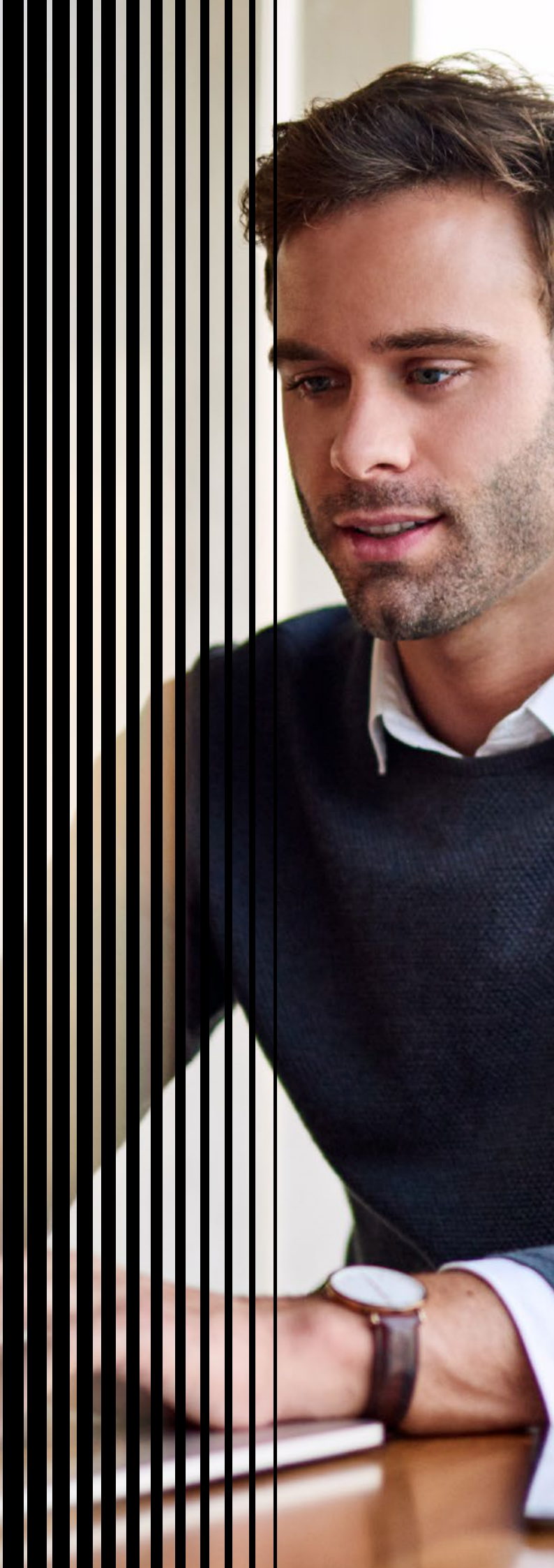# Spryker Cloud Commerce OS, a **best-of-breed cloud commerce** solution

Enabling patient-centric and scalable e-commerce solutions for the healthcare industry

Spryker

Background

The only constant in digital business is change

The expectation of customer-centricity will continue to increase throughout all industries. "How to sell" is becoming more important than "what to sell". With constant change and growth of digital sales channels comes a shift in the previous distribution of market share. Successful business strategies have shorter half-lives than in the past. This development puts the long-term growth of organizations at risk. Markets are becoming highly competitive due to innovation cycles becoming even shorter. Businesses must find ways to commercialize the successful application of innovation reliably. From today's perspective, many commerce technologies were built with an outdated mindset. They were programmed to cover static online shop use cases. The future of applications moves away from monolithic platforms to tightly interconnected services. Speed is one of the most important success factors in modern commerce.

E-commerce for the healthcare industry and beyond

The healthcare industry is under immense pressure to either innovate and meet the demands of modern patients or lose their business to early adopters. From e-prescriptions, configurable contracts to Marketplaces for MRI, and more, such developments require specific commerce experiences that are seamless, scalable, and truly flexible. Spryker's leading B2B Cloud-based Commerce platform fulfills every intricate business need–effortlessly. Additionally, it is a PaaS company that enables customers to use best-of-breed components on a single point of contact for the full service, without hassles or complex multi-party agreements.

Flexibility

Adaptability to constant change is a requirement for every enterprise, whether they are looking at automating processes, enhancing their commerce, or finding new revenue streams. Composability means the highest level of flexibility for the customer: it allows customers to select the best-of-breed components they need, which will work seamlessly and reliably straight away. With a truly composable platform like Spryker, lengthy and costly integrations become a thing of the past.

Scalability

Customers whether in healthcare, retail or manufacturing cannot afford for their solution to slow them down when they need to grow fast. Increasingly sophisticated business cases and the required faster time to market mean that enterprises need to be able to constantly go from planning to testing and to launching their services, be it their commerce solution, process automation project, or generating new revenue streams, without requiring any replatforming work.
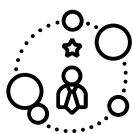
Spryker Cloud Commerce OS – a proven history of e-commerce innovation

What Spryker Cloud Commerce OS provides for the healthcare industry and beyond:

Future-proof business

Create forward-looking customer-centric use cases, responding to increasing device variety and user journey complexity.
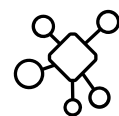
Improved customer experience

Plan, design, and deliver outstanding digital commerce experiences that will help you grow your business.

Faster return on investment

Quick development and testing of new customer-centric business models to achieve a faster time-to-market, increased project quality, and a better ROI.

Support in a single platform

Use Spryker as a single comprehensive platform for B2C, B2B, and marketplaces which lead to increased efficiency and reduces time spent maintaining separate infrastructure.

SIEMENS
Healthineers

Creating a Patient Experience Beyond Commerce

Transforming healthcare and lives.

In a world where health is one of our most precious commodities, Siemens Healthineers is on a mission to provide transparent, easy, and limitless service to all patients around the globe. Siemens Healthineers chose Spryker as their key vendor for the digital commerce pillar in their strategy. This forms a vital part of their overall mission, to build an open medical care ecosystem forging the path from onsite to online. "sense®1 supports integrated, cross-enterprise healthcare networks by providing medical information to authorized health professionals when and where it is needed. Enabling care providers on-demand access to health data not only helps save valuable time, it can also help improve the quality of patient treatment."

Siemens Healthineers by the numbers

€14.5Bn+
Revenue FY 2020

14.000+
Patents

>90%
Of leading hospitals work with Siemens Healthineers

>35%
of revenue Through introduced innovation in the last 3 years

<3 months
For the first MVP in Brazil

The requirements for a new Commerce OS

Synchronized customer & commerce experience

Siemens Healthineers commerce technology needed to fulfill mandatory requirements such as being cloud-native, headless, and MVP-driven achieving a great end-to-end experience. Siemens Healthineers chose Spryker because of its composable commerce methodology rich in future-proven capabilities.

A capability-rich Composable Commerce platform

Spryker proved to fulfill over 90% of Siemens complex use cases. Spryker Cloud Commerce OS, therefore, completes Siemens' existing technology landscape and has successfully integrated with ServiceNow, Microsoft, Genesys, and others. Due to its modular and API-driven design, Siemens can seamlessly link Spryker with other technologies, beyond commerce.

More than just another webshop in the medical industry

Siemens Healthineers did not choose Spryker to simply launch an online shop but rather to lay the foundation for enabling transactions completely independent of the patient touchpoint, to accelerate the recovery process.

Their operations went live with the first spare parts shop in Brazil in less than three months. This project proves the velocity and technological enablement that Spryker can offer from a strategic business to operational excellence. Siemens Healthineers already has its next milestone in sight

➤ Read the Siemens Healthineers success story

Transactional business models of the future

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is a fully composable platform-as-a-service (PaaS) solution with headless API-based architecture that is cloud and enterprise-ready. 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. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Spryker Cloud Commerce OS enables our customers to deploy and operate their commerce solution in a fully automated way. It uses services like RDS for MariaDB, ElastiCache for Redis, and OpenSearch for ElasticSearch to provide the most stable and scalable platform for our customers.

Get started with Spryker solutions for Cloud Commerce
request a demo and go beyond.

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready 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, 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 and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

![Spryker logo]

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