# Spryker Marketplace Features

2021 Spryker System GmbH
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# Content

# Merchants

Merchants are 3rd-party sellers that are invited by the Marketplace Operator to join the Marketplace so they can offer their products to end customers. Each Merchant has its own Merchant Users, Profile on the Storefront, Products and/or Product Offers.

## Merchant Portal

The Spryker Merchant Portal is the management interface for third party Merchants and enables them to take care of all administrative tasks in one place. The Merchant can register and edit a Merchant profile for the storefront. In the Merchant Portal every Merchant can list and edit their Products as well as individual Offers for existing Products in the Marketplace. Also, they can keep track of all incoming orders, manage order statuses for their customers and accept returns. Additionally, a Dashboard provides the latest sales reports and allows the Merchants to track their performance.
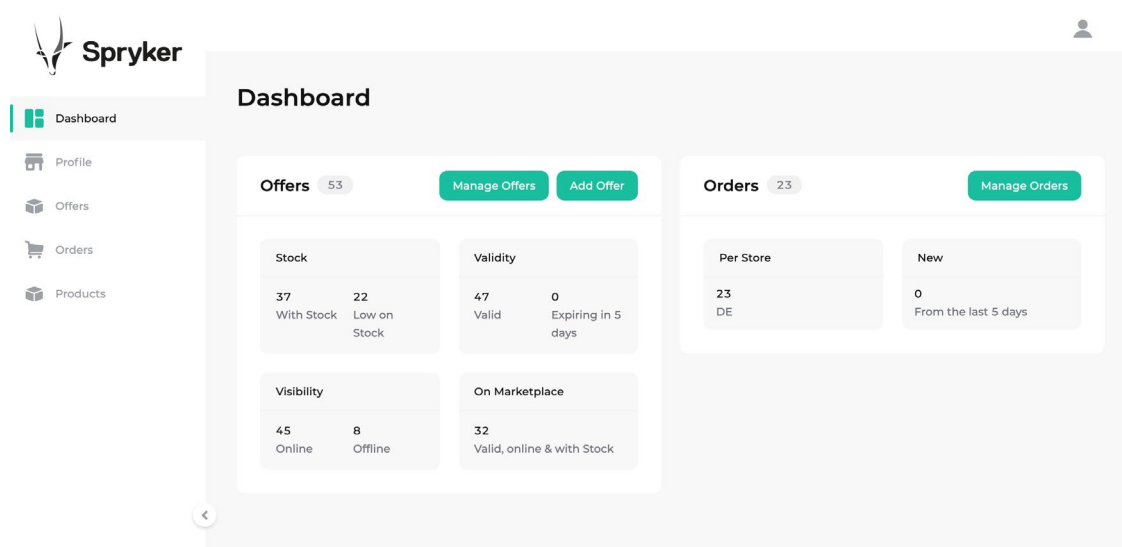
## Merchant Profile

In the Merchant Portal every Merchant has the opportunity to create and edit the information that is being displayed on the Merchant profile like shop description, banner, logo, contact information, opening hours, terms & conditions, and imprint details. They can also set up the store relations, determine their own unique merchant profile URL, and publish their shop online. The Merchant Profile is linked on every Product Detail Page of their products, in the Cart, Checkout, Wishlist and Order Details Page so that it is always transparent to the customer who they are buying from.

# Merchant Products and Offers

There are two flexible options of how the Merchants can start selling in Marketplace: Either through creation of a completely new product or their offer that is created on top of an existing product. Customers can filter products and offers by Merchants right in the catalog or find them through the search function.

## Merchant Products

Merchants can actively enrich the Marketplace catalog by adding their own products to it. The Merchant, which adds a product, owns the product data including product description, images, attributes, prices and stock.

# Merchant Product Options

Operators can help Merchants to define product options and assign them to their own products or other Merchants' products.

# Merchant Product Offers

To avoid duplications of products in the Marketplace when a Product already exists, Merchants can add an additional Product Offer on top of them, and own the Offer data such as price, stock, validity dates, etc. Therefore, a Product can have multiple Product Offers from multiple Merchants.

If a product is sold by more than one Merchant, customers can select the best Offer right on the Product Detail Page. The Merchant who created the product is displayed on top, all product Offers from other Merchants are sorted by price from low to high.

# Marketplace and Merchants Orders

Customers can easily place Marketplace Orders within the Marketplace, which can contain Offers and Products from different merchants. The part of the order that belongs to a certain Merchant is referred to as Merchant Order and it can have a custom order management process mapped with the Spryker State Machine.

## Order Split

Customers can combine Products from different Merchants in the same cart. It ensures the best user experience and maximizes customer satisfaction, as they need to go through the checkout and payment process only once. If the same order contains items of different Merchants, the Marketplace order is split between multiple Merchants, and an individual State Machine per Merchant is created. The separate State Machines mean that each order can be independently fulfilled by each Merchants or the Operator, from different warehouses and at different times, therefore saving time and resources. All shipments get individual status updates and are trackable to keep the end-customer well informed. Separate State Machines also allow for returns to be requested by the end-customer and fulfilled by each Merchant individually.

# Back Office for Marketplace Operator

The Marketplace Operator can ensure compliance with the Marketplace guidelines by managing Merchants with their products and offers and reviewing Marketplace performance in the Back Office.

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## Merchant Management

The Operator can create, edit and approve Merchants and Merchant Users and give them access to the Merchant Portal.



## Merchant Product Management

The Operator can edit and activate Merchant Products and filter by Merchants in the list of Products. The same is also valid for Merchant Product Options.

## Merchant Product Offer Management

The Operator can view and approve Merchant Product Offers and filter by merchants in the list of offers.



## Marketplace and Merchant Orders Management

The Operator can view and cancel general Marketplace and single Merchant orders.

## Marketplace and Merchant Return Management

The Operator can view and create Marketplace
and Merchant returns.



## Operator as a Merchant

The Operator can be a merchant as well and
sell Products and Offers. The Main Merchant
area in the Back Office is a dedicated space to
see its merchant-specific orders and returns
without access to data of other Merchants.

# Data Exchange

To ensure the smooth Merchant onboarding process and the overall Marketplace setup, marketplace-specific Data Importers and Exporters have been implemented to exchange relevant information between Merchants and the Operator.

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## Data Import - Product Offers

In case Merchants want to easily set up bulk Product Offers they can use a Data Importer. The Operator can provide a template to the Merchants, who can add all offer-related information in one single file, which can be imported afterwards.

## Data Export - Orders

Merchant Order information like orders, order items, and expenses can be exported in one single file.

**Appendix**

# Spryker Cloud Commerce OS Marketplace Compatible Features

## Appendix - Marketplace Compatible Features

Disclaimer: Spryker Marketplace is continuously being developed and will introduce more Spryker Cloud Commerce OS compatible features.

### Product Management
**Features:** Product Attributes, Product Abstraction, Super Attributes, Timed Product Availability, Product Detail Page, Dynamic Product Labels,
Not available in Merchant Portal: Product Groups, Product Relations, Product Options, Product Labels, Barcode Generator, Product Restrictions for B2B Customers, Alternative Products, Discontinued Products, Product Bundles, Configurable Bundles, Product Sets

### Packaging & Measurement Units
**Features:** Not available in Merchant Portal: Packaging Units, Measurement Units

### Cross-sell & Upsell
**Feature:** Not available in Merchant Portal: Upsell, Cross-sell

### Catalog Management
**Features:** Product Category Management, Product to Category Association
Not available for Offers: Category Management, Category Page, Define Category Hierarchy
Coming Soon: Quick Add to Cart

### Navigation
**Features:** Hierarchical Navigation, Product Based Shop Navigation, Content Based Shop Navigation

### Search & Filter
**Features:** Full-Site Search, Multi-Language Search, Textual Search, Standard Filters, Filters & Search by Category, Dynamic Filters & Facets

### SEO
**Features:** Meta Tags
Not available in Merchant Portal:  Landing Pages, URL Redirects

### CMS (Content Management System)
**Features:** Not available in Merchant Portal: CMS Templates & Slots, CMS Blocks, CMS Pages, Content Item, Customizable CMS Templates, CMS Default Functionalities

### Media Management
**Features:** Product Image Management, Image Hosting
Not available in Merchant Portal: Asset Management, Video Embedding

### Internationalization
**Features:** Features: Multiple Store Setup, Multiple Currencies per Store, International Tax Rates & Sets, Glossary Creation

### Price
**Features:** Autodetect of Currency, Net & Gross Price Mode, Volume Prices
Not available in Merchant Portal and not for Offers: Scheduled Prices
Coming soon in Merchant Portal: Customer Specific Prices

### Tax
**Features:** Manage Tax Rates & Sets

### Promotions & Discounts
**Features:** Not available in Merchant Portal: Discount Engine, Vouchers, Product Promotion, New Product Indication, Time-Limited Offers

### Shopping List
Coming Soon: Create Shopping Lists, Permission Management for Shopping Lists, Shared Shopping List, Multiple Shopping Lists, Printing Shopping List

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

### Cart
**Features:** Cart Functionality & Calculation, Split-Order Calculation, B2B Cart Functionalities, Cart Roles & Permissions, Shared Cart, Multiple Cart per User
Not available in Merchant Portal: Cart Rules & Discounts, Order Threshold
Coming Soon: Quick Order

### Shipment
**Features:** Shipment Carriers & Methods, Multiple Currencies for Shipments, Shipment Calculation Rules, Split Delivery

### Payment
**Features:** Payment Provider Integration, Multiple Payment Methods per Order
Not available in Merchant Portal: Refund Management

### Gift Cards
**Features:** Not available in Merchant Portal: Gift Cards Purchase & Management

### Checkout
**Features:** Multi-Step Checkout, Define Payment & Shipment Methods

### Workflow & Porcess Management
**Features:** Session Management, Approval Process
Not available in Merchant Portal: Punchout
Coming Soon: Quotation & Offer Management

### Ratings & Review

**Features:** Not available in Merchant Portal: Ratings & Reviews,

### Mailing & Communication

**Features:** Newsletter Subscription, Availability Notification, Comment Widget
Not available in Merchant Portal: Manage Transactional Emails

### CRM (Customer Relationship Management)

**Features:** Customer Accounts, Login & Registration Forms, Password Management
Not available in Merchant Portal: Customer Groups

### Company Account

**Features:** Company Account Overview, Business Units, Business on Behalf, Company User Roles, Company User Permissions, Registration of New Company
Not available in Merchant Portal: Agent Assist, Content Restrictions

### Order Management

**Features:** State Machine Modelling, Order Management System (OMS) Matrix, Reorder, Order Processing, Custom Order Reference, Return Management, Order Status, Order Cancellation, Invoice Generation
Not available in Merchant Portal: Reclamations & Refunds

### Inventory Management

**Features:** Stock & Availability Management
Not available in Merchant Portal: Multiple Warehouse Stock Management

### Back Office

**Features:** Administration Interface Management, Data Protection, Dashboard Permission & ACL Management, Manage Customer Accounts, Manage Company Accounts

### Multi-Channel

**Features:** Multiple Touchpoint Integrations, Responsive Design

### SDK

**Features:** Development Tools, Spryk Code Generator, Importer, Development Virtual Machine, Docker Container & Console, CSS Class Customization, Cronjob Scheduling

### Demo Shops

**Features:** B2C Marketplace Demo, B2B Demo Shop, B2C Demo Shop

### Technology Partner Integrations

**Features:** External Integrations, Punchout Integration

### API

**Feature:** API

### Middleware

**Feature:** Middleware

# Spryker

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