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# Roadmap Update


## March, 2019



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# Disclaimer

*The roadmap is presented for INFORMATIONAL PURPOSES ONLY, and not as a binding commitment. Spryker reserves the right to change timing and scope of released functionality based on input from our customers and changing market trends.*



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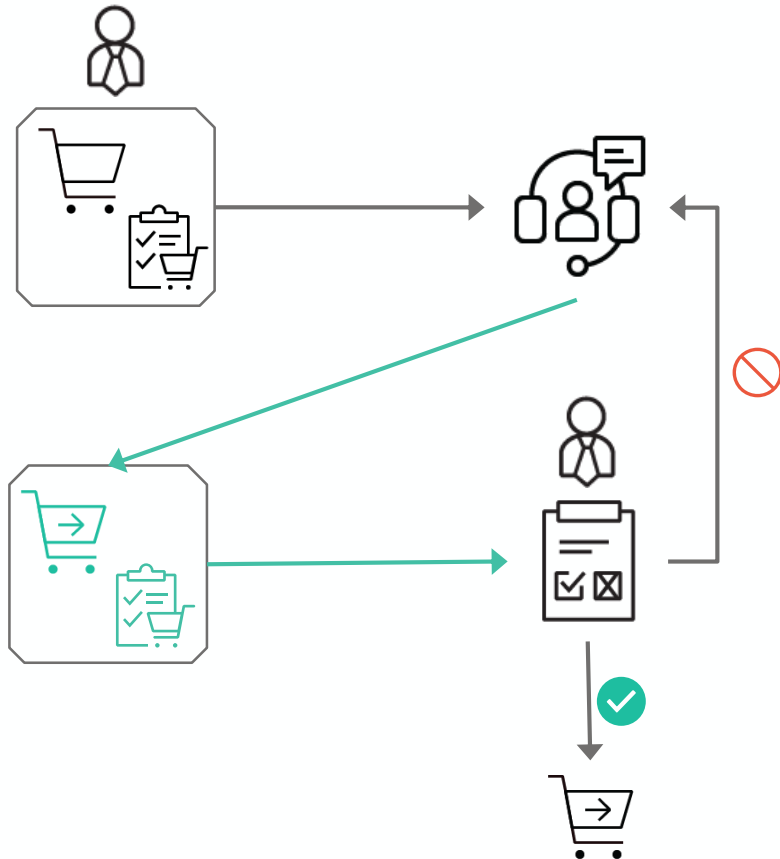
# Short term roadmap Q2-Q3, 2019



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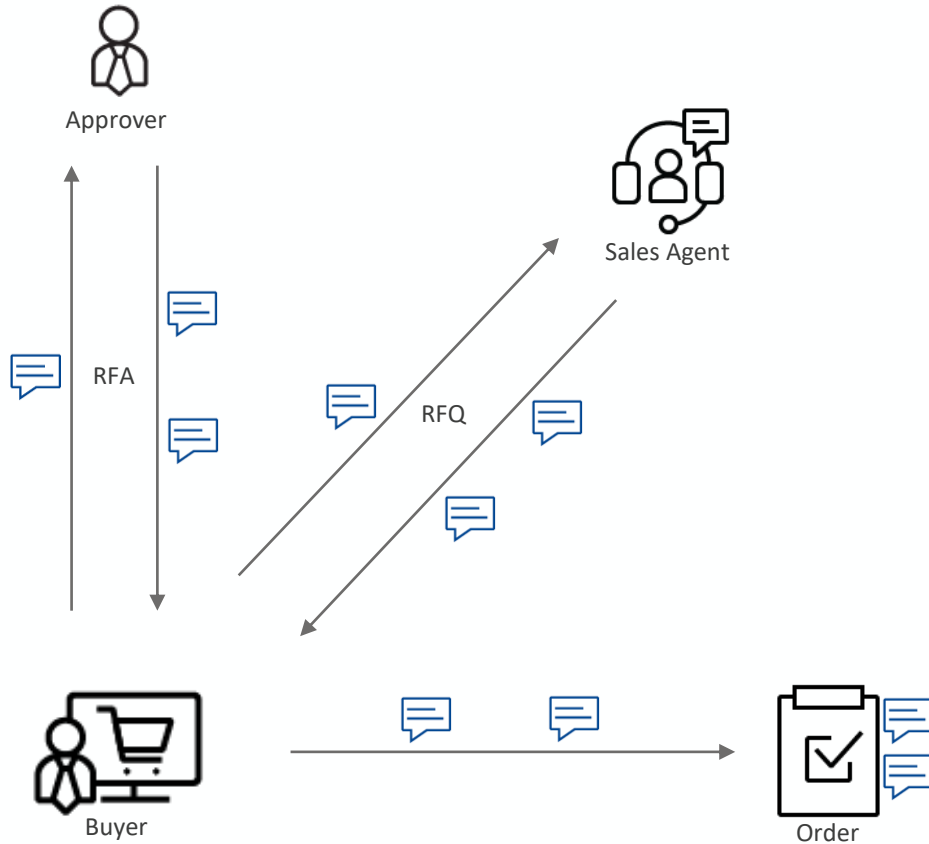
B2B

# Quotation or Request for Quote



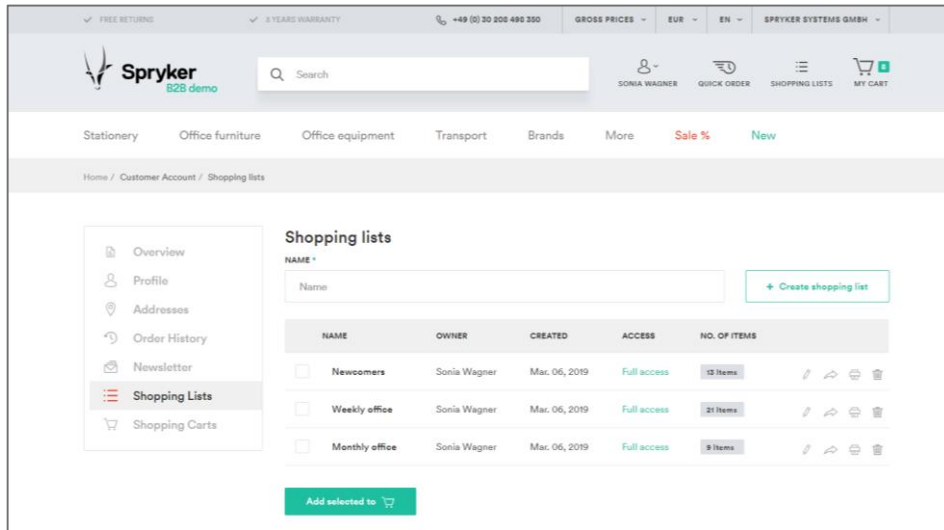
1. Reduce time required to negotiate a deal
2. Increase flexibility of the quotation process by supporting online and offline interactions
3. Real time collaboration between a customer and sales representative

# Comments



- Comments Widget
- Supports multiple comments on a cart or a shopping list
- Generic feature that can be reused anywhere in the system where multiple comments are needed

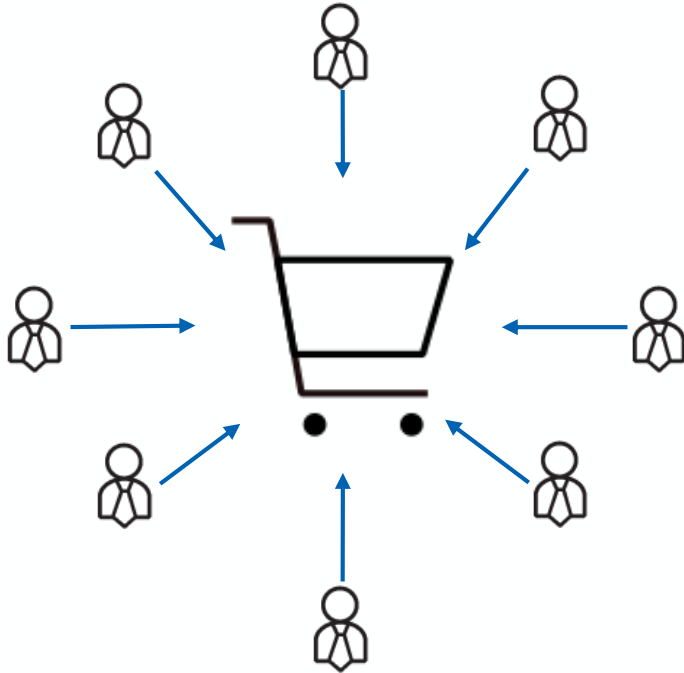
# Shopping List Enhancements



To make using Shopping Lists even more efficient, we are adding two enhancements

- Calculating Total in Shopping Lists
- Ability to export a Shopping List into a CSV file

# Sharing Cart - Online & Offline



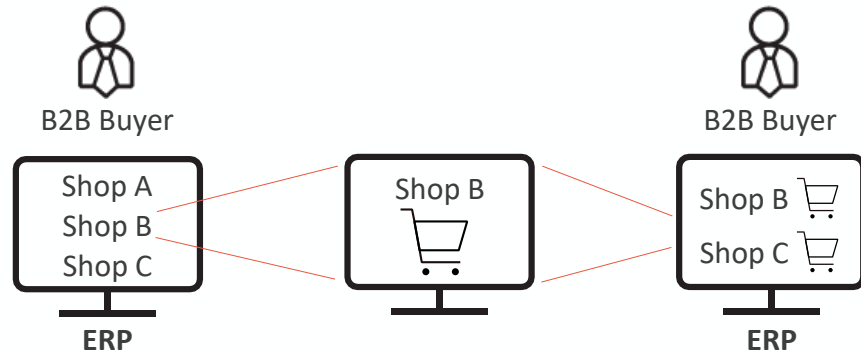
Shopping Cart Sharing - it's about convenience of integrating different online and offline systems to improve collaboration when making complex purchases.

New ways for collaboration:

- Export Cart to a CSV file
- Unique Url per Cart for easy sharing



# PunchOut Integration



PunchOut makes it more convenient for B2B customers to do purchases

- PunchOut brings e-commerce experience into customer's ERP system.
- A B2B customer logs into an online shop directly from an ERP system, selects products, adds them to the cart, then 'punches out' the cart back to the ERP to place the order there
- PunchOut Protocols
  - OCI
  - cXML





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# Core Commerce

# Split Delivery

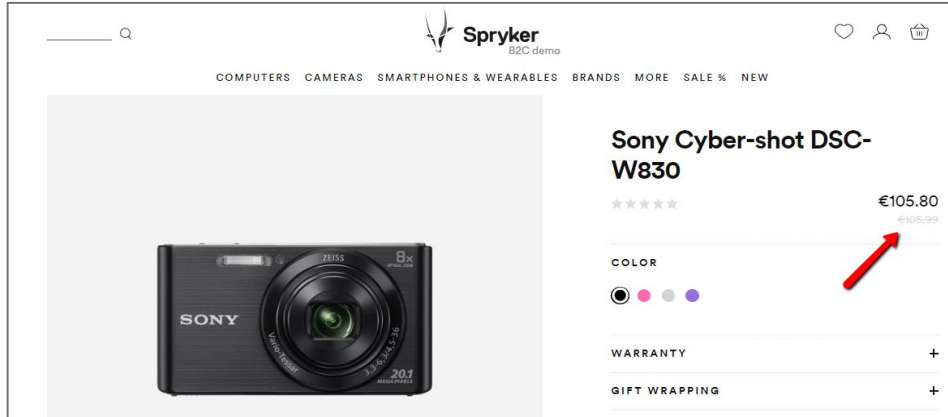


### Assign each product to its own delivery address

 <p><b>Asus Transformer Book T200TA</b> Quantity: 1 <a href="#">Remove</a></p>	<p>Select a delivery address</p> <p>Sophie Fergiani, 5 rue Mademoiselle, 75015 Paris, I ▼</p>
 <p><b>Acer Aspire S7</b> OS installed: Windows 8.1 Pro Quantity: 3 <a href="#">Remove</a></p>	<p>Select a delivery address</p> <p>Jeremy Fourn, Kochhannstrasse 38, 10212 Berlin, ▼</p>

- Support splitting an order into multiple Shipments
- Introduces the Shipment object to group order items together
- A shipment defines:
  - Shipment method
  - Delivery address
  - Delivery date
- An order can have multiple shipments each containing several order items

# Scheduled Price updates



- Customers can add delayed price updates to their shop
- A cron job will apply price updates at the required time to the required stores
- If the new price is defined as a 'Sale' price, the original list price will be shown as crossed-out on product details page

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# Decimal numbers for stock quantity



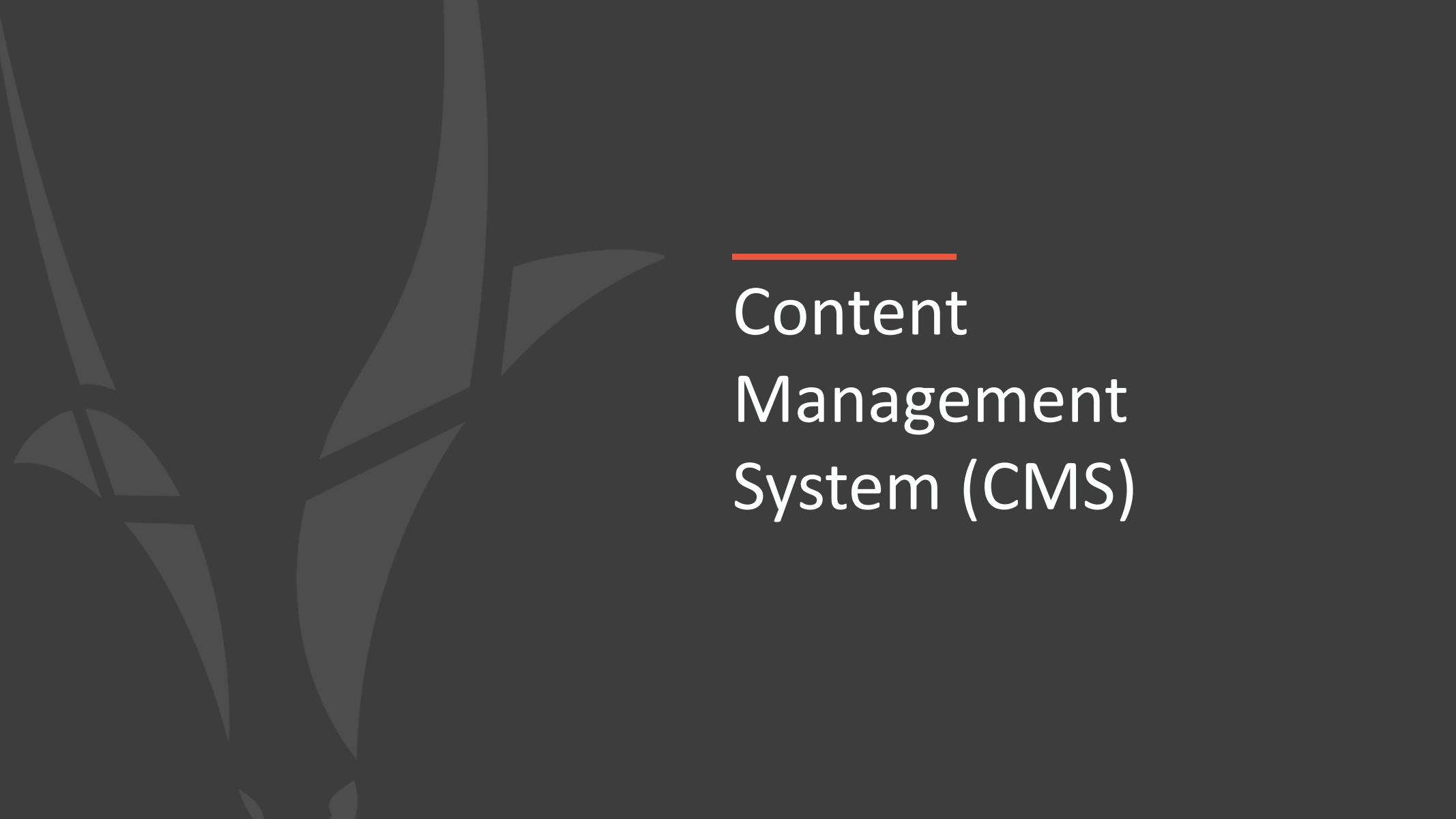
- Allow stock values to contain decimal numbers
  - for example: 10.214
- This improvement will allow customers to represent product's availability with decimal number quantities

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# Dynamic Bundle Price



- Price for a bundle could be dynamically calculated based on the price of the products that are contained inside the bundle
- Whenever a product price inside the bundle is updated, the bundle price will get automatically updated
- Works with Volume price, merchant specific price, etc.



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# Content Management System (CMS)

# Content Items

The screenshot shows the 'Content Items' management page in the Spryker dashboard. The left sidebar contains navigation links for Dashboard, Sales, Customers, Category, Content Management, Glossary, Products, Search and Filters, Discount, Navigation, Taxes, and Users. The main content area displays a table of 'All Items' with columns for Content ID, Name, Description, Content Type, Updated, Locales, and Actions. A '+ Add' button is visible in the top right corner of the table area.

Content ID	Name	Description	Content Type	Updated	Locales	Actions
53	laptopsphoto	Phone	Image	11.09.2018	en_US, de_DE	[Edit] [Add]
14	photoslustrame	Text Description	Product List	11.09.2018	en_US	[Edit] [Add]
55	Summer promo 2018	Text	Text	11.09.2018		[Edit] [Add]
54	54	Discount 2018	Image	11.09.2018		[Edit] [Add]
175	568	Summer promo 2017	Image	11.09.2018	en_US, de_DE	[Edit] [Add]
53	laptopsphoto1	Phone	Image	11.09.2018	en_US	[Edit] [Add]
14	photoslustrame1	Text Description	Product List	11.09.2018		[Edit] [Add]
55	6888	Summer promo 2018	Text	11.09.2018		[Edit] [Add]
54	154	Discount 2018	Image	11.09.2018	en_US, de_DE	[Edit] [Add]
175	1548	Summer promo 2017	Image	11.09.2018	en_US	[Edit] [Add]

The screenshot shows the 'Add Content Item' form for a 'Product List'. The form includes fields for 'Product List Name' and 'Text Product List Description'. Below these fields, there is a section for 'All Products' with a search bar and a table of products. The table has columns for SKU, Product, Name, Price, and Actions. At the bottom, there is a 'Save & Add another' button and a 'Save' button.

SKU	Product	Name	Price	Actions
5	Canon DSLR 17D	Canon DSLR 17D	€70.00	[Add]
6	Canon DSLR 17D	Canon DSLR 17D	€345.00	[Add]
7	Canon DSLR 140	Canon DSLR 140	€70.00	[Add]
8	Canon DSLR 135	Canon DSLR 135	€345.00	[Add]
9	Canon DSLR 180	Canon DSLR 180	€345.00	[Add]

The screenshot shows the 'Add Content Item' form for a 'Video'. The form includes fields for 'Name' and 'Description'. Below these fields, there is a section for 'Upload file' with a supported formats list (mov, avi, mp4) and a 'Browse' button. There is also a field for 'Enter URL'. At the bottom, there is a 'Back' button and a 'Save & Add another' button.

The screenshot shows the 'Edit Content Item' form for 'Text/HTML'. The form includes fields for 'Text 1' and 'Text Text Description'. Below these fields, there is a rich text editor with a toolbar and a text area. At the bottom, there is a 'Back' button and a 'Save' button.



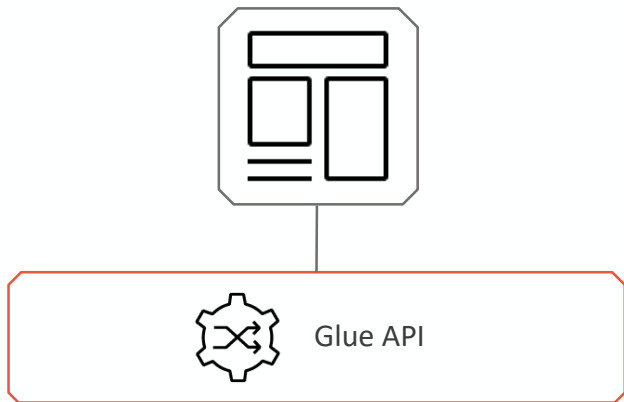
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# Content Items



- New abstraction: Content Item
  - Allows to separate content from placement and the way it is presented
- New section in Content Management
  - Allows the user to see existing content items, useful information about them and create/edit them
  - User friendly UI
- Content available in Twig templates or through API

# CMS API



- Allow Content Items to be accessed through API
- Makes Content created in Spryker CMS available for use in mobile or single page Javascript applications

# Store Pages with Configurable CMS Blocks



- Give Admin Interface users the ability to modify content blocks for the Homepage and other store pages
  - List of store pages is visible in Admin Interface
  - User can assign different content blocks to predefined placeholders

Template \*

CMS Block

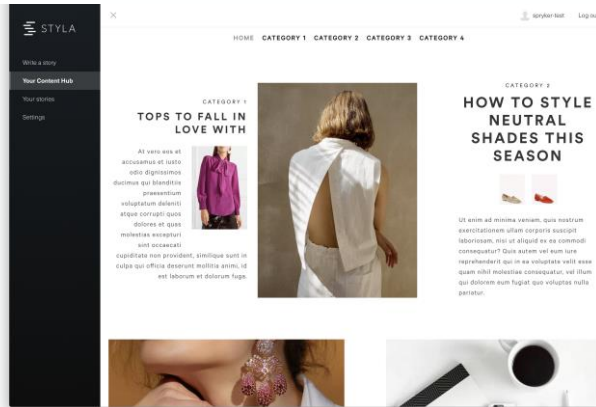
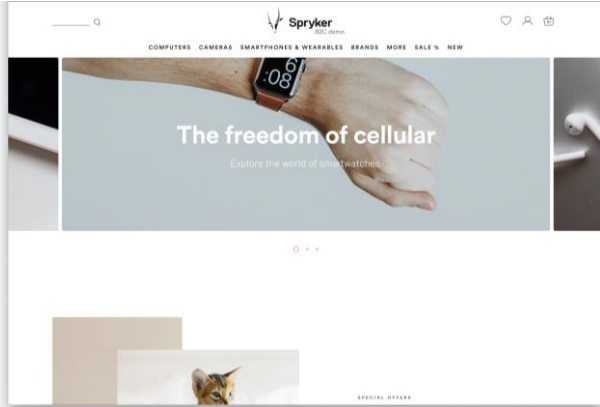
CMS Blocks: top

× CMS block for category Computers

CMS Blocks: middle

CMS Blocks: bottom

# CMS Integration - Styla



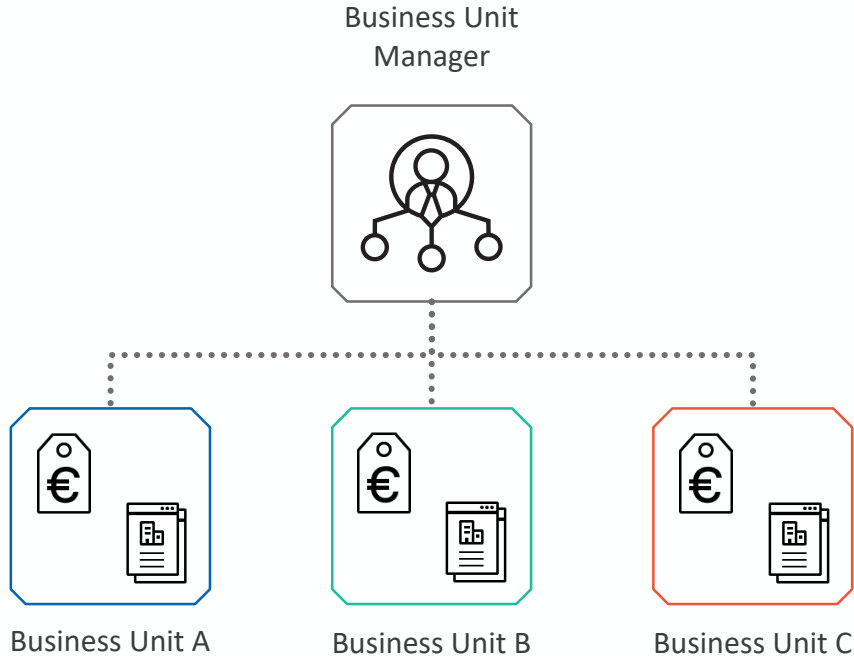
- Seamless Shopping Integration
- Create Inspiring content and landing pages
- Improve SEO-Optimization
- API Integration to access products and shop data in STYLA's content editor
- Make content shoppable with add-to-cart function and hotspot shopping



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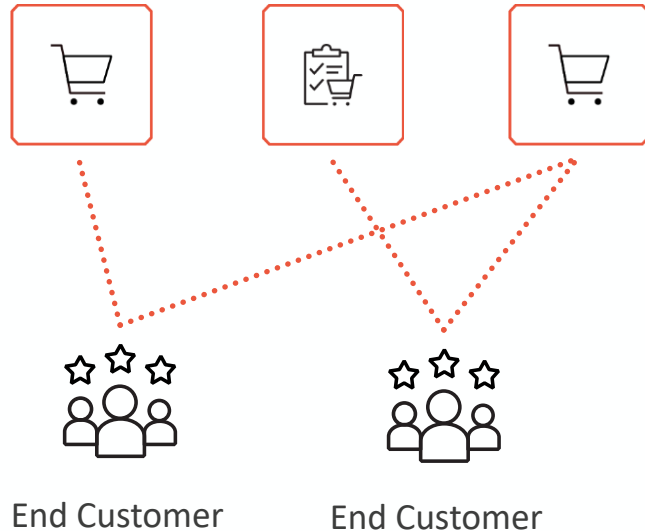
API

# B2B Login



- B2B End-Customers login with a single company user login
  - User can switch between business units
  - See and work with business unit's specific prices
  - Can manage company account resources

# Multi Cart & Shopping Lists Functionality



- Access multiple shopping lists and multiple carts
- Share Shopping lists and carts
- Access rights can be provided to individual users and also to all members of a business unit at once

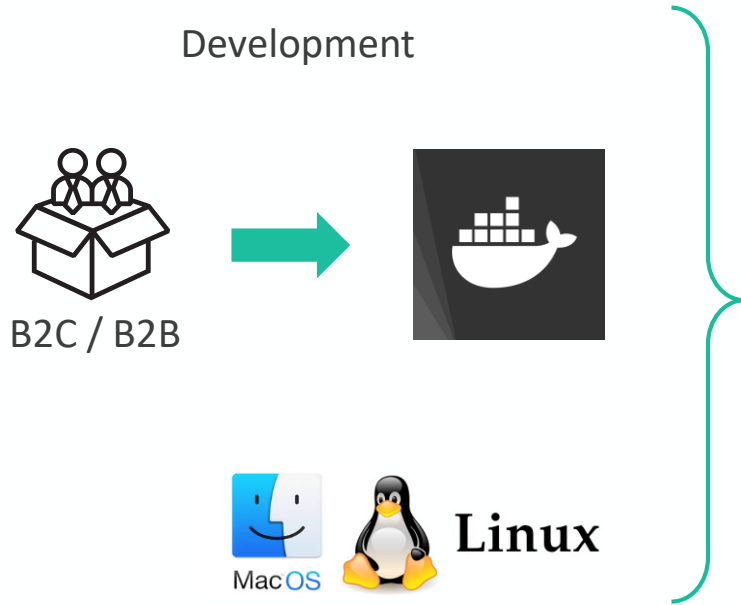


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# Spryker in the Cloud



# Containerization of Development Environment



- Cloud Enablements:
  - Containerization of B2C & B2B suites
  - On Mac & Linux platform
  - CI for building process
  - Improvements of core modules for:
    - Configuration
    - Building process
    - Logging
    - And more...





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# Long term roadmap Q3-Q4, 2019

# Return Management

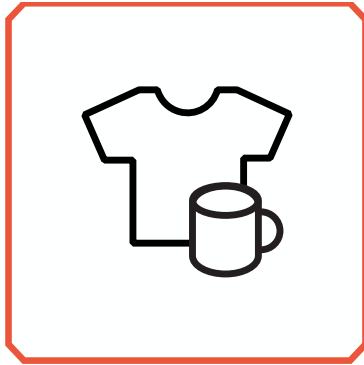


### Select which product you want to return

<input type="checkbox"/>	 <p><b>Asus ZenPad Z170C</b> Quantity ordered: 1</p>	<p>Tell us why you want to return this product</p> <div></div>
<input type="checkbox"/>	 <p><b>Canon PowerShot N</b> Quantity ordered: 1</p>	

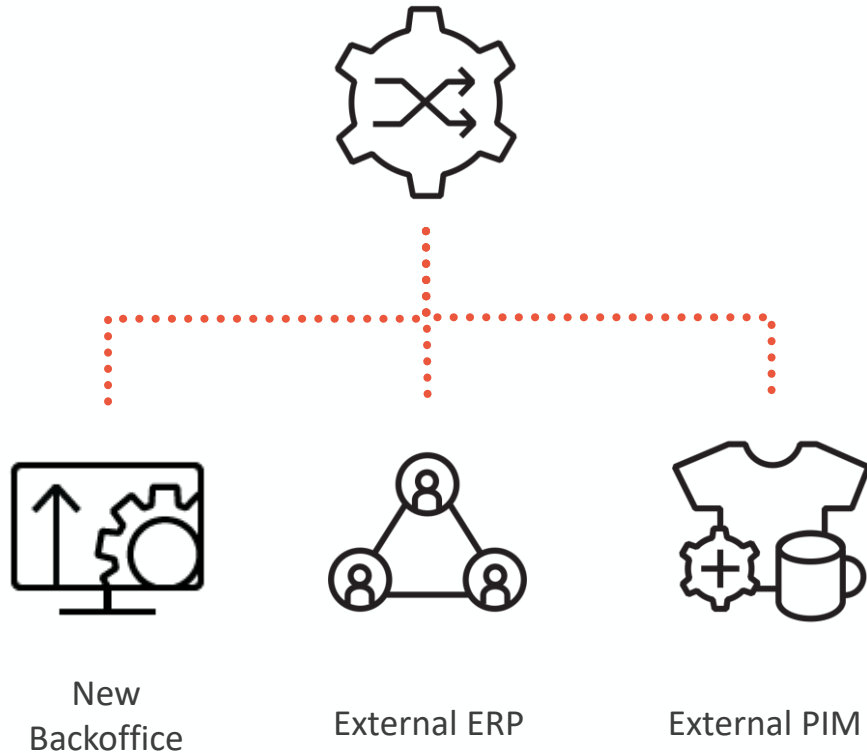
- Customers can request to return products from past purchases from the storefront
- Shopowner will be able to offer either an Exchange or a Refund

# Configurable Products & Bundles



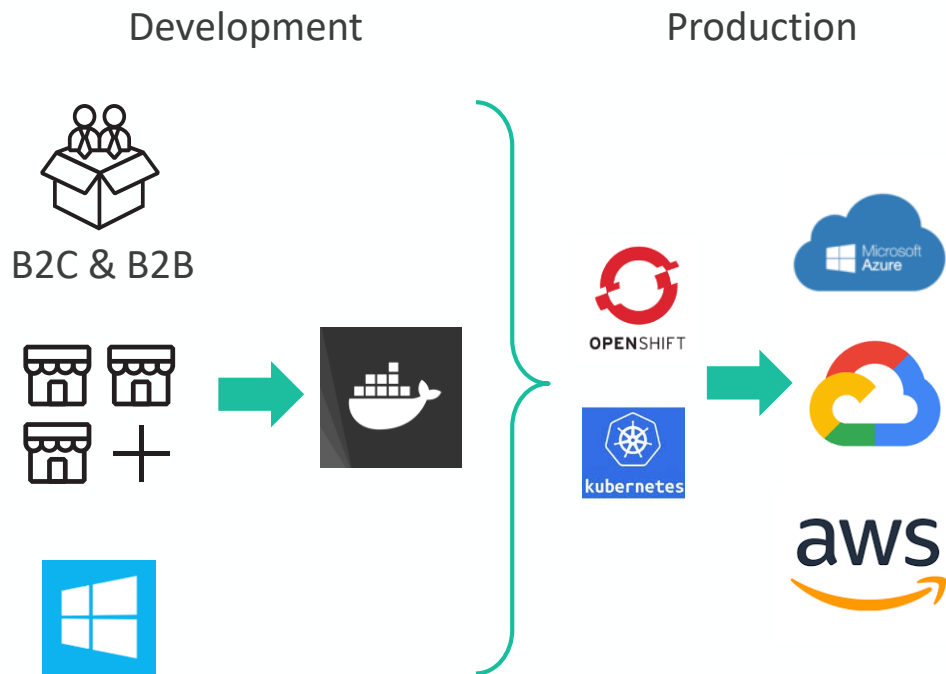
- Configurable product feature will add the ability to define and sell products that the customer can customize before the purchase
- Configurable bundles will allow customers to use guided navigation to select bundle configurations that fit their needs

# Backoffice APIs



- Connect to 3<sup>rd</sup> party applications that can be used to manage backend data (e.g. PIM, CRM, ...)
- It will support management of:
  - Products
  - Stock
  - Prices
  - Orders
  - Customers
  - Content

# Cloud Support in Production Environment



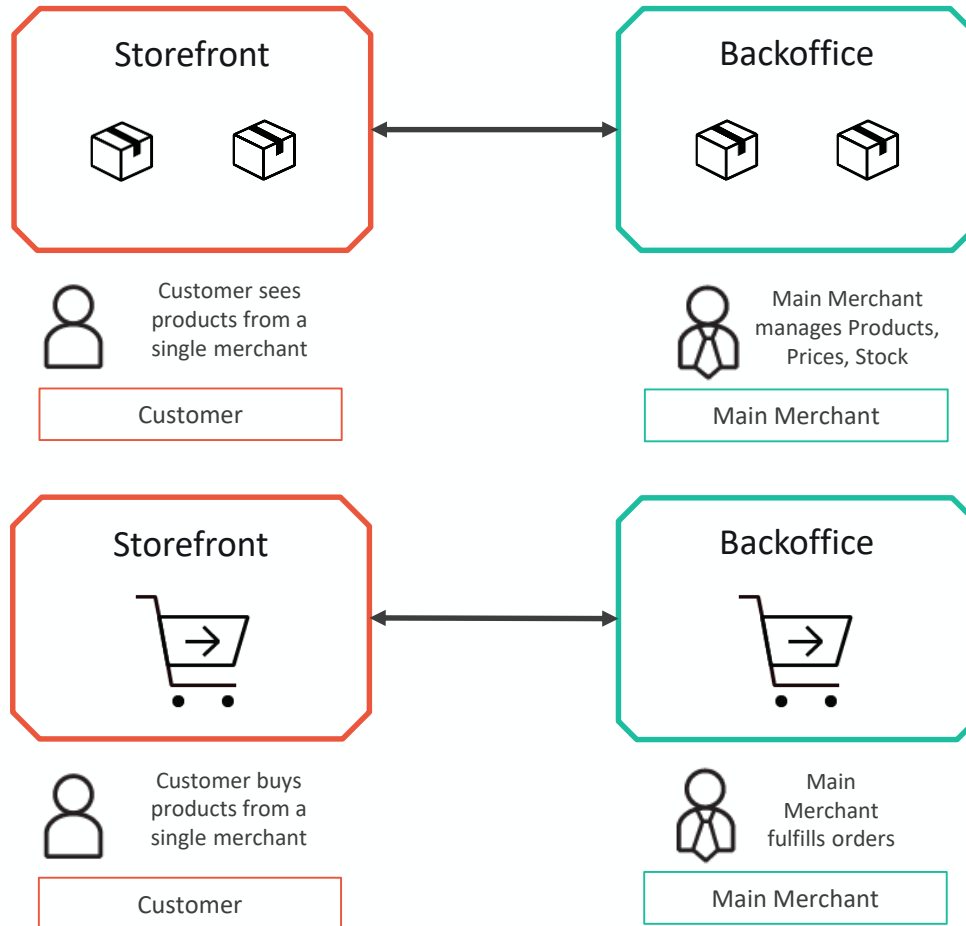
- Cloud enablements:
  - B2B & B2C
  - Multi store setups
  - Windows support
- Cloud support:
  - K8S / Openshift support
  - Clouds: AWS, Azure, Google Cloud Platform
  - Pre-built docker images for suites
  - Support Cloud-services: SQS, DB, S3, ...



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# Marketplace

# Extending your Store to a Marketplace

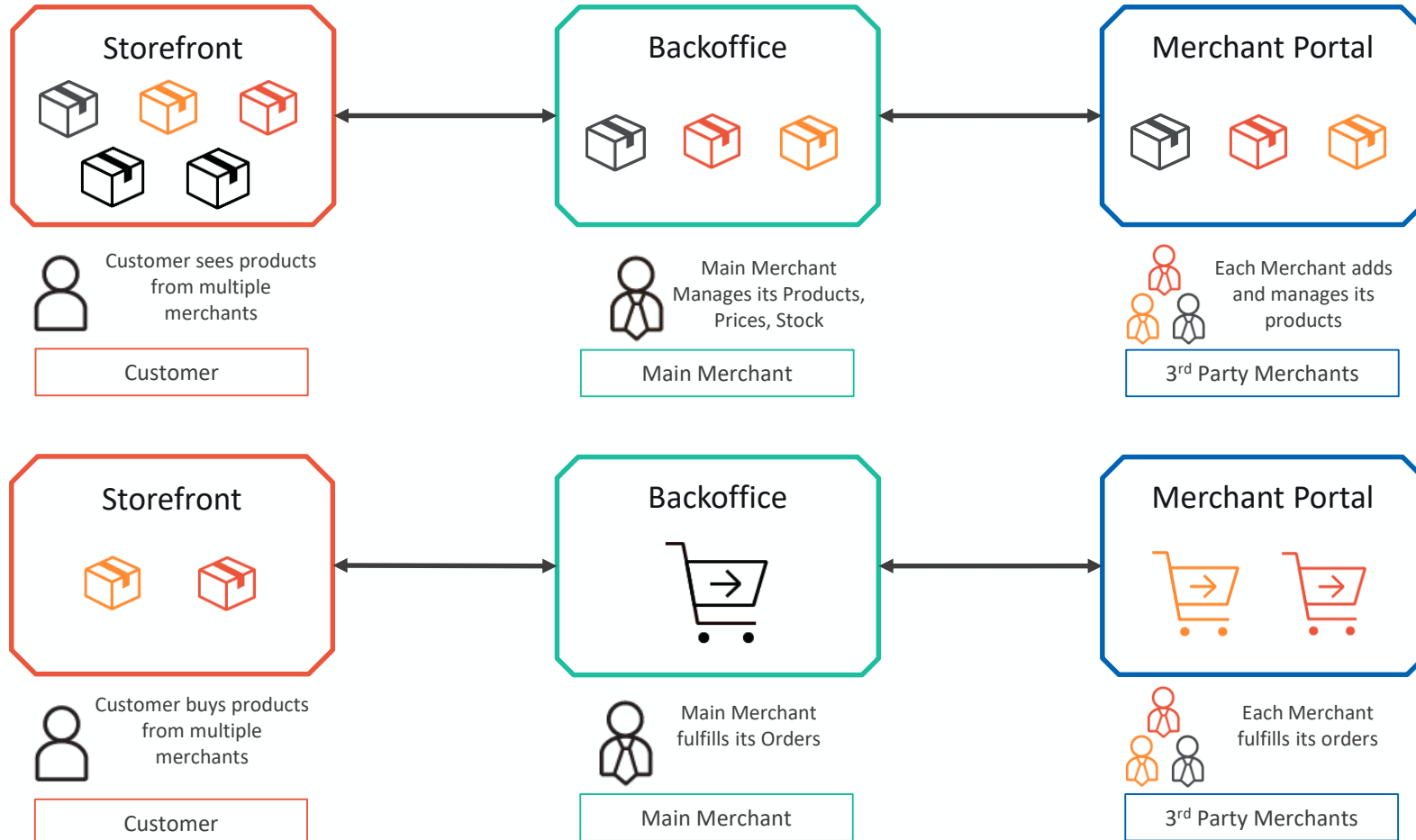


*“Marketplace operation as a business model is attracting an increasing amount of attention from brands, retails and B2B online sellers. For B2B sellers, the interest often stems from the need to more fully serve their customers and offer them a single online source for more products and services, while increasing loyalty from partners (suppliers and distributors).”*

Gartner - Hype Cycle for Digital Commerce, 2018



# Extending your Store to a Marketplace



# New Marketplace Specific Functionality



## Marketplace Storefront

Customers

- ✓ Products from multiple merchants are in the same storefront
- ✓ Customer can mix products from multiple merchants in a single order
- ✓ Ability to search and navigate by merchant
- ✓ Merchant profile pages
- ✓ Merchant reviews and ratings
- ✓ Merchant's "Store-in-Store" - a special store area that highlights products from a single merchant
- ✓ Order status update from order fulfilling merchants



## Marketplace Backoffice

Operator/ Main Merchant

- ✓ Merchants approval and management
- ✓ Merchants products approval
- ✓ Order splitting and routing to correct merchant
- ✓ Marketplace reporting
- ✓ Payment processing
- ✓ Refunds



## Merchant Portal

Merchants

- ✓ Merchant registration and login
- ✓ Merchant profile
- ✓ Merchant users with different roles and permissions
- ✓ Merchant sales reports
- ✓ Merchants manage their:
  - ✓ Products
  - ✓ Prices
  - ✓ Stock
  - ✓ Shipping methods
- ✓ Merchants fulfil their orders
- ✓ Merchants to manage reviews