

Spryker Cloud Commerce OS



The agile-native commerce solution

Spryker offers you a fully customizable and powerful tool for the complete digitization and scaling of your business. **Do you want a solid technology landscape that enables both smooth operational processes and business growth?** Then the Spryker Cloud Commerce OS is right for you!



Founded in
2014



Named #1 Commercial
E-Commerce Software
in Emerce 100



Recommended
by Gartner



Customers in more
than 15 industries

Spryker at a glance

The Spryker Cloud Commerce OS is your agile commerce solution to increase **operational effectiveness** through modularity and drive **business growth**. Full modularity. Unlimited scalability. Complete flexibility.

1

**The Commerce Operating System for B2B & B2C business models:
Fully modular, API-based, headless**

2

**Customizability: front-ends and touchpoints tailored to
the needs of your customers**

3

**Complete range of B2B & B2C as well as
marketplace solutions**

4

**State-of-the-art technology:
All digital best practices in
one product**

5

**Leading ecosystem of solution and
technology partners**

6

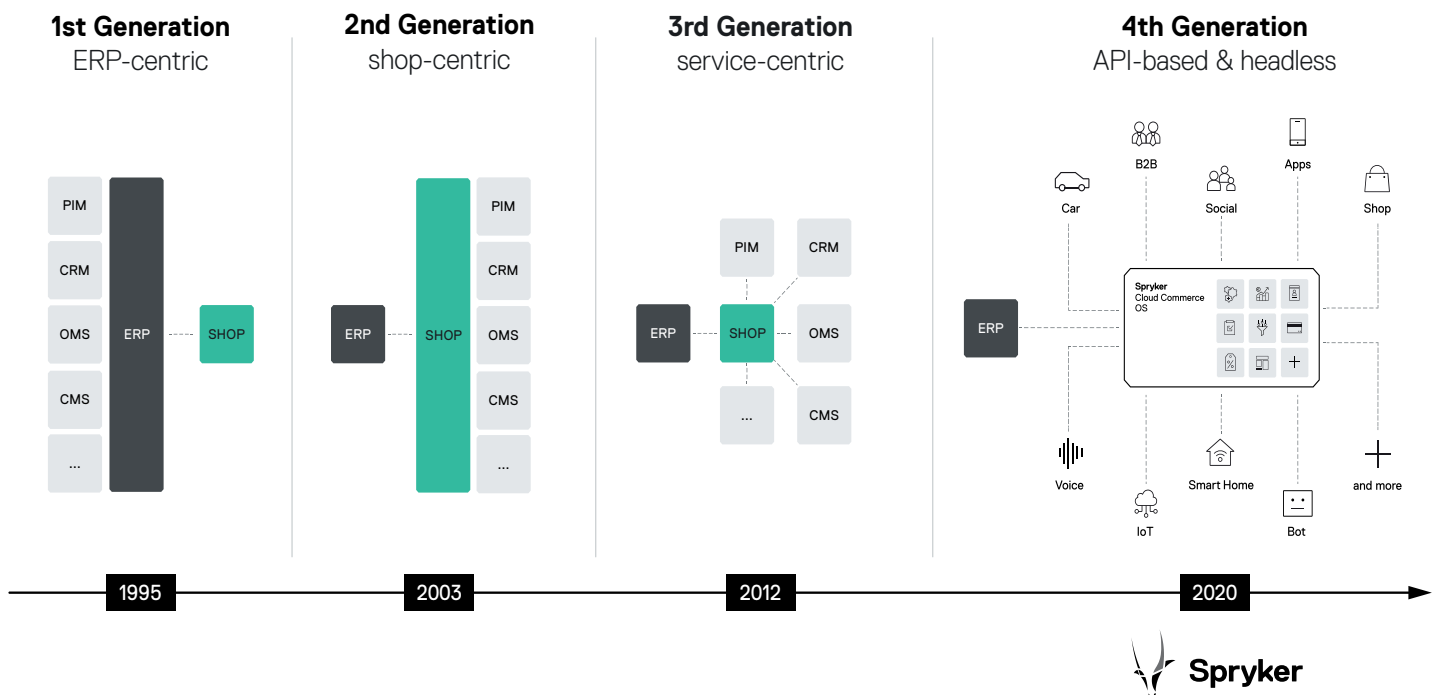
**Measurable success like low cost of ownership
through a fast return on investment, rapid time
to market & lean development**

Point 01



The commerce operating system: Create your commerce solution based on individual requirements

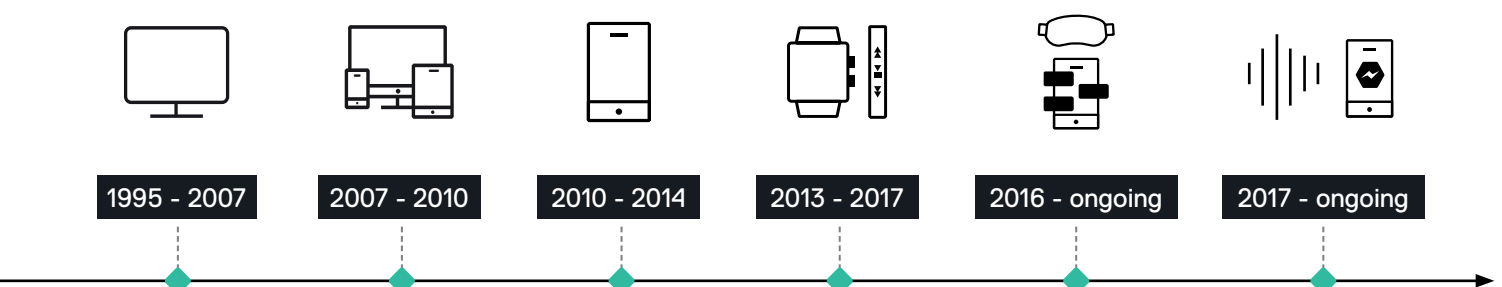
ERP used to be considered the core of many companies. Today a **flexible backend** is crucial. With off the shelf functionality it is hard to create a commerce experience that impresses customers. In order to develop truly unique selling points, it is necessary to focus on the customer's **individual needs and preferences**. That is why the entire Spryker Cloud Commerce OS is based on **modular architecture**. Use the entire Spryker platform or integrate your preferred external systems. With Spryker your business will **never be restricted in its operation and growth**.



Point 02

Customizability: front-ends and touchpoints tailored to the needs of your customers

Digital half-lives are continuously decreasing. New touchpoints are emerging in ever shorter cycles, making adaptability a success factor in digital commerce, as customers **choose the touchpoints with the highest convenience**.



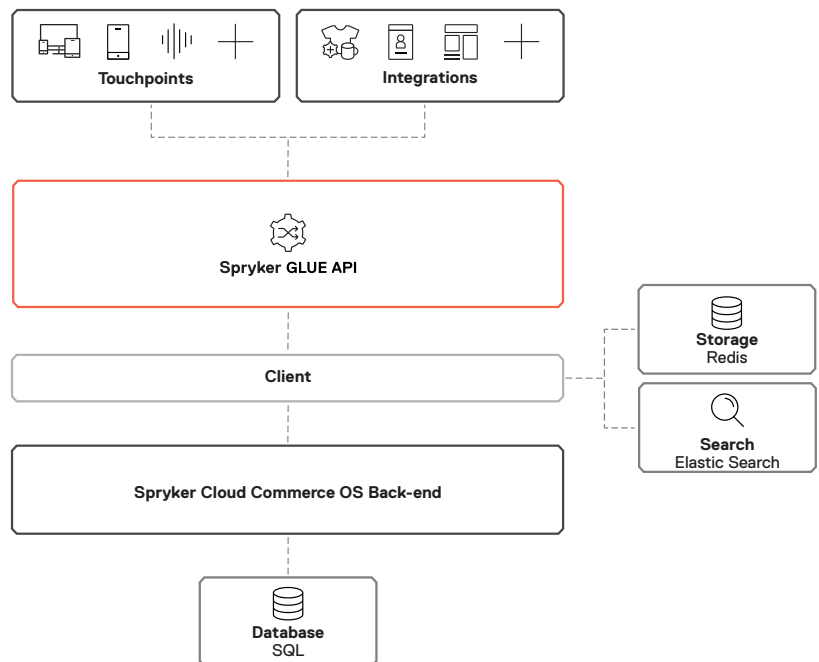


Headless Commerce enabled by Spryker GLUE API

Spryker GLUE API is the newest application on top of which our APIs are built. It follows our **headless and API-based approach** to help you keep up with the ever-changing e-commerce universe.

Easily develop new front-ends like mobile apps, dash buttons, voice skills, chatbots and smart devices customized for your and your end-users' distinct needs.

- Customize any front-end using REST API
- Stay flexible and adjust to customers wishes by building new touchpoints
- Access any back-end resources to customize management processes
- Modular & decoupled structures for maximum efficiency
- No Vendor Versioning to avoid constant rebuilds & updates
- Easy software documentation



Smooth integrations with the Spryker LINK Middleware

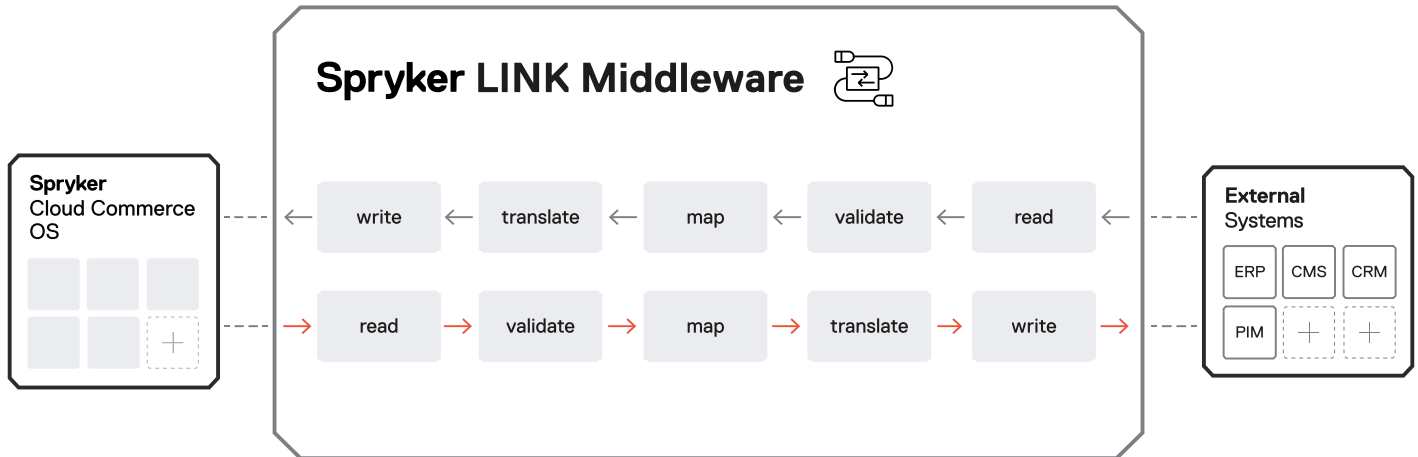
The **Spryker LINK Middleware** eliminates the need for time-consuming rebuilds or integrations with data-intensive third-party systems like ERP, PIM, or CRM through a linear data processing flow. The import and export of prices, stock, orders, customers, products and more are processed in a smart, streamlined way.

- Reduces integration times by up to 80%
- Streamlines data processing patterns
- Flexible data transformation & processing system



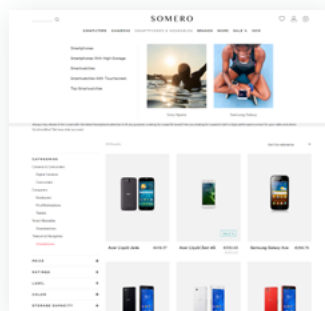
More benefits of Spryker LINK Middleware

- Reduces support & maintenance cost up to 50%
- Provides a boost of 40% in performance & time
- Common integrations like batch processing & logging

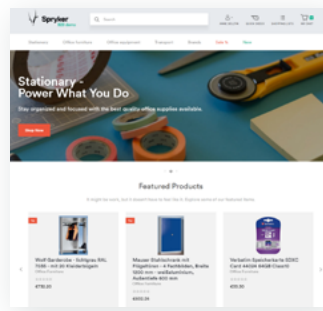


Point 03

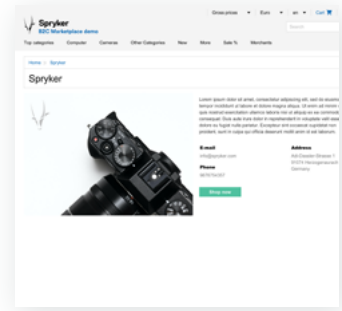
Complete range: B2C & B2B shops and marketplace solutions



B2C



B2B



Marketplace

	B2C	B2B	Marketplace
Immediately usable	✓	✓	✓
Go-live in < 1 week	✓	✓	✗
Hosting on-premise	✓	✓	✓
Hosting on Cloud	✓	✓	✓
Fully customizable	✓	✓	✓



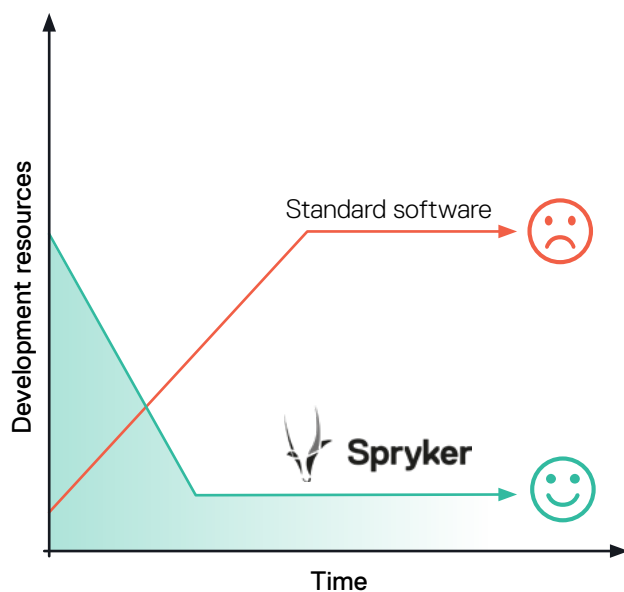
Spryker Cloud Commerce OS fully supports B2C and B2B commerce.”

Gartner recommends Spryker as honorable mention in its 2019 Magic Quadrant for digital commerce

Point 04

State-of-the-art technology: Launch scalable commerce solutions that pay off

The Spryker Cloud Commerce OS offers a **high-performancing and scalable** foundation for the implementation of ambitious projects. The MVP-first approach allows the **fastest possible time-to-market**, especially since the separation of front-end and backend allows developers to work in parallel. This not only allows you to react to the rapid development of customer interfaces at any time, but also to implement new features quickly and easily while always relying on the **highest technological standards**.



Breakdown of development resources between Spryker & standard software

Sustainable scalability

- ✓ High scalability with low development effort

Unique customer experience

- ✓ Seamless customer journey across different channels and systems
- ✓ Innovative and intuitive processes from 3-click-checkout to multi-channel and voice commerce

Highest technological standards

- ✓ 100% uptime on Black Friday
- ✓ Outstanding code quality: Scrutinizer score of 9.81 (out of 10 points)

Point 05

Measurable success: Spryker customers write success stories

The average Spryker customer...

- ✓ ...builds their new solution in 100 days
- ✓ ...works with at least 2 touchpoints
- ✓ ...has 2x faster page loading time than its competitors



SLV Case Study:
MVP in 4 months

- ✓ Order growth of 40%



FOND OF Case Study:
7 brand shops under one roof

- ✓ Faster page loading speed (by factor 3-4)



Jumbo Case Study:
Omnichannel approach in the online DIY market

- ✓ Maximum convenience
- ✓ Head of Retail: "All sales targets exceeded"



ESA Case Study:
Replatforming of a B2B service all-rounder

- ✓ 70% of sales via the online shop
- ✓ Up to 8,000 orders per day



ROSE Bikes Case Study:
Technology ownership and configurable bikes

- ✓ Lower cart abandonment rate
- ✓ Average page load time reduced from 5.9 seconds to 1.8 seconds with relaunch



Tom Tailor Case Study:
Solid performance across shops in different countries

- ✓ 240% order growth during peak event like Black Friday

[Discover these and many more success stories on our website.](#)

You're in good company

More than 100 B2B and B2C companies from various industries are already transforming, scaling and optimizing their digital commerce with Spryker.



METRONOM

⚓ KAPTEN & SON

HORNBACH

HILTI



und viele
mehr...



Leading ecosystem: Extensive partner network for successful implementation

Thanks to our network of leading implementation agencies (Solution Partners), the **fast and professional implementation** of Spryker projects is easily within reach. And our Technology Partners enable the **smooth integration** to all modern technologies required in the commerce ecosystem.

Over 70 Technology Partners

Help you run your commerce platform successfully

 akeneo

nosto 

 PayPal

 STYLA

FACT-Finder®

arvato
BERTELSMANN
Financial Solutions

Over 40 Solution Partners

Help you launch and scale your commerce experience successfully

TURBINE
KREUZBERG

 NEXUSUNITED
a volantic company

 best it

kern
punkt

INVIGA

diva^e
Digital Value Excellence

Want to learn more about your opportunities with
Spryker Cloud Commerce OS?

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