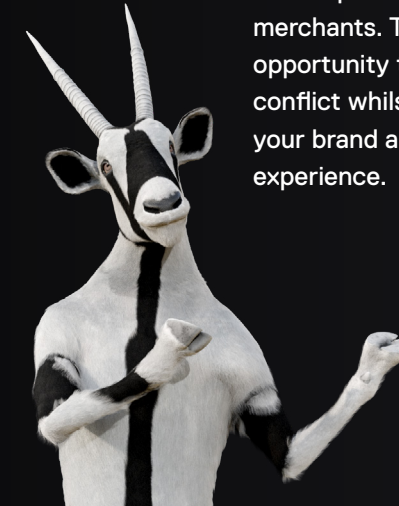
- Going D2C as a manufacturer can create a perceived channel conflict and a sense of competition with your dealer network.
- Dealers and resellers can be brought into your D2C Marketplace solution as merchants. This offers a great opportunity to avoid channel conflict whilst controlling your brand and consumer experience.

Create supply chain purchasing flexibility with a buy-side Marketplace

- A buy-side marketplace is a platform that connects buyers with suppliers, providing a centralized location for procurement and sourcing activities.
- This approach allows for sourcing flexibility by enabling access to a wider range of suppliers competing on price, availability, and delivery times.



Find out more



## Unified Commerce

Unified Commerce allows your business to offer a seamless customer experience across a range of touchpoints.

Spryker Unified Commerce includes:

- Click&Collect
- Ship-to-Store
- Store-specific stock and availability
- Mobile responsive webshop
- Extensions to existing functionalities to fit Unified Commerce use cases



Spryker's Unified Commerce offering has been designed to match customer expectations in modern commerce. Unified Commerce supports multiple languages, currencies, stock levels, prices, as well as regions and branches which may differ in product offerings.

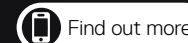


## Spryker SDK – Our Tool Kit for Development Success

The Spryker Software Development Kit (SDK) offers your developers access to a collection of coding tools that allows them to validate their code as they work. Providing a reliable foundation for your SCCOS, SDK ensures security and high performance. Spryker also offers production and staging deployment solutions for several different cloud platforms.



- **Build Faster:** Using coding generation tools that comply with best practices and Spryker architecture.
- **30% Faster Onboarding:** Enable instant feedback loops for newbies.
- **80% Less Maintenance:** Take minor & patch releases with lower integration efforts on your project.





## PaaS+ (Platform-as-a-Service+)

The Spryker Cloud Commerce OS is a PaaS+ solution. PaaS+ offers all of the benefits of a traditional PaaS platform, plus Spryker's additional services taking Platform-as-a-Service to the next level.

Spryker's PaaS+ technology allows you to focus on your business without needing to secure, scale, or maintain your platform. In addition, your organization benefits from the flexibility inherent in cloud platforms.

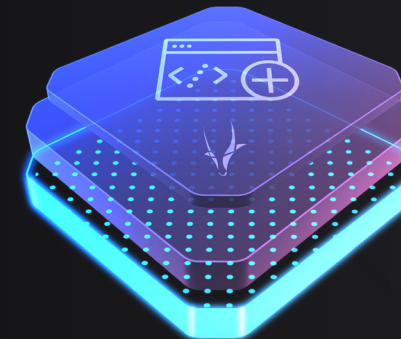
PaaS+ offers the following benefits:

- Optimal Total Cost of Ownership (TCO)
- Continued support & accountability
- Elastic scalability
- Security
- Flexibility
- Service resilience



## Spryker Code Upgrader

Save your tech teams time and effort with Spryker Code Upgrader. This smart solution provides guidelines and rules to upgrade your commerce platform, making platform updates more straight forward. Spryker Code Upgrader also enables semi-automated upgrades for SCOS minor and patch releases.



Benefits of Spryker Code Upgrader:

- Offer guidelines and rules to assist your team in upgrading SCOS
- Allows semi-automated upgrades on minor and patch releases of SCOS modules
- Enables developers to spend less time on upgrades, freeing up engineering resources



Find out more



## Spryker **Middleware** powered by Alumio

### Data Exchange

The Spryker Middleware powered by Alumio is an enterprise data integration providing your business with a centralized and efficient solution to seamlessly connect and integrate disparate data sources.

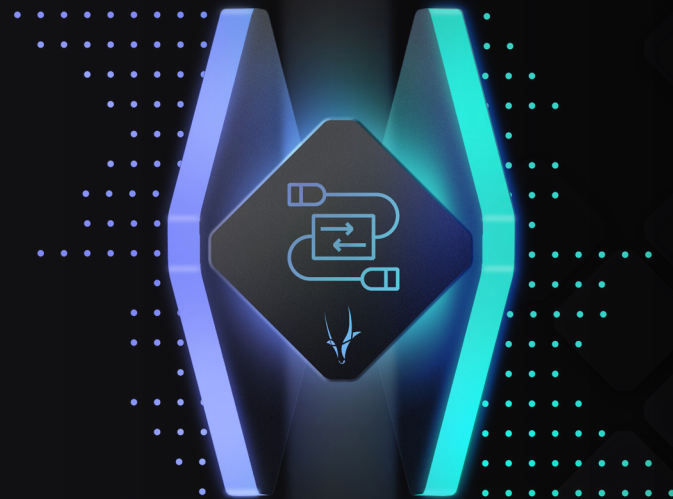
Allowing for real-time data synchronization, this enhances operational efficiency, and facilitates informed decision-making.



Spryker Middleware aims to reduce the data exchange implementation and maintenance efforts for Spryker customer projects by 90%.



Find out more



## Spryker **GLUE API**

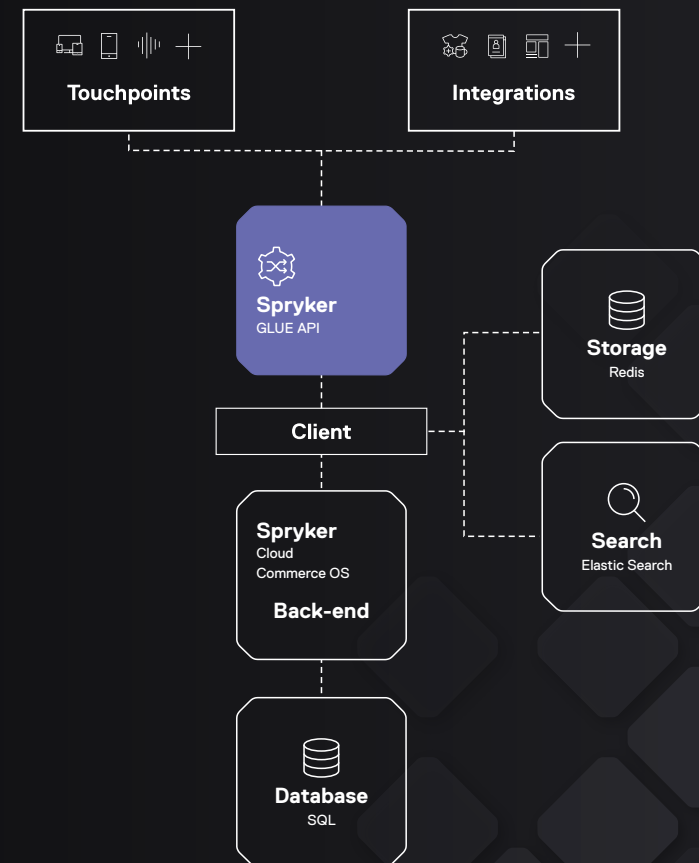
### Data Exchange

The Spryker GLUE API is a fully functional JSON REST API, providing communication between the Commerce OS back-end and any possible touchpoint or integration, including mobile, voice, smart home device, or connection with a third-party system.

#### Spryker's API Principles

- APIs are designed with a focus on the entire journey and not only on a single touchpoint.
- APIs are designed and developed considering the value for the customer
- APIs are the extension of your selected business capabilities

Spryker aims for operational simplicity, providing you with a method of retrieving only the data that you need to build each of your front-ends.



## Composable Value Services

Secure smooth project implementation and solve business challenges with a vast selection of tools, resources, and expert support provided by Spryker and Spryker partners.

To create an individualized solution, you can pick and compose from an array of services from 4 main categories:

- Business Consulting
- Expert Consulting
- Co-Innovations
- Premier Success



### Composable Value Services benefits:

#### Holistic Enablement

- Benefit from an end-to-end spectrum of solution services in partnership with our skilled consultants.

#### Composability

- Expert guidance to choose the services you need and create the best e-commerce consulting solution for you.

#### Outcome Focused

- Reach your business goals, with services tailored to have a laser-focused approach.

## Best of Breed Partner Integrations



### Leading ecosystem:

#### Extensive partner network for successful implementation

Thanks to our **Solution Partners**, a network of leading implementation agencies, the fast and professional implementation of Spryker projects is easily within reach. And our **Technology Partners**.

### Over 100+ Technology Partners

Help you run your commerce platform successfully

### Over 60+ Solution Partners

Help you launch and scale your commerce experience successfully



## Spryker's Composable Approach

Spryker's composable approach means your business is **never limited by what you can do or how you can grow.**

Composability allows the flexibility to use the entire Spryker offering, only specific features, or to integrate your preferred third-party systems.

- Save **time, money, and effort** by launching MVPs using only the features needed.
- **Remain flexible** by easily adding, removing, and testing new features – without downtime – based on customer needs.
- Benefit from **faster implementation, testing, and optimization** by having developers work in parallel.

### Spryker Cloud Commerce OS



## Packaged Business Capabilities

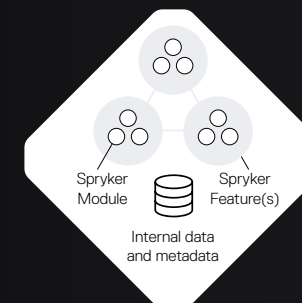
Spryker's use of Packaged Business Capabilities (PBCs) ensures flexibility and efficiency in your business.

PBCs are an assembly of functionalities grouped into larger clusters. All functionality should be encompassed within the PBC and no critical dependency to others should be given. Communication between the different PBCs and other systems should work based on an API infrastructure, **to maximize speed and security.**

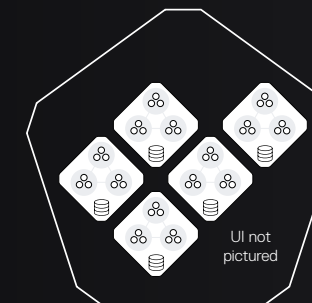
### Spryker PBCs:

- Help keep your system lean, agile, and fast.
- Enable flexibility as they can easily be added, removed, or swapped with other PBCs.
- Offer rapid testing and time-to-market for your business.

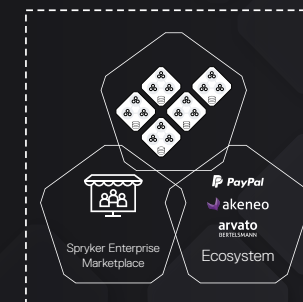
### Spryker Capability



### Spryker B2B/B2C Suite



### Spryker Cloud Commerce OS





## B2B Solution

Spryker's B2B offering contains enhanced capabilities and features, designed to foster collaboration between departments and business units to ease the purchasing process.

Tailored to the needs of B2B businesses.



### Core Commerce Functionality

- Customer specific prices
- Configurable Bundles
- Scheduled price updates
- Decimal stock support
- Packaging units
- Double opt-in for customer registration



### Order Management

- Return Management
- Filter and Search in Order Archive
- Adding shipment cost to RFQ
- Invoice generation
- Split delivery



### Workflow and Company Account

- Approval processes
- Business Unit Hierarchy
- Company User Role
- Company User Permission
- Sales Assistant
- Business on Behalf



### Multi-store Enhancements

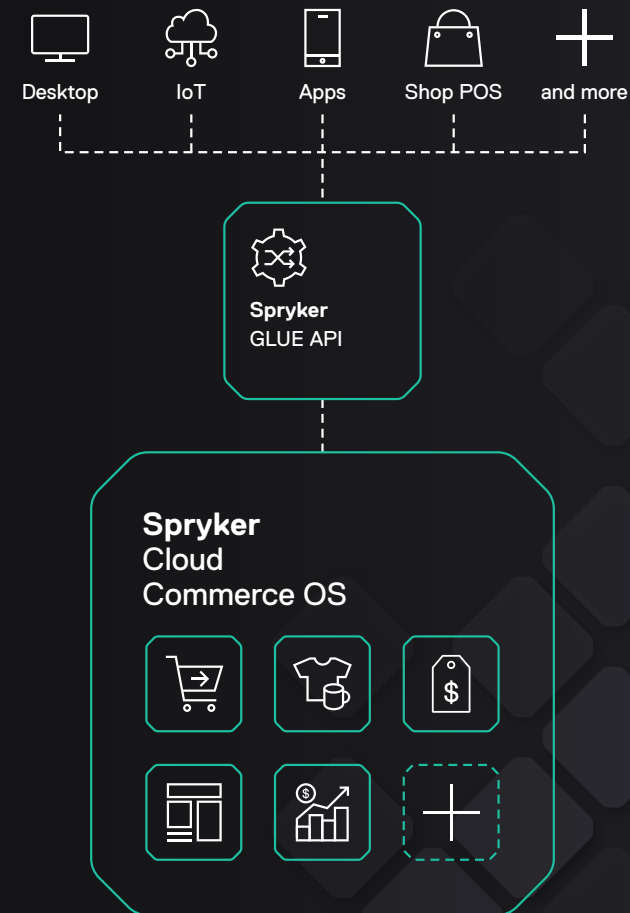
- Product Relations & Labels per Store
- Navigation per store
- Payment methods per store
- Warehouses per store
- Shipping methods per store

## Headless Commerce

Spryker's headless approach empowers your business to **reach customers at the touchpoints most relevant to them**. In addition, it allows you to **quickly adapt to changing market demands, ensuring scalability** without overhauling the entire system.

Unlike traditional monolithic systems, headless architecture decouples the frontend presentation layer from the backend infrastructure. The two layers communicate via APIs, meaning each can be independently altered and scaled.


- Headless architecture allows businesses to **leverage the full potential of modern technology**.
- It provides **unparalleled flexibility, scalability, and performance**.
- Headless technologies allow businesses to deliver **consistent and personalized experiences** across various devices and platforms.



# About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at [spryker.com](https://spryker.com)



 Find out more



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