Product Update
July, 2019

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.
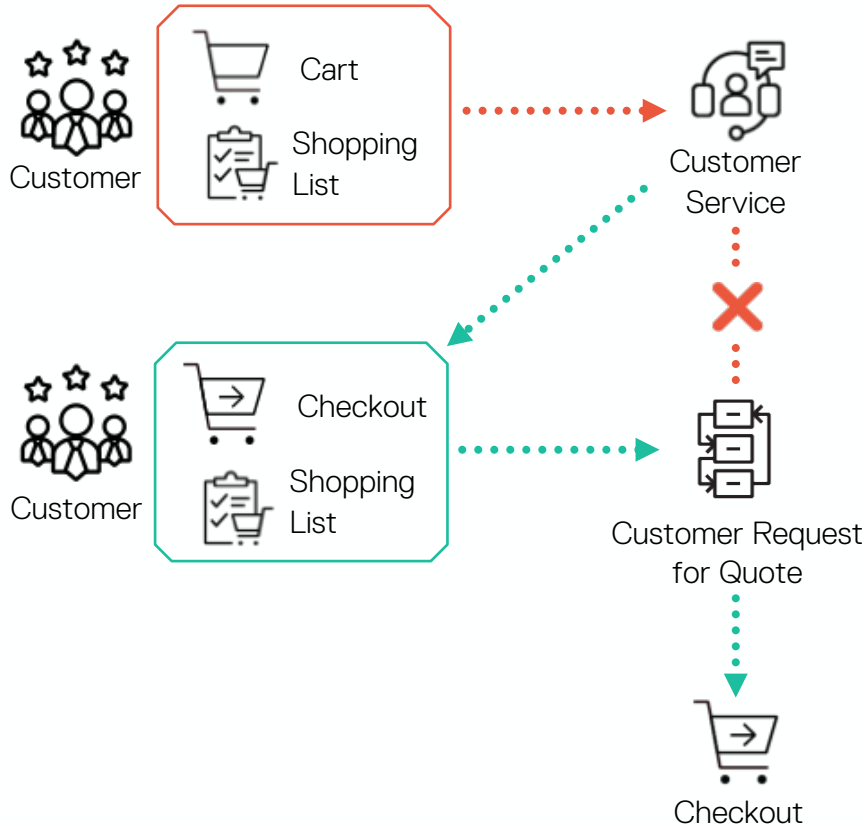
Highlights of Summer 2019 Release

B2B

Quotation or Request for Quote

To help businesses interact with their multidimensional B2B clientele, Spryker is developing Quotation or Request for Quote in order to:

- Reduce time required to negotiate a deal

- Increase flexibility of the quotation process by supporting online and offline interactions

- Create real-time collaboration between a customer and sales representative

Comments Widget
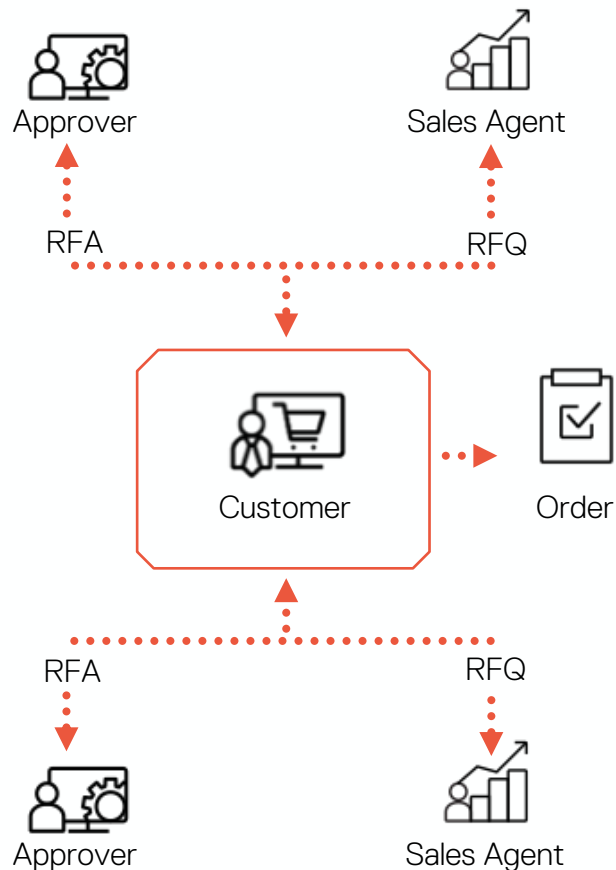
Enable your customers to add comments to any entity in the Spryker Commerce OS. With the flexible Comments Widget you are free to decide were in your web shop comments should be allowed. Spryker provides you with a default comment widget for your cart, and comments can be tagged and filtered for easier communication.

- 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
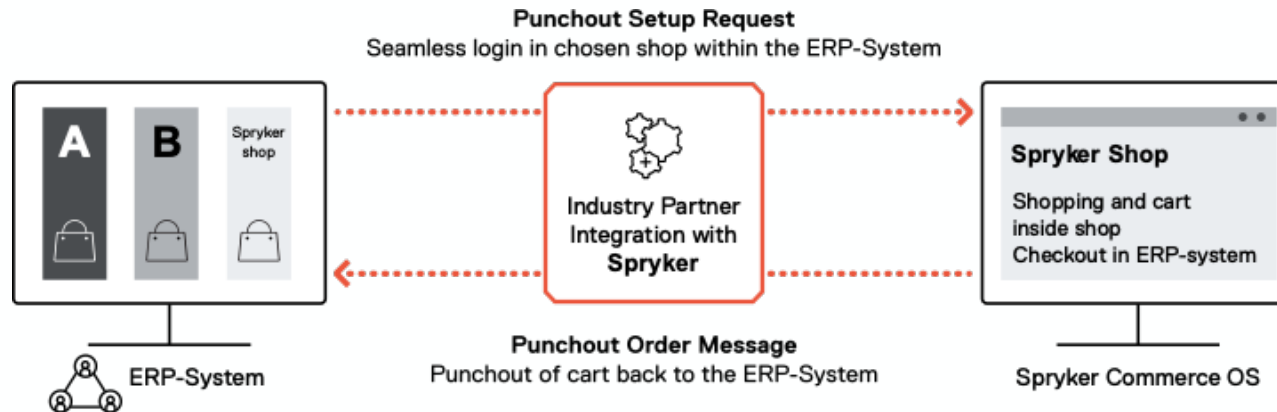
Sharing Cart - Online & Offline

Cart Creator
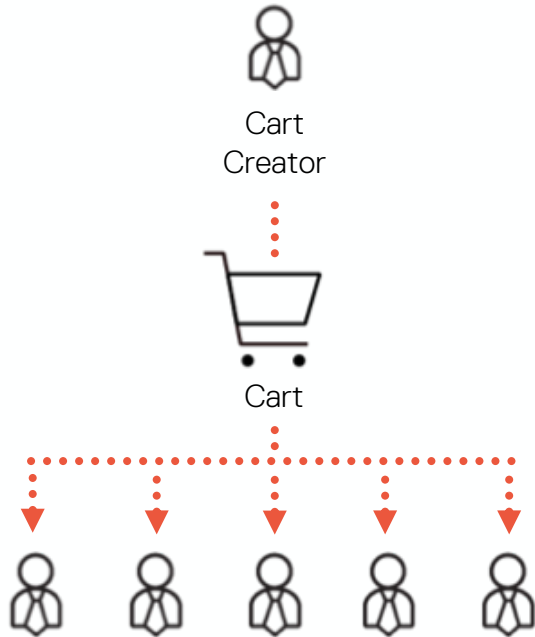
Cart

With the Shared Cart Feature, each Shopping List can easily be shared between Users of the same or lower ranking business unit.

- Individual URLs can be created and sent with different access permissions, or users can individually be added.

- In the Cart overview interface, all users who have access to the Cart can be edited or deleted.

- Each user can see all related Carts with a view of content, total sum, and other users.

- Each Business Unit user can have a read or a write permission to a Cart.

  - Permission to write, users can perform all Cart functionalities.

  - Permission to read, users have limited options.

PunchOut Integration

Punchout Setup Request
Seamless login in chosen shop within the ERP-System

A | B | Spryker shop

Industry Partner Integration with **Spryker**

Spryker Shop

Shopping and cart inside shop
Checkout in ERP-system

ERP-System

Punchout Order Message
Punchout of cart back to the ERP-System

Spryker Commerce OS

Implemented as an ECO module in partnership with
https://www.punchoutcatalogs.com/

PunchOut makes it more convenient for B2B customers to make purchases

- PunchOut brings e-commerce experience into customer's ERP system.

- A B2B customer logs in to an online shop directly from an ERP system, for example: selects products, adds to the cart, then 'punches out' the cart back to the ERP to place the order

Core Commerce

Scheduled Price Updates

Easily manage sales and promotion campaigns by scheduling all the planned price changes. Define a date range and store for the change, and all price changes will be applied automatically.

Changes can be made manually in the data 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.

- Customers can add delayed price updates to their shop

- A cron job will apply price updates at the required time to the required stores

Content Items
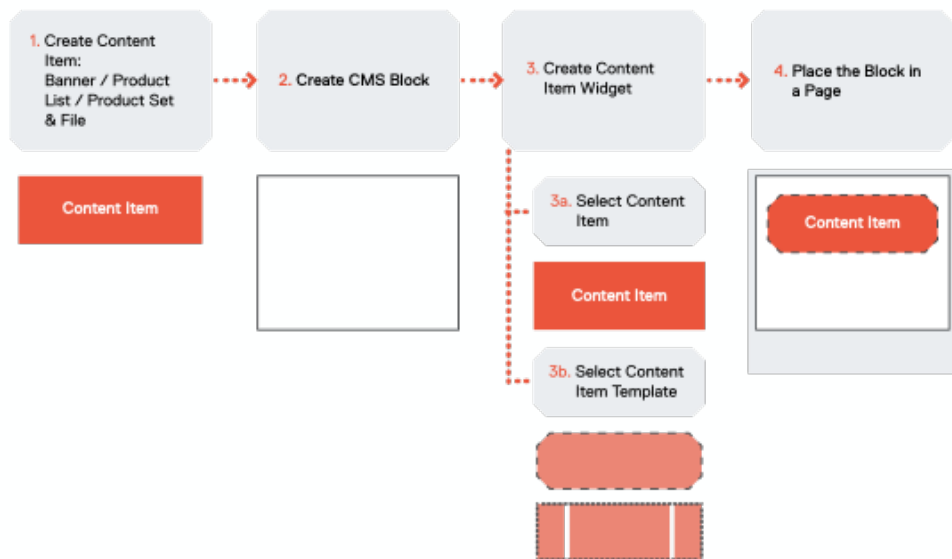
A Content Item is an abstract layer for any type of content that can be rendered in the front-end, such as banners and product sets.

- It can be created, edited, and added to CMS Pages or Blocks with different templates.

- The convenience of a Content Item is 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 and Abstract Product Lists, which includes Product Groups.

- Support of multiple touchpoints, via the GLUE API, gives App developers more flexibility.

API

B2B Login

Business Unit Manager

Business Unit A   Business Unit B   Business Unit C
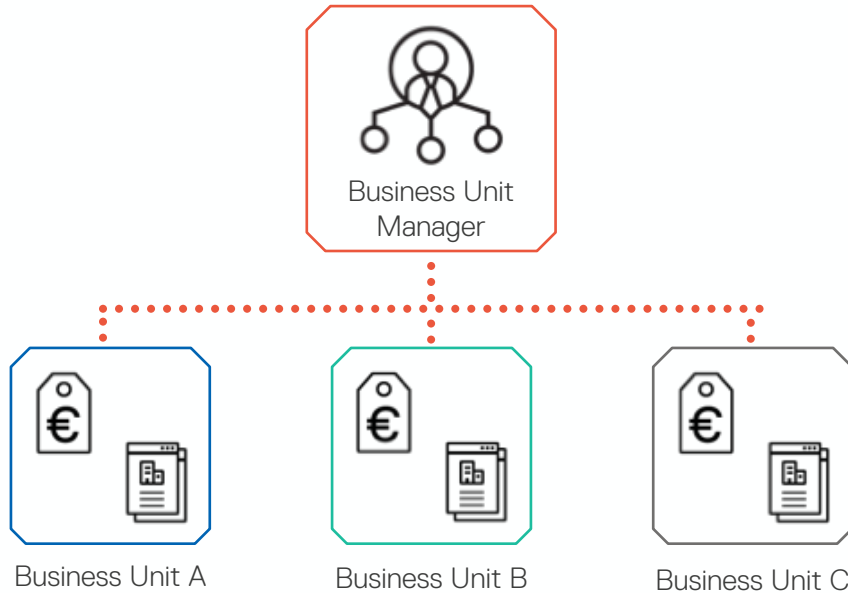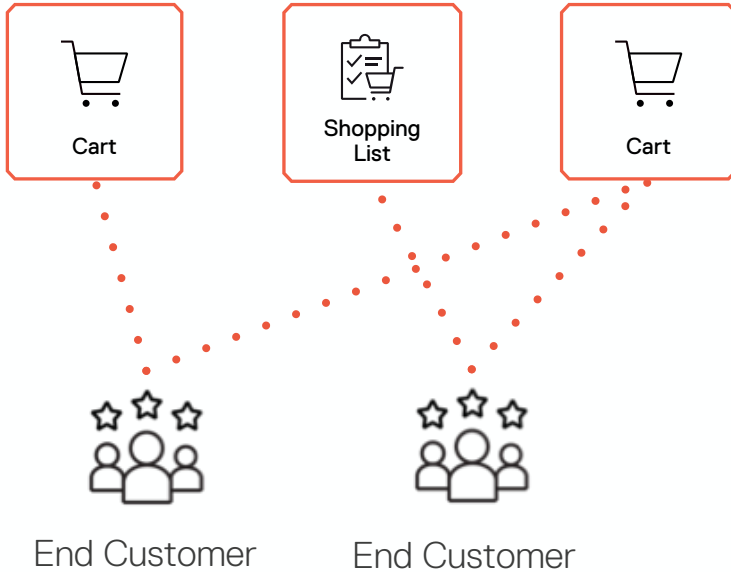
B2B End-Customers can login with a single company user login.

– User can switch between business units

– See and work with business unit's specific prices

– Can manage company account resources

Multi-Cart Functionality

The Multi-Cart functionality allows users to:

– Access multiple carts

– Share with others in your company

– Manage access rights

Spryker Cloud Ready

Cloud Roadmap – Short Term
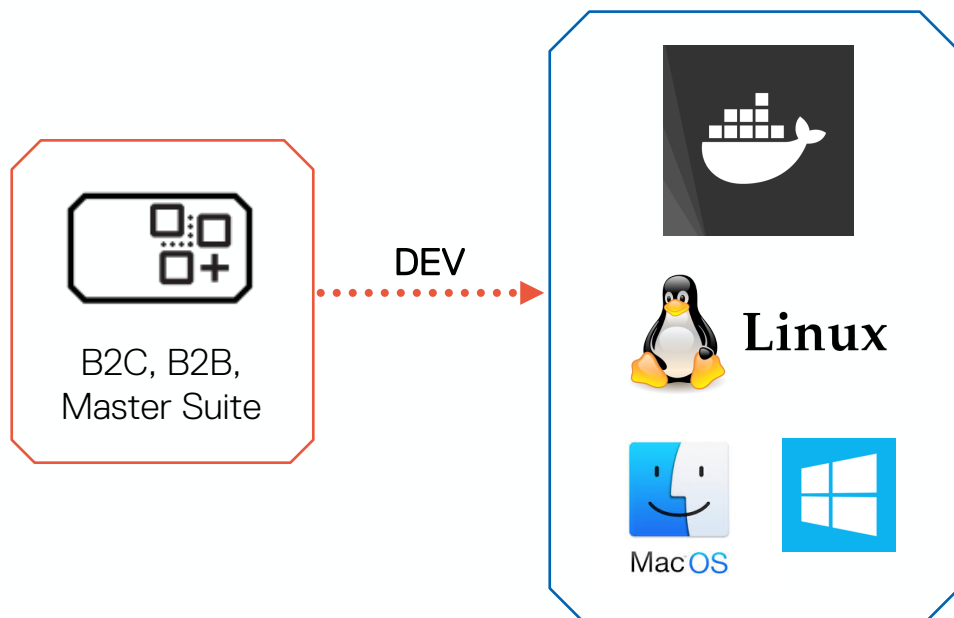
Cloud Enablement:

- Containerization of B2C, B2B Demo Shops and Master Suite

- OS: Linux, Mac, Windows 10 Pro

- CI for building process

- Improvements of core modules for:
  - Configuration
  - Building process
  - Cronjobs
  - and more...

Spryker ECO System

Partner integrations
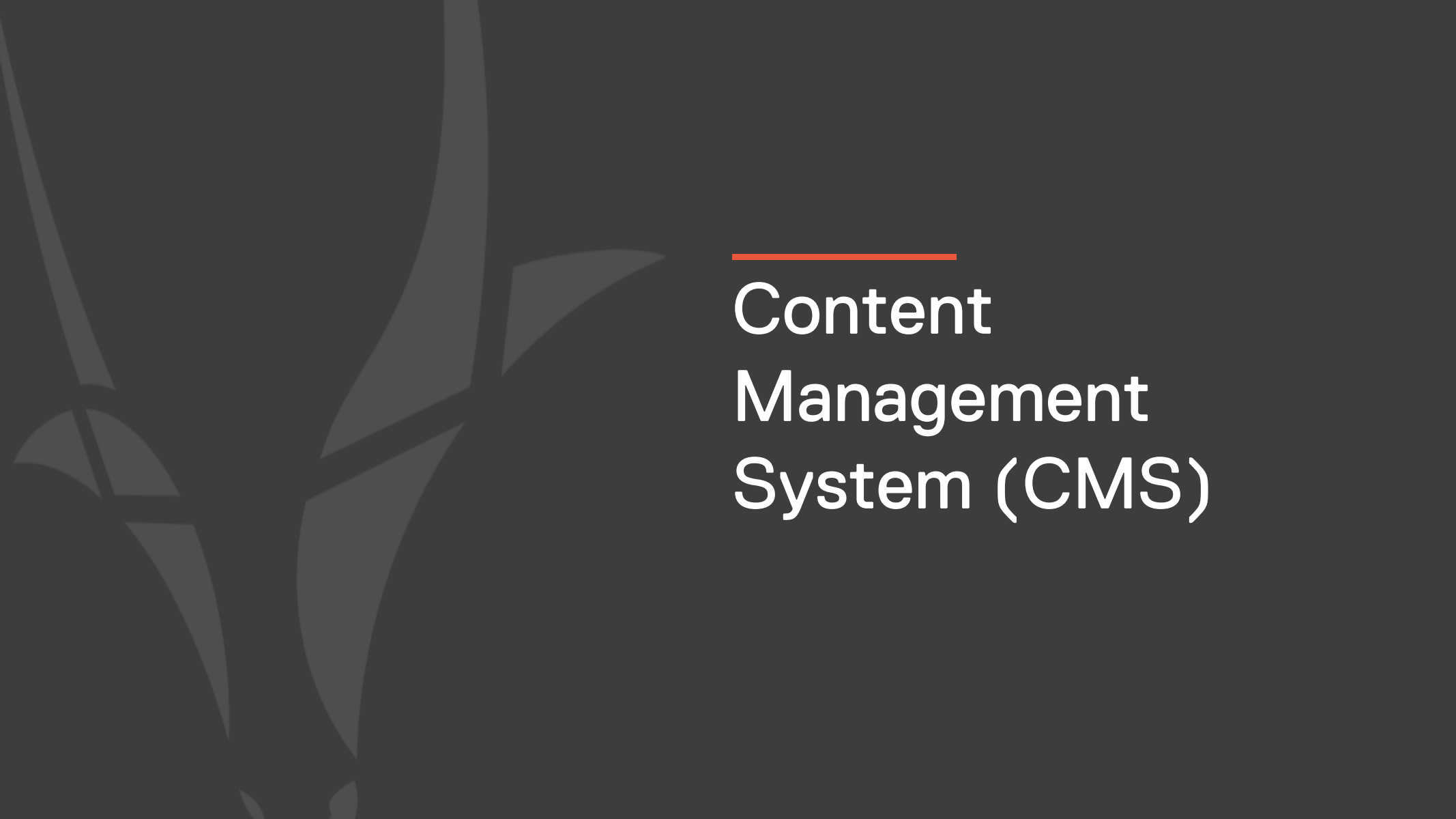
Recently Released ECO Modules

– FactFinder Web Components (search, navigation, personalization and product recommendations)

– Heidelpay Easycredit (payment via instalments)

– RatePay (payment via instalments)

– Payone Cash on Delivery

– Adyen (Credit Card, Direct Debit, Sofort, Prepayment, iDeal, AliPay, WeChatPay, Klarna Invoice)

– Episerver (Emails)

– Easycredit (payment via instalments)

Roadmap
Q3 – Q4, 2019
and Beyond...

Content Management System (CMS)

Content Pages & Slots
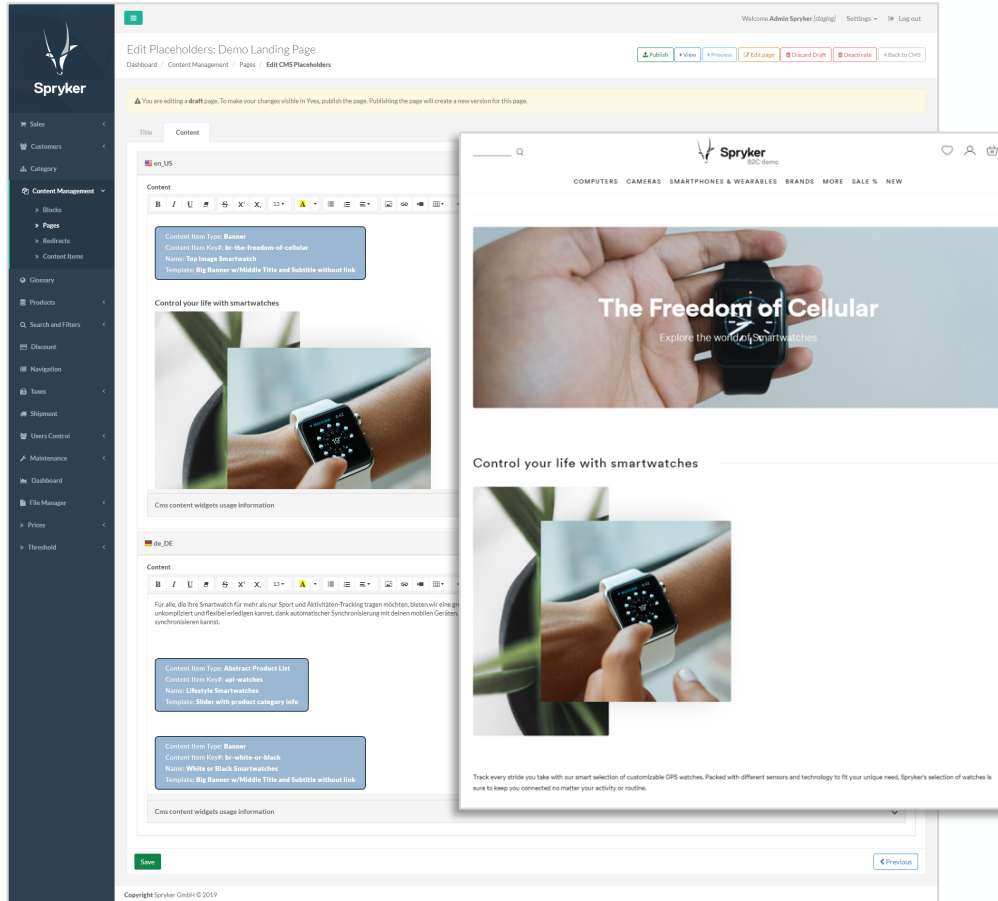
Content Pages & Slots give you the freedom to inform, inspire, and intrigue customers in order to increase purchases and build brand loyalty.

- Give Content Managers a full view of content slots available in store templates as well as CMS pages

- Assign different content blocks to slots and control store and timeframe visibility

Managing Content Slots
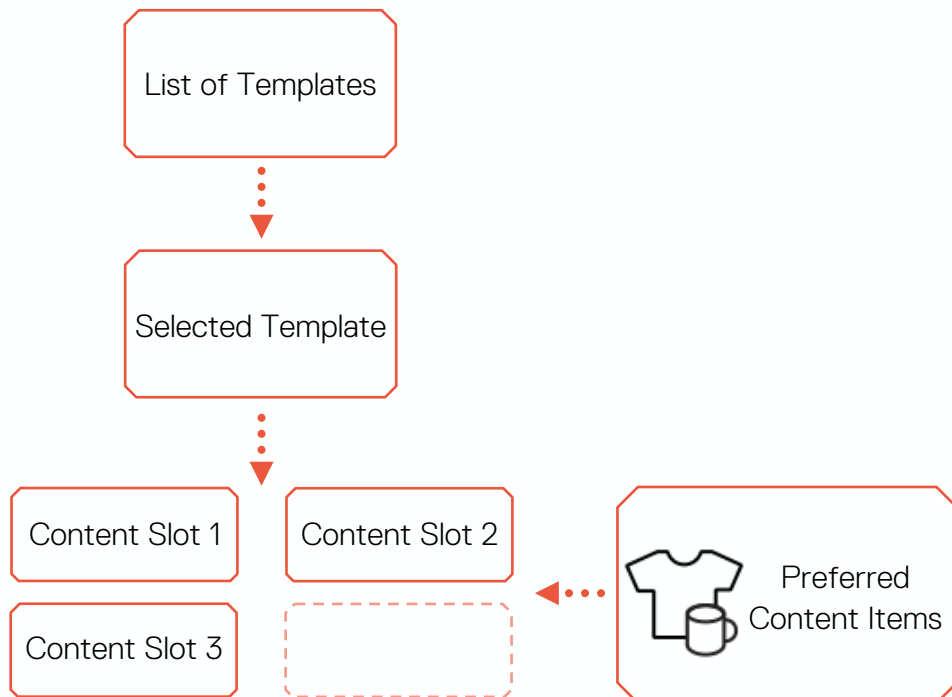
- All store templates that have configurable content are visible in Back Office UI

- Content manager should be able to see what placeholders are available on each page and what content is assigned to them

- Content manager can assign content to be show in these placeholders based on Locale, Store, and other parameters

- Content slots can be reserved specifically to be managed by 3rd party CMS

Standardization of 3rd Party CMS Integrations

3rd party CMS:

- Can take ownership of specific content slots
- Provides Content Widget for retrieving block content and does server-side rendering in Spryker
- Retrieves Spryker's catalog content using Spryker's REST API

3rd Party CMS

1. Retrieving Catalog

2. Retrieving Content

Front-end
- Templates

3rd Party CMS Content Widget

Content Editors prepare content in CMS

Back-end
- Spryker Commerce OS
- Content Pages
- Content Blocks
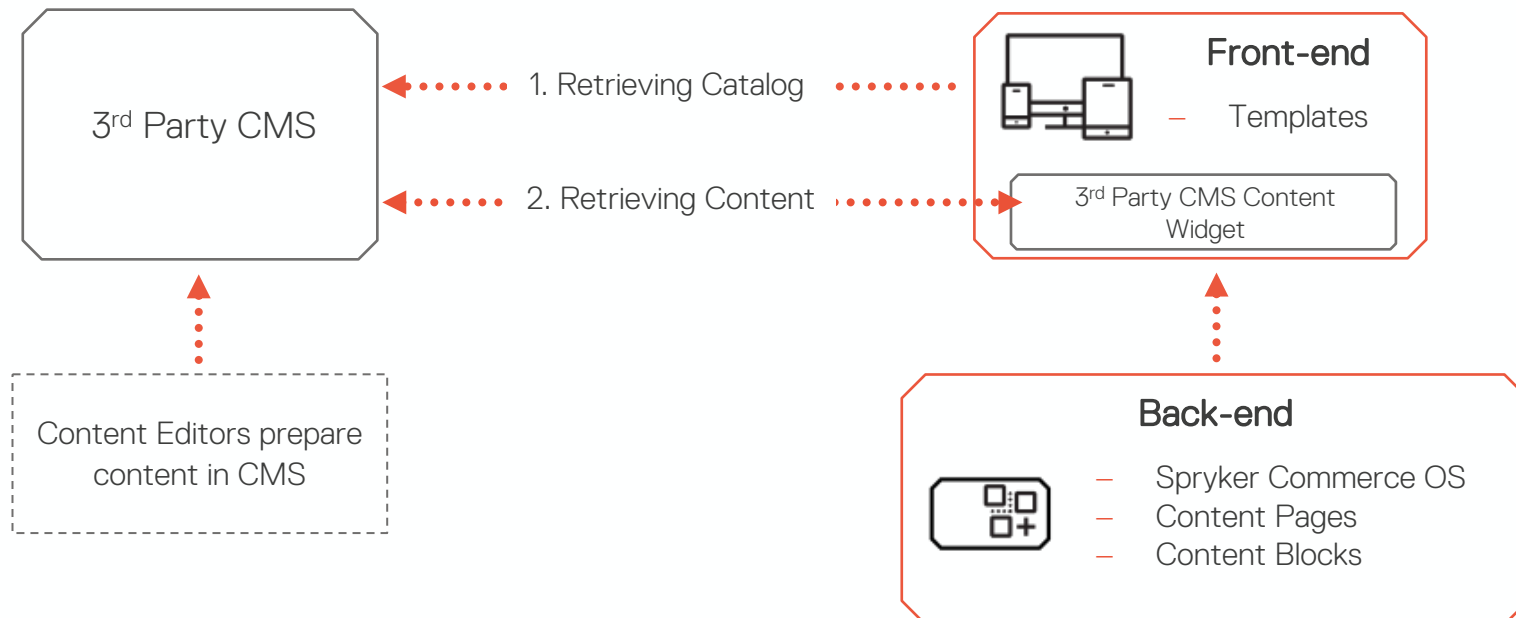
Multi-store Navigation
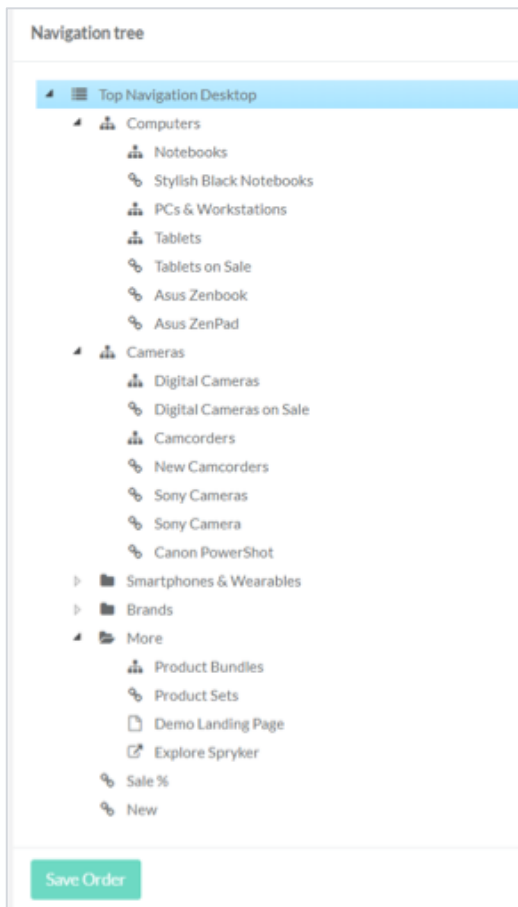
Navigation is one of the most important elements of any online store. The Multi-store Navigation:

- Supports Different Navigation Trees for multi-store setup

- Defines what navigation elements to show based on:

  - Store

  - Customer

Commerce
Functionality

Split Delivery

Enable your customers to choose multiple shipment addresses for different offices or facilities in one purchase. Alternatively, you can automate or manually manage the process of deciding if a split delivery is necessary, i.e., when an item is currently out-of-stock.

– 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

Configurable Bundles

Give merchants the ability to guide customers through a complex purchasing process that involves selection of products from different product subsets while validating compatibility and pricing rules.

– Create templates for Configurable Bundles

– Define compatibility and pricing rules

– Create partially preconfigured instances to simplify the purchase process

– Guided navigation in the storefront to assist customer in configuration process

– Supports configuration based pricing based on multiple SKUs and attributes

Subset A

Subset B

Subset C

Customer's Choice
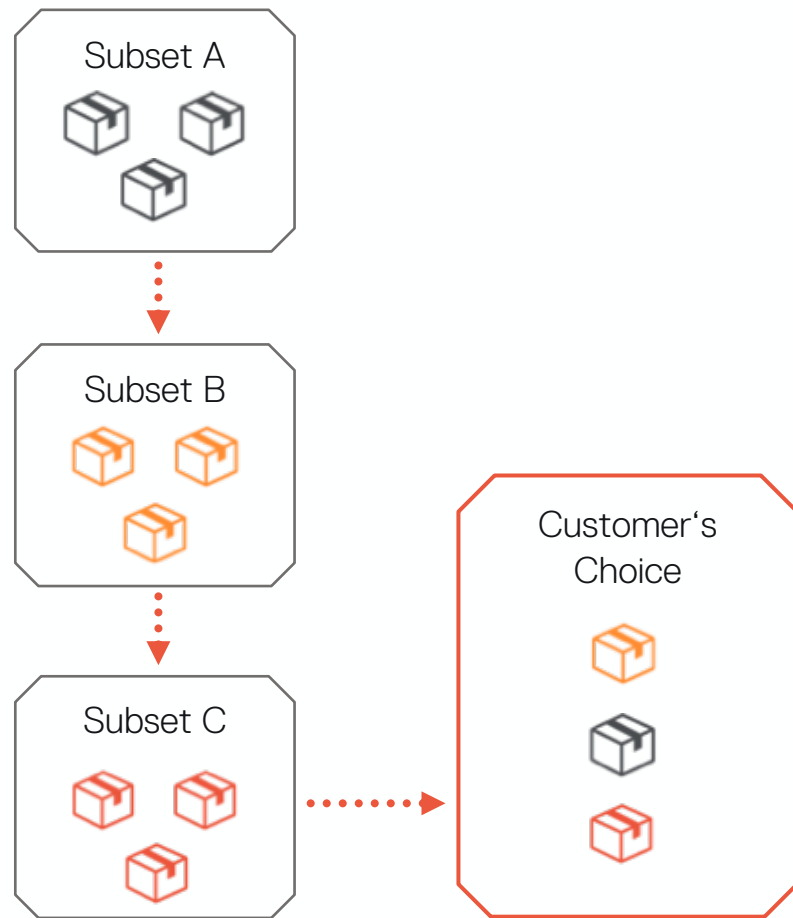
Adding Shipment Cost

- Add shipping cost to Approval Process

- Add shipping cost to Request for Quote

Split Order

Customer Checkout

Inventory Management

Shipment 1   Shipment 2   Shipment 3
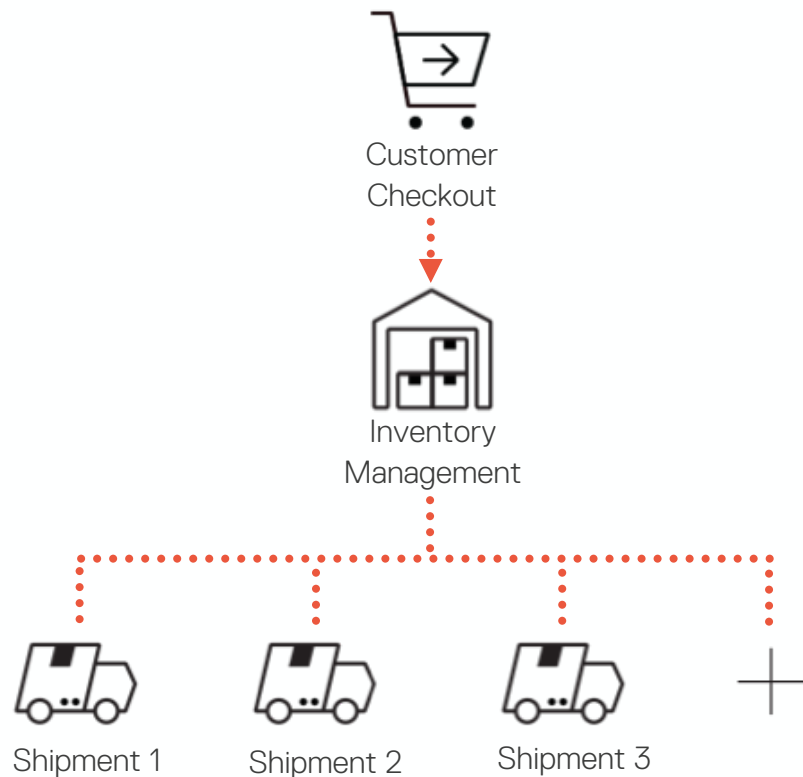
Split Order gives businesses the ability to split orders to be fulfilled by different merchants, from different locations, and at different times.

- Each suborder can be tracked independently

- Customer is updated on status of each suborder

Return Management

Select which product you want to return

Asus ZenPad Z170C
Quantity ordered: 1

Tell us why you want to return this product

Canon PowerShot N
Quantity ordered: 1

Give your customers maximum flexibility through the Return Management feature. Using this feature:

- Customers can request to return products from past purchases from the storefront

- Shop owner will be able to offer either an Exchange or a Refund

Additional Storefront APIs

- Product ratings and reviews

- Product Sorting

- Discounts & Vouchers

- Converting Guest shopping after customer logs in

- Multiple shipment and payment methods on checkout

- Product options

- Bundles

- Product Set

Back Office APIs, with Glue API

Spryker Glue API

New Back Office   External ERP   External PIM

Connect to 3rd party applications that can be used to manage backend data (e.g. PIM, CRM, etc.).
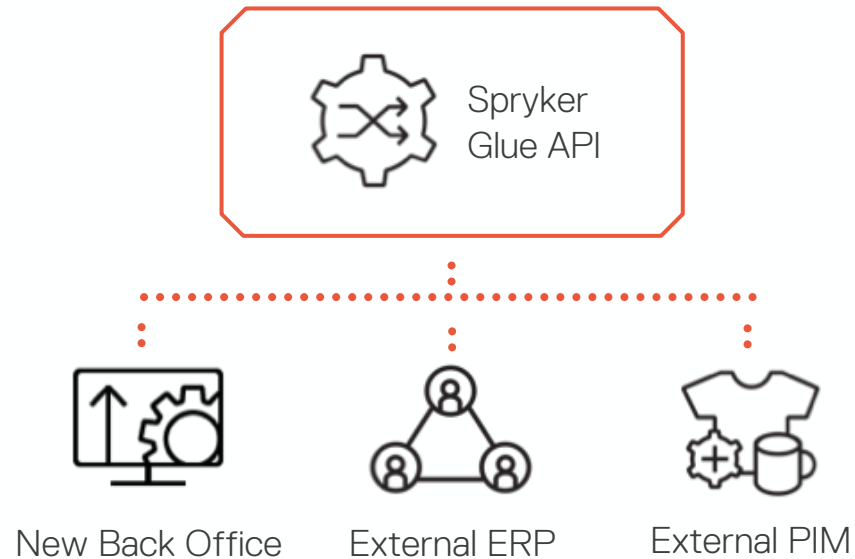
– It will support management of:

- Products

- Stock

- Prices

- Orders

- Customers

- Content

Cloud Roadmap

DEV

Multi Store

Docker

PROD

aws

Amazon Web Services

kubernetes

Kubernetes
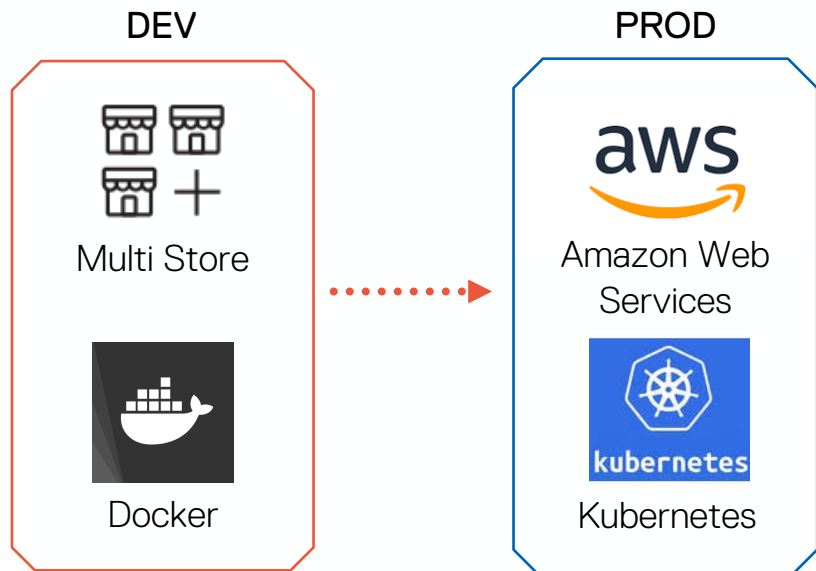
Cloud enablement:

– Multi-store setup configuration
– Logging improvements + preconfigured Kibana
– Docker setup customization
– Application configuration: ENV based, validation
– Heartbeats, etc.

Cloud support:

– Templates for AWS
– Pre-built docker images
– K8S support
– Support Cloud-services: SQS, DB, S3, etc.

Advanced Multi-Store Setup & Configuration

- Admin UI for store management

- Admin UI for payment methods management and multistore support

- Simplified and standardized payment methods integration

- Admin UI for shipment methods management and multistore support

- Admin UI for warehouses management and multistore support

Stores

Show [10 ∨]   🔍 Search...

Store ID	Name	URL	Timezone	Delivery Regions	Locales	Currencies	Actions
DE	German speaker only	http://www.b2c.demo-spryker.de	Europe/Berlin	AT, CH, DE	de_DE	CHF, EUR	👁 View
US	USA website	http://www.b2c.demo-spryker.com	America/New_York	US	en_US	USD	👁 View

Showing 1 to 10 of 35 entries   Previous 1 2 Next

Marketplace

Extending your Store to a Marketplace

Storefront
Customer sees products from a single merchant

Customer

Backoffice
Main Merchant manages Products, Prices, Stock

Main Merchant

Storefront
Customer buys products from a single merchant

Customer

Backoffice
Main Merchant fulfills orders

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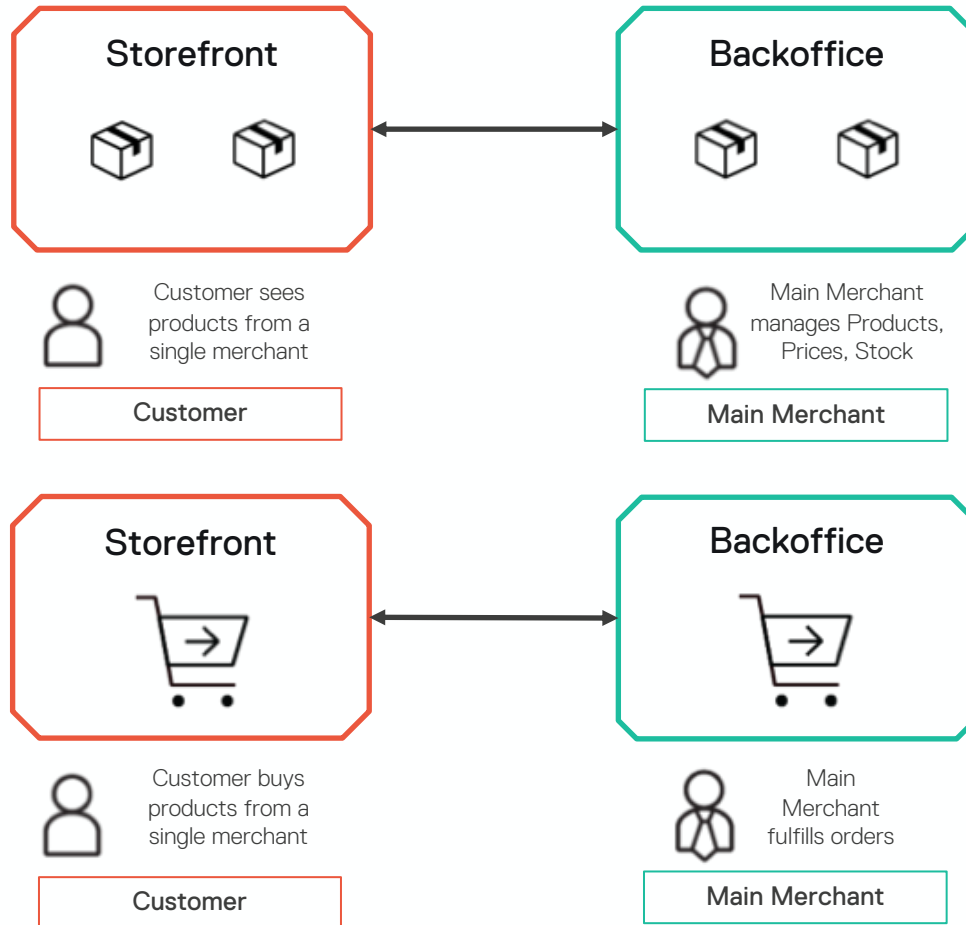
"Marketplace operation as a business model is attracting an increasing amount of attention from brands, retails and B2B online sellers. For B2B sellers, the interest often stems from the need to more fully serve their customers and offer them a single online source for more products and services, while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

Gartner - Hype Cycle for Digital Commerce, 2018

Extending your Store to a Marketplace

Storefront	Backoffice	Merchant Portal
Customer sees products from multiple merchants	Main Merchant Manages its Products, Prices, Stock	Each Merchant adds and manages its products
Customer	**Main Merchant**	**3rd Party Merchants**

Storefront	Backoffice	Merchant Portal
Customer buys products from multiple merchants	Main Merchant fulfills its Orders	Each Merchant fulfills its orders
Customer	**Main Merchant**	**3rd Party Merchants**

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