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Cart

The Cart is a full-featured Online Shopping Cart to support the purchase of products and services. Through the cart you can organize your purchase, modify your selection. Changes that need recalculation are automatically applied and if necessary steps can be retriggered as a result of changes.

Benefits include:

- Persistent cart information through sessions
- Special calculations directly in the cart
- Include promotional content
- Grouping Items in the cart according to predefined rules (for example all items of a certain brand will be listed together)

Calculation (total, discounts, taxes, expenses)

Cart Calculations ensure that you can apply your business rules based the customer's final choice of items to purchase in the cart. For example, calculating costs such as taxes costs.

Cart-Based Discount

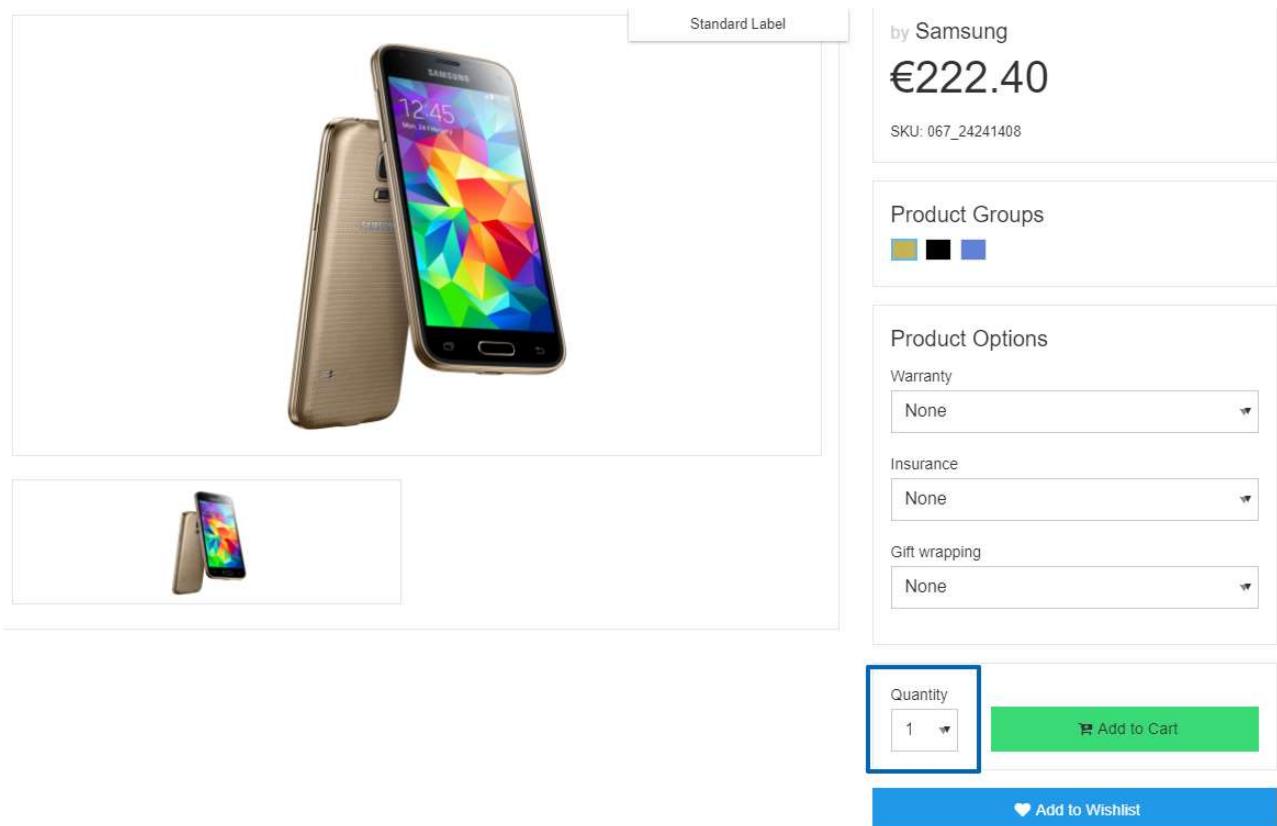
Custom Calculations allow you to create special rules and apply them to cart content. For example, giving a discount for purchases over a certain sum.

Automatic Calculations

When an item's quantity or certain variations are changed, the total sum will change accordingly.

Add Multiple Products to Cart

Add more than one item to the cart straight from the product details page. Simply select the desired quantity on the product details page and move all the items to-cart with just one click. This simplifies the process of shopping for the customers and improves overall shopping experience.



Voucher

Apply exclusive vouchers and coupon codes directly to the cart. Use discount rules to define what combinations of vouchers are allowed. By default, only one voucher can be redeemed in the cart.

Import Export

Batch import information using console commands.

Product Importer

Batch Import products (abstract and Concrete products are imported separately) into the SQL Database (or any alternative you choose).

Category Importer

Batch Import your product category information from an ERP or other system.

Discount Importer

Batch import your predefined discount settings and information from an ERP or other system.

Voucher Code Exporter

Create a CSV file of voucher code information that can be exported to be shared with other systems.

Attribute Importer

Batch import Product attributes such as weight and length and their translations from an ERP or other system.

Search Filter Importer

Batch import search filter preferences and settings from an external resource. This information is used to refine product display by specific criteria that you are accustomed to use.

Search Preferences Importer

Batch import search preferences from an external resource. This information is used to decide behavior such as predefined settings for search result ranking.

CMS Pages and Blocks Importer

Batch import CMS pages and blocks.

Currency Importer

Batch import currencies.

Customer Importer

Batch import customer.

Glossary Importer

Batch import glossary.

Checkout

Checkout is a customizable checkout workflow that includes in the process, customer account login, addresses, shipment methods, payment, overview, success). Our multi-step checkout is powerful yet simple for developers to add, delete, or change the checkout process.

Advanced features include, adding a payment method to payment provider subforms and grouping shipment and payment methods by provider.

Multi-Step Workflow

The checkout workflow is a multi-step process that is completely customizable. the steps included are: Customer address, Shipment method, shipping costs, Payment method, Checkout overview, Checkout success, terms & conditions.

Direct Checkout from Wishlist

Select items from your wishlist to add to the cart. Select a single item, multiple items or all.

Shipment Methods

Create and integrate different carriers and different delivery methods.

Automatic Checkout

Design your checkout process to accommodate different checkout types and preferences such as one-page checkout or replacing payment with an invoice.

Search

The out-of-the-box Elasticsearch autocomplete and suggestion engine provides an attribute based interface for defining search preferences. Furthermore, attributes can be configured to be boosted in the full text search (higher ranking), auto suggested, auto completed or not. Search preferences are either manually configured through the Administration Interface or batch imported from a different system. These preferences are extended to products and categories, so you can hide, include or boost search results for products and product pages. Autocompletion predicts the rest of the search string and offers a list of matching options.

Suggestion offers page suggestions while typing a search string by type (product, category, CMS page, or any page stored in Elasticsearch).

Search also includes "did you mean" suggestions plugin that suggests typo corrections for the search string".

In-Site Search

Search all products and CMS content with the power of autocomplete to predict the rest of a search string and offer a list of matching options. Auto-suggest offers on-the-fly page suggestions while typing for products, categories, CMS Pages, or any other page stored in Elasticsearch.

"Did you mean" suggestions that suggest typo corrections for search strings.

Dynamic Filters and Facets

Define the behavior for finding and filtering items for search. search by attributes such as color and size or by facets to locate items by information such as manufacturer or if the item is new. Categorization information can be imported and manually defined.

Multi-Language

Retrieve results search results for multiple languages. the search will switch languages when the store language changes and apply all your search configurations to the new language (autocorrect, boosting etc.).

Textual Search

All product information is searchable.

Search by Category

Categories allow you to bind together a selection of products. This allows you to perform several actions based on a category including search and filter. For example, you can enter a brand name into the search field to retrieve products belonging to a certain brand. The autosuggest and filter actions support categories.

Separate Interfaces per Store

If you have more than one store, you can set separate search preferences to create an entirely separate set of ranking, rules and settings for your search preferences.

Search and Filter Management

Define which attributes are included in full text search, full text boosting, for suggestions or for completion. Catalog page filters are set according to attribute key and filter type.

Filters

Filters are the multiple selection lists that appear in catalog and search result pages that allow you to further refine your results by additional product information. You can define if a certain attribute or category should be used as a filter option.

Custom Filters

Custom Filters are user defined to choose which by attributes or categories products should be further refined to show more appropriate results in your store. This helps customers find exactly what they need or at least reduce their search to a manageable list of items.

Standard Filters (Size, Type, Color etc...)

Login with password to a user account and an administrator account, password management with restore password link.

Category Filters

To help customers locate items in large categories we give you full control over the filters that appear in catalog pages per category. The filters available in the catalog page are definable in the Administration Interface. You can apply general filter settings or manually apply specific settings by re-ordering, adding and removing filters.

Multi-Faceted Filters

Apart from standard filters there are a few filters that take advantage of product metadata and user defined data to create added and more advanced filters. For example, you can use the "New" attribute to only show items that were added in the last x days.

Rating and Reviews

Reviews are an essential tool for online stores as they help to provide independent feedback about a certain product or service. Customer created content is proven to generate a considerable amount of sales uplift by influencing buyer's decisions. A positive feedback from another buyer builds trust and increases the chances for the sale. In addition, product reviews positively affect your site's organic search ranking in search engines. As the content increases, the amount of overall unique content is increased too.

The Product Reviews feature adds the possibility to review and rate a product. Store administrators can review, approve, reject and remove submitted content, through the Administration Interface. Approved reviews, ratings, and assembled data can be displayed on-demand in your shop, on product pages, and also used for catalog filtering and/or sorting.

Textual Reviews

Textual reviews are free-text options for adding reviews to a certain product or service. These reviews are moderated in the Administration Interface.

Star Rated Reviews

Star reviews are a straightforward way to graphically show what others think of a product or service. These reviews are moderated in the Administration Interface.

Review Moderation

The Administration Interface includes a section where you can manage Customer Rating and reviews to moderate content and collect information about rating and review activity.

Navigation

Navigation is the component that creates the journey and flow through the store with the purpose of supporting product selection and sales.

Navigation elements are CMS content pages, links, Category pages and any other element that you want to highlight.

We also use navigation elements to create links and build backlinks to partners, social media and any other resources that will augment your store.

There is no limit to the amount of navigation menus you can build. All menus can have a nested structure of navigation nodes.

Nodes can be created with CMS pages, category nodes, links, external URLs or just simple labels. You can also control and adjust

Navigation node appearance and add icons by assigning custom CSS classes to them.

In certain cases, node visibility needs to be controlled, mostly for promotional reasons. For example, to promote a Christmas category only during a two-week period. This category is linked to the navigation but should only appear for two weeks. by applying "from/to" values you can plan ahead and automatically show/hide content.

Customizable Site Navigation

Build the store's navigation flow from the Administration Interface and add navigational elements such as CMS content pages, links, Category pages, external links and any other element that you want to highlight.

Nested Menus

Navigation is built in a tree structure to support multiple levels of navigation to various link types (internal, external, category, search result and CMS).

Interlinking

Building internal relationships between pages inside the store.

External Linking

Building external relationships to pages outside the store (special promotions, backlinks for improved ranking, etc.).

Linking to Category and Search Result Pages

Have special pages be generated on-the-fly with content based on a search term (only "white" items) or a predefined category such as items belonging to a certain brand or type).

Breadcrumbs

Breadcrumbs appear on product details, catalog pages and in the checkout. The breadcrumbs highlight the path to the page the user is on.

Mailing and Notifications

Mail can be send directly, or a mail provider of your choice can be integrated. The default mail provider is Swift Mailer. The mail module includes a sample implementations of newsletter subscriptions, customer registration, order shipment and more. Email templates are managed as Twig templates with placeholders replaced on send action and customers receive locale specific mails.

Transactional Emails

Via SMTP or integrated mail provider, for sending automatic confirmations for orders, shipping and any messages that need to be automatically generated to support the purchase process.

Newsletter Subscription

Offer newsletter subscriptions to your customers. Subscribers can subscribe to different newsletter types (e.g. editorial newsletter, recommendation newsletter). Spryker OS offers opt-in and opt-out email.

Notifications *mailing

A generic mail solution to send mails directly or integrate with a mail provider (default is Swift Mailer). Email templates to populate placeholders with custom values, hooked to local to translate mails per customer. Use mail for newsletter subscriptions and customer registration

Newsletters

Using NewRelic newsletter/subscription/unsubscribe no account needed.

Payment

Spryker OS integrates different payment service providers to ensure a customized set of payment methods for each shop. Hence, shop owners can choose different payment methods from different payment providers for the checkout. State machines are used to handle payments.

Payment Service Provider Integration

With our integrated payment providers, you can define the availability of a provider based on customer preferences and locale-specific regulations, you can allow customers to choose payment methods, redeem any number of discounts/vouchers, manage payment method ranking for display and customize how payment costs are displayed. Check out our list of Payment Service Providers to learn about all the payment integration options:
https://academy.spryker.com/developing_with_spryker/industry_partner_integration/partner_integration.html

Refunds

Refunds are handled automatically. Partial refunds are enabled by an order splitting mechanism.

Multiple payment methods per order

Calculate and save multiple payment methods for any given order (e.g. order with gift cards). We enable multiple payment methods per checkout. We also make sure that payment information is persisted with store reference when order is placed. The Payment Hydration plugins will allow you to extend the order transfer with payment related data.

CMS

The CMS is a WYSIWYG-based tool for publishing, editing and changing the content displayed in the shop interface.

The CMS includes, full page and partial page and content creation. Pre-defined templates help you to quickly deliver and support branded pages with a consistent look and feel). Combining dynamic placeholders with CMS content allows you to automatically retrieve and display catalog items to build highly effective and adaptable promotional pages.

The CMS gives you full control over the content in terms of searchability, drafting, versioning, ordering (by ID), activation and deactivation.

CMS pages support multiple language localization including name and HTML meta header information.

You can specify valid to and from dates (optional) to make CMS pages available (published) within a defined period. This feature is ideal for limited promotions.

Content Blocks Widget

With CMS content widgets we are bringing more power to CMS pages and blocks. You can easily include placeholders to display products, product groups and products sets in CMS pages and blocks. Multiple templates allow you to define which template is used per widget. So, you can for example apply different templates to a product widget depending on your use case. You can extend this solution to provide custom widgets, for example to include CMS blocks in placeholders of CMS pages, etc.

WYSIWYG Editor

With an intuitive, user-friendly editor interface you can create and maintain your content, translations, dynamically embed product information and media.

SEO

SEO, you can now define through the UI, CMS page meta titles, keywords and descriptions.

Automatic URL Redirects

Changing URLs of any entities (like products, CMS pages and categories) automatically create URL redirects from their old URL to the new one. When a product name, category name or CMS page URL changes, a 301 redirect from the old URL to the new one is created.

Exclude from Search

All content has a control for limiting information by a set date range. This allows you to build promotional content that will appear and disappear based on a date range that you define.

Live Preview

Preview a working version of your content before publishing it live. This feature gives you the chance to judge the final look of CMS placeholder content as it will appear in the final layout. You can view drafts of CMS pages before publishing to see how the page will look like when it is live.

Versions

In the version history you can see all published changes related to a given page.

Once your page has at least 2 versions you can rollback to an earlier version.

Templates

Templates are the best choice when you want to build a highly branded store. They help you define layouts and support your branding while creating a consistent and easily changeable design. Templates can be assigned to all CMS components (pagers, blocks and widgets).

Time Restricted Content Publishing

Specify valid to and from dates (optional) to make CMS pages available (published) within a defined period. This feature is ideal for limited promotions.

Drafts

Create drafts of your content without affecting the current live version of the page.

At any point before publishing the page, you can discard the current working draft.

This will discard all the changes you have made to the page since the last time it was published.

Publishing

Once your page content is final you can go ahead and publish CMS Pages.

Every time you publish a page a recent version for this page will be created. Rollback allows you to revisit previously published content.

CMS Pages

Have full control over your content by publishing it using CMS pages.

A content creation workflow supports all the stages of content creation from offline drafts to publishing live content. Pages can be created as inactive, added, edited, deleted, activated, deactivated and ordered by ID.

CMS pages can be fully localized including name and HTML meta header information. You can control if a CMS page should appear in search results. CMS Attributes and Searchability are fully localized.

CMS Page Version History

In the version history you can see all published changes related to a given page. Keep in mind that the draft state of a page is not versioned. The modifications of the current draft are not covered in the version history.

CMS Page SEO

Define CMS page meta titles, keywords and descriptions. The CMS module now keeps the versions.

CMS Blocks

Embed custom blocks of content into your shop. Blocks come with full management and control capabilities. You can create connections to other objects (e.g. Customer Groups (show a block only for a specific group), Countries (show a block for products from a specific country), etc.

Valid from-to dates help you to easily define how long a block should appear in a shop frontend. For example, when you want to build a promotion banner for a limited time.

Block templates are handled separately from CMS content and local content, so you can build different blocks for different languages.

Global activation allows you to globally activate or deactivate a given block, so you can disable a certain block and it will be disabled throughout all locales.

Each placeholder in the block has locale specific content (for as many locales as you have).

You can also assign categories and products to a given block, to add Blocks to product and category pages. Alternatively, you can use blocks for static content by placing them in a page template.

Blocks help to place content in certain places in your template, so you can easily create for example, banners on the top of a page or add SEO text to the bottom of a page.

Search Widget

Make product selection fully customizable by defining an Elasticsearch query where the administrator specifies what data is included in a product search result. This is done using the Product Search Widget.

Translation

All CMS elements can be fully localized to support content creation for multiple stores and multiple locales.

Shipment

Create and edit store shipment methods. Carriers (e.g. DHL, UPS) and shipment methods (e.g. DHL Express Shipment) can be added, disabled and removed. Define corresponding delivery cost calculations to shipment so that you can offer different shipping methods for different stores.

Multiple Methods

Configure multiple shipping methods so that they can be automatically selected based on the shipping address (overnight, express, etc.).

Multiple Carriers

Configure multiple carriers.

Group Shipment and Payment Methods by Provider

This lists shipment and payment methods by provider and therefore allows you to create a grouping in your cart according to these criteria.

Multi-currency for Shipments

Manage multi-currency prices for shipment methods, the costs can be transformed into different currencies to support multiple stores.

Shipment Calculation Rules

Offering free shipping or a discount motivates customers to increase their cart volume such as offering free shipping for orders over 50€.

There are three shipment discount types:

1. Carrier – a discount by a specific carrier (DHL, UPS etc.)
2. Method – a discount by a shipment method (To pick-up point, Door to Door etc.)
3. Price – a discount to a delivery price.

You can create discount calculation rules to support elaborate discount scenarios such as free shipping based on cart conditions.

Promotions

Promotions are all about creating special prices, offers, rules and vouchers to encourage customers to visit the store and purchase goods. You can build a wide range of promotion types such as percentage-based discounts, brand discounts, amount discounts, free shipping, gifts with purchase and threshold promotions (buy above a certain QTY or amount and get an item or discount).

Special Prices

Create a chain of conditions to configure discount calculation (e.g. based on product attributes). Furthermore, conditions for when to apply the discount can also be based on cart characteristics or time and date.

Discounts

Discounts are a marketing support tool, with discounts you can configure your store to give away free or discounted products. You can define discount conditions for customer groups and product labels or define rules based on cart content or a redeemed voucher. You can give free perks, when the cart value reaches to a certain threshold or when a customer buys a certain product. You can give away free items or a complimentary reduced-price product. The most common use cases for this feature are "buy one, get one for free", "buy product X, get product Y for free", "buy 10 of product X and get 1 of product X for free".

Discounts in general can be set to be exclusive. An exclusive discount will only be applied alone. It discards all other discounts unless there is a higher discount provided by another exclusive discount. Then the higher one is redeemed. Non-exclusive vouchers can be redeemed in combination with other non-exclusive discounts.

CMS

The CMS is a WYSIWYG-based tool for publishing, editing and changing the content displayed in the shop interface.

The CMS includes, full page and partial page and content creation. Pre-defined templates help you to quickly deliver and maintain branded pages with a consistent look and feel). Combining

dynamic placeholders with CMS content allows you to automatically retrieve and display catalog items to build highly effective and adaptable promotional pages.

The CMS gives you full control over the content in terms of searchability, drafting, versioning, ordering (by ID), activation and deactivation.

CMS pages support multiple language localization including name and HTML meta header information.

You can specify valid to and from dates (optional) to make CMS pages available (published) within a defined period. This feature is ideal for limited promotions.

Product Specific Promotions

There are several ways to use a product as a promotional item. By setting discount rules you can give products for free based on a voucher code, give a discounted product if your cart exceeds a certain value or quantity of items. You can also define an attribute as a promotional value, so you can for example have an "all-red" product sale or a special price to introduce new items.

New Products Indication

This indicator extends products with new from - to date property. Based on these dates "NEW" label can be dynamically assigned to products.

Cross-sell and Upsell

An essential part of online store design is understanding how to leverage a sale and knowing what complementary items to offer. There are several tools that can help you to support the sales process. Product Recommendations help to inform the customer of other similar or complementary items while browsing the store.

Product Recommendations (Personalized and Automated)

Product Recommendations help inform the customer of other similar or complementary items while browsing the store.

Product Grouping

Product Groups, group together multiple products mainly for display purposes. The most common use is to group same products with assorted colors together to make browsing more

convenient.

Once products are grouped together, they will be displayed as a single item in the catalog and product detail pages, each individual member of the group will also be listed and when you click on it you will see it as part of a group. For example, if I have a camera that comes in red, yellow and green. I will see all the items in the catalog but when I select one I will see a sole product with a color selector this referencing all the other products in the group.

Product Sets

Use metadata to group together multiple products for emphasizing that these products complement each other and can/should be bought together.

Product Sets usually have their own separate list and detail pages in the shop frontend where customers can add containing products to the cart.

Product Sets are used to create a visual suggestion of items such as shop-a-look for buying the items a model is wearing, or the items featured in a room.

Product Bundles

Product bundles are two or more existing products combined into a new type of product for the sole purpose to be displayed as one product in the shop frontend and to be sold together. Typically, the products are concrete products, because both need to be potential order items. The new (bundled) product does not physically exist in the bundled state. Customers can buy the Product-Bundle, but in the order management system the items are handled separately, this way the shop owner can manage the products separately.

Product Relations

E-Commerce shops maximize value for their shop visitors by helping them explore products that are related to the one they are currently interested in.

These relations appear in diverse ways such as displaying comparable products, upgrades of products (Product-relations), or simply products that fit into a certain context (Up-Selling).

Shop Owners can create Product Relations in the Administration Interface.

Order Management

Order Processing

Process orders from a wide variety of channels.

Multi-currency for orders

Register the currency and store for each order to manage the order processing actions accordingly by shop, order processing, payment and shipping.

Product Management

Product Management is how we build a catalog of items that accurately reflect the items you sell. Most products are not just a single item and often one product comes in different shapes and sizes. Therefore, the first level of the catalog is an abstract level where we set up the common attributes of a product. This product has a price and cannot be sold and is referred to as an Abstract product. On the basis of an abstract product actual inventory can be built and there as called concrete products. They have an exact quantity and they quantity reflects your physical inventory. Once the physical layer is mirrored in the shop, more groupings and associations can be set up to support different sales processes such as grouping, upsell, suggested items and promotions.

In general this concept is mirrored in most ERP and PIM applications and the information is imported into Spryker.

Several leading features are, multiple prices, exporting prices to Elasticsearch, original and default prices, filtered catalog for outlets where users can browse through all products that are currently on sale and stock management.

Product Abstraction

Building an abstraction layer, sets a solid foundation for developing an intricate catalogue that mirrors your product offering. Abstraction allows you to create a general item that stands for the basic item. Over this basis you set up the variations of the item ad actual (concrete) items with stock and optional prices.

Product Categories

Managing volumes of products requires that you be able to group together items under specific criteria. With Categories, you can group and build hierarchies of products by category. This is how you can build your store to display products by for example, Electronics and then create nested categories that split the products into smaller groups such as TVs, Mobile Phones, DVDs, etc. Each product can belong to more than one Category. You are free to create any random or logical category and therefore can also create categories such as Summer Sale, Bargain Basement or any other categorization that suits your purposes. We use categories in the store to build dynamic category pages and enhance search and filter capabilities in the store.

Product List/ Catalog

Building an online catalog is more than just creating a list of products. To make items appealing they need to be enriched with descriptions and images, pricing details, descriptions and attributes. The information also needs to be filterable and categorized.

Up-Selling

Build a set of suggestions to offer added versions or more upscale versions of a product to maximize the sales process.

Cross-Selling

Leveraging store navigation is a great way to create more sales opportunities. We have several options that support allowing you to intelligently define what complementary items will be displayed in your cart and product pages.

Product Sets

Product Sets are used to put together multiple products to emphasize that a set of products can be bought together. Product Sets come with their own standalone catalog and detail pages in the shop frontend. In the detail pages, all products in the set are listed. It is possible to: select variants per product, add an individual product from a set and add all products from the set to the cart with one click. We also deliver a UI in the administrative backend where sets are managed and created.

Shop-a-Look

Build a collection of items based on a suggested relationship, for selling a set of items that are recommended by a professional. This could be in technology that you display a full set of items that complement a computer, or a fashion designer recommending a set of clothes with matching shoes and accessories or an interior designer displaying a complete room. By default, all the items will be listed as options you can buy, and you can pick and choose what from the look you would purchase and what items you do not need.

Product Bundles

Combine two or more products together to sell them as one. Each of the items can be sold separately in parallel however in a bundle both items are sold together.

You can choose to create a special price for buying the products together. Bundles are stock if all items are available and then the "Add to Cart" button will be deactivated to prevent overselling.

A typical example would be a camera and a lens that are both sold separately. For promotional reasons you can offer combination of these 2 products at a lower price. You can bundle the camera body and the lens together and set a lower price.

The cart will show the bundle, but in the backend the items are handled individually. Therefore, total stock and availability are calculated based on the respective values of the bundled items. For example, if the stock of the camera is 4 and the stock of the lens is 8, the bundle stock will be 4. Availability follows the same logic. Let's say there was an order placed for this bundle. In the order overview you will already have both bundled items individually. Item prices are calculated in relation to the original price: original item price * (bundle price / sum of all original item prices in the bundle). In this example, if no discounts are applied, the order total will be the product prices as if they were sold separately.

Dynamic Product Labels

Product labels show more information about abstract products in the shop front-end. Labels can be assigned to products based on custom business logic.

Products can be extended with from - to date properties so that you can for example, dynamically assign a "NEW" label to products.

Time Limited Offers

Create time limited content and combine with discounts to create exclusive offer pages for a limited or specified time only.

Multiple Prices

Combine two or more products together to sell them as one. Each of the items can be sold separately in parallel however in a bundle both items are sold together.

You can choose to create a special price for buying the products together. Bundles are stock if all items are available and then the "Add to Cart" button will be deactivated to prevent overselling.

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Multiple Currencies

Adjust base prices according to the currency of the location and manage multiple prices based on the exchange rate and currency. The calculations include real-time rates, rounding and reporting the currency data in the home currency. Users can either choose their own currency or it will be automatically chosen based on the store you visit.

Gross/Net Pricing

Manage either gross and net prices per product or group of products and automatically calculate the corresponding value.

Time Limited Pricing

Create time limited prices to create exclusive offers for a limited or specified time only.

Super Attributes

Super attributes are product variants as in the characteristics that allow us to define a variety for a single item. For example, a t-shirt, is an abstract product. This t-shirt comes in 3 different sizes: S, M, L. The sizes are the super attributes. Combining an abstract product with a super attribute creates a concrete product. So, t-shirt becomes t- shirt size L etc. Naturally all this information cannot be manually processed, and the information is imported and managed via our "process content management" interface.

Product Options

Use Product Options to add a service or more offering(s) to a product. Options can be gift wrapping, insurance, warranty or anything else that you may want to add that is not physically part of the product. Options can have their own price value, when the option is selected the total will be updated with the cost of the selected option.

Product Relations

Product Relations help define a list of items you want to display as comparable products, upsell, etc. We provide a condition rule builder to manually define relations or the info can be imported from an ERP. Use cases include, Related products on a product details page and up-sell product information in the shopping cart.

Product Groups

With Product Groups you group together multiple abstract products for various reasons. One of the most common use cases of this feature is to group same products with different colors together to optimize the browsing experience. Once products are grouped together they can be displayed to the customer as a single product and also seamlessly reference the individual members of the group.

Product Image Management

Apply images and sets of images to Abstract and Concrete Products. Combine images related to a product. The image set inheritance is a nested logic that ensures you will have images applied to an item. The nested logic is as follows: Abstract Default > Abstract Localized > Concrete Default > Concrete Localized.

Customer Management

Shop Customers are created by registering online to create an account. Accounts can be assigned to groups for targeting products, discounts, languages and many other types of categorization. Authorization can be handled directly in the shop and items such as subscriptions and passwords can be managed via email. All customer activity can be monitored and configured from the Administration Interface. Out-of-the-box customer information includes: Phone Number, Date of Birth, Locale, Company, Phone, Date of Birth, Company and Locale. To comply with international regulations customers can be deleted by request from the customer. Shop owners can also delete a customer account through the Administration Interface. However, this action does not affect billing and order related information. Deleting an account anonymizes customer information and address data. Out-of-the box customer email addresses are anonymized making it possible for customers to return and re-register with a completely new account.

Login Forms

Manage customer registration based on email address and password and any other criteria needed. Entering the information in the form will create a user account.

Password Protection (Authorization)

Login with password to a user account and an administrator account, password management is done either from the store/administration interface or with a restore password link.

Customer Groups

Allows shop owners to organize their customers into groups. This feature helps to target users for discounts and promotions for example, restrict access for specific products or categories based on the group they belong to. Customer grouping can be used for any type of customer segmentation needs.

Back Office

The Spryker Administration Interface is a central location for managing all Backoffice tasks, from user management to building content with the CMS the online store maintenance activities are managed from a single location.

User Permission Control

Manage who can work with the Administration Interface and the tasks they can use by creating user permissions, groups and roles

Glossary Management

Manage translations through the Administration Interface by creating a value per local for content that needs to be localized.

Product Management

Product Management is how we build a catalog of items that accurately reflect the items you sell. Most products are not just a single item and often one product comes in different shapes and sizes. Therefore, the first level of the catalog is an abstract level where we establish the common attributes of a product. This product has a price and cannot be salt and is referred to as an Abstract product. Based on an abstract product actual inventory can be built and there as called concrete products. They have an exact quantity and they quantity reflects your physical inventory. Once the physical layer is mirrored in the shop, added groupings and associations can be set up to support different sales processes such as grouping, upsell, suggested items and promotions. In general, this concept is mirrored in most ERP and PIM applications and the information is imported into Spryker. Several leading features are, multiple prices, exporting prices to Elasticsearch, original and default prices, filtered catalog for outlets where users can browse through all products that are currently on sale and stock management.

Category Management

Organize the products in your shop by the type of products you sell. The product categories can be created and update using the dedicated section in the back-office user interface.

CMS

The CMS is a WYSIWYG-based tool for publishing, editing and changing the content displayed in the shop interface.

The CMS includes, full page and partial page and content creation. Pre-defined templates help you to quickly deliver and maintain branded pages with a consistent look and feel). Combining dynamic placeholders with CMS content allows you to automatically retrieve and display catalog items to build highly effective and adaptable promotional pages.

The CMS gives you full control over the content in terms of searchability, drafting, versioning, ordering (by ID), activation and deactivation.

CMS pages support multiple language localization including name and HTML meta header information.

You can specify valid to and from dates (optional) to make CMS pages available (published) within a defined period. This feature is ideal for limited promotions.

Navigation

Navigation is the component that creates the journey and flow through the store with the purpose of supporting product selection and sales.

Navigation elements are CMS content pages, links, Category pages and any other element that you want to highlight.

We also use navigation elements to create links and build backlinks to partners, social media and any other resources that will augment your store.

There is no limit to the amount of navigation menus you can build. All menus can have a nested structure of navigation nodes.

Nodes can be created with CMS pages, category nodes, links, external URLs or just simple labels. You can also control and adjust

Navigation node appearance and add icons by assigning custom CSS classes to them.

In certain cases, node visibility needs to be controlled, mostly for promotional reasons. For example, to promote a Christmas category only during a two-week period. This category is linked to the navigation but should only appear for two weeks. by applying "from/to" values you can plan ahead and automatically show/hide content.

Search & Filter Preferences

The out-of-the-box Elasticsearch autocomplete and suggestion engine provides an attribute-based interface for defining search preferences. Furthermore, attributes can be configured to

be boosted in the full text search (higher ranking), auto suggested, auto completed or not. Search preferences are either manually configured through the Administration Interface or batch imported from a different system. These preferences are extended to products and categories, so you can hide, include or boost search results for products and product pages. Autocompletion predicts the rest of the search string and offers a list of matching options. Suggestion offers page suggestions while typing a search string by type (product, category, CMS page, or any page stored in Elasticsearch). Search also includes “did you mean” suggestions plugin that suggests typo corrections for the search string”.

Shipping Methods

Manage multiple carriers and shipment methods from the Administration interface.

Payment Methods

Interface with multiple payment providers to offer a wide coverage of payment options and services. Define Payment options per locale.

Taxation

Build or import definitions of taxation rates and tax sets to support each country and regions unique tax calculations.

Order Management

With the Administration Interface you can view and define the order lifecycle. You can define the states, transitions, events and conditions an order can go through from start to end. An order matrix is provided to list all orders by status. Through the Orders page you can view and edit individual orders, send messages and view customer details.

Customer Management

Manage customers that created accounts in your store, view and edit customer details and order history. Customers can be also grouped into organizations to offer dedicated behaviors such as promotions and special prices or discounts to a group.

Maintenance

Technical maintenance tasks and details about your environment's stats are all found in the Maintenance area of the Administration Interface. Here you can find information about module dependencies, storage space, system information and details of other essential systems and services.

Inventory Management

Inventory levels are displayed in the administration interface by availability that is divided into items that are in stock and reserved. Items that have no physical stock can be set to never go out of stock.

Stock Availability

Takes into consideration products that are in open orders (reserved) when defining stock availability (for abstract and concrete products).

Reserved Items

Product Management is how we build a catalog of items that accurately reflect the items you sell. Most products are not just a single item and often one product comes in different shapes and sizes. Therefore, the first level of the catalog is an abstract level where we establish the common attributes of a product. This product has a price and cannot be sold and is referred to as an Abstract product. Based on an abstract product, actual inventory can be built and there are called concrete products. They have an exact quantity and their quantity reflects your physical inventory. Once the physical layer is mirrored in the shop, more groupings and associations can be set up to support different sales processes such as grouping, upsell, suggested items and promotions. In general, this concept is mirrored in most ERP and PIM applications and the information is imported into Spryker. Several leading features are, multiple prices, exporting prices to Elasticsearch, original and default prices, filtered catalog for outlets where users can browse through all products that are currently on sale and stock management.

Wish Lists

The purpose of a wish list is to help customers browse through the store and add items to their personal wish list. Customers can manage multiple wish lists and from them add and remove products, or directly add a product to the cart. For you as the owner of e-commerce platform Wishlist delivers content for tracking and marketing purposes. Wish list are persisted between sessions. By default, our sample suite is set to limit the wish list to customers with an account only. You can add more information to items in the wish list like catalog price rules or last-minute sales and promotional banners. Items in the wish list can be grouped according to predefined rules (for example list all items of a certain brand together).

Multiple Wish Lists

Each user account can have more than one wish list under their user account.

Named Wish Lists

Under a user account a user can have more than one wish list and name them.

Direct to Cart

Items in a wish list can be added directly to the cart either as individual selections or all at once.

Mobile

Customers visiting your store from a mobile phone or tablet will be able to navigate through and make purchases from the store in the correct dimensions and appropriate controls through a responsive layout.

SEO

To ensure optimal search engine ranking, all the textual components have the option to add Meta titles, keywords and descriptions to improve search engine ranking.

Define Friendly URLs

The words contained in an URL play a major factor for search engine to determine if the page is relevant for a specific search. URL routing makes URLs more human readable and SEO friendly.

Redirects

Use the Administration Interface to create CMS content redirects.

Landing Pages

Create CMS pages full of copy and meta information to make sure your store is optimized for search engines.

All text meta information

Add textual meta information to CMS content such as titles, keywords and descriptions. All meta information can be translated into supported languages.

Statistics Integration

Collect and gain insights and analytical information by integrating your store with one of our partners (please refer to the partners page for a complete list of integration options).

Internationalization

Create a set of stores or one adaptive store that can function in various languages and regions.

Multi-Store

Create multiple stores for different scenarios. Build one store that services multiple locations, define a different store for each location, share abstract products, products and stock between stores or separate products to be offered in specific stores based on locale through the Administration Interface. The options, variations and choices are multiple, and can all be implemented with Spryker.

Multi-Locale

Create a store that can share your products and business logic but adapt for different locales.

Multilingual CMS

All CMS content holds and manages translations into all the supported languages so that you only need to make the changes in one place.

Multi-Currency

Support for all available currencies for prices, discounts and shipping.

Shop owners can manage prices per currency and price (net/gross) for products, bundled products, product options and shipment methods. The shop administrator can provide gross and net prices per currency through the Administration Interface.

Shop customers in turn can toggle the currency/price and place orders using the selected currency.

Prices*

		Gross price	Net price
DE	CHF	6.00	5.00
	€	5.00	4.00
AT	CHF		
	€		
US	CHF		
	€		

Add option

Search and Filters

Discount

Navigation

Taxes

Shipment

Users Control

Maintenance

SPRYKER SHOP

Search

Gross prices

Euro

en

Cart

Login

Top Categories

Computer

Cameras

Other Categories

More

Sale %

New

HOME / COMPUTER / NOTEBOOKS

Asus Transformer Book T200TA



by Asus

€34.54

SKU: 139_24699831

Product Groups

Destination Based Tax Calculation

Align with European standards for B2C shops. Define tax sets which then can be applied to products, options, shipments.

For each of the tax sets it is possible to define country-based rates.

Project Domains

Configure and customize your project domain, e.g. www.de.my-company.local.

URL

Create and manage your own URLs and build redirects in the Administration Interface for SEO and esthetic reasons.

Media Management

Add media and images to your store. As performance is the most crucial factor when displaying images, we use a separate server to host media.

Images

CMS WYSIWYG editor, to embed images into your product pages and content.

Videos

CMS WYSIWYG editor, to embed videos into your product pages and content.

High Performance

Automating processes in combination with REDIS is how we maintain high performance and speedy response times.

Product Image Management

Apply images and sets of images to Abstract and Concrete Products. Combine images related to a product. The Image Set is the key subject of image inheritance.

Inherit images from if an image is missing by the following logic: Abstract Default > Abstract Localized > Concrete Default > Concrete Localized.

Omnichannel

Deliver different services on different devices while maintaining a consistent user experience.

Project Domains

Configure and customize your project domain, e.g. www.de.my-company.local.

Authentication

Authentication ensures that all sensitive information is secured, and password protected. It is also used for controlling customer accounts.

Backoffice Authentication

Manage who can access the Administration Interface by role and group.

Frontend Authentication

Manage and create accounts for your customers.

Restore Password by Mail

Allow Administrators and store customers to reset their password using an email.

Dynamic Categorization

Automatically build associations and categories by importing this information from an external system.

Import Category Associations

Import category associations from an external source. You can use these categories in your shop to create custom content, navigation and use to add an additional layer to your search results.

Nested Categories

Nested categories allow you to build a hierarchy of products based on the categories they belong to. You can use nested categories in your shop to create custom content, navigation and use to add an additional layer to your search results.

User Defined Categories

Create a grouping of products based on a user defined category so that you can create exclusive offers, custom content, navigation and use to add an additional layer to your search results.

Auto Generate Content by Category

You can automatically generate and incorporate into the store navigation, pages that are dynamically generated based on categories.

Category Filters

To help customers locate items in large categories we give you full control over the filters that appear in catalog pages per category. The filters available in the catalog page are definable in the Administration Interface. You can apply general filter settings or manually apply specific settings by re-ordering, adding and removing filters.

The screenshot shows the Spryker Admin interface with the following details:

- Header:** zed.de.demoshop.local, Welcome Admin Spryker (development), Settings, Log out.
- Sidebar:** Sales, Customers, Category, Content Management, Glossary, Products, Search and Filters (selected), Discount, Navigation, Taxes, Shipment, Users Control.
- Main Content:**
 - Root nodes list:** Shows one entry: Category Id 1, Name Demoshop.
 - Category tree:** A hierarchical tree structure starting with 'Demoshop' which branches into 'Computer', 'Cameras & Camcorders', 'Telecom & Navigation', and 'Smart Wearables'.

Category Templates

You can create and associate different types of templates that will control the layout and design of pages that are dynamically generated according to a category.

Tax

Tax is how we handle and apply tax rates for products, product options or shipment. The tax sets can have different tax rates for each country defined in your shop.

Tax Rates

Define the different tax rates for each country through the Administration Interface.

Tax Set

Group a set of tax rates that apply by country through the Administration Interface.

Special Calculations

Calculating taxes sometimes requires you to perform special calculations and automatic calculations that need to be automatically defined.

Destination Based Tax Calculation

Aligning with European standards for B2C shops. Define tax sets to be applied to products, options, shipments.

For each of the tax sets it is possible to define country-based rates.

Calculators

Calculations are saved in the database, they can represent gross and net prices.

Sample Suite and Custom Suite

Sample Suite

The Spryker feature set and available integrations Showcase and potential new project boilerplate. The Sample Suite represents a standard shop, with common functionalities and workflows. Moreover, if you choose to base your shop on the Sample Suite, you can use any technology to build on top of it.

Our boilerplate store is ready to be customized to your products, branding, payment and shipping providers. With the Sample Suite you can install and view a working Shop App.

Custom Suites are also available, these are specific versions of the Shop App what are specifically configured for you based on your requirements.

Dummy Payments

Our Dummy Payment demonstrates a simple state machine to showing how to integrate payment and refunds into the system. It also allows you to have a sample payment for testing the checkout process.

State Machine

Sub-processes in Spryker state machine allow to simplify workflows. Each sub-process can represent a part of your business logic. Sometimes within the business logic you might need to have same or similar sub-processes multiple times (e.g. transactional email, refund). With this release we allow to copy state machine sub-processes as many times as you need in a project workflow. This will allow you to reuse existing parts of a state machine schema. For more details see Modelling - State Machine.

CSS Class Customization

Customize appearance to match your logos and branding using CSS Classes.

Extensive Catalog

Building your online catalogue is the best way to collect the information needed to be displayed in your online shop. The catalogue manages information such as prices, descriptions, images, stock, translations and locale and all the information needed to support the sales and inventory management process.

Image sets

Add combinations of video and images to a product.

Pricing

Inherit prices from an abstract product or override default pricing and apply discounts and exclusive offers per product.

Stock

Maintain accurate stock levels based on order status. The calculation takes into consideration products that are in open orders (reserved) when defining stock availability (for abstract and concrete products).

Translation

Build and maintain translations on the product level for multiple languages.

Attributes

Build a list of characteristics such as color, shape and size that help to distinguish between products.

SKU

Add an SKU to your items to manage your inventory and ensure pairing with external systems such as an ERP.

SEO

To ensure optimal search engine ranking, all the textual components have the option to add Meta titles, keywords and descriptions to improve search engine ranking.

Category Management

Import product categories, manage categories as catalog pages, create custom templates for category pages, link to central navigation.

Product to Category Assignment

Manually assign products to a category or import product-category associations.

Category Trees

Create a nested structure of products listed by their categories.

Page by Category

Dynamically build product pages in your store that list items by their category.

Filter By Category

Gives you full control over catalog page filters per category. The filters available in catalog pages are defined in the Administration Interface. You can apply general filter settings or specific settings by re-ordering, adding and removing filters manually. This is ideal for large categories to help customers locate an item with minimal scrolling and clicks.

SEO

To ensure optimal search engine ranking, all the textual components have the option to add Meta titles, keywords and descriptions to improve search engine ranking.

Vouchers

Incorporate vouchers as a currency for purchasing items in the store.

Permit redeem of only one voucher

Define how you would like vouchers to perform in your store. By default, the store is set to only redeem one voucher.

Development

Development Tools

Coding tools that make sure you can validate your code while you work: Code Sniffer, Architecture Sniffer, Code Generator, validators and code analyzing tools.

Cloud and Infrastructure

DevVM, is an all-inclusive environment that runs on a virtual machine and is used for development.

Customer Accounts

Allow your store visitors to create an account to boost conversion and build loyalty. Allow customer to manage their information and create wish lists. From the Administration Side you can manage and group accounts and target accounts for exclusive offers, limited items and exclusive discounts.