Handout

PBCs: Packaged Business Capabilities

What are PBCs?

PBCs are an assembly of functionalities, or microservices, grouped into larger clusters. Every PBC fulfills a well-defined, specific capability, allowing business and tech users alike to jointly evaluate the benefits and use of each.

PBCs represent a future-proof middleground between sprawling, unmanageable microservices and inflexible, bulky monolithic platforms. Their ability to work independently of other PBCs allows agile updates, changes, and extensions, with no interference to the tech stack as a whole.

PBCs offer the ability to easily switch capabilities to those available from third-party vendors, embracing both composable enterprise and a best-of-breed approach.

> **Technically, a PBC is a bounded collection of a data schema and a set of services, APIs and event channels.** — *Gartner*

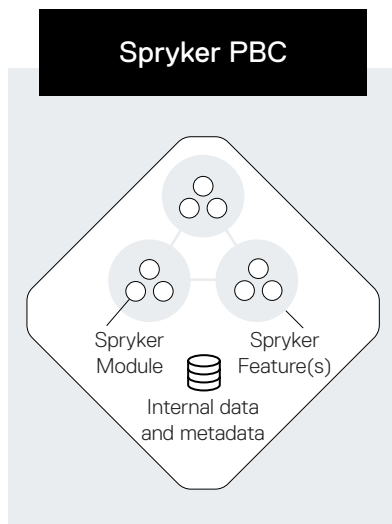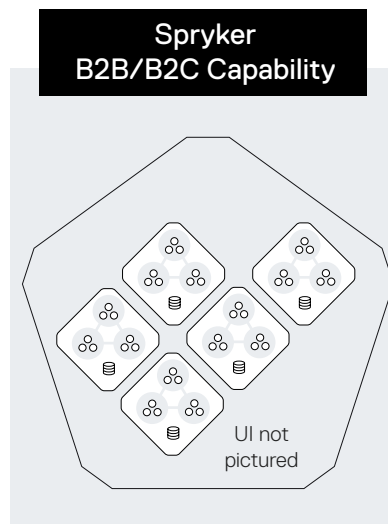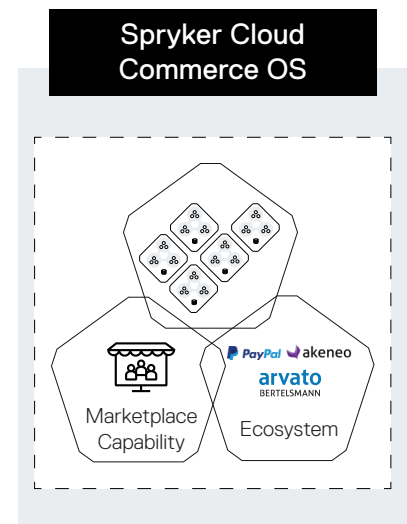| Spryker PBC | Spryker B2B/B2C Capability | Spryker Cloud Commerce OS |

Image 1   Image 2   Image 3

Our Packaged Business Capabilities contain several Spryker features. **Image 1** – Each PBC contains internal (meta-) data and acts autonomously of other PBCs. **Image 2** – B2B/B2C Capability. **Image 3** – Our PBCs, together with product offerings such as the Marketplace Capability and our Partner Ecosystem, make up Spryker Cloud Commerce OS.

Why consider PBCs for your business?

Enable composable commerce

Composability is becoming increasingly important for enterprises to thrive, with Gartner predicting that by 2023 companies embracing composable approaches will outpace competitors by 80%[1]. Fulfiling the composable commerce paradigm, PBCs offer agility, efficiency, resilience and democratization of business via their simple plug-in functionality.

Easily solve common business problems

PBCs offer effective solutions to common business problems, with each PBC delivering a specific set of values for business users. For example, Spryker's Cart & Checkout PBC increases conversion rates and reduces drop-off rates with a feature-rich Cart & Checkout. This also allows the integration of specific permission-related functionalities for B2B users.

Offer a best-of-breed approach

PBCs offer unparalleled flexibility and efficiency. Enterprises can utilize best-of-breed approaches and select PBCs from third-party providers which best match their specific use case. This enables companies to more easily keep pace with rapidly evolving consumer expectations and market trends.

A future-oriented solution

Composable commerce and PBCs naturally work hand-in-hand with future-proof business approaches such as fusion teams and digital transformation. Gartner predicts that by 2024, 30% of digital commerce organizations will use PBCs to construct their application experiences.

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[1] With regard to the speediness of new feature implementation.

PBCs available from Spryker

Products & Content Management

PIM (Product Information Management)

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

Offer Management

Save time by keeping a good overview of Merchants' Offers.

Product Relationship Management

Increase average order values with related products.

Tax Management

Be sure to comply with fiscal regulations.

Punchout

Increase customer satisfaction by offering a direct punchout integration.

Discount Management

Run effective promotional campaigns to boost conversion rates.

DAM (Digital Asset Management)

Offer an exceptional brand experience with impactful visuals, banners and media assets.

CMS (Content Management System)

Provide compelling content and stories where your customers need it.

Price Management

Save time by implementing your pricing strategy in one place and catering it to your business needs.

Search

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

Customer Journey

Storefront

Easily start your online shop from our boilerplate solution.

IAM (Identity Access Management)

Quick and easy authorization and authentication of customers.

CRM (Customer Relationship Management)

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

Shopping List & Wishlist

Increase conversion rates and loyalty by offering useful B2B Shopping Lists and B2C Wish Lists.

Ratings & Reviews

Inspire trust among customers with ratings and reviews.

Cart & Checkout

Increase conversion rates and reduce drop-off rates with a feature-rich Cart & Checkout. This also allows the integration of specific permission-related functionalities for B2B users.

RFQ (Request for Quote)

Enhance customer loyalty and increase conversion rates.

PSP (Payment Service Provider)

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

Carrier Management

Ensure quick and cost effective delivery.

Gift Cards

Acquire new customers through gift card payment options.

After Sales Management

OMS (Order Management System)
Process orders smoothly to fulfill them quickly.

E-Mails
Keep in touch with your customers.

WMS (Warehouse Management System)
Save time by keeping an eye on your stock levels.

Return Management
Increase customer satisfaction and loyalty.

Development & Configuration

User Management
Ensure high security and compliance through managed user flows.

Merchant Management
Keep an overview of all of your Merchants' activities.

Data Exchange
Import and export specific data points in a quick and easy manner.

SDK
Save time and money by leveraging the Spryker Commerce OS in the most effective way.

Back Office
Keep your back-end processes running efficiently, protect your data, and administer all accounts.

Spryker

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