Spryker
Commerce OS

Beyond shop.
Beyond desktop.

Spryker Commerce OS

Full Modularity. Limitless Scalability. Vast Agility.

API-first, completely modular & **headless** platform to connect any possible touchpoint (Desktop, Mobile, IoT, Voice, Bots, POS)

All **digital best practices** in one product

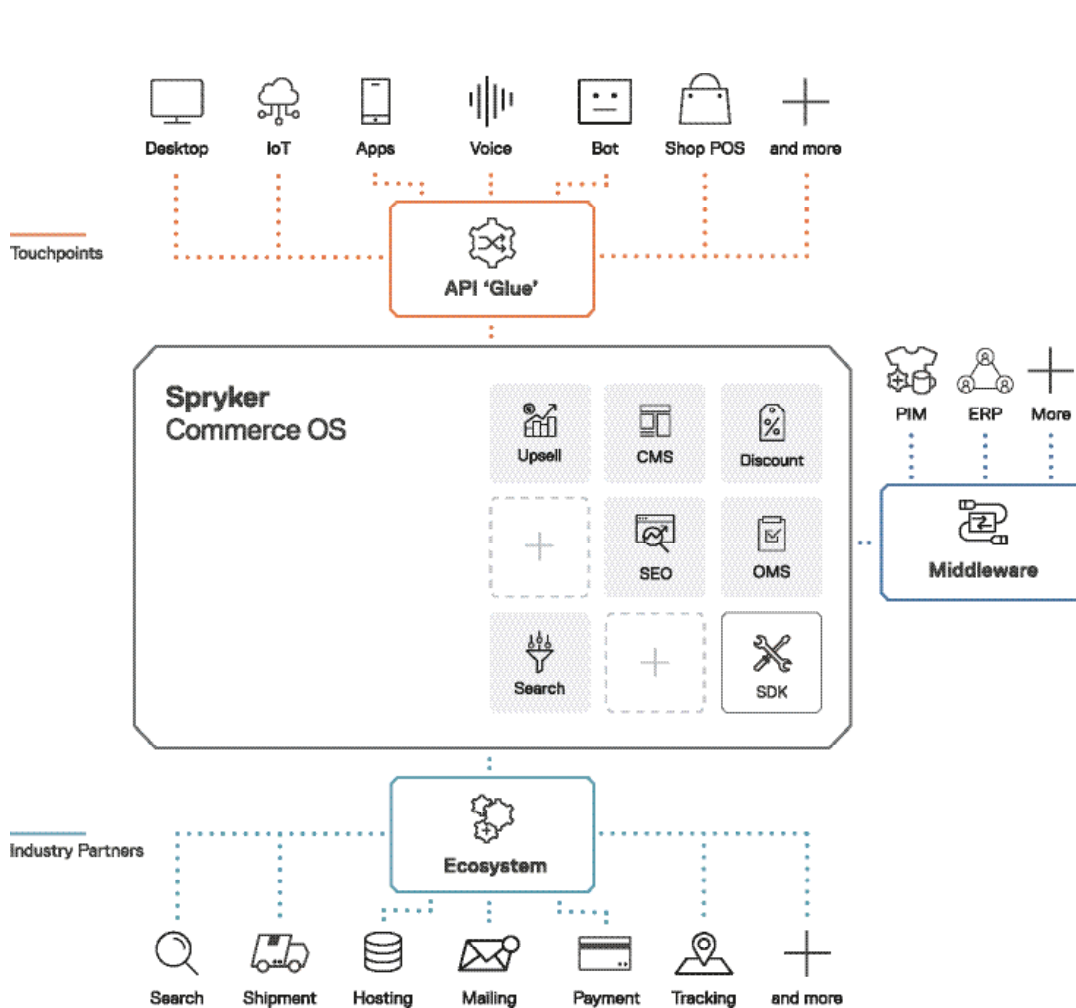Low **total cost of ownership** due to fast return on investment, short **time-to-market** and lean development
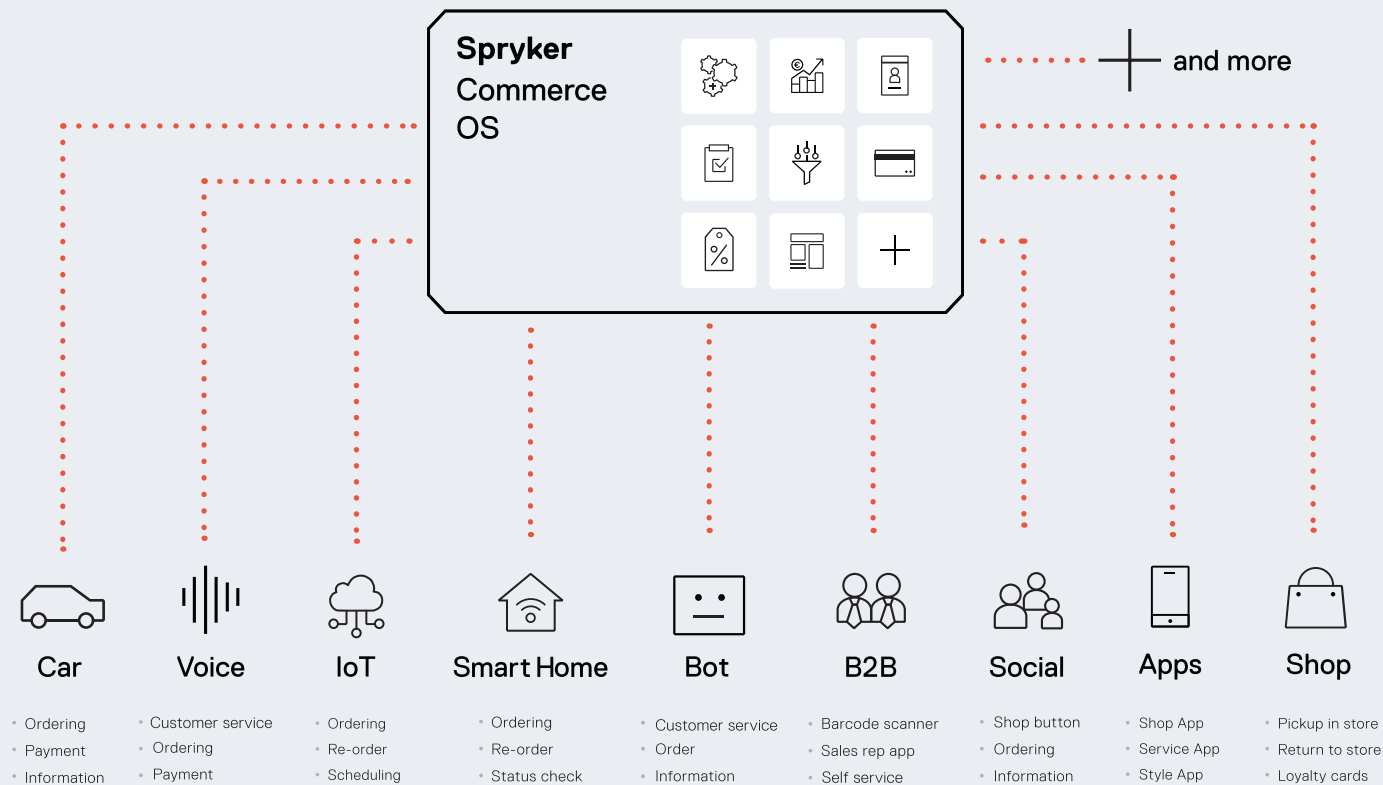
Leading **Ecosystem** of Solution & Technology Partners

Full set of **B2B & B2C** features & capabilities

Touchpoints

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

API 'Glue'

Spryker Commerce OS

Upsell · CMS · Discount · SEO · OMS · Search · SDK

PIM · ERP · More

Middleware

Ecosystem

Industry Partners

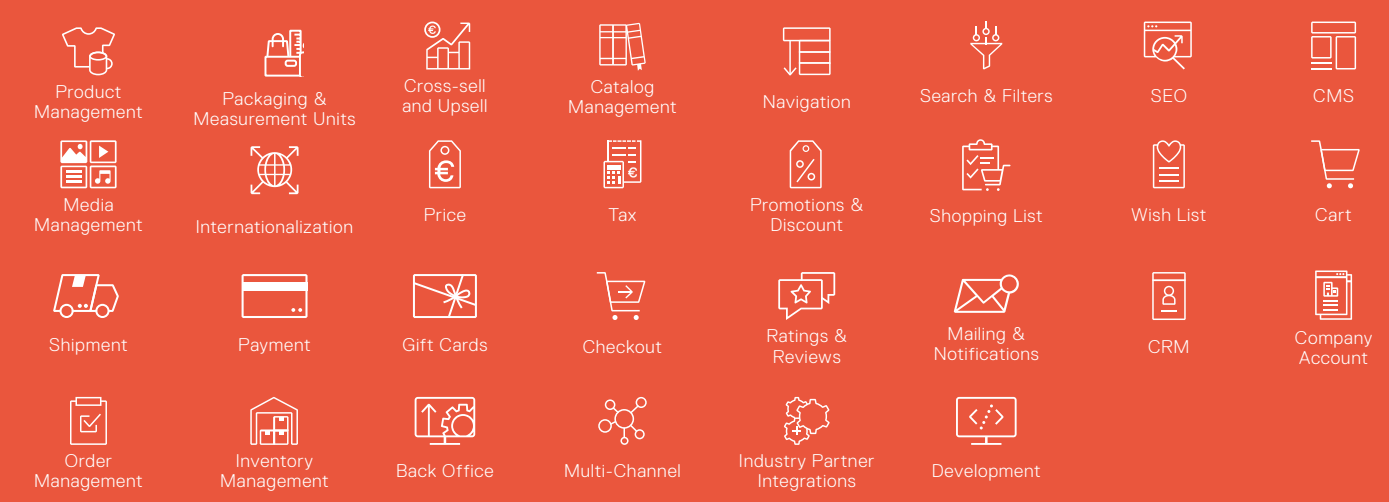Search · Shipment · Hosting · Mailing · Payment · Tracking · and more

The **Spryker Commerce OS** is a "beyond shop - beyond desktop" commerce technology, enabling transactional use cases at every touchpoint today and in future.

Be Where your Customers are

Spryker Commerce OS

and more

Car
- Ordering
- Payment
- Information

Voice
- Customer service
- Ordering
- Payment

IoT
- Ordering
- Re-order
- Scheduling

Smart Home
- Ordering
- Re-order
- Status check

Bot
- Customer service
- Order
- Information

B2B
- Barcode scanner
- Sales rep app
- Self service

Social
- Shop button
- Ordering
- Information

Apps
- Shop App
- Service App
- Style App

Shop
- Pickup in store
- Return to store
- Loyalty cards

The Spryker Commerce OS Capabilities

Spryker Core Capabilities

Product Management	Packaging & Measurement Units	Cross-sell and 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	Ratings & Reviews	Mailing & Notifications	CRM	Company Account
Order Management	Inventory Management	Back Office	Multi-Channel	Industry Partner Integrations	Development		

Spryker's B2B Focused Capabilities

Product Management	Price	Shopping List
Cart	Company Account	Back Office

All important features
Spryker comes with 500+ modules

Easy and fast updates
Each module has its own versioning

Consistent
Each module has the basic architecture

Flexible & adaptable
Module dependencies are reduced to a minimum

Ready to use B2C & B2B Demo Shops

B2C

B2B
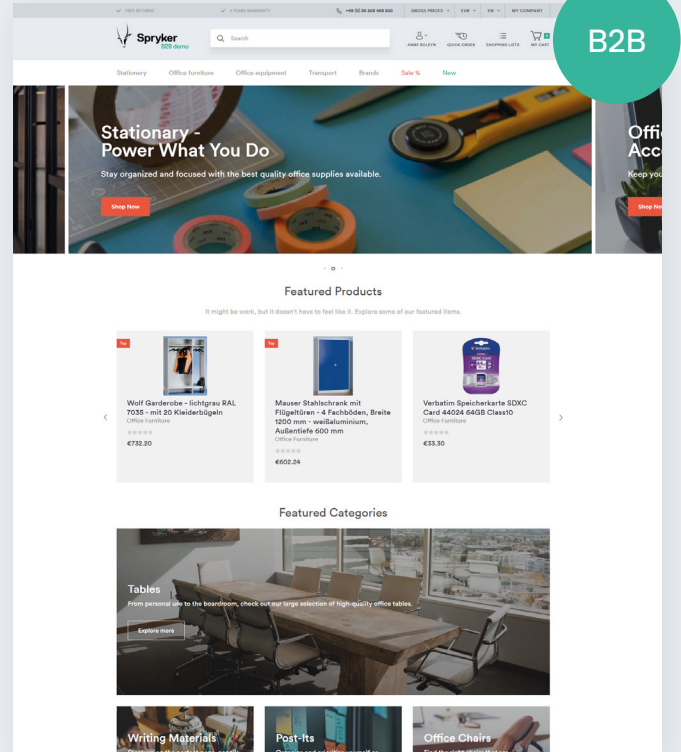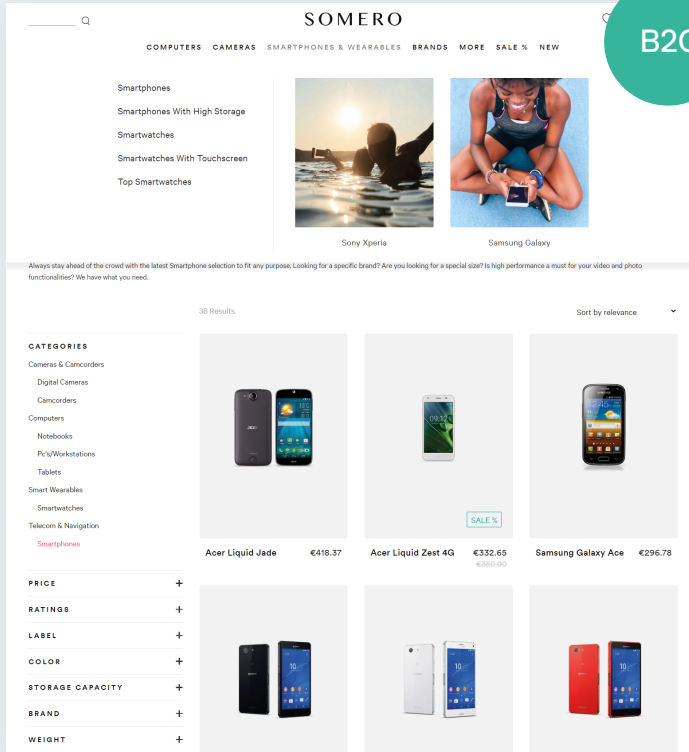
Consistent Back-end UI out of the box

Desktop   Native   Voice   IoT   And More

API „Glue"

Spryker Commerce OS

Price Service   Product   Cart Service   OMS

Spryker Commerce OS API 'Glue'

'Glue' follows our API-first approach and helps you keep up with the ever-changing e-commerce universe easily with access to any of the 500+ Spryker modules and touchpoints. Integrate and customize your unique business with our headless Spryker Commerce OS pick-and-choose feature approach and integrate any front-end you want.
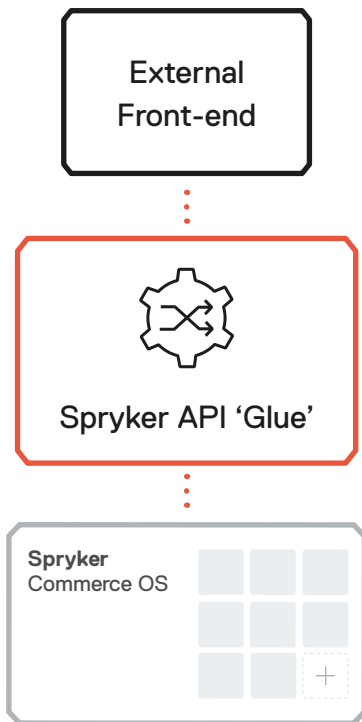
API 'Glue':
Front-end Functionalities

Integrate and personalize front-end APPs like IoT, mobile apps, POS, 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'

✓ Select from a range of functionalities with minimum dependencies

API 'Glue':
Back-end Functionalities

With 'Glue', you have full access to back-end features which help to streamline management processes like price, order and catalog management. Keep up with your current and future customers easily without the one-size-fits-all approach.

✔ Rebuild any back-office functionality to fit your individual needs

✔ Kickstart the integration process of third-party systems like ERP, PIM, and CMS

Spryker
Commerce OS

Spryker API 'Glue'

External
Back-end
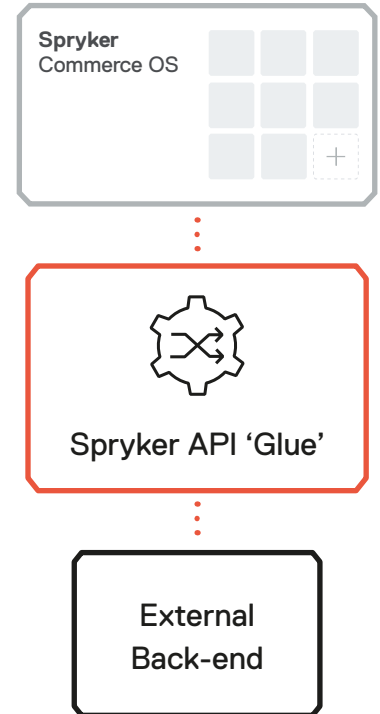
Spryker Commerce OS Middleware
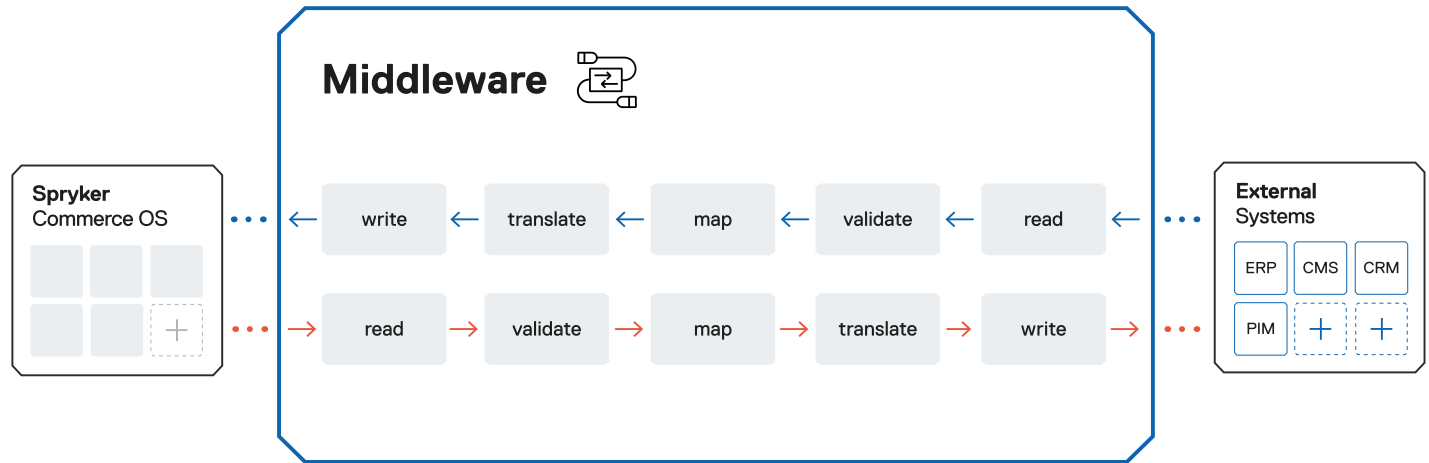
The **Spryker Middleware** eliminates the need for constant rebuilds or numerous time-consuming integrations with data-intensive third-party systems like ERP, PIM, or CRM through a linear data processing flow.

Spryker Commerce OS 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
- ✓ Provides flexible data transformation and processing system
- ✓ Streamlines data processing patterns
- ✓ Common integrations like batch processing and logging

Spryker Commerce OS

Spryker Middleware

External Back-end
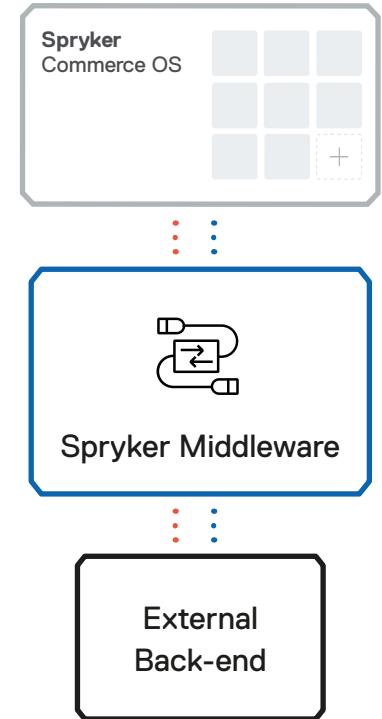
Explore the Spryker Ecosystem

claranet
hosting | applications | networks

Xentral

SEVEN SENDERS

PAQATO
take control of your shipment

contentserv

magnolia®

rackspace

powerpay²¹

storelogix

minubo

computop
the payment people

akeneo

arvato
BERTELSMANN

PAYOLUTION

root360
CLOUD MANAGEMENT EXPERTS

amazon pay

ChannelPilot
SOLUTIONS

heidelpay

econda

BS/PAYONE

RatePAY

data
virtuality | any data, any system, any time.

Klarna

PayPal

FACT-Finder

AfterPay®

Contiunum

and many more...

B2B Suite – coming now

Product Management
Features: Barcode Generator, Product Restrictions for B2B Customers, Alternative Products

Company Account
Features: Business Unit Hierarchy, Company User Role, Company User Permission, Sales Assistant

Packaging & Measurement Units
Features: Packaging Units, Measurement Units

Price
Features: Volume Prices, Customer Specific Prices

Shopping List
Features: Create Shopping Lists, Permission Management for Shopping Lists, Multiple Shopping Lists, Printing Shopping Lists

Cart
Features: Cart Roles & Permissions, Shared Cart, Multiple Carts Per User, Bulk Order

B2B Suite – coming soon

Company Account
Features: Approval Process

Order Management
Features: Split Shipment, Request for Quote, Quotation
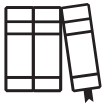
Catalog Management
Features: Punch Out Catalog

Licensing Model

- ✅ Simple and transparent
- ✅ Charged per developer seat, upgrades included
- ✅ Spryker is licensed under a **commercial license** – but **distributed** through **Open Code**
- ✅ Payment term = cancellation term

	Monthly	Quarterly	Annually
Subscription (per developer seat)	€ 1,950	€ 5,400	€ 18,000
Continuous upgrades	included	included	included
Optional: Support (SLA) flat	€ 2,800	€ 7,500	€ 35,000

Spryker Customers from Different Industries

A.T.U — Die Nr.1 Meisterwerkstatt   TAKKT AG   getnow.de   LUMAS   ESA+ T.

HILTI   ROSE   CODE|ZERO   Lekkerland the convenience company   Prym

HARDECK   Hero   FOND OF   Simplicity_   Winterhalter Fenner AG

JUMBO   TOM TAILOR   certeo   Durst   MELVIN & HAMILTON

EIGENSONNE   someday.   OPUS   JetApp   MYTHERESA

gourmondo.de   LIEBLINGSWELT   and many more...

Managing the Transition from Offline to Multi-Channel: Tom Tailor

Revenue
€1bn

1 million +
monthly visits

3 brands

Available
in 21 countries

Founded
in 1962

As one of the top 10 fashion brands in Germany, Tom Tailor targets 25 to 45 year-olds with a keen interest in affordable fashion. The international fashion Group serves both, retail and wholesale customers with their three different brands in 21 markets.
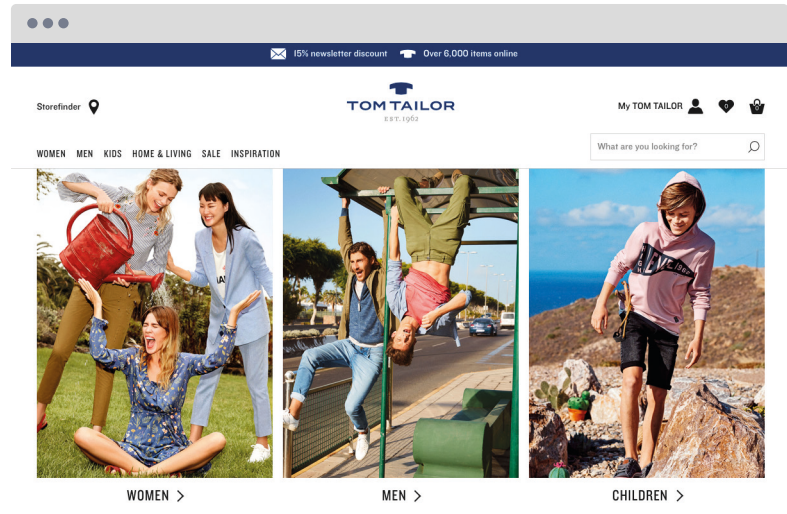
Fashion   B2C   B2B   Retail   Wholesale

Launching Spryker - a Game Changer

Tom Tailor's objective for their relaunch was clear: moving away from its previously outsourced shop system solution that made any changes complex and costly- and big developments practically impossible. Driven by high demands for solid shop performance, quick market adaptations, and competitiveness, the casualwear company was keen to find a solution that would bundle all of its international retail and wholesale operations in one powerful system.

Upon re-platforming their online shop, Tom Tailor decided to unite all of their e-commerce channels and relevant offline sources & systems into one solid base, the Spryker Commerce OS. Product information, customer data, and segmentation can be synchronized in real-time and are safely held in the modular back-end of the Spryker Commerce OS.

"We understand digitalization as enabler for business. Independent of a shop, you have got to have digital ownership. If that's outsourced, you won't be able to develop good features for omnichannel, digital merchandise or virtual integrations. Of course, we work with partners. The architecture is fully owned by us though. Spryker helps us realise this."

Steven Mattwig, Head of Global E-Commerce Tom Tailor

Getting into the Race with Technology Ownership: ROSE Bikes

Revenue
€72m

300+
employees

Available
in 4 countries

Founded
in 1907

Although ROSE Bikes started as a traditional family business, the company is a pioneer in the field of digitization today. Even before the turn of the millennium, the company sold bicycles and accessories on the web and not afraid of technical innovations. Today, customers can design their own individual bicycle.

Bicycles   B2C   Retail   Lifestyle
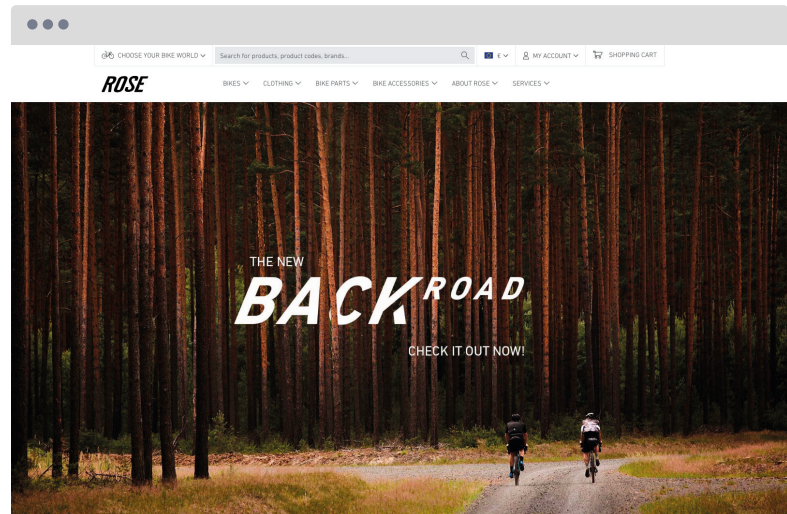
Transformation for the Whole Company

The way from a traditional family business towards a digital company with the technical setup to implement such innovations was long, but the step toward a company-wide transformation was not difficult. As a pioneer in distance selling and online mail order, ROSE Bikes not only realized how important it is for a company to be constantly developing and trying out new things.

To implement new features like customization quick and easy and still keep the technical ownership, ROSE Bikes decided for a highly individualised Spryker Commerce OS solution. Therefore, the company followed a classic MVP approach for the relaunch. Having a clear view of the most important features, it succeeded in keeping the e-commerce transformation focused and lean.

"The old shop was getting a bit long in the tooth and the release cycles were becoming longer and longer. This was causing an increasing backlog of projects and even minor modifications. Added to this, content commerce was not possible, the mobile conversion was not satisfactory and the loading times were no longer up-to-date. The online shop was no longer on the same level as our products and stores, for which we regularly win prizes. We had too much maintenance work going on at the same time, so we started looking around for a new solution."

Thorsten Heckrath-Rose, CEO ROSE Bikes

Certeo:
B2B Commerce Ready to be Disrupted

Revenue
€1.1bn

2,400
employees

160k+
products

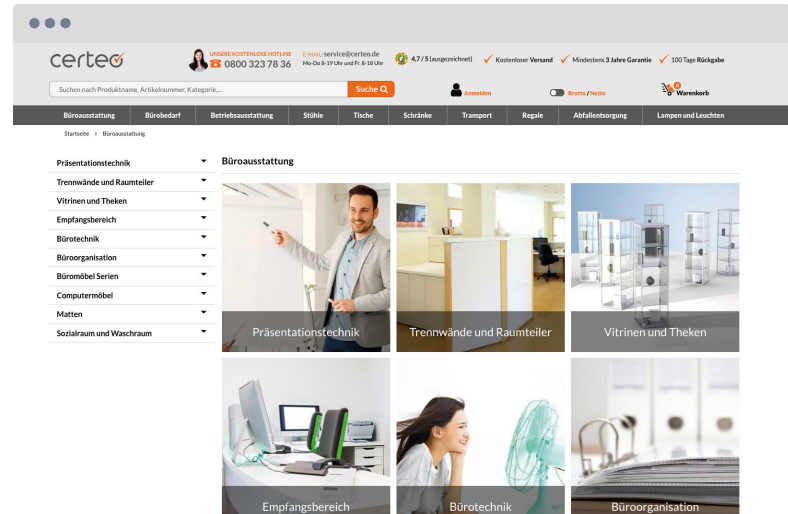Available
in 4 countries

Founded
in 2009

As the first online brand of the Takkt AG in Europe, Certeo is one of the pioneers in e-commerce for business equipment. 80% of its over 160k products can be shipped within a day - for free, ensuring Amazon-like shipping conditions.

Furniture / Business Equipment

B2B   Retail   Wholesale

Growth with Speed and Agility

To get a bigger slice of the business equipment market in Germany, Certeo decided to re-position their business and re-define their entire business strategy affecting key business areas including staff, location and technology. Based on realising a customer-centric MVP for the re-launch, Certeo is fully committed to developing and testing additional features while now fully owning processes, data and technology. Breaking out of their legacy company structure, also meant for Certeo to re-consider their technology setup with a leading software provider. The lack of agility in their former solution of 8 years had resulted in very slow feature additions. Adding new products took months and slowed down product portfolio expansion- a drastic impact on maximising profitability. Putting technology ownership at the forefront of the new strategy, Certeo decided for a highly individualised Spryker Commerce OS solution.

For the Managing Director at business equipment provider Certeo, the combination of state-of-the-art knowledge, broad e-commerce experience and customer-centric software was decisive. All this under the premise that companies themselves actively participate in deciding how their brand experience develops: Modules can be extended or added at any time, based on whether they are relevant for your customers. Ketzler sees this approach in contrast to shop systems that offer a standard solution. The development of new features or the implementation of highly individual requirements in such systems usually involve additional fees or a longer waiting time for new software releases, while Spryker customers can flexibly make changes at any time due to the ownership of the technology.

Hilti Drives
International Expansion in B2B

Revenue
€4.6bn

27,000+
employees

Operates in
139 countries

Founded
in 1941

Hilti develops and produces products for construction, building maintenance and mining. Hilti's main goal in all fields: to become one of the first suppliers in each of the segments. This was also the principle of internationalization. Within a few days, Hilti expanded its online trade to three new country-specific shops on the African continent. Today Hilti is active in 120 countries.
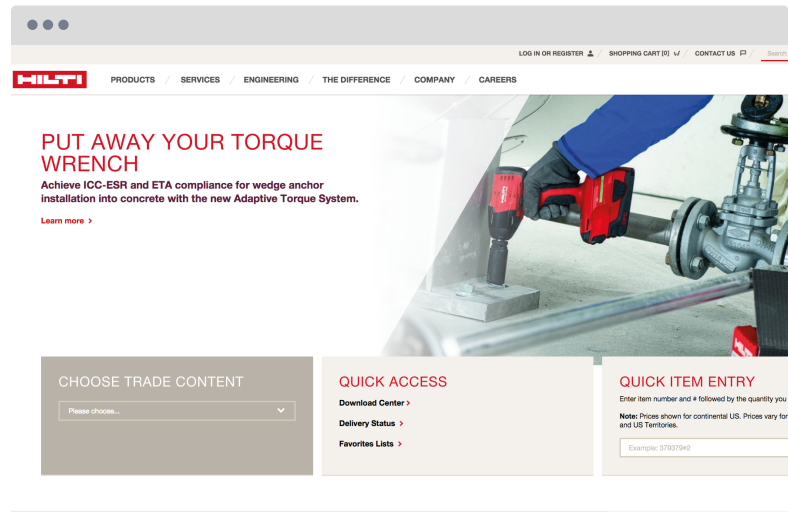
B2B   Retail   Wholesale   Construction   Tools

MVP Approach in African Markets

Hilti's philosophy took the business to an innovation-first approach that already started in 1957 when they sold the world's first powder-actuated tool. Pre-millennial, Hilti established itself as early adopter of e-commerce. Considering the business' vast market coverage, moving fast and experimenting with international expansion is key. Entering a market as one of the first providers and establishing the Hilti brand has helped the B2B player become one of the leading brands in construction and mining.

Inter-nationalization
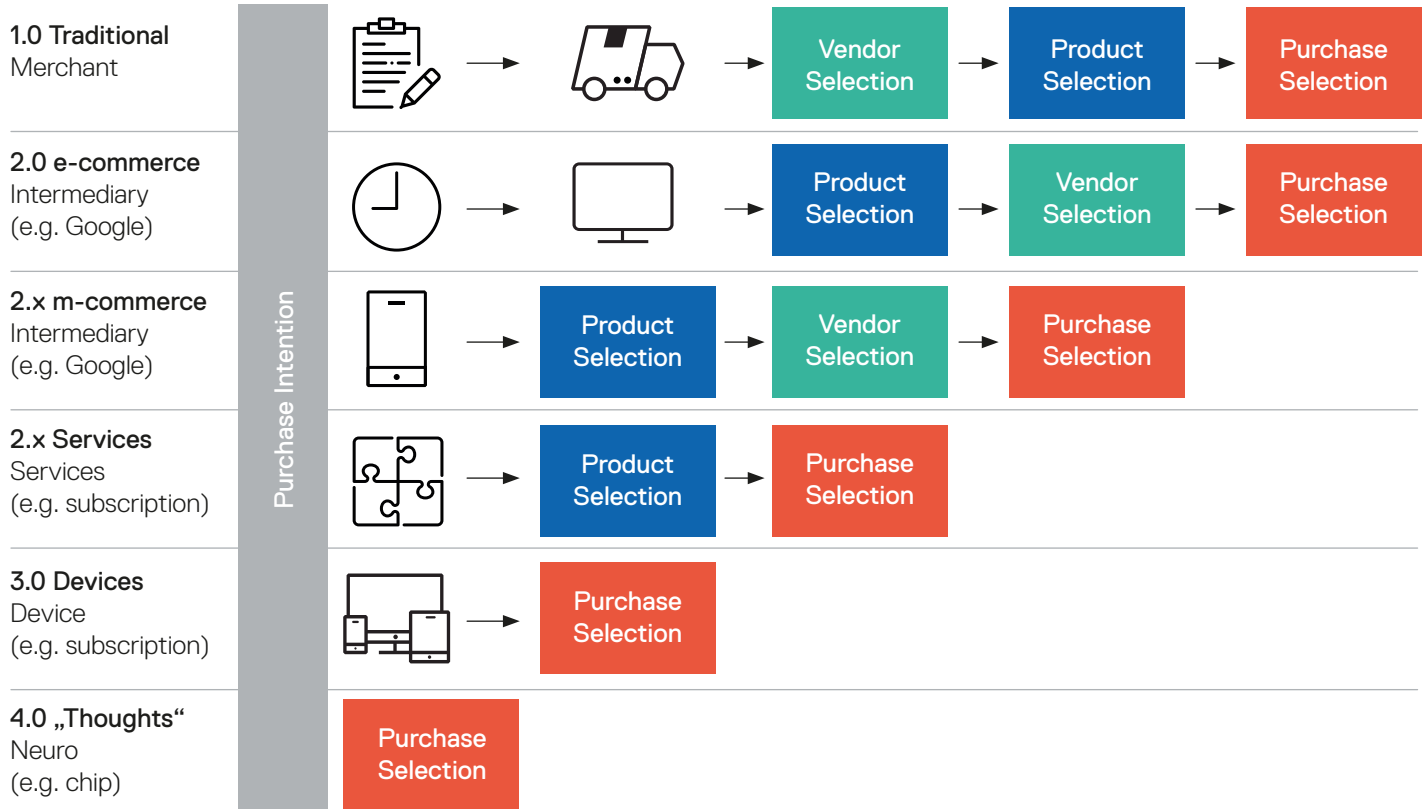
One Solution for Different Markets
Spryker Commerce OS makes it possible to build several shops with the same code base and identical feature setup, which only differs slightly in the configurations such as language and the range according to country-specific customer needs.

The Spryker Commerce OS has enabled Hilti to drive international expansion in a fast and cost-effective manner, launching new country stores within a matter of days. Following a minimum viable product approach, for each market Hilti is testing the different national markets with an individual solution before replicating and scaling successful practices and rejecting less successful initiatives. Launching country-specific stores that are tailored to the individual requirements in each market, the different Hilti stores have been designed in a very customer-centric way.

Blockchain Capability
Ecosystem IoT Mobile
Voice Bots Commerce Voice
OS Infrastructure Touchpoints
Blockchain Commerce Capability
Modular
KI InternetofThings Commerce
Spryker Technology Voice
Commerce API-first IoT Spryker Bots
Smart Home
Capability Operating System

Digital Shopping Process

	Purchase Intention					
1.0 Traditional Merchant		📋	🚚	Vendor Selection	Product Selection	Purchase Selection
2.0 e-commerce Intermediary (e.g. Google)		🕐	🖥️	Product Selection	Vendor Selection	Purchase Selection
2.x m-commerce Intermediary (e.g. Google)		📱	Product Selection	Vendor Selection	Purchase Selection	
2.x Services Services (e.g. subscription)		🧩	Product Selection	Purchase Selection		
3.0 Devices Device (e.g. subscription)		📱💻	Purchase Selection			
4.0 „Thoughts" Neuro (e.g. chip)		Purchase Selection				

◀ Momentum   Competition ▶

Revolving Re-definition of Front-end

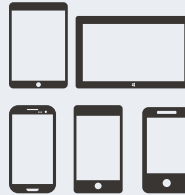|		
1995 - 2007	2013 - 2017	2016 - ongoing
2007 - 2010	2010 - 2014	2017 - ongoing

Go MVP, not RfP!

How **not to build** a minimum viable product

1   2   3   4

How **to build** a minimum viable product

1   2   3   4   5

Commerce Systems are Becoming the Main IT System
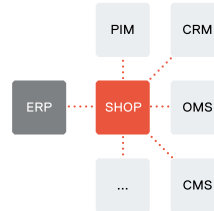
1st Generation
ERP - centric

PIM
CRM
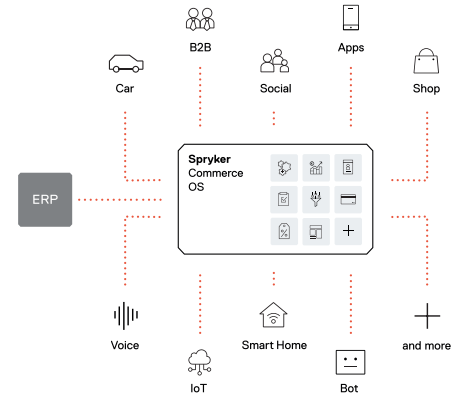OMS | ERP | SHOP
CMS
...

1995

2nd Generation
Shop - centric

ERP | SHOP | PIM
CRM
OMS
CMS
...

2003

3rd Generation
Service - centric

PIM | CRM
ERP | SHOP | OMS
... | CMS

2012

4th Generation
API-first and headless

Car
B2B
Social
Apps
Shop

ERP

Spryker Commerce OS

Voice
IoT
Smart Home
Bot
and more

2017

Spryker

Gartner names Spryker:

"an innovative and unique vendor in their Magic Quadrant for Digital Commerce!"

100+ online business with >3b GMV

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