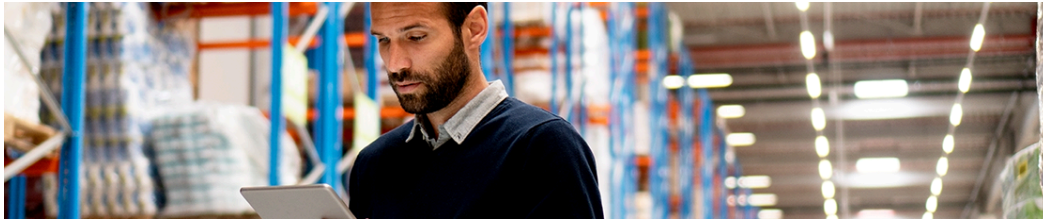# Feature Catalog

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spryker.com

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Legend

 This feature is only available with the purchase of the Spryker Enterprise Marketplace License.

PIM (Product Information Management)

What

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

Details

The Spryker Product Information Management (PIM) business capability encompasses all functionality required to set up your Product Catalog. A sophisticated Product Management Capability, this PIM allows you to organize your product offerings in a fast and efficient way, that matches your customer's demands. Spryker PIM allows you to manage products, product types, and variants of products, as well as handle configurations and up- and cross-sell products via dedicated interfaces.

Features

- Product Attributes
- Product Abstraction
- Super Attributes
- Product Groups
- Product Bundles
- Configurable Bundles
- Configurable Product
- Product Options
- Product Labels
- Timed Product Availability
- Barcode Generator
- Alternative Products
- Discontinued Products

- Packaging Units
- Measurement Units
- Product Catalog Management
- Category Management
- Category Pages
- Product to Category Association
- Concrete Product
- Merchant Products
- Merchant Product Options
- Merchant Product Management
- Merchant Product Approval Process
- Product Comparison
- Marketplace Concrete Products

Product Attributes

Easily build a list of characteristics or attributes for your products, such as brand or special features. You can define specific values to help you and your customers distinguish between products. All products can be assigned a multitude of attributes to simplify the filter and category functions. The Spryker Cloud Commerce OS offers a set of pre-defined Product Attribute values or allows you to simply import your own sets.

Product Abstraction

With the Spryker Cloud 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 for 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

Super Attributes in the Spryker Cloud 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, available in three different Product Variants: the sizes small, medium, and large. 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, or large before adding to the cart.

Product Groups

To enhance the visual shopping experience for your customers, you can easily group together different products by any attribute you wish, such as color or size. The respective Product Group will then be displayed as a single item in the shop. On the Product Category Page, the customer can easily hover over the product variants and see an instant change in color, size, price, etc. In the backend, you can view all product group items from the product page.

Product Bundles

Bundle 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 also 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

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.

Configurable Product		Configurable Product allows customers to individually configure the product to their liking. Your customers can visit a standalone configurator page and make their selection. Depending on the configuration choices, the price of the product will be adjusted accordingly. Configured products can be saved, accessed, and configured again in Carts, Shopping and Wish Lists, and customers can reorder past purchases. Spryker supports price and availability overwrites by the configurators. Configurable Products can also be part of a Request For Quote (RFQ). Spryker's powerful Quotation and Management feature has the ability to overwrite all automatically calculated prices from the Configurable Product tool.
Product Options		You can easily offer services such as gift wrapping, insurance, or warranty on top of a customer's choice of products. Any other services that are not physically part of the product can also be added. These additional options can have their own price value which will be added to the total cart value.
Product Labels		You can assign Product Labels to highlight specific products in your shop, all of which feature customizable designs and text. Easily add a Dynamic Product Label, such as 'Sale' for reduced prices or 'New' for products that were recently added to your shop. 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. All Labels can be specific to particuar regional stores, languages, and other differentiators.
Timed Product Availability		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.
Barcode Generator		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.
Alternative Products		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 satisfaction by offering alternatives.
Discontinued Products		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 Units		Offer cost-efficient and flexible Packaging Units, such as bags, palettes, or packets in addition to single-item packaging, that are most suited the product and your customers. 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 or three individual water bottles, depending on the options you have previously defined. Easily configure fixed intervals, indicate stock units with decimal point values, and define restrictions for variable units, such as maximum or minimum item quantities.
Measurement Units		Depending on your business type, you may not sell products in quantities, but in length, weight, or volume. The Spryker Cloud 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.
Product Catalog Management		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, pricing details, and product options. This information also makes filtering and categorizing easier, allowing your customers to more efficiently find items they are searching for.
Category Management		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 clusters 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. Spryker allows you to easily manage thousands of categories in the Administration Interface, without any limits. 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 store.
Category Pages		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.
Product to Category Association		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.
Concrete Product		The Spryker Concrete Product is a product variant of the Abstract Product that represents an actual digital or physical product. As opposed to the Abstract Product, the Concrete Product has its own stock and a price.
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		Marketplace Operator can define product options for the Merchants using a data importer and assign them to their own products or other Merchants' products.

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 Approval Process		The Operator can approve Merchant Products to control their product offerings.
Product Comparison		Enhance customer decision-making and boost conversions with easy side-by-side product comparisons.
Marketplace Concrete Products		The "Variants" section in the Merchant Portal enables easy bulk-editing and filtering of product variants. This streamlined interface reduces manual work, enhancing efficiency, and empowering businesses to scale their product offerings while adapting quickly to market demands.

Product Relationship Management

What	Increase average order values with product relations
Details	Use the Product Relationship Management Features to enhance your shop with cross- and up-selling capabilities to up sales.
Features	- Product Relations

Product Relations	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.

Punchout

What

Enhance customer loyalty and increase conversion rates

Details

The PunchOut integrations ease the process of purchasing for your B2B customers. The buyers can select a shop within their procurement system and visit the supplier website via a Punchout Setup Request, thereby allowing them to follow internal procurement guidelines.

Features

- Punchout Integration

Punchout Integration

The Partner Integration of 'PunchOut Catalogs' enables 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.

Digital Asset Management (DAM)

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. Easily add images and videos to any of your pages.

Features

- Asset Management

Asset Management	Make your shop more appealing and give your customers a better idea of what they are buying with the Media Management feature. Group several images into sets, freely define their order and link them to products. Different image sets can be used in CMS Pages and Blocks, for marketing and promotional purposes, or simply to increase branding in your store. The Spryker Cloud Commerce OS ensures high performance and site speed by integrating images from separate hosting servers. You can add a great variety of other assets to your shop, like presentations, PDF documents and much more. This gives you the chance to offer your customers additional information they may be interested in, such as user manuals or instructions.

Price Management

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 online shop effortlessly and save valuable time. The Spryker Cloud Commerce OS supports multiple currencies and automatically detects the payment currency based on a customer's preference. Easily manage gross and net prices per product and country. Offer volume discounts to encourage customers to purchase products in larger quantities.

Features

- Net & Gross Price Mode

- Volume Prices

- Customer Specific Prices

- Scheduled Prices

Net & Gross Price Mode

You can easily manage gross and net prices per product, country, or currency, 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

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.

Customer Specific Prices

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 agreed upon.
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.

Scheduled Prices

Easily manage sales and promotion campaigns by scheduling all planned price changes.
Select a store and define a date range for when changes will take place for all price changes to 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.

Offer Management

What

Save time by keeping a good overview of Merchant's Offers.

Details

Let your Merchants create Offers on existing products in your Marketplace. By doing so, duplicates in the product catalog can be avoided and the management of Merchants, Products and Offers becomes much more convenient.

Features

- Merchant Product Offers
- Merchant Product Offer Management

Merchant Product Offers

Merchant Offers help avoid confusing duplications of products in the Marketplace. When a Product already exists, Merchants can add an additional Product Offer on top of the existing Product. Merchants own the associated data, such as price, stock, validity dates, etc. Therefore, a single 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 directly on the Product Detail Page. The Merchant who created the product is displayed on top whilst all product Offers from other Merchants are sorted by price from low to high.

Merchant Product Offer Management

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

Tax Management

|	
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. To support global expansion, the Spryker Cloud Commerce OS enables you to define tax rates for different countries by offering integrations to manage US taxes easily.
Features	- Manage Tax Rates & Sets - Avalara Integration
Manage Tax Rates & Sets	Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options, and shipments which will automatically be applied to the respective shop. Group and name a set of tax rates that apply to certain groups of product and countries, and easily import predefined tax rates and sets.
Avalara Integration	Streamline your tax calculations with Spryker's integration with Avalara. The Avalara feature allows you to validate both customer and warehouse addresses to improve the rate of accuracy when calculating sales tax during the checkout process. Additionally, cross-border e-commerce becomes possible without damaging tax implications. These functionalities significantly reduce exposure to sales tax risks and minimize the chances of erroneous sales tax calculations for customers.

Discount Management

What

Run effective promotional campaigns to boost conversion rates.

Details

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

Features

- Discount Engine
- Vouchers
- Discount
- Discount Conditions

Discount Engine

The Discount Engine is 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, categories & subcategories, specific attributes, or other relevant indicators.

There are many options when creating discounts and vouchers with the Spryker Discount Engine, such as percentual or monetary value, time periods, discount types, etc. There are no limits!

Vouchers

Boost your sales and increase traffic by offering voucher codes for customers, allowing them discounts on their purchases. For a convenient overview, all vouchers are grouped in clusters and can also be exported for easier handling.

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

Discount

Discounts can be applied utilizing a wide variety of options. They can be set up to apply to single products, product groups, categories & subcategories, specific attributes, and many other product indicators.

Different types of discounts can also be applied, including percentual or fixed monetary values. These can be based on net or gross price, cart value, or a range of other factors. Discounts can also be assigned priority, allowing Back Office users to define the order in which several non-exclusive discounts are applied. Free complementary products can also be applied using this feature, including multiple abstract products from which the customer may select.

It is also possible to outline precisely how long discounts should be valid based on specific customer groups, specific periods of time, or any other business logic. You can easily establish your own set of rules for triggering specific Product Promotions.

Discounts are either automatically applied during the checkout process or through customers entering a Voucher Code. On the Cart page, the discount total is listed, emphasizing the savings available to customers.

On top of that, businesses can define strikethrough prices for products, to indicate promotions and further savings.

Discount Conditions

Utilizes a condition called "customer-order-count," enabling discounts to be applied according to the number of orders a logged-in customer has placed. By leveraging past order history, it allows for personalized promotions targeting first-time buyers or loyal customers, offering flexibility to drive both acquisition and retention.

Content Management System (CMS)

What   Provide compelling content and stories where your customers need it

Details   Provide compelling content and stories where your customers need them. Extensive CMS features let you customize your store, enrich it with information, stories, or other content, and make it easily findable in search engines. Several SEO features enable you to add customized meta information to all your content and create search engine-friendly URLs.

Features
- Product Sets
- Navigation
- Landing Pages
- URL Redirects

- CMS Templates & Slots
- CMS Blocks
- CMS Pages
- Content Item

Product Sets   Product Sets allow you to manually curate collections of products based on any characteristic you choose. The 'Shop-the-Look' function is a common example of a Product Set.
This feature allows you to build a collection of items based on a collection, such as 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 the order of products appear within a set and on the catalog page itself.
Product Sets can also be placed in CMS placeholders to display 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 in a set to the cart with one click.

Navigation   The Spryker Cloud Commerce OS Navigation is built in a tree structure to support multiple levels of linking to a range of sources, including categories, external links, search results and CMS pages.
As it is managed via a Content Item, Navigation can be placed wherever you choose within your shop. Customize your store's Navigation in the Administration Interface and add, edit, or delete elements.
Breadcrumbs help your customers navigate through your shop more easily by highlighting the path to the page they are on. These appear on product details, catalog, and checkout pages.
A product based Navigation can easily reflect any grouping of products you wish to highlight. Additionally, any content based pages, as well as links, can be added to the Navigation, to provide valuable information, creative ideas, and a vivid and inspirational shopping experience. Easily set validity dates for navigational elements with promotional or seasonal purposes.

Landing Pages   Create Landing Pages for marketing campaigns, product promotions, categories, or many other purposes. Add SEO relevant information to boost search rankings.
Individual, SEO-friendly URLs can be created per landing page to increase your online shop's credibility and search engine ranking.

URL Redirects   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 Templates & Slots   Distribute or reuse content easily on store pages with Templates & Slots. Managed within the back-office, Templates are predefined page designs for the layout of your content on an individual page or site section, such as the header or 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 on which store page content will be shown.

CMS Blocks   Embed CMS Blocks to enrich your shop 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 Pages

Enrich your online shop with additional content created and published with CMS Pages. CMS Pages can be used to create specific landing pages with dedicated URLs to promote content and products.

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 information), and can be made available for all or, if you have multiple regional stores, only some of your shops.

Specify exact to and from dates to make CMS Pages publicly available within a defined time period. all pages are also searchable in the shop's search function providing this is enabled in the back-end.

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

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.
The out-of-the-box functionalities, such as page versioning, drafting, multi-language content options, and a WYSIWYG-Editor, are a great way to build up your CMS content.

Content Item

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 that 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, Navigation and Abstract Product Lists, which includes Product Groups. Support of multiple touchpoints, via the GLUE API, gives App developers even 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.
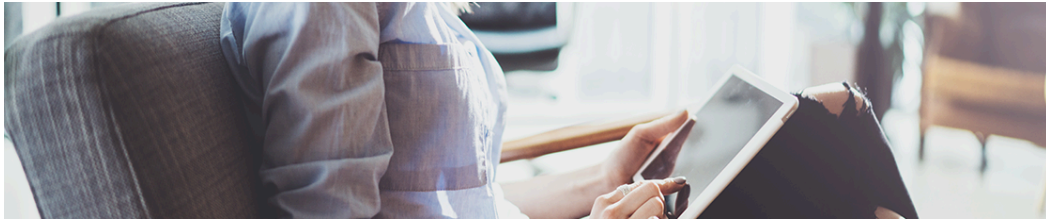
Search

What   Increase conversion rates by providing an excellent Search & Filter experience

Details   Let shoppers browse your catalog quickly with the highly flexible filter and search features. The out-of-the-box 'Elastic search' technology allows you to include full-text search, auto-suggestions, and auto-completion. Set individual search preferences for multiple stores, and categorize your products by adding dynamic filters and facets to help your customers further refine the search results. In addition, you can also add more advanced filters that make use of the product's metadata or promote a brand's top-sellers or highly rated products.

Features   - Full-Site Search   - Filter

Full-Site Search   Give your customers the opportunity to search all products, categories and CMS pages with powerful search functionalities. By default, all content on CMS and Product Pages, such as product name, description text or allocated attributes, are searchable. Additionally, Product Attributes can be boosted in the search results. 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.

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, adding another content layer to your shop.

The out-of-the-box solution Spryker offers is ElasticSearch. Further third-party integrations include FactFinder and Algolia.

Filter   The Spryker Cloud 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.
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 is the 'New' Product Indication that allows you to display items that were recently added to your catalog.

Storefront

What

Easily start your online shop from our boilerplate solution

Details

The Spryker Cloud Commerce OS offers a fully functional, out-of-the-box online shop application that includes all regular functionalities and workflows; it can be used as a boilerplate to kick-start your project.

Features

- Product Detail Page
- Multiple Currencies per Store

- Login
- Demo Shops

Product Detail Page

To highlight details relating to 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.

Multiple Currencies per Store

The Spryker Cloud Commerce OS lets you to define multiple currencies per store for products, product options, and shipping methods.
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 and Taxes on the Product Page and in the Cart are automatically adjusted 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.

Login

Special Login forms can be customized to your needs. Specific password requirements, Identity Access Management integration, or other B2B or B2C requirements can be applied.

Demo Shops

The Spryker B2B, B2C, B2B Marketplace and B2C Marketplace Demo Shops are fully functional, out-of-the-box online stores. They offer all common functionalities and workflows any state-of-the-art commerce business requires 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.

Identity Access Management (IAM)

What	Quick and easy authorization and authentication of customers
Details	The Identity Access Manager in the Spryker Cloud Commerce OS enables the creation of new accounts for end-customers and B2B customers. It also allows users to define password settings and utilize multi-login blockers for security purposes. Moreover, a third-party access management function is integrated.
Features	- Registration Forms - Identity Manager - Multiple Login Blocker
Registration Forms	Tailor the customer registration process to your specific needs. A customer can simply register with an e-mail address and password, or additional required fields can also be added to the registration process. Once a customer enters the required information their account is created. A double-opt-in option ensures that the registration process follows all necessary GDPR requirements. The Shop Owner can set the minimum length of the password and the special symbols/letters needed to constitute a legitimate password.
Multiple Login Blocker	All accounts are password protected. Passwords can easily be restored with a restore-password link. If the number of login attempts go beyond a set threshold, the customer will be blocked for a specific time and will not be able to log in again. The shop owner can configure the threshold for the number of attempts and minutes that the customer should be blocked.
Identity Manager	Conveniently log in to the Spryker Back-Office using the new Identity Access Manager. You can use the out-of-the-box integration with the Microsoft Azure Active Directory service, allowing your users to log in to the Spryker Back Office with their Identity Access Manager credentials.

Customer Relationship Management (CRM)

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

Details
The compact and powerful customer management tool enables B2B and B2C businesses to manage customer accounts and monitor shopping habits more efficiently. Provide your B2B Customers with a way to map their business hierarchies, permissions, and role management. With the creation of distinctive Business Units, the internal hierarchy can easily be mapped out and each Unit can operate independently. A convenient Roles & Permissions System enables your customer's buyers to define the purchase and approval process.

Features
- Company Account
- Product Restrictions for B2B Customers
- Session Management
- Newsletter Subscription
- Availability Notification
- Customer Accounts
- Password Management

- Customer Groups
- Business Units
- Business on Behalf
- Company User Roles
- Registration of new Company
- Reorder
- Information Restrictions

Company Account
The Spryker Cloud 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.

Product Restrictions for B2B Customers
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 specific 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.

Session Management
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 store.

Newsletter Subscription
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 Cloud Commerce OS offers opt-in and opt-out options.

Availability Notification
Allow your customers to opt-in for automated notifications when any unavailable product becomes available again. This can be used for both discontinued and out-of-stock items.

Customer Accounts
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 easier customer management in your organization.

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

Customer Groups
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.

Business Units
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
In order for your customer's internal hierarchy and business process to be accurately reflected, the Business on Behalf feature allows them 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	In the Spryker out-of-the-box solution, there are two default User Roles: Administrator and Buyer. By default, an 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, in which case their account data will be anonymized or disabled, but the user will have no more access.
Registration of new Company	Let your new customers register their company through a self-service registration form in your B2B online shop. You can enable the approval function in the Spryker Cloud Commerce OS Administration Interface to accept or reject newly registered clients.
Reorder	Save your customers' time by letting them reorder a previous purchase. All items from the old order can be added to a new cart.
Content Restrictions	Give your customers the ability to hide content from end-customers that are not logged 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.

Shopping List & Wish List

What Increase conversion rates and shop loyalty by offering rich Shopping and B2B Wish Lists

Details Enable your B2B customers to save the products they wish to purchase in Shopping Lists. Different roles and permission systems ensure smooth sharing and contribution management amongst a company's users. Additional features like printing, barcode generation, and direct-to-cart make the (re-)ordering process smooth and easy. Enabling your B2C customers to track and save the products they wish to purchase through a wish list function effectively reduces cart abandonment and boosts your sales.

Features - Shopping List Management   - Wish List

- Permission Management for Shopping Lists

Shopping List Management	Make it easier for your business customers to coordinate 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 a cart. 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 fly-out 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 Lists	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. Each Shopping List can easily be shared between Users of the same Company Business Unit with a unique URL. The owner of a Shopping List is also allowed to add or delete users and edit access rights.
Wish List	Help your customers track and save items for later purchase through multiple Wish Lists, which are connected to user accounts. Users can manage their Wish Lists by naming each one individually. The direct-to-cart function enables your customers to simply add items from their Wish List to the Shopping Cart with a single click.

Ratings & Reviews

What
Inspire trust among customers with ratings and reviews

Details
Drive sales by including user reviews and ratings. Reviews and ratings are a proven sign of trust; they allow brands to receive valuable and moderate feedback in the Administration Interface. Customers can leave star ratings with or without comments.

Features
- Ratings & Reviews

Ratings & Reviews	Boost sales and gain your customer's trust by including the Ratings & Reviews feature. Your customers can easily add star ratings for your products and optionally add a comment through a free-text function. The Administration Interface includes a section where you can manage customers' ratings and reviews, to moderate content and collect information before publishing them live.

Cart & Checkout

What	Increase conversion rates and reduce drop-off rates with a feature-rich Checkout & Cart and offer additional B2B specific, permission-related functionalities
Details	The Spryker Cloud Commerce OS offers a powerful and fully-featured online shopping cart and checkout process that acts as a gateway for customer and order management. Allow your customers to easily organize and manage their purchases and apply vouchers and coupon codes. Based on their roles and permissions, your B2B customers can easily add or remove products, share the cart, and manage their purchases.

Features

- Cart Functionality & Calculations	- Split Delivery
- Order Threshold	- Multiple Payment Methods per Order
- Item Split in Back Office	- Approval Process
- Non-splittable Items in Back Office	- Comments Widget
- Cart Roles & Permissions	- Custom Order Reference
- Shared Cart	- Define Payment & Shipment Methods
- Quick Order	- Dynamic Cart

Cart Functionality & Calculations	The extensive Cart feature allows customers to add and remove products 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. Logged-in customers can see and edit their Cart from any device, including mobile or IoT touchpoints. As an additional option, the Persistent Cart functionality lets logged-in customers store their Cart throughout multiple sessions. 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. All business rules, such as taxes or shipping, will be applied based on the customer's final choice of items. You can also offer 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. In an B2B environment, your customers can save and name multiple Carts in their account. A flyout functionality in the header of your shop makes switching between Carts easier.
Order Threshold	Easily set a minimum order value for any of your products. When in place, the customer cannot complete the purchase unless the minimum Order Threshold is reached, or the difference is added as a special fee to the total sum. A maximum Order Threshold can also be applied, which does not allow checkout to take place if a certain value is exceeded.
Item Split in Back Office	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.
Non-splittable Items in Back Office	To avoid the creation of numerous individual sales order items for products with high quantity, you can make them non-splittable and keep them as one order line item in the back office.
Cart Roles & Permissions	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	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. Users can also be 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 permissions, different tasks can be performed in a Shared Cart. Each Business Unit user can have a read or write permission for a Cart. With permission to write users can perform all Cart functionalities, such as adding items or checking out. With permission to read, users have limited options, including viewing items or notes.
Quick Order	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 not an issue and will be automatically displayed and adjusted.
Split Delivery	Give your customers the power to choose multiple shipping addresses and set distinct shipping times during one purchase. This increases customer convenience by helping them save on costs by utilizing bulk ordering while streamlining and managing internal purchasing resources centrally.
Multiple Payment Methods per Order	During checkout the customer can chose between multiple payment methods.

Approval Process	The Approval Process in the Spryker Cloud 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.
Comments Widget	Enable your customers to add comments to any entity in the Spryker Cloud Commerce OS. With the flexible Comments Widget you are free to decide where 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.
Custom Order Reference	Custom Order Reference allows your B2B customers to add a reference to an external system on the order. The customer can define this reference, which may relate to a separate order ticket, accounting or a purchasing system. This simplifies not only the purchasing experience but provides transparency and cost control.
Define Payment & Shipment Methods	The Spryker Cloud 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.
Dynamic Cart	Based on AJAX, Dynamic Cart improves user experience by providing instant, smooth, and uninterrupted feedback to cart changes. Cart is updated without a page reload for actions like adjusting item quantity, removing an item, or redeeming a discount code. In addition, the cart and the shopping list widgets in the page header don't require a reload to show changes.

RFQ (Request for Quote)

What	Enhance customer loyalty and increase conversion rates
Details	The Spryker platform allows customers to request a quote for products and services that are being sold. The 'Request for Quote' feature supports all functionalities 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.
Features	- Quotation & Offer Management
Quotation & Offer Management	The Spryker Cloud Commerce OS allows customers to request a quote for products and services you sell. Sales Representatives can offer individual deals by altering item prices. 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 transparency regarding all details of the final 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 more.

PSP (Payment Service Provider)

What   Provide an excellent shopping experience and integrate your customers' preferred payment methods.

Details   Meet your customers' demands by offering the payment methods they prefer. Integrate multiple payment gateways easily, define their availability and customize how they appear on your site.

Features   - Payment Method   - Payment Service Provider Integration

Payment Method   All orders can be paid with 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.

Payment Service Provider Integration   The Spryker Cloud Commerce OS offers integrations with several payment providers. Easily define the availability of a provider based on customer preferences, local regulations and marketplace needs.

Carrier Management

What	Ensure quick and cost effective delivery.
Details	The Spryker Cloud Commerce OS integrates with several shipping carriers and methods and lets you define their availability, price and tax set. During the checkout process, customers have the option to select their preferred shipment method and relevant carrier.
Features	- Shipment Carriers & Methods

Shipment Carriers & Methods	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 and dedicated price and tax set.
	Your customers can easily see which carrier offers which shipment method in their respective region and select their preference. The price displayed to the customer is calculated based on the store they visit or their preferred currency selection.
	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. Offering free shipping or a discount based on cart rules motivates customers to spend more in your shop.

Gift Cards

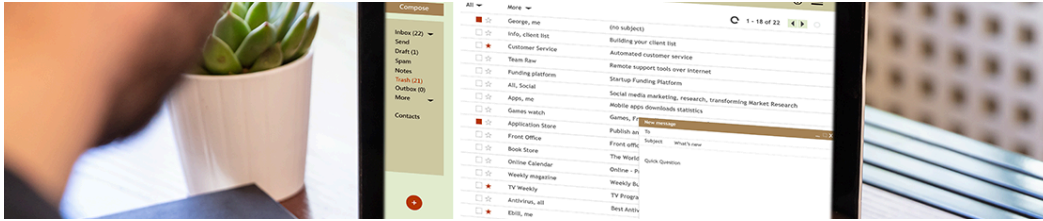|	
What	Acquire new customers through gift card payment options
Details	Increase sales by allowing your customers to purchase and redeem gift cards. Enabling gift card purchases can boost your brand awareness and help you reach new customers.
Features	- Gift Card - Gift Card Management
Gift Card	The 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.
Gift Card Management	During the Gift Card purchase process, shipment prices can be omitted if the card is to be sent via email. To avoid fraud, certain payment methods, such as invoices, are not able to be selected. If the Gift Card is not used in total, a new Gift Card will be generated and sent via email to the customer with the remaining balance.

Order Management System (OMS)

What	Process orders smoothly to fulfil them quickly.
Details	Efficiently keep track of your order processing from your B2B, B2C, or Marketplace, and ensure quick fulfillment. Manage incoming orders in the Back Office and effortlessly view and edit orders, track their progress or contact customers who make open orders directly. With the compact Order Management features, you can easily keep your order processing running smoothly.

Features

- Payment Provider
- State Machine Modelling
- Order Processing
- Reclamations & Refunds
- Order Split

- Marketplace and Merchant Orders Management
- Order Status
- Order Cancellation
- Invoice Generation
- Dashboard

Payment Provider	The Spryker Cloud Commerce OS offers integrations with several payment providers that can be used in checkout and order management. Easily define the availability of a provider based on customer preferences and local regulations. You can also specify the order in which providers are displayed during checkout. You can let your customers pay with none, one or multiple payment methods. 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.
State Machine Modelling	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, an order is only shipped if the payment is successful. The shipment stage only takes place if the payment stage has been completed. You can tailor the State Machine to your needs and trigger certain processes automatically or execute them manually.
Order Processing	With the Spryker Cloud Commerce OS you can process orders from your online store or various external touchpoints, such as voice assistants or car apps.
Reclamations & Refunds	Provide your sales and customer support agents with an easy-to-manage and clear overview of all Reclamations and Refunds. Reclamations can easily be created and managed inside a customer's order. This way, any action necessary, such as a return, repair, or replacement can be triggered. 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.
Order Split	Customers can combine Products from different Merchants in the same cart. Allowing customers to only go through the checkout and payment process once, this ensures great user experience and maximizes customer satisfaction. If the same order contains items from 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 Merchant or the Operator from different warehouses at different times, therefore saving time and resources. All shipments get individual status updates and are trackable to keep the customer informed. Separate State Machines also allow for returns to be requested by the end-customer and fulfilled by each Merchant individually.
Marketplace and Merchant Orders Management	The Operator can view and manage general Marketplace and specific Merchant orders.
Order Status	Create a customized list of Order States. These can be customer facing and also shown on the order detail page in the back office. Statuses can be configured to display specific wording on the front-end and back-end of your store. The operator or shop owner can define the internal and external names of the statuses. In the OMS Matrix in the Back Office you gain a quick overview of all orders in their current status, taken directly 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.
Order Cancellation	You can easily let your customers, agents or employees cancel an order in any pre-defined time. The status will be shown on the Order Detail Pages in the shop and in the back office.
Invoice Generation	An automated Invoice Generator sends out order invoices to your customers via email.
Dashboard	With the intuitive Dashboard in the Spryker Cloud Commerce OS Admin Interface, you can quickly and easily gain an overview of the latest statistics and performance of your online shop. See different KPIs at a glance with a variety of graph types to better visualize your store's results. The Spryker Cloud Commerce OS uses plot.ly as a library which offers a variety of different adaptive chart types, optimized for desktop and mobile use.

Emails

What   Keep in touch with your customers.

Details   Drive customer engagement and keep them up-to-date. Send automated account emails and confirmations or offer different types of newsletter subscriptions.

Features   - Manage Transactional Emails

Manage Transactional E-mails   Keep your customers updated with a variety of emails you can either send via the internal SMTP system or an external email provider of your choice.
                                      Automated emails regarding order status, shipping or transactions are just a few examples of how you can support the purchase process and increase brand loyalty.
                                      Emails are screen reader support enabled.
                                      The email templates can be edited inside the back office in a CMS Block and are available as HTML and text versions.

Inventory Management

What	Save time by keeping an eye on your stock levels.
Details	Check your inventory levels at a glance. In the Back Office, you can easily keep an overview of your stock levels to determine accurate availabilities on your store's website. Any open orders or reserved items are taken into consideration when stock availabilities are displayed.
Features	- Stock & Availability Management - Merchant Product Offers - Warehouse Management

Stock & Availability Management	The fully automated Stock calculation takes products that are reserved in open orders into consideration when defining availability. You can also 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.
Warehouse Management	You can add all your different warehouses with many details in the Spryker Back Office. 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.
Merchant Product Offers	Merchant Offers help avoid confusing duplications of products in the Marketplace. When a Product already exists, Merchants can add an additional Product Offer on top of the existing Product. Merchants own the associated data, such as price, stock, validity dates, etc. Therefore, a single 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 directly on the Product Detail Page. The Merchant who created the product is displayed on top whilst all product Offers from other Merchants are sorted by price from low to high.

Return Management

What	Increase customer satsifaction and loyalty.
Details	Enhance the returns procedure within your supply chain process with this Spryker feature that allows you to optimize the customer purchasing experience, increase customer satisfaction and build customer loyalty by establishing a return policy and executing returns.
Features	- Return Management - Marketplace and Merchant Return Management

Return Management		Spryker's Return Management feature allows you to establish a returns policy and execute returns, in turn optimizing the customer purchasing experience, increase customer satisfaction, and building customer loyalty. Manage your returns in the Back Office by printing returns slips and creating, viewing, refunding, or canceling returns. In the Storefront, buyers can create returns, print returns slips, as well as track return statuses.
Marketplace and Merchant Return Management		The Operator can view and manage general Marketplace and specific Merchant returns.

User Management

What	Ensure high security and compliance through managed user flows.
Details	The User Management functionalities enable administrators to manage the user access, set rights, and onboard customers smoothly.
Features	- Company User Permissions - Manage Customer & Company Accounts - Agent Assist in Storefront - Agent Assist in Merchant Portal - Data Protection & Permission Management

Company User Permissions	In order to maintain a clear Permission system, your customers can easily manage which competencies each User has in their shop environment. By Default, the Administrator has full access to all areas in the Company Account. As such they are able to add new users, creating new customer accounts, and even delete the Company Account, among other permissions. A Buyer, by default, has Permission to fully execute an order. However, there can be different subsets of Buyer Permissions which can allow permissions regarding approval processes, checkout rights, and hierarchy level in the Business Unit, among other factors. Additionally, you can hide content from end-customers that are not logged into their shop. This may be done due to competitive reasons or because of security, customer loyalty, or exclusivity. You can restrict access to Prices, Products, Product Availability, Cart, and Shopping Lists.
Agent Assist in Storefront	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 undertake the purchase for them. Your company's representative will see all products, prices, and discounts as they appear for the selected customer. Special discounts can of course still be applied. All purchases carried out via the Agent Assist feature will be logged as such.
Data Protection & Permission Management	The Spryker Cloud Commerce OS is fully compliant with international GDPR regulations. Customers can delete their account information, create, change, and reset passwords, subscribe or unsubscribe from newsletters, define Roles and Permissions (in a B2B environment), and much more. Shop owners can also delete a customer account through the Administration Interface, without affecting billing and order related information. Customer information is simply anonymized. A Back Office admin can define access permissions and roles of all Administration Interface users, where needed, 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.
Manage Customer & Company Accounts	In the Customer Management 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. In the front-end, your customers can create and manage their own account, including their contact details, addresses, and language settings, among other factors. Customer Account registration can be customized to your needs. All accounts are password protected. Passwords can easily be restored with a restore-password link. In a B2B environment, your direct customers have a different needs from B2C consumers when it comes to ordering processes, permissions, and roles. Therefore, with the Spryker Cloud Commerce OS Company Account, 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.
Agent Assist in Merchant Portal	Agent Assist in Merchant Portal allows marketplace operators to seamlessly impersonate merchant users. It enables the merchant support team, logged in as agents, to act on behalf of merchants within the Merchant Portal. This feature empowers the support team to provide comprehensive assistance within the Merchant Portal, ensuring excellence in merchant care and delivering a full-fledged support experience.

Merchant Management

What	Keep an overview of all your Merchants activities.
Details	For efficient Merchant Management, two parts are important. One, the overview and management on the Operator side, like approvals, edits, etc. And two, the self-service management of the Merchants, where they can take care of their daily business, like order or product management.

Features

- Merchant Portal
- Merchant Profile
- Operator as a Merchant
- Merchant Management
- Merchant B2B Contracts & Contract Request
- Marketplace Merchant Commissions

Merchant Portal		The Spryker Merchant Portal is the management interface for third-party Merchants and enables them to take care of administrative tasks in one place like the following: 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. They can also 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. This includes options to personalize their shop description, banner, logo, contact information, opening hours, terms & conditions, and imprint details. They can also set up 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, Shopping List, Wishlist, and Order Details Page so that it is always clear to the customer who they are buying from.
Operator as a Merchant		The Operator can also be a Merchant and sell Products and Offers. The Main Merchant area in the Back Office is a dedicated space to see merchant-specific orders and returns without access to other Merchants' data.
Merchant Management		The Operator can create, edit, and approve Merchants and Merchant Users, allowing them access to the Merchant Portal.
Merchant B2B Contracts & Contract Requests		In a B2B business model, the partnership is usually based on contracts, or relations, between buyers and merchants. The Merchant B2B Contracts & Contract Requests feature introduces the initiation and management of relation requests, making it easier to connect both parties and to create buyer-merchant relations in B2B marketplaces and shops. These relations enable merchants and marketplace operators to specify buyer-specific products, prices, and order thresholds.
Marketplace Merchant Commissions		Marketplace Merchant Commission Engine simplifies monetization for marketplace operators by automating commission management while seamlessly integrating with services like Stripe. With flexible structures and third-party connections, it ensures accurate invoicing and payouts, boosting efficiency, and allowing operators to scale confidently with minimal manual effort.

Data Exchange

What	Import and export specific data point in a quick and easy manner.
Details	Import your business logic and data, including Product information, Customer information, Categories, and more into the Spryker Cloud Commerce OS. The out-of-the-box functionality "export data" can be used as a generic blueprint for other data sets that need to be exported.

Features	- Importer	- Data Import - Product Offers
	- Exporter	- Data Export - Orders

Importer	Easily import your business logics and data into the Spryker Cloud Commerce OS. This includes Catalog Setup & Management, Order Management, Merchants Onboarding & Management, Company User Setup & Management, Content Management, Commerce Setup & Management.
Data Import - Products with a single file	The single product data import file allows you to combine and import all main product information that needs to be added or updated, at once.
Data Import - Product Offers	Merchants can use a Data Importer to easily set up bulk Product Offers. The Operator can provide a template for Merchants, who can add all offer-related information in one single file, which can then be imported.
Exporter	You can export a variety of different data, such as Orders, for usage with other services. The out-of-the-box functionality "export orders" can be used as a generic blueprint for any data set that needs to be exported.
Data Export - Orders	Merchant Order information, such as orders, order items, and expenses, can be exported in one single file.

SDK

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 Cloud Commerce OS also offers production and staging deployment solutions. All tools can be integrated into IDE.
Features	- Development Tools - Spryk Code Generator - Docker Development Environment & Console - Spryker Code Upgrader - Spryker SDK Workflows - Cronjob Scheduling

Development Tools	The Spryker Cloud Commerce OS provides your developers with a range of coding tools which ensure your OS runs 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, which helps to reduce bugs.
	  - Static Security Checker
	  - SCSS and TS linters

Spryk Code Generator	The Spryk Code Generator is a tool developed to ease the process of generating pieces of code on customer project level. Furthermore, it links individual code generation definitions into specific scenarios, saving developers time.
Docker Development Environment & Console	With the Spryker Cloud Commerce OS comes an all-inclusive Docker container-based environment. The command-line Console tool enables you to execute a great variety of commands, such as managing the Spryker Cloud Commerce OS deployment, as well as standalone installations.
Spryker Code Upgrader	Spryker Code Upgrader is a new service in Spryker PaaS+, which addresses application upgradability challenges. Spryker Code Upgrader runs on Spryker CI and provides you with automated upgrades and code quality checks while giving you full control of what to bring to your software platform. By reducing upgrade efforts to a minimum, Spryker Code Upgrader offers a reliable way to keep up with Spryker's daily releases.
Spryker SDK Workflows	Allow engineers to chain CLI tools in a workflow speeding up engineer's experience.
Cronjob Scheduling	To enable your system to process all requests effortlessly, the Spryker Cloud 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.

Back Office

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
- Glossary Creation
- Multistore Setup
- Dynamic Multistore

Administration Interface Management	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.
Glossary Creation	By using the Glossary you can easily store basic text information in a variety languages, allowing customers to view text in whichever language they prefer. On the front-end, all text will automatically adjust once the language is switched. By default, languages are identified by a locale, e.g. de_DE relates to 'German language in Germany' and de_CH relates to 'German language in Switzerland'.
Multistore Setup	With the Spryker Cloud Commerce OS you can freely create multiple stores for different scenarios, to suit your varying business needs. You can build one store servicing multiple countries and languages or set up a different store for each region - all from one single back-end. Easily share abstract products, discounts and other logics and code between stores or separate your setup for each. Spryker also supports a store relation at a category level. This means you can hide and show categories in stores depending on your business requirements. The chosen store relationship from the parent category is applied to its child categories. Multistore Setup is very versatile and can be customized to your needs.
Dynamic Multistore	Dynamic Multistore enables users to create new stores instantly from the Back Office, without the need for deployment or engineering support. It also allows multiple stores to operate under the same domain.

About Spryker

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterpriseready 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, and 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. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh.
Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack.

For more information about Spryker please visit Spryker.com.