

# FEATURE CATALOG



**Spryker**

2018 Spryker Systems GmbH  
[spryker.com](http://spryker.com)  
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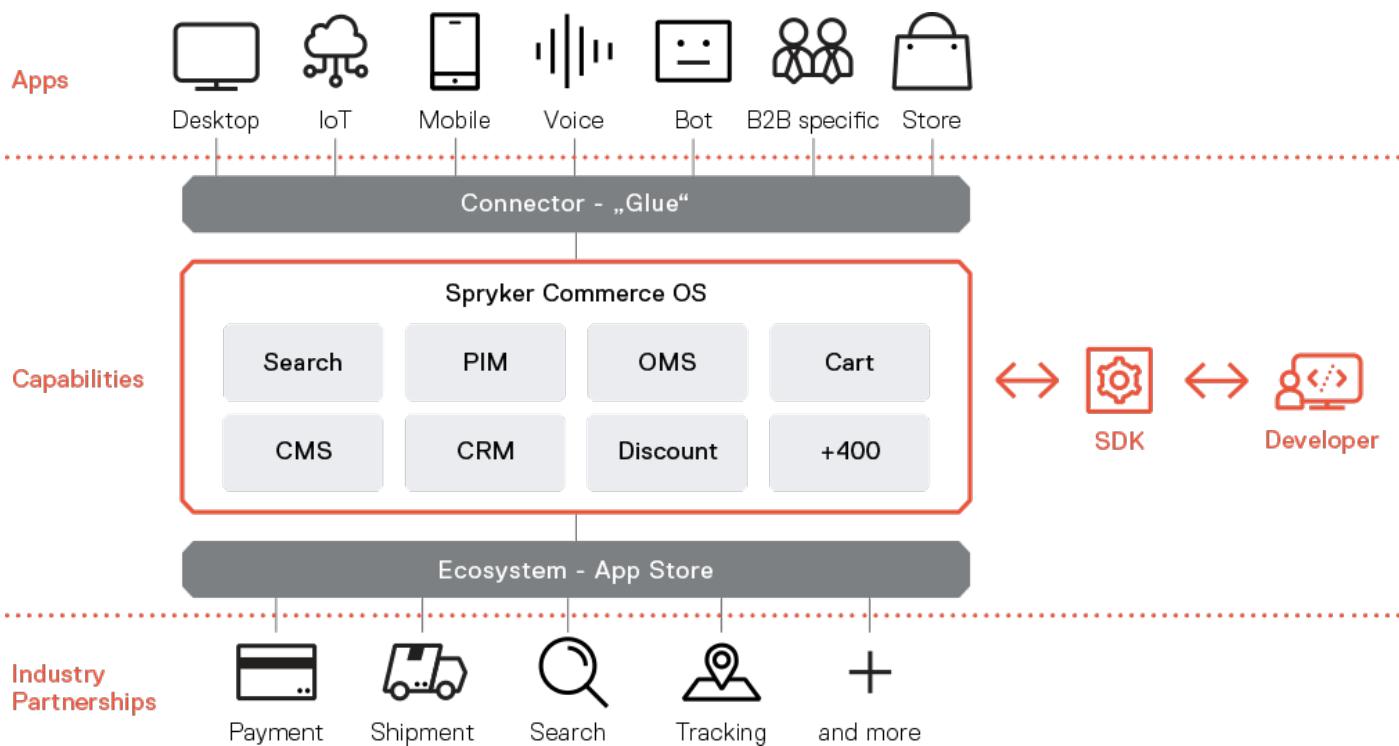
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# Build Your Own



The Spryker Commerce OS is a „beyond desktop – beyond shop“ commerce technology, enabling transactional use cases at every current and future touchpoint. It comes with a clear separation of frontend and backend and provides all Features for a successful commerce business. You can choose out of 400+ decoupled modules (backend), that are clustered into functional Capabilities and frontend Touchpoints, which we call Apps, that are all integrated via APIs. This way you can build one or multiple customer experiences relevant for your business, from a traditional B2C/ B2B online shop, a marketplace over to a mobile Web App or newer forms such as voice or bot commerce.

Meet your customer everywhere, anytime.



## Capabilities

The Spryker Commerce OS consists of decoupled Capabilities which are grouped Features. Each Capability is independently upgradeable and clusters a different functional area. Any frontend (APP) can be accessed via an API integration.



Sample Suite  
and Custom Suite



Development



Industry Partner  
Integrations



Multi-Channel



Back Office



Product  
Management



Catalog  
Management



Navigation



Cross-sell  
and Upsell



Search & Filters



SEO



CMS



Media  
Management



Internationalization



Price



Tax



Promotions &  
Discount



Wish List



Cart



Shipment



Payment



Gift Cards



Checkout



Ratings & Reviews



Mailing &  
Notifications



CRM



Order  
Management



Inventory  
Management



## Personas

Per Capability different key audiences and stakeholders can be found in form of Personas. Each Persona icon represents different workflows, functionalities and roles in an e-commerce oriented business.



Marketing Team



Legal



Finance



Logistics



Category Manager



Developer



Customer Service



E-Commerce Manager



Sales



End-Customer

## Business Values

Each Capability in the Spryker Commerce OS enhances your company with essential business values, which you can find below.



achieve time & cost savings



ensure security & compliance



increase customer satisfaction



increase website traffic



increase brand loyalty & recognition



maintain high performance



increase conversion rates



increase average & value



lower bounce rate



expand your business





# Product Management

Who



Category Manager



Marketing



Sales

.....

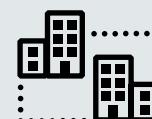
What

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



Details

Ensure a smooth shopping experience with the powerful product management features that allow you to create a neat and fully customized product catalog. Build appropriate category hierarchies and assign attributes and custom labels to products. Enhance your services by including additional product options like gift wrapping or warranty options. Run effective promotions campaigns via time limited offers and pricing, product recommendations and Shop-the-Look collections.



B2B



B2C

Features

Product Bundles

Product Recommendations

Product Groups

Product Sets

Dynamic Product Labels

Product Options

Super Attributes

Product Relations

Product Abstraction

Timed Product Availability

Product Attributes



# Product Management Features

## Product Attributes

Super Attributes in the Spryker Commerce OS are used to distinguish between the different Product Variants of an abstract product. Super Attributes define each Concrete Product and can consist of whichever distinguishing feature you wish to highlight, such as size or color. This information can either be manually managed or imported and processed automatically.

Consider the example of a T-shirt, the Abstract Product, that is available in the sizes small, medium, and large, three different Product Variants. The Abstract Product “T-shirt” appears as a search result. On the product detail page the customer can select between the product variants small, medium, large and put it into the cart.

## Product Recommendations

With the Product Recommendations feature you can show your customers similar or complementary items while browsing the store.

## Product Groups

To enhance the visual shopping experience for your customers, you can easily group together different products by any attribute you wish, like color or size. The respective product group will then be displayed as a single item in the shop. In the backend, you can view all product group items from the product page.

## Product Abstraction

With the Spryker Commerce OS you can easily build a product hierarchy structure with Abstract and Concrete Products.

Products can come with multiple Variants, such as size or color. In order to provide a better shopping experience to your customers, the different Variants, or Concrete Products, are grouped under an Abstract Product. The topmost hierarchy level, the Abstract Product, does not have its own stock, but defines various default properties for the descendant Concrete Products, or Variants. The Concrete Product, or Variant, always belongs to one Abstract Product, has a distinctive stock and always differs from another Concrete Product with at least one Super Product Attribute.

## Product Relations

Product Relations let you define a list of items that will be displayed as comparable or additional products. To up-sell items, you can build a set of suggestions to offer upscale product versions or additional fixtures to maximize the cart value. You can also easily establish product associations that let your customers see recommendations of products they might also like, to encourage cross-selling. You can choose to either use Spryker's condition rule builder to manually define relations or import the information from an external source.

## Product Sets

Let your customers shop for special product sets that can be manually curated based on any characteristic of the products you wish.

The “Shop-the-Look” function is a prominent example of a Product Set, where you can build a collection of items based on relations or recommendations. This could be a stationary set for your customers workspace, a set of clothing or accessories and furniture for a specific room.

Product Sets come with their own standalone catalog and detail pages for the shop. You can freely define an order of appearance of products within a set and on the catalog page. Also, Product Sets can be placed in CMS placeholders to place them throughout your shop.

Your customers can select variants per product, add an individual product from a set and or all products from the set to the cart with one click.

## Timed Product Availability

You can clearly define timeframes for the availability of products, without having to manually manage the inventory. This is especially useful for promotions or seasonal items.

## Dynamic Product Labels

You can assign Product Labels to highlight specific products in your shop. Customize the look and text of the Labels as they appear in the shop. Any association can be a Label, such as “Sale” or “Christmas”.

Products that are new in your shop can automatically be marked with the Dynamic Product Label “New” for a pre-defined time range.

You can add validity dates to labels, sort them by importance or relevance and allow your customers to filter and search for them in your shop.

## Product Options

You can easily offer services on top of a customer’s choice of products, such as gift wrapping, insurance, warranty or anything else that you may want to add that is not physically part of the product. The options can have their own price value and will be added to the total cart value.

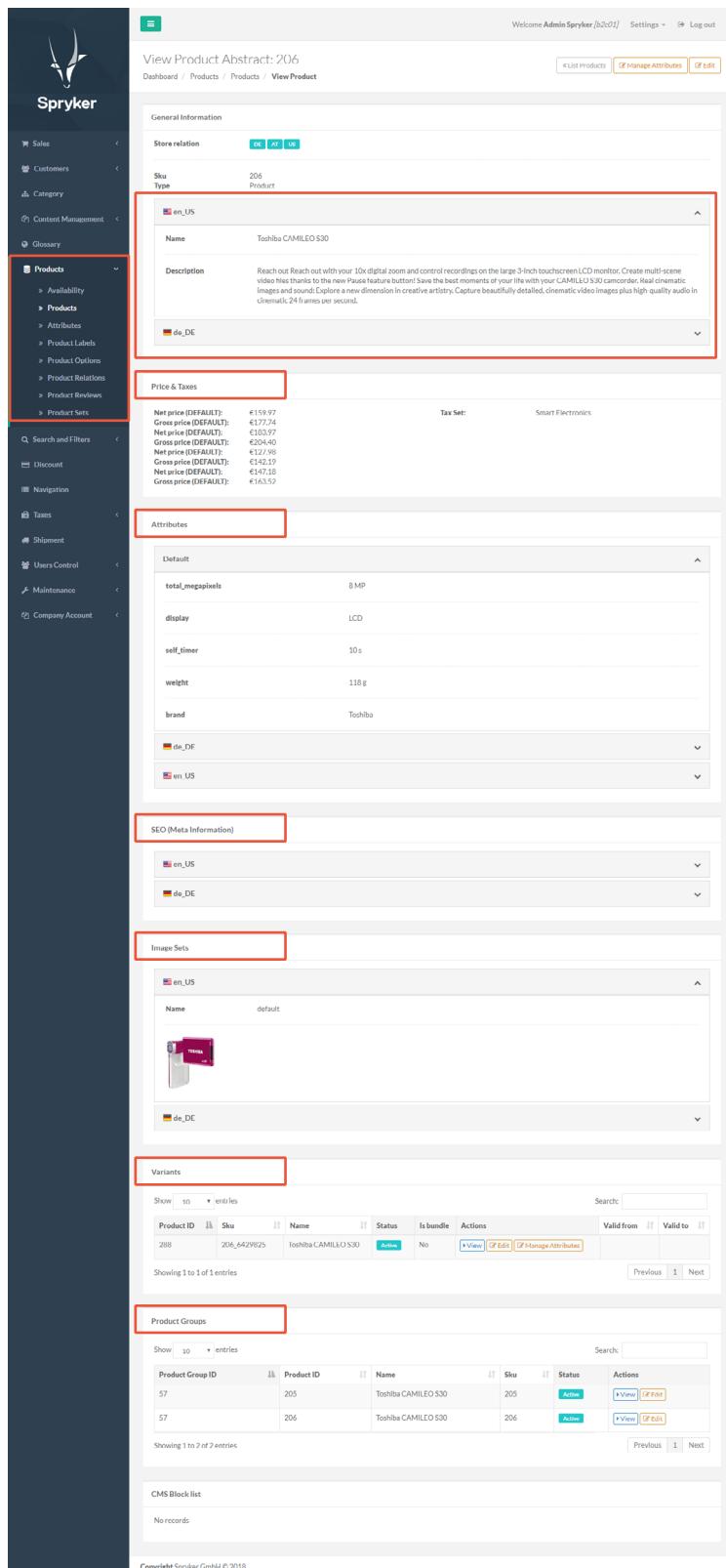
## Super Attributes

Super Attributes in the Spryker Commerce OS are used to distinguish between the different Product Variants of an abstract product. Super Attributes define each Concrete Product and can consist of whichever distinguishing feature you wish to highlight, such as size or color. This information can either be manually managed or imported and processed automatically.

Consider the example of a T-shirt, the Abstract Product, that is available in the sizes small, medium, and large, three different Product Variants. The Abstract Product “T-shirt” appears as a search result. On the product detail page the customer can select between the product variants small, medium, large and put it into the cart.

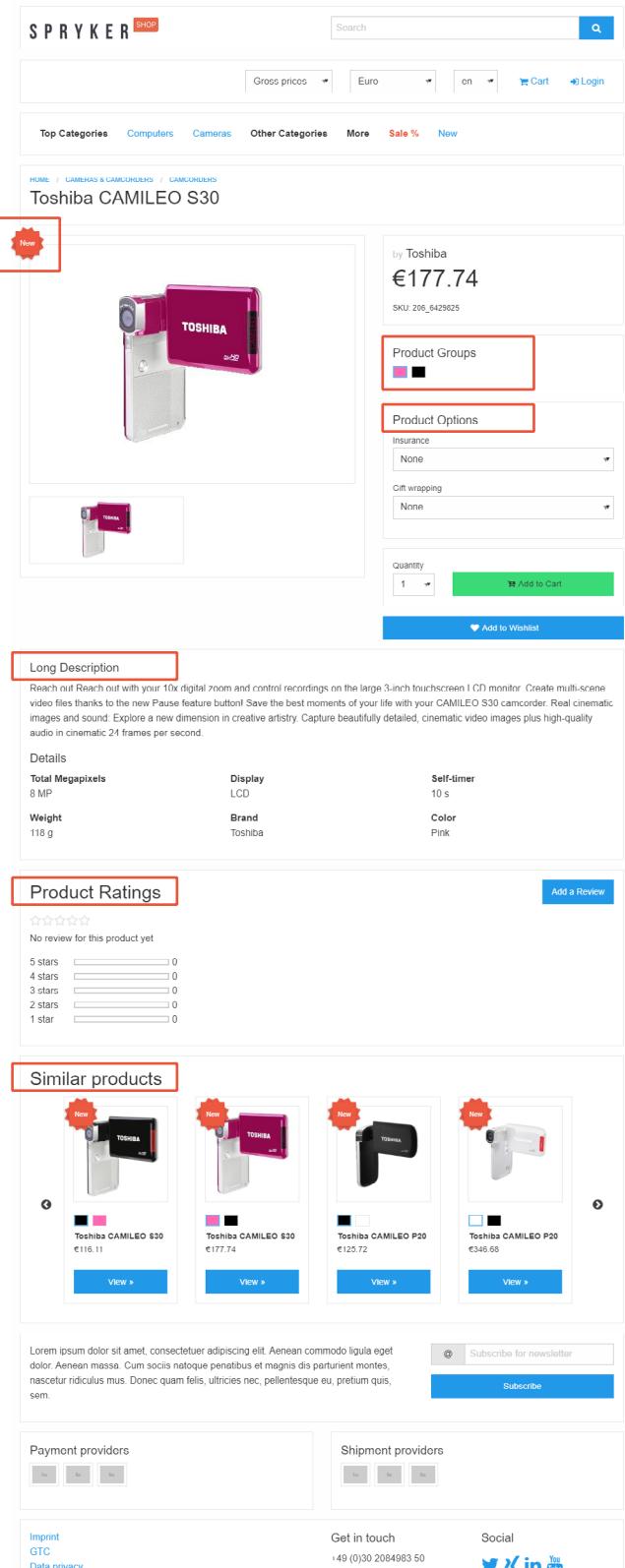
## Product Bundles

With the Product Bundles feature you can freely tie individual items together and sell them as a package. As opposed to a set, in which products are loosely grouped, the items in a bundle are always sold together. You can choose to create a special bundle price to make the purchase more attractive. Since each bundle's product is still handled like an individual item in the Order Management Process, bundle availability is always calculated and displayed based on the item with the smallest available stock to avoid overselling.



This screenshot shows the Spryker Admin interface for managing a product abstract. The left sidebar navigation includes sections for Sales, Customers, Category, Content Management, Glossary, Products (selected), Availability, Products, Attributes, Product Labels, Product Options, Product Relations, Product Reviews, and Product Sets. The main content area displays the 'View Product Abstract: 206' page. Key sections include:

- General Information:** Shows Store relation (OK), SKU Type (206 Product), and Language dropdowns for en\_US and de\_DE.
- Description:** Contains a detailed product description: "Reach out! Reach out with your 10x digital zoom and control recordings on the large 3-inch touchscreen LCD monitor. Create multi-scene video files thanks to the new Pause feature button! Save the best moments of your life with your CAMILEO S30 camcorder. Real cinematic images and sound. Explore a new dimension in creative artistry. Capture beautifully detailed, cinematic video images plus high-quality audio in cinematic 24 frames per second."
- Price & Taxes:** Lists prices for various currencies: Net price (DEFAULT): €119,97; Gross price (DEFAULT): €177,74; Net price (DEFAULT): €103,97; Gross price (DEFAULT): €204,40; Net price (DEFAULT): €142,19; Gross price (DEFAULT): €142,19; Net price (DEFAULT): €147,18; Gross price (DEFAULT): €163,57.
- Attributes:** Lists product attributes: total megapixels (8 MP), display (LCD), self\_timer (10 s), weight (118 g), and brand (Toshiba).
- SEO (Meta Information):** Lists meta descriptions for en\_US and de\_DE.
- Image Sets:** Shows a thumbnail of the product image.
- Variants:** Displays a table with one entry: Product ID 206, Sku 206\_6429625, Name Toshiba CAMILEO S30, Status Active, Is bundle No, Actions (View, Edit, Manage Attributes).
- Product Groups:** Displays a table with two entries: Product Group ID 57, Product ID 205, Name Toshiba CAMILEO S30, Sku 205, Status Active, Actions (View, Edit); and Product Group ID 57, Product ID 206, Name Toshiba CAMILEO S30, Sku 206, Status Active, Actions (View, Edit).
- CMS Block list:** Shows 'No records'.



This screenshot shows the Spryker Shop product detail page for the Toshiba CAMILEO S30. The top navigation includes 'Top Categories' (Computers, Cameras, Other Categories), 'More', 'Sale %', and 'New'. The main product information is as follows:

- By:** Toshiba
- SKU:** 206\_6429625
- €177,74**
- Product Groups:** Pink, Black
- Product Options:** Insurance (None), Gift wrapping (None)
- Quantity:** 1
- Add to Cart** button
- Add to Wishlist** button

The product description is identical to the one in the Admin interface. Below the description, there are sections for Details, Product Ratings, and Similar products.

**Details:** Total Megapixels (8 MP), Display (LCD), Weight (118 g), Brand (Toshiba), Self-timer (10 s), Color (Pink).

**Product Ratings:** A section for adding reviews, showing a 5-star rating scale with 0 reviews.

**Similar products:** Four related products are listed: Toshiba CAMILEO S30 (€116.11), Toshiba CAMILEO S30 (€177.74), Toshiba CAMILEO P20 (€125.72), and Toshiba CAMILEO P20 (€346.68). Each has a 'View' button.

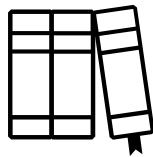
**Payment providers:** Shows three placeholder icons.

**Shipment providers:** Shows three placeholder icons.

**Imprint GTC Data privacy:** Links to legal documents.

**Get in touch:** Contact info: +49 (0)30 2084983 50, [info@spryker.com](mailto:info@spryker.com).

**Social:** Icons for Twitter, LinkedIn, YouTube, and Facebook.



# Catalog Management

Who



Category Manager



Marketing



Sales



End-Customer

....

## What

Pave the way for a smooth shopping journey with well-organized categories and organize and extend your catalog to match your business needs.

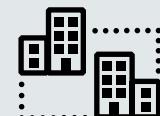


## Details

Build and organize a unique and clear catalog that meets your customers' demands and allows them to find what they are looking for quickly.

Assign attributes to your products and organize them in a custom category tree. Easily manage stock levels and pricing. Create and edit product pages and effortlessly manage translations and SEO.

With the powerful Category Management features you can easily build a custom category strategy which allows you to manage your category pages, create dynamic category pages and include category filters. To keep your catalog dynamic you can include autogenerated pages based on categories and create templates for these dynamic pages. This allows you to flexibly grow your product range and keep your catalog updated easily.



B2B



B2C

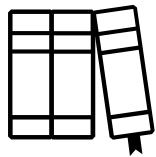
## Features

Category Management

Product to Category Association

Product Catalog Management

Define Category Hierarchy



# Catalog Management

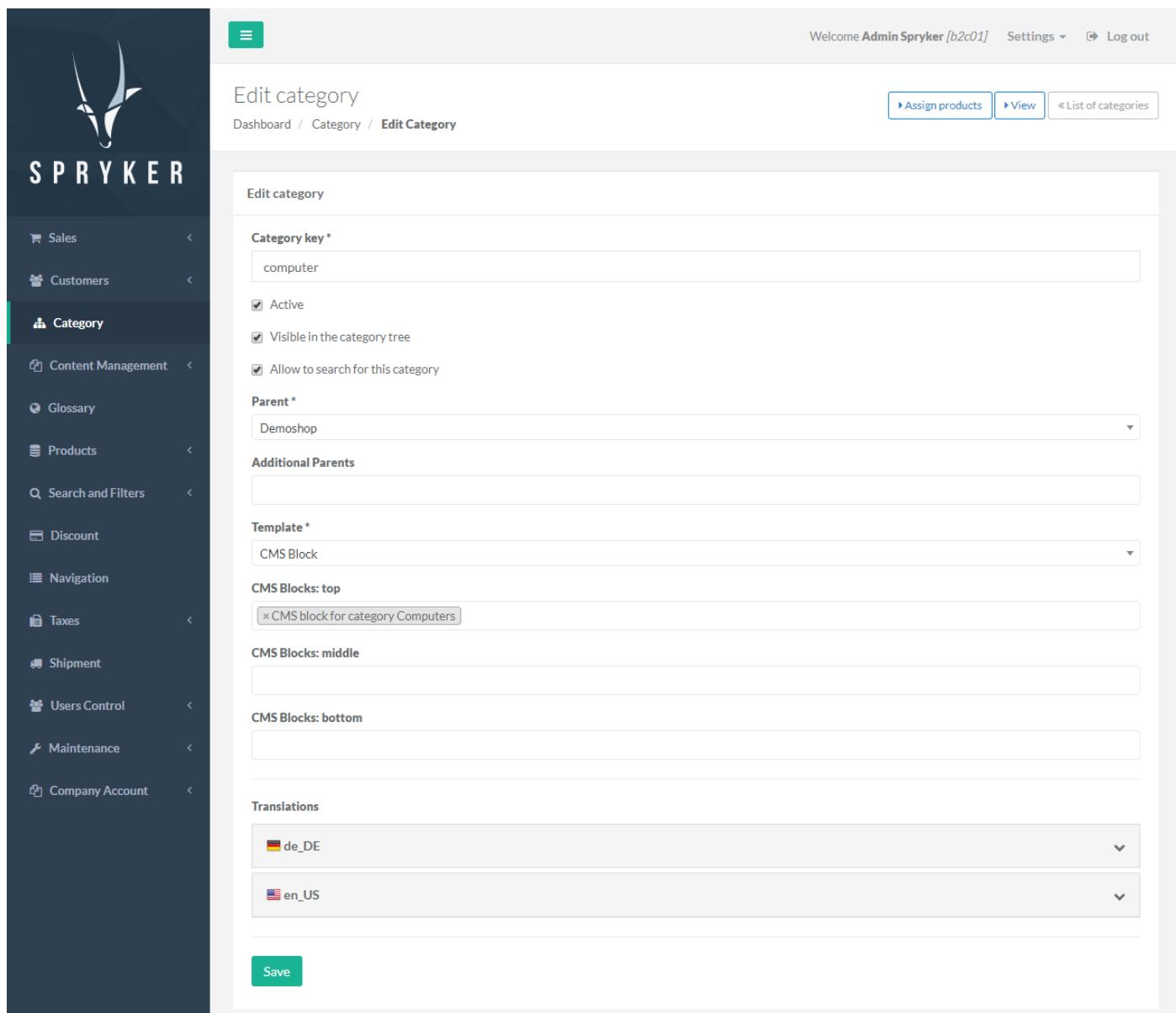
## Features

### Category Management

Manage your product catalog with customized categories, category pages and filters to easily handle and sort your items.

All products can be categorized into logical clusters, so that your customers can filter them in your shop. Easily define if categories should be searchable or hidden and thus will or will not appear in your shop or search.

You can add customizable category pages to your shop by using different CMS Block templates in order to build i.e. marketing relevant landing pages or mimic a category drill down experience.



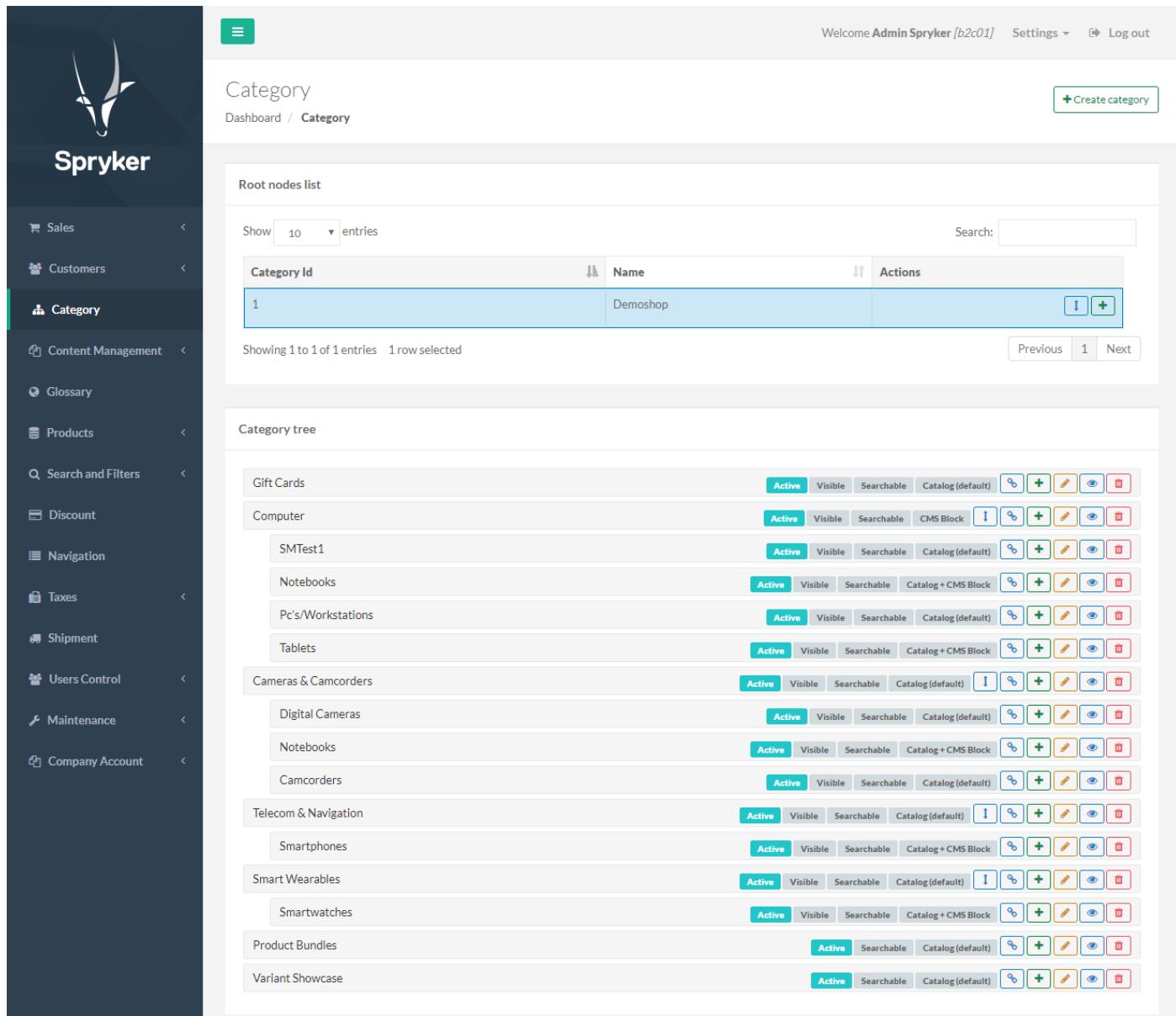
The screenshot shows the Spryker Admin interface for editing a category. The left sidebar has a dark theme with the Spryker logo and navigation links like Sales, Customers, Category (which is selected), Content Management, Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main content area has a light background. At the top right, it says "Welcome Admin Spryker [b2c01] Settings Log out". Below that, the title is "Edit category" with a breadcrumb "Dashboard / Category / Edit Category". There are three buttons: "Assign products", "View", and "List of categories". The form fields include:

- Category key \***: computer
- Active
- Visible in the category tree
- Allow to search for this category
- Parent \***: Demoshop
- Additional Parents**: (empty input field)
- Template \***: CMS Block
- CMS Blocks: top**: CMS block for category Computers
- CMS Blocks: middle**: (empty input field)
- CMS Blocks: bottom**: (empty input field)
- Translations**:
  - de\_DE
  - en\_US

At the bottom is a green "Save" button.

## Define Category Hierarchy

With the easy-to-use Category Tree function, you can create a nested category structure, which allows you to build a Hierarchy. Use the nested categories in your shop to create a seamless navigation and guide your customers through your shop.



The screenshot shows the Spryker Admin interface for Category Management. On the left, a sidebar menu includes Sales, Customers, Category (selected), Content Management, Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main content area has two sections: 'Root nodes list' and 'Category tree'. The 'Root nodes list' table shows one entry: Category Id 1, Name Demoshop, with edit (+) and delete (-) icons. The 'Category tree' section shows a hierarchical structure of categories under various parent categories like Gift Cards, Computer, and Telecom & Navigation, each with Active, Visible, Searchable, and Catalog status options and corresponding edit and delete icons.

## Product Catalog Management

Building a Product Catalog is more than just creating a list of the products you sell. To make items appealing for your customers they need to be enriched with descriptions and images, pricing details and product options. This information also makes filtering and categorizing easier and your customers find what they need quicker.

## Product to Category Association

You can manually assign products to a category or simply import product-category associations from external sources. Each product can be listed in different categories and the same category can appear multiple times in the category tree.

**Assign products to category**

Dashboard / Category / Assign Products to Category

[List of categories](#)

**Select products to assign**

ID	SKU	Name	Selected
42	042	Samsung Galaxy S7	<input type="checkbox"/>
43	043	Samsung Galaxy S7	<input type="checkbox"/>
44	044	Samsung Galaxy S7	<input type="checkbox"/>
45	045	Samsung Galaxy S6	<input type="checkbox"/>
46	046	Samsung Galaxy S6	<input type="checkbox"/>
47	047	Samsung Galaxy S6	<input type="checkbox"/>
48	048	Samsung Galaxy S6	<input type="checkbox"/>
49	049	Samsung Galaxy A5	<input type="checkbox"/>
50	050	Samsung Galaxy A5	<input type="checkbox"/>
51	051	Samsung Galaxy S6 edge	<input type="checkbox"/>

Showing 1 to 10 of 180 entries

[Select All](#) [Deselect All](#)

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) ... [18](#) [Next](#)

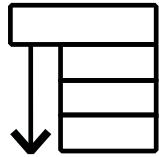
**Products in this category**

ID	SKU	Name	Order	Selected
28	028	Sony Cyber-shot DSC-WX500	0	<input checked="" type="checkbox"/>
34	034	Canon PowerShot SC620	0	<input checked="" type="checkbox"/>
21	021	Sony Cyber-shot DSC-W830	0	<input checked="" type="checkbox"/>
24	024	Sony Cyber-shot DSC-WX350	0	<input checked="" type="checkbox"/>
9	009	Canon IXUS 285	1	<input checked="" type="checkbox"/>
20	020	Sony Cyber-shot DSC-W830	2	<input checked="" type="checkbox"/>
23	023	Sony Cyber-shot DSC-WX220	3	<input checked="" type="checkbox"/>
5	005	Canon IXUS 175	4	<input checked="" type="checkbox"/>
12	012	Canon IXUS 165	5	<input checked="" type="checkbox"/>
16	016	Sony Cyber-shot DSC-W800	6	<input checked="" type="checkbox"/>

Showing 1 to 10 of 41 entries

[Deselect All](#)

[Save](#)



# Navigation

Who



E-Commerce Manager



Marketing

....

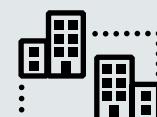
What

An optimized store navigation can efficiently lower your bounce rate.



Details

Enable shoppers to quickly navigate to the products they desire and help search engines index your product information effectively. Build an easy-to-use navigational structure with a custom category tree and an unlimited number of navigation menus. The Administration Interface lets you add navigational elements such as CMS and category pages, internal links or external backlinks to partners or social media. Include breadcrumbs to spotlight a user's path. Plan ahead and schedule the visibility and navigation of promotional content.



B2B



B2C

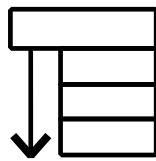
....

Features

Hierarchical Navigation

Product Based Shop Navigation

Content Based Shop Navigation



# Navigation Features

## Hierarchical Navigation

The Spryker Commerce OS Navigation is built in a tree structure to support multiple levels of linking, e.g. to categories, external links, search results and CMS pages.

Breadcrumbs help your customers navigate through your shop more easily by highlighting the path to the page they are on. They appear on product details, catalog and checkout pages.

**Overview of Navigation Elements**

Dashboard / **Navigation**

**Create Navigation Element**

#	Name	Key	Status	Actions
5	Social links	SOCIAL_LINKS	Active	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Deactivate</a>
4	Shipment providers	SHIPMENT_PROVIDERS	Active	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Deactivate</a>
3	Payment providers	PAYMENT_PROVIDERS	Active	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Deactivate</a>
2	Footer	FOOTER_NAVIGATION	Active	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Deactivate</a>
1	Top Navigation	MAIN_NAVIGATION	Active	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Deactivate</a>

Showing 1 to 5 of 5 entries 1 row selected

Previous 1 Next

**Navigation tree**

Search:

- If a navigation node is inactive, then this item and all navigation items under this one will not be visible.
- You can drag and drop to define item order.

- Social links**
  - Twitter
  - Xing
  - LinkedIn
  - YouTube

**Create child node**

Type: Label

en\_US

de\_DE

Valid from: tt.mm.jjjj

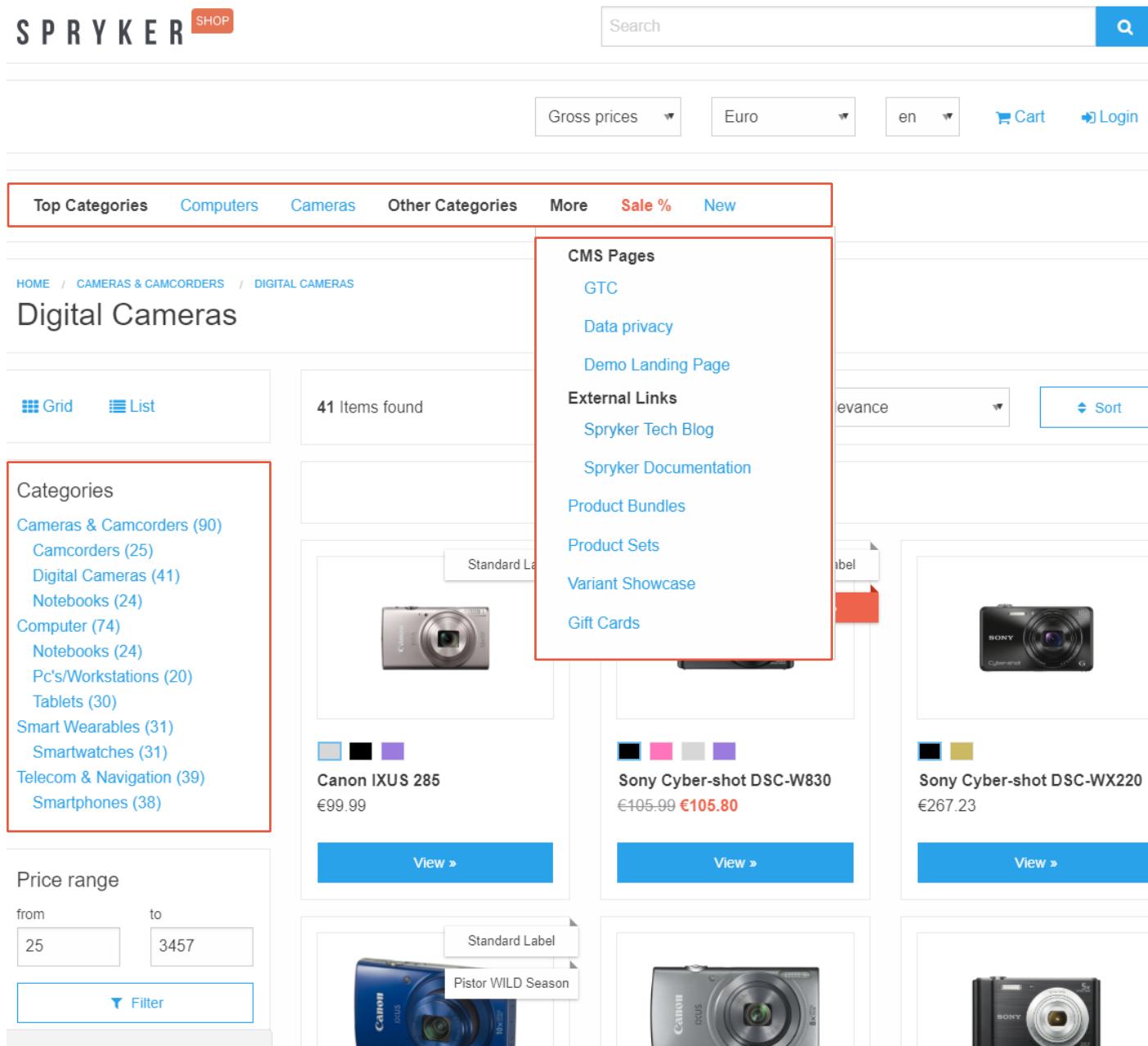
Valid to: tt.mm.jjjj

Active

**Save**

## Content Based Shop Navigation

Guide your customers through your shop not only via Product Categories, but also by providing creative Content Pages. These pages can also be part of your shop navigation to create a more vivid and inspirational shopping experience.



The screenshot shows a storefront interface with a sidebar containing a list of CMS Pages and External Links. The CMS Pages include GTC, Data privacy, and Demo Landing Page. The External Links include Spryker Tech Blog and Spryker Documentation. The sidebar also contains a 'Categories' section listing various product categories like Cameras & Camcorders, Camcorders, Digital Cameras, Notebooks, Computer, Notebooks, PC's/Workstations, Tablets, Smart Wearables, Smartwatches, Telecom & Navigation, and Smartphones. A 'Price range' filter is also present.

- CMS Pages**
- GTC
- Data privacy
- Demo Landing Page
- External Links**
- Spryker Tech Blog
- Spryker Documentation
- Product Bundles**
- Product Sets**
- Variant Showcase
- Gift Cards

**Categories**

- Cameras & Camcorders (90)
  - Camcorders (25)
  - Digital Cameras (41)
  - Notebooks (24)
- Computer (74)
  - Notebooks (24)
  - Pc's/Workstations (20)
  - Tablets (30)
- Smart Wearables (31)
  - Smartwatches (31)
- Telecom & Navigation (39)
  - Smartphones (38)

**Price range**

from  to

**Filter**

## Product Based Shop Navigation

The Product Based Navigation can easily reflect any grouping of products you wish. Customize your store's Navigation in the Administration Interface and add, edit or delete elements.

Build relationships to pages outside the store, to support SEO capabilities through backlinks for improved ranking, or special promotions. Easily set validity dates for your navigational elements for promotional or seasonal purposes.



# Cross-sell and Upsell

Who



Sales



Marketing

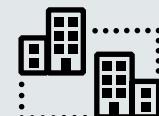
What

Increase the average order value through smart upselling and cross-selling.



Details

Drive your sales and reduce marketing spend with the upselling and cross-selling features. Easily define specific product relations to present customers with recommendations. By grouping your products into sets you allow your customers to browse through shop-the-look collections. Watch your sales soar by offering bundled products that can only be bought together.



B2B



B2C

Features

Cross-Selling

Up-Selling

Product Relations



# Cross-sell and Upsell Features

## Cross-Selling

You can easily establish product associations that let your customers see recommendations of products they might also like, to encourage cross-selling.

### Long Description

New powerful processors Give your business the strong foundation it needs for growth with the affordable and reliable HP ProDesk 400 SFF. Designed with essential security and manageability features, the HP ProDesk 400 helps keep your business growing. New 6th Gen Intel® Core™ processors bring powerful processing with Intel® HD 530 Graphics. Available DDR4 memory helps meet the demands of today's businesses. HP ProDesks are rigorously tested to help ensure reliability. During the HP Total Test Process, PCs experience 120,000 hours of performance trials to help get you through your business day. The HP ProDesk 400 SFF helps affordably build a solid IT infrastructure for your growing business and fits in smaller workspaces for easy deployment.

### Details

Processor codename	Bus type	Processor Threads	Processor cores
Skylake	DMI3	4	2
Brand	HP		
HP			

### Product Ratings

[Add a Review](#)

No review for this product yet



### Similar products



**Lenovo ThinkCentre E73**  
€170.00 **€57.24**

[View »](#)



**Lenovo ThinkCentre E73**  
€307.84

[View »](#)



**Lenovo ThinkStation P300**  
€220.54

[View »](#)



**Lenovo ThinkStation P900**  
€73.65

[View »](#)

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

[Subscribe for newsletter](#)[Subscribe](#)

### Payment providers



### Shipment providers

[Imprint](#)[Get in touch](#)[Social](#)

## Up-Selling

To up-sell items, you can build a set of suggestions to offer upscale product versions or additional fixtures to maximize the cart value.


**Product Options**

**Warranty**

**Insurance**

**Gift wrapping**

Quantity
1
Add to Cart

♥ Add to Wishlist

### Long Description

Capture the moments that matter. Capturing and saving precious memories is one of the most important smartphone features today. The new Galaxy S5 offers superior camera functionality, featuring a 16 megapixel camera with an enhanced menu and user interface that allow consumers to effortlessly take, edit and share photos. The Galaxy S5 offers the world's fastest autofocus speed up to 0.3 seconds and the advanced High Dynamic Range (HDR), reproduce natural light and color with striking intensity at any circumstances. Also new Selective Focus feature allows users to focus on a specific area of an object while simultaneously blurring out the background. With this capability, consumers no longer need a special lens kit to create a shallow depth of field (DOF) effect. The Galaxy S5 offers the most advanced LTE experience and Wi-Fi performance available today, ensuring blazing fast data speeds for unrivaled media consumption and productivity.

### Details

<b>Fingerprint reader</b>	<b>Themes</b>	<b>Max memory card size</b>	<b>Flash type</b>
yes	Wallpapers	128 GB	LED
<b>Brand</b>	<b>Color</b>		
Samsung	White		

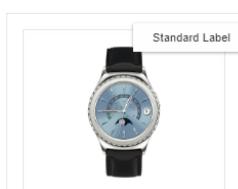
### Product Ratings

[Add a Review](#)

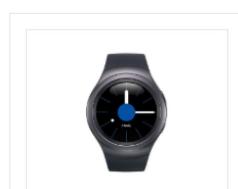

No review for this product yet



### Similar products



 Samsung Gear 2 Classic  
€332.53



 Samsung Gear S2  
 €180.01



 Samsung Galaxy Gear  
€360.00 **€346.68**

## Product Relations

Product Relations let you define a list of items that will be displayed as comparable or additional products. This is especially useful to cross- and up-sell products in order to increase the average order value and maximize sales.

You can choose to either use Spryker's condition rule builder to manually define relations or import the information from an external source.

Welcome Admin Spryker [b2c01] Settings Log out

View relations

Dashboard / Products / Product Relations / View Product Relation

**General information**

Is active: yes  
Relation type: related-products



Sku: 153  
Abstract product name: Lenovo Essential G50-80

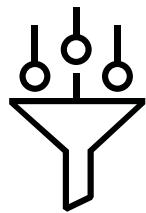
**Related products**

#	Sku	Name	Price	Categories	Status
155	155	Lenovo IdeaPad Yoga 500	€80.05	Variant Showcase, Notebooks, Notebooks, Variant Showcase	Active
154	154	Lenovo Yoga 500 14	€222.40	Notebooks, Notebooks, Variant Showcase, Variant Showcase	Active
153	153	Lenovo Essential G50-80	€393.53	Notebooks, Notebooks, Variant Showcase, Notebooks, Variant Showcase, Variant Showcase	Active
152	152	Lenovo Essential B70-80	€321.66	Notebooks, Variant Showcase, Variant Showcase, Notebooks, Variant Showcase, Notebooks, Variant Showcase, Notebooks	Active
151	151	HP Chromebook 11	€54.48	Notebooks	Active
150	150	HP Chromebook 11	€197.00	Notebooks	Active
149	149	HP 200 250 G4	€29.52	Variant Showcase, Notebooks, Variant Showcase, Notebooks	Active
148	148	Fujitsu LIFEBOOK U745	€279.75	Notebooks, Notebooks, Variant Showcase, Notebooks, Variant Showcase, Variant Showcase	Active
147	147	DELL Latitude E5450	€398.10	Variant Showcase, Notebooks, Variant Showcase, Variant Showcase, Notebooks, Variant Showcase, Notebooks, Notebooks	Active
146	146	DELL Inspiron 7359	€418.37	Variant Showcase, Variant Showcase, Notebooks, Notebooks	Active

Show 10 entries Search:

Showing 1 to 10 of 24 entries

Previous 1 2 3 Next



# Search & Filter

Who



Category Manager



Marketing



End-Customer

....

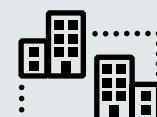
What

Increase conversion rates by providing an excellent search and filtering experience.



Details

Let shoppers browse your catalog quickly with the highly flexible filter and search features. The out-of-the-box Elasticsearch technology allows you to include full-text search, autosuggestions and autocomplete. Further search features let you set individual search preferences for multiple stores, for example. Categorizing your products and adding dynamic filters and facets helps your customers to refine the search results further. In addition to the custom filters, you can also add more advanced filters that make use of the products' metadata, for example. Further features enable you to promote a brand's top-sellers or highly rated products.



B2B



B2C

....

Features

Standard Filters

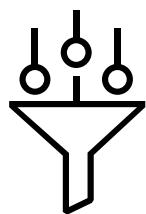
Full-Site Search

Textual Search

Multi-Language Search

Dynamic Filters &amp; Facets

Filters &amp; Search by Category



# Search & Filter Features

## Textual Search

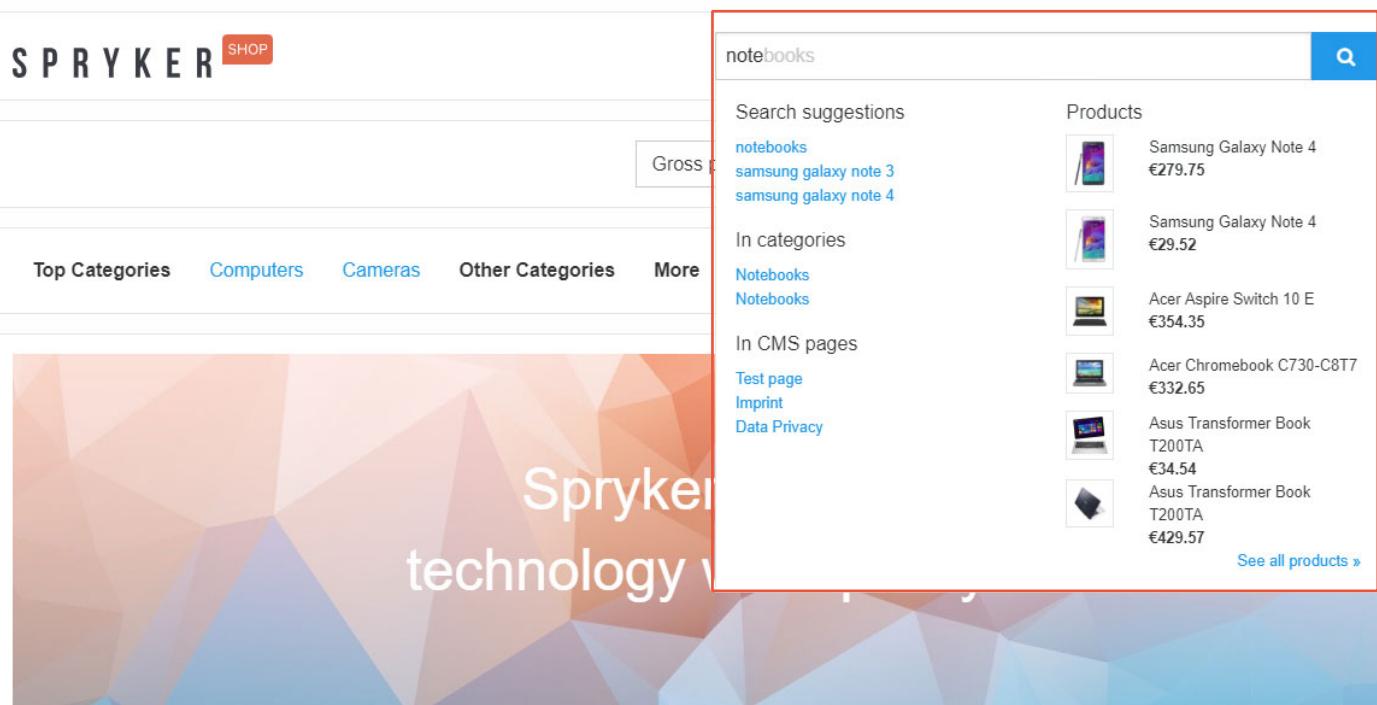
To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.

## Multi-Language Search

To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.

## Full-Site Search

To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.



The screenshot shows the Spryker storefront with a search bar containing the term "notebooks". A red box highlights the search results sidebar. The sidebar includes:

- Search suggestions:
  - notebooks
  - samsung galaxy note 3
  - samsung galaxy note 4
- In categories:
  - Notebooks
  - Notebooks
- In CMS pages:
  - Test page
  - Imprint
  - Data Privacy
- Products:
  - Samsung Galaxy Note 4 €279.75
  - Samsung Galaxy Note 4 €29.52
  - Acer Aspire Switch 10 E €354.35
  - Acer Chromebook C730-C8T7 €332.65
  - Asus Transformer Book T200TA €34.54
  - Asus Transformer Book T200TA €429.57

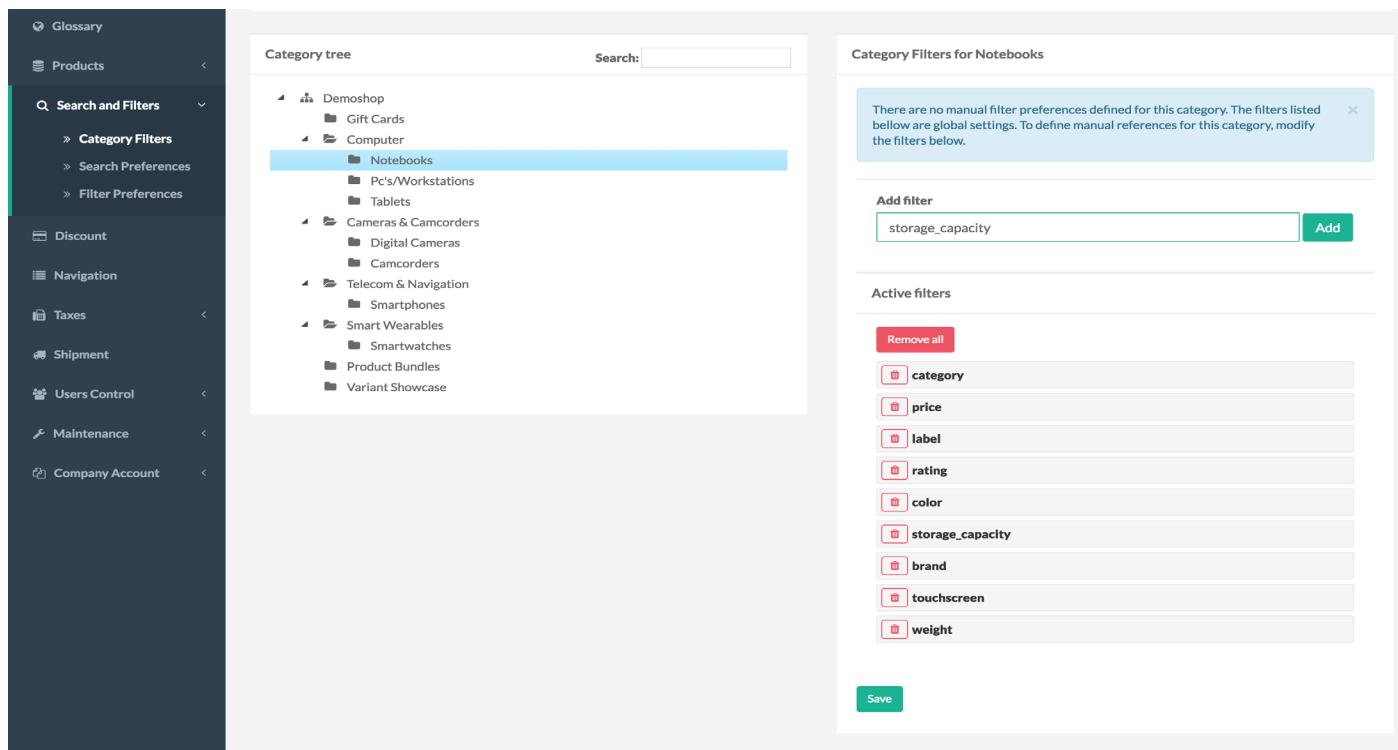
At the bottom right of the sidebar, there is a link: "See all products »".

## Standard Filters

To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.

## Filters & Search by Category

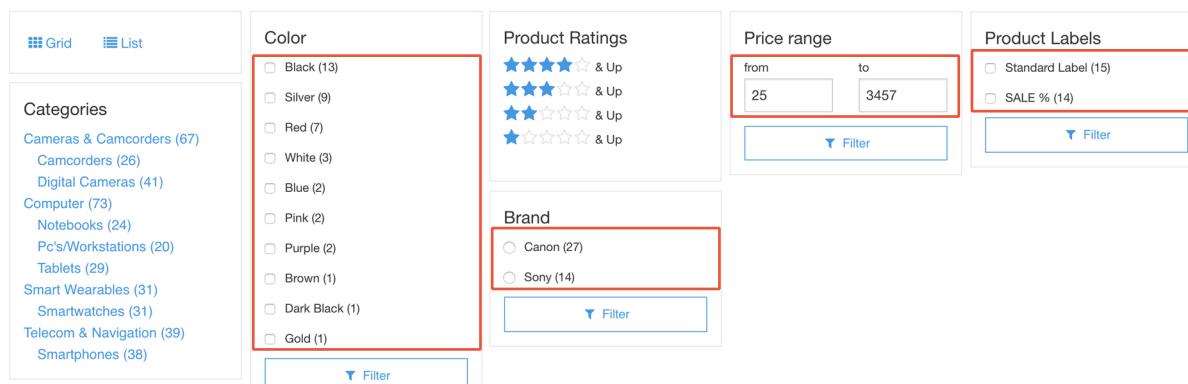
To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.



The screenshot shows the Spryker Administration Interface. On the left, there is a sidebar with various menu items: Glossary, Products, Search and Filters (with sub-options for Category Filters, Search Preferences, and Filter Preferences), Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main area is divided into two sections. The left section displays the "Category tree" with a search bar at the top. The tree structure includes Demoshop, Computer (selected), Notebooks, Cameras & Camcorders, Telecom & Navigation, Smart Wearables, and others. The right section is titled "Category Filters for Notebooks". It contains a message stating: "There are no manual filter preferences defined for this category. The filters listed below are global settings. To define manual references for this category, modify the filters below." Below this is an "Add filter" input field containing "storage\_capacity" with an "Add" button. A list of "Active filters" follows, each with a red trash icon: category, price, label, rating, color, storage\_capacity, brand, touchscreen, and weight. At the bottom right is a "Save" button.

## Dynamic Filters & Facets

To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand.



The screenshot shows the Spryker Catalog Pages. At the top, there are "Grid" and "List" navigation buttons. Below this is a "Categories" section listing: Cameras & Camcorders (67), Camcorders (26), Digital Cameras (41), Computer (73), Notebooks (24), Pc's/Workstations (20), Tablets (29), Smart Wearables (31), Smartwatches (31), Telecom & Navigation (39), and Smartphones (38). To the right are four filter panels: "Color" (with options for Black, Silver, Red, White, Blue, Pink, Purple, Brown, Dark Black, and Gold), "Product Ratings" (with five-star rating filters), "Price range" (with input fields for "from" (25) and "to" (3457) and a "Filter" button), and "Product Labels" (with options for Standard Label (15) and SALE % (14)). Each panel has a red border around it.



# SEO

Who



Marketing



E-Commerce Manager



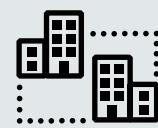
What

Increase visibility of your store.



Details

Improve the search engine ranking of your store and let potential customers find your store quickly. The powerful SEO features enable you to add customized meta information to all your content and create search engine friendly URLs. The easy-to-use CMS solution allows you to effortlessly create meta information for all CMS pages, which can additionally be translated into all supported languages. All meta information is kept when duplicating a CMS page.



B2B



B2C



Features

URL Redirects

Meta Tags

Friendly URLs

Landing Pages



# SEO Features

## Landing Pages

Create Landing Pages for Marketing campaigns, Product Promotions, Categories or other purposes and add SEO relevant information to boost search ranking.

## URL Redirects

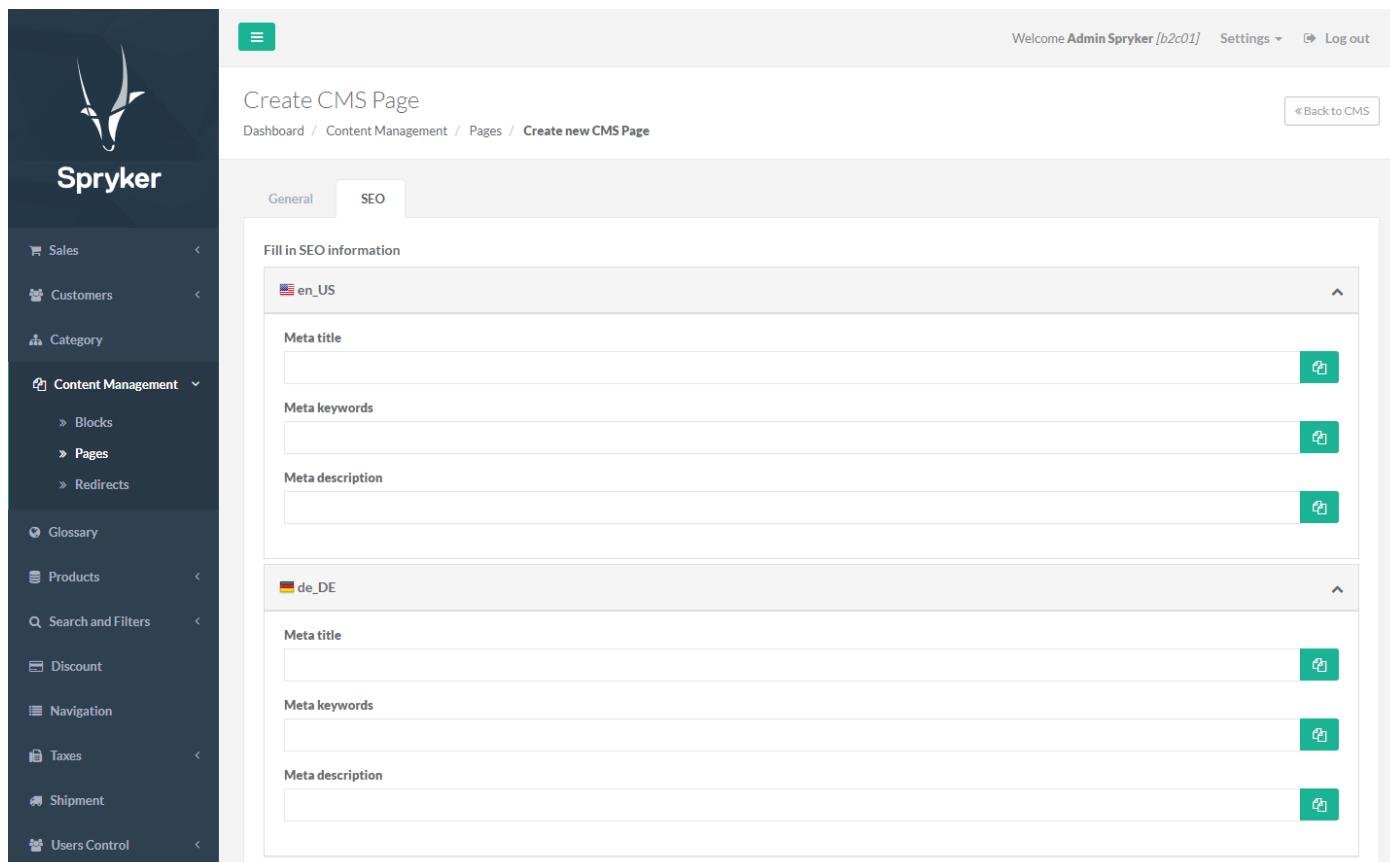
With URL Redirects you can create content redirects and increase your store's search engine visibility. Redirects can be store-internal or to an external site and can reflect various HTTP status codes. The status code plays a major role for search engine ranking.

## Friendly URLs

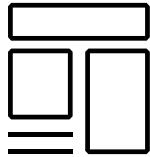
Create SEO friendly URLs per page to increase your online shop's credibility and search engine ranking.

## Meta Tags

Add textual meta information to CMS content such as titles, keywords and descriptions to boost SEO ranking. All meta information can be translated into your specified languages.



The screenshot shows the Spryker CMS interface for creating a new CMS page. The left sidebar includes links for Sales, Customers, Category, Content Management (Blocks, Pages, Redirects), Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, and Users Control. The main header shows 'Welcome Admin Spryker /b2c01' and 'Log out'. The current page is 'Create CMS Page' under 'Content Management / Pages / Create new CMS Page'. The 'SEO' tab is selected. The interface allows filling in SEO information for two language variants: 'en\_US' and 'de\_DE'. For each language, there are fields for 'Meta title', 'Meta keywords', and 'Meta description', each with a small green icon for translation.



# CMS

Who



Marketing



E-Commerce Manager

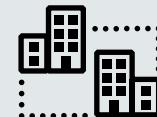
What

Provide compelling content and stories where your customers need it.



## Details

The Spryker Commerce OS offers a feature-rich content management system that allows you to provide the right content at the right place at the right time. The intuitive, user-friendly WYSIWYG editor interface enables you to flexibly create, edit, preview, draft and publish CMS pages, blocks and widgets. All CMS elements can be fully localized to support content creation for multiple stores. Easily create promotional campaigns by setting time restrictions for certain pages and blocks. To enhance the visibility of your shop, the Spryker Commerce OS comes with several SEO tools that enable you to define customized meta titles, keywords, meta descriptions and create search engine friendly URLs.



B2B



B2C

## Features

Time Restricted Content Page Publishing

Page Versioning

Content Search Widget

CMS Page Drafts & Previews

Publish to Live

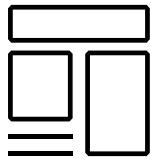
Multi Store Content Translations

CMS Page

WYSIWYG Editor

Costumizable CMS Templates

CMS Blocks



# CMS Features

## CMS Page

Power up your online shop with customized content you can create and publish using CMS Pages.

This feature is ideal for specific landing pages with dedicated URLs to promote content and products, i.e. for marketing campaigns.

Increase your shop's visibility and search engine ranking by adding SEO meta information to your CMS pages. All pages can be fully localized, including name and HTML meta header information. Specify exact to and from dates to make CMS Pages publicly available within a defined time period.

Welcome Admin Spryker [b2c01] Settings Log out

Edit Placeholders: Test page

Dashboard / Content Management / Pages / Edit CMS Placeholders

**en\_US**

**Title** Content

This is our newest product presented in the video.

Der Spryker-Cube auf der Internet World 2018

**Content**

This is our newest product presented in the video.

**Cms content widgets**

**product**  
Usage Information: [[ product['sku1'; 'sku2'] ]], to use different template [[ product['sku1'; 'sku2', 'default'] ]]  
Available templates:  
• default (@Product/product/partials/product\_cms\_content\_widget.twig)

**product\_set**  
Usage Information: [[ product\_set['set\_key1'; 'set\_key2'] ]], to use different template [[ product\_set['set\_key1'; 'set\_key2', 'default'] ]]  
Available templates:  
• default (@ProductSet/product\_set\_cms\_content\_widget.twig)

**product\_group**  
Usage Information: [[ product\_group['sku1'; 'sku2'] ]], to use different template [[ product\_group['sku1'; 'sku2', 'default'] ]]  
Available templates:  
• default (@ProductGroup/partials/product\_group\_cms\_content\_widget.twig)

**product\_search**  
Usage Information: Simple example: [[ product\_search('is-active:false AND locale:de\_DE') ]]. Whole search query should be in parameter. You should use 'AND' in capital letters, otherwise ElasticSearch will mark it as part of searching text. To use different parameters: [[ product\_search('is-active:false AND locale:de\_DE', 'default') ]].  
Available templates:  
• default (@Product/product/partials/product\_cms\_content\_widget.twig)

**de\_DE**

**Save**

SPRYKER SHOP Search

Gross prices Euro en Cart Login

Top Categories Computers Cameras Other Categories More Sale % New

Our new Products presented in this video

This is our newest product presented in the video.

Der Spryker-Cube auf der Internet World 2018

Here you find the Product Set presented in the video.

TomTom Runner Product Set

Products in this set

TomTom Golf €288.61 Add to Cart

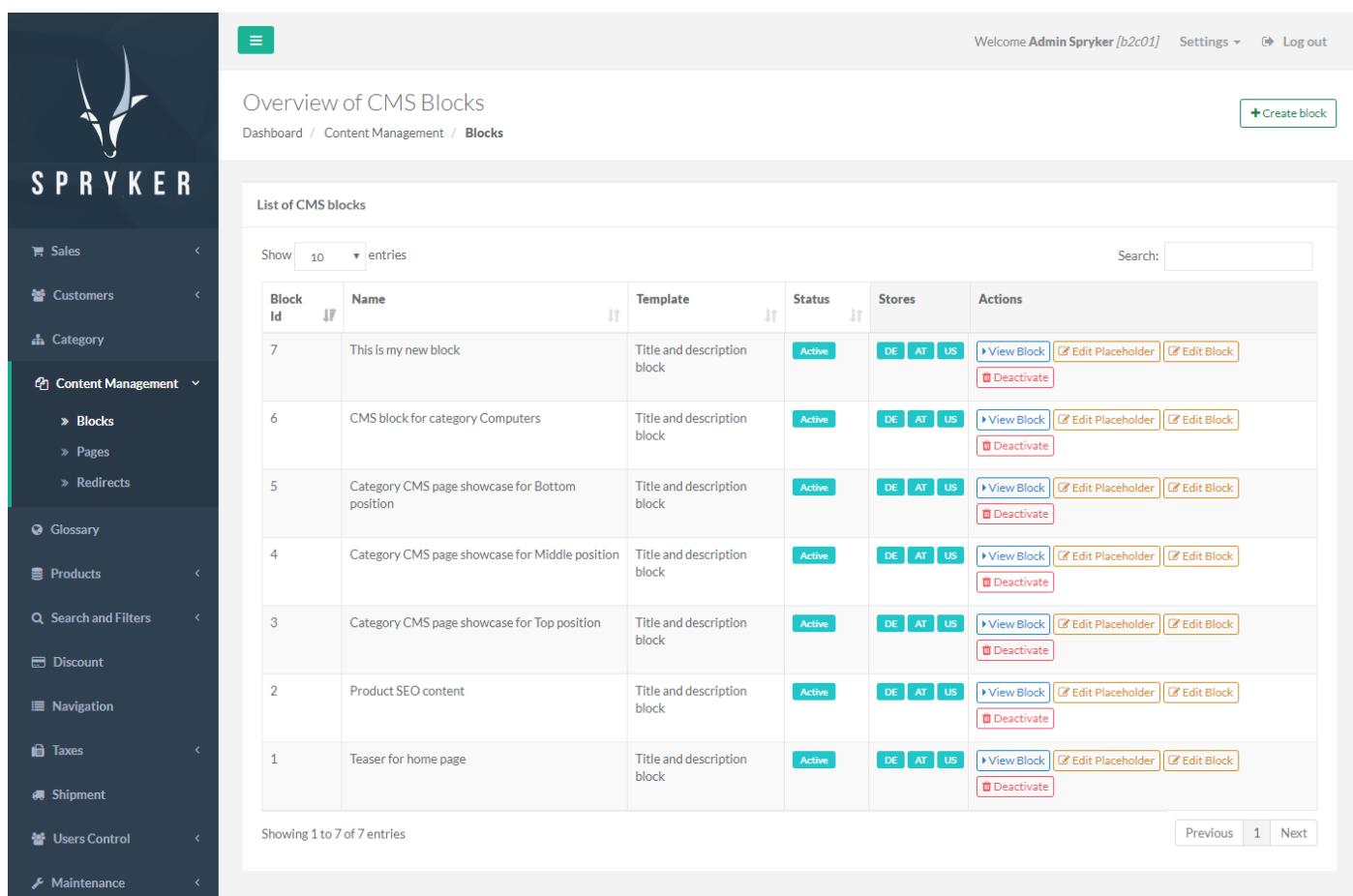
Samsung Galaxy S6 edge €90.02 Storage Capacity: Please select an attribute value Add to Cart

Add all to Cart

## CMS Blocks

Embed custom CMS Blocks into your shop to show any information you want to highlight. You can easily add promotional banners and define validity date ranges to emphasize specific, time limited content. Use placeholders to display single products, product groups and sets in CMS Blocks.

If you have an international store set-up, you can define which CMS Blocks appear in which stores. Specify exact to and from dates to make CMS Blocks publicly available within a defined validity period.



The screenshot shows the 'Overview of CMS Blocks' page in the Spryker admin interface. The left sidebar has a dark theme with the Spryker logo at the top. Under 'Content Management', 'Blocks' is selected. The main area has a light background with a header 'Overview of CMS Blocks' and a breadcrumb 'Dashboard / Content Management / Blocks'. A green button '+ Create block' is in the top right. Below is a table titled 'List of CMS blocks' with the following columns: Block Id, Name, Template, Status, Stores, and Actions. The table lists seven blocks:

Block Id	Name	Template	Status	Stores	Actions
7	This is my new block	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
6	CMS block for category Computers	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
5	Category CMS page showcase for Bottom position	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
4	Category CMS page showcase for Middle position	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
3	Category CMS page showcase for Top position	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
2	Product SEO content	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
1	Teaser for home page	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>

At the bottom, it says 'Showing 1 to 7 of 7 entries' and has navigation buttons 'Previous', '1', and 'Next'.

## Publish to Live

Once your CMS Page or Block content is final you can publish it to your shop website with a single click.

## Page Versioning

In the Version History you can see and compare all published versions of a CMS Page and quickly roll back to an earlier version with a simple click.

## Costumizable CMS Templates

Templates are the go-to solution if you want to emphasize your store branding. They can be assigned to all CMS Pages, to standardize and support your store branding. CMS Blocks can easily be pre-defined, to alleviate work flows.

## WYSIWYG Editor

With the intuitive, user-friendly WYSIWYG-editor you can create and edit content as well as dynamically embed product information and media, such as videos, pictures or any other.

## Time Restricted Content Page Publishing

seasonal sales or event related pages.

## CMS Page Drafts & Previews

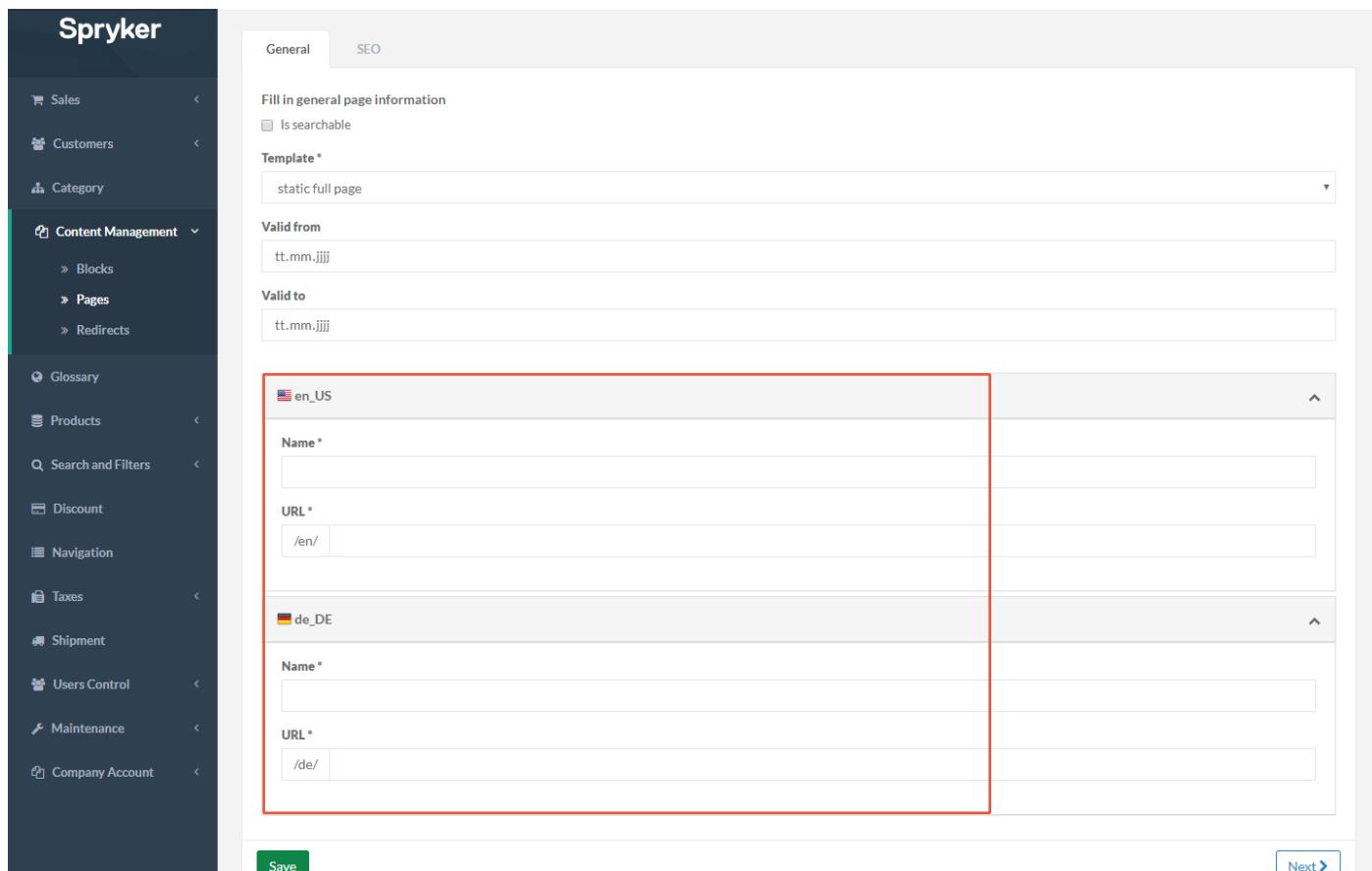
Specify exact validity dates to make CMS Pages publicly available within a defined time period. This feature is ideal for limited promotions,

## Content Search Widget

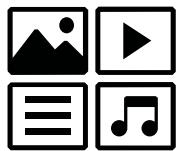
will appear as auto-suggest flyouts below the search box.

## Multi Store Content Translations

All textual elements can be created in various languages to support content creation for multiple language set-ups, e.g. for your international stores.



The screenshot shows the Spryker CMS interface for managing content. On the left, a sidebar navigation includes Sales, Customers, Category, Content Management (selected), Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The Content Management section has sub-options for Blocks, Pages, and Redirects. The main content area is titled 'General' and 'SEO'. Under 'General', there is a note to 'Fill in general page information' and a checkbox for 'Is searchable'. A 'Template \*' dropdown is set to 'static full page'. Below this are fields for 'Valid from' (tt.mm.jjjj) and 'Valid to' (tt.mm.jjjj). The 'SEO' tab is also visible. The right side of the screen displays two language sections: 'en\_US' and 'de\_DE'. Each section contains fields for 'Name \*' and 'URL \*'. The 'en\_US' section has a URL of '/en/' and the 'de\_DE' section has a URL of '/de/'. Both sections have a red border around them. At the bottom, there are 'Save' and 'Next >' buttons.



# Media Management

Who



Marketing



End-Customer

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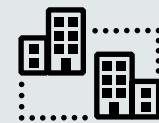
What

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



Details

Reduce your bounce rate effectively and create an enhanced shopping experience by providing impactful visuals while simultaneously maintaining fast response times. The user-friendly WYSIWYG CMS editor allows you to smoothly add images and videos to any of your product and content pages. To maintain high performance and ensure fast response times, the Spryker Commerce OS uses a separate server to host media.



B2B



B2C

.....

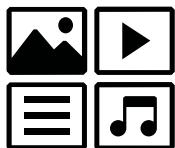
Features

Product Image Management

Video Embedding

Image Hosting

Asset Management



# Media Management Features

## Image Hosting

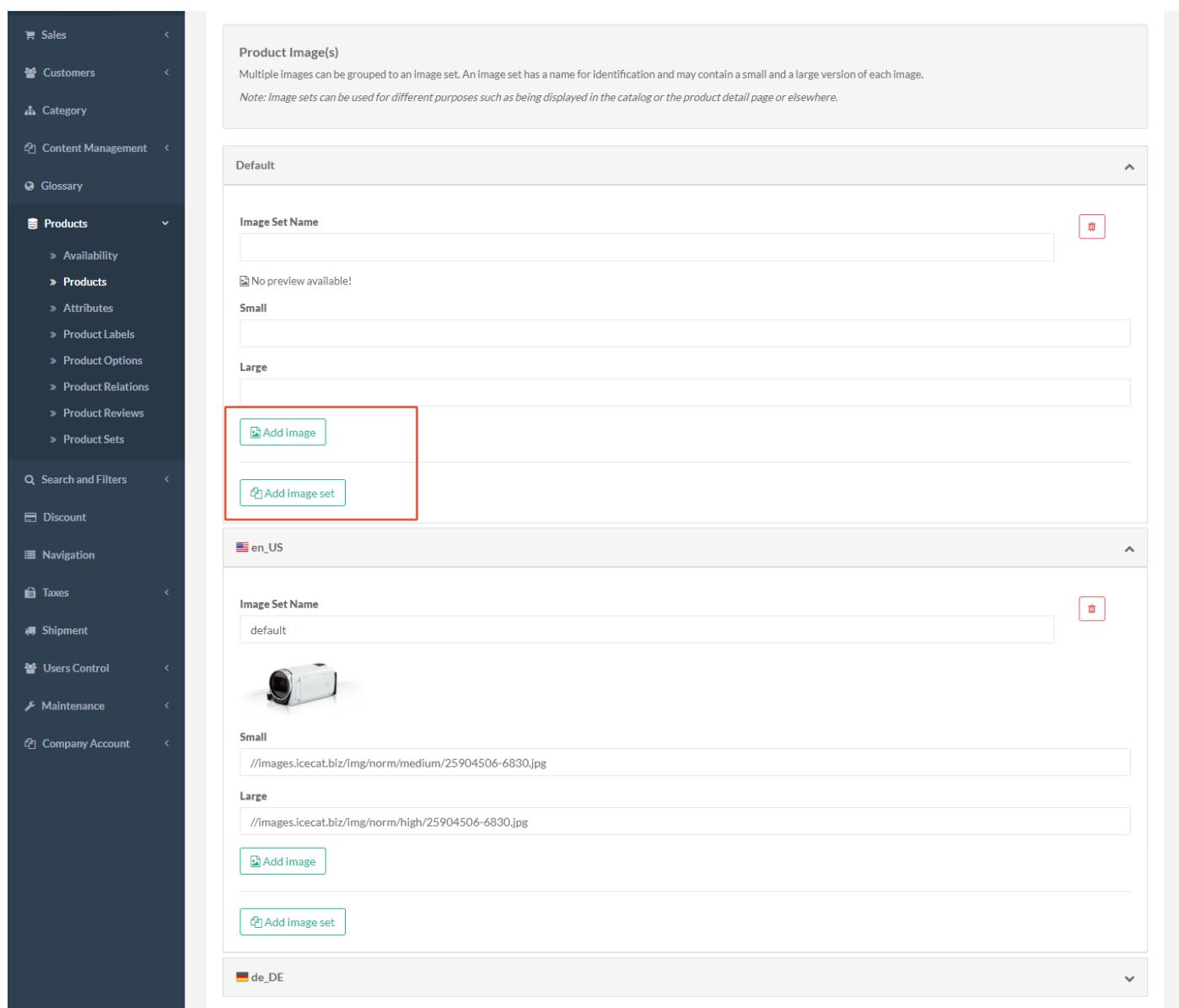
A high performance and fast site speed is essential to guarantee customer satisfaction. The Spryker Commerce OS ensures this by integrating images from separate hosting servers.

## Product Image Management

Make your shop more appealing and give your customers a better idea of what they are buying with Images and Image Sets. Group several images into sets and link them to products.

One product can have several named and localized sets of images, for example to present standard or seasonal highlights.

Different image sets can be used in CMS Pages and Blocks, for marketing and promotional purposes or simply to increase branding in your store.



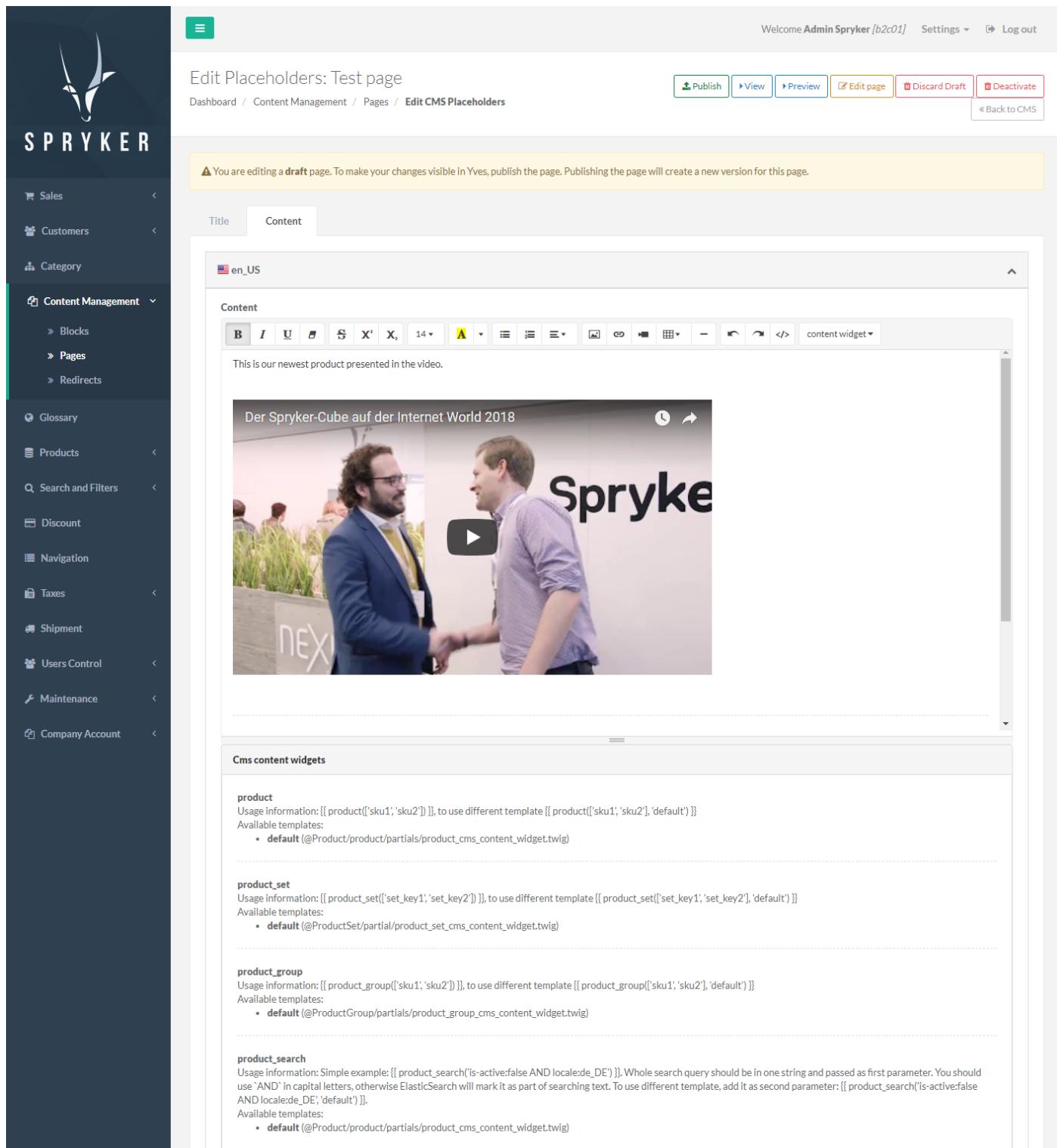
The screenshot shows the Spryker Commerce OS interface for managing product images. On the left, a dark sidebar lists various modules: Sales, Customers, Category, Content Management, Glossary, Products (with sub-options like Availability, Products, Attributes, etc.), Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main content area is titled "Product Image(s)" and contains instructions about image sets. It shows a "Default" section with fields for "Image Set Name" (containing "Small" and "Large" sections) and "en\_US" and "de\_DE" sections. Each section has an "Add image" button and an "Add image set" button. A red box highlights the "Add image set" buttons in both the Default and en\_US sections. The "en\_US" section also displays a thumbnail of a camera.

## Asset Management

Apart from images, you can also add a great variety of other assets to your shop, like presentations, pdf documents, graphics, banners and many more. This gives you the chance to create rich, compelling and attractive content for your customers.

## Video Embedding

Enrich your content by embedding Videos into CMS Blocks and Pages. Like Images and Assets, Videos need to be hosted on a separate platform to ensure high site speed.



The screenshot shows the Spryker CMS Placeholder editor interface. On the left is a dark sidebar with the Spryker logo and navigation links for Sales, Customers, Category, Content Management (selected), Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main area has a header with 'Welcome Admin Spryker [b2c01]' and 'Log out'. Below the header are buttons for Publish, View, Preview, Edit page (highlighted in orange), Discard Draft, and Deactivate. A message box says '⚠ You are editing a draft page. To make your changes visible in Yves, publish the page. Publishing the page will create a new version for this page.' The content tab is selected, showing a rich text editor toolbar. The content area contains the text 'This is our newest product presented in the video.' Below this is a video player showing two men shaking hands at an event. The video player has a play button and a timestamp of '00:00'. At the bottom, there's a section titled 'Cms content widgets' with four entries: 'product', 'product\_set', 'product\_group', and 'product\_search', each with usage information and available templates.

```

product
Usage information: {{ product(['sku1','sku2']) }}, to use different template {{ product(['sku1','sku2'],'default') }}
Available templates:
  • default (@Product/product/partials/product_cms_content_widget.twig)

product_set
Usage information: {{ product_set(['set_key1','set_key2']) }}, to use different template {{ product_set(['set_key1','set_key2'],'default') }}
Available templates:
  • default (@ProductSet/partial/product_set_cms_content_widget.twig)

product_group
Usage information: {{ product_group(['sku1','sku2']) }}, to use different template {{ product_group(['sku1','sku2'],'default') }}
Available templates:
  • default (@ProductGroup/partials/product_group_cms_content_widget.twig)

product_search
Usage information: Simple example: {{ product_search('is-active:false AND locale:de_DE') }}. Whole search query should be in one string and passed as first parameter. You should use 'AND' in capital letters, otherwise ElasticSearch will mark it as part of searching text. To use different template, add it as second parameter: {{ product_search('is-active:false AND locale:de_DE','default') }}
Available templates:
  • default (@Product/product/partials/product_cms_content_widget.twig)

```



# Internationalization

Who



Marketing



Finance

.....

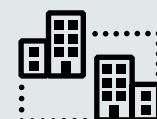
What

Increase your revenue by expanding globally



Details

The Spryker Commerce OS enables you to seize opportunities across the globe and seamlessly expand across international markets. Create multiple stores to target different markets or launch one adaptive store that services several different regions. Choose to share your catalog and stocks between stores or offer separate product ranges in different regions. Easily localize the pricing, project domains and all your content.



B2B



B2C

.....

Features

International Tax Rates &amp; Sets

Multiple Store Setup

Multiple Currencies per Store

Glossary Creation



# Internationalization Features

## Glossary Creation

In the Glossary you can easily store basic text information in different languages so your customers can switch to their preferred one. In the shop, all stored text keys will automatically be adjusted, once language is switched. By default, languages are identified by a locale, e.g. de\_DE meaning “German language in Germany” and de\_CH means “German language in Switzerland”.

#	Name	en_US	de_DE	Actions
31	auth.lm-new-customer	New Customer	Ich bin Neukunde	<button>Edit</button>
32	auth.lm-already-customer	I already have an account	Ich habe bereits ein Konto	<button>Edit</button>
33	navigation.menu.categories	Categories	Kategorien	<button>Edit</button>

## Multiple Currencies per Store

The Spryker Commerce OS lets you define multiple currencies per store for product, product option and shipping method.

A product can for example cost 5 EUR in Germany, 6 EUR in France and 5 CHF in Switzerland. Your customers may easily choose between these different currencies. All prices on the Product Page and in the Cart are adjusted automatically upon changing the currency. Products for which you did not define a price in a specific currency do not appear in the catalog for that currency.

		Gross price			Net price		
		DEFAULT	ORIGINAL	SUPPLIER	DEFAULT	ORIGINAL	SUPPLIER
AT	CHF						
	€						
DE	CHF	453.87			408.48		
	€	394.67			355.20		
US	CHF	363.10			326.78		
	€	315.74			284.16		

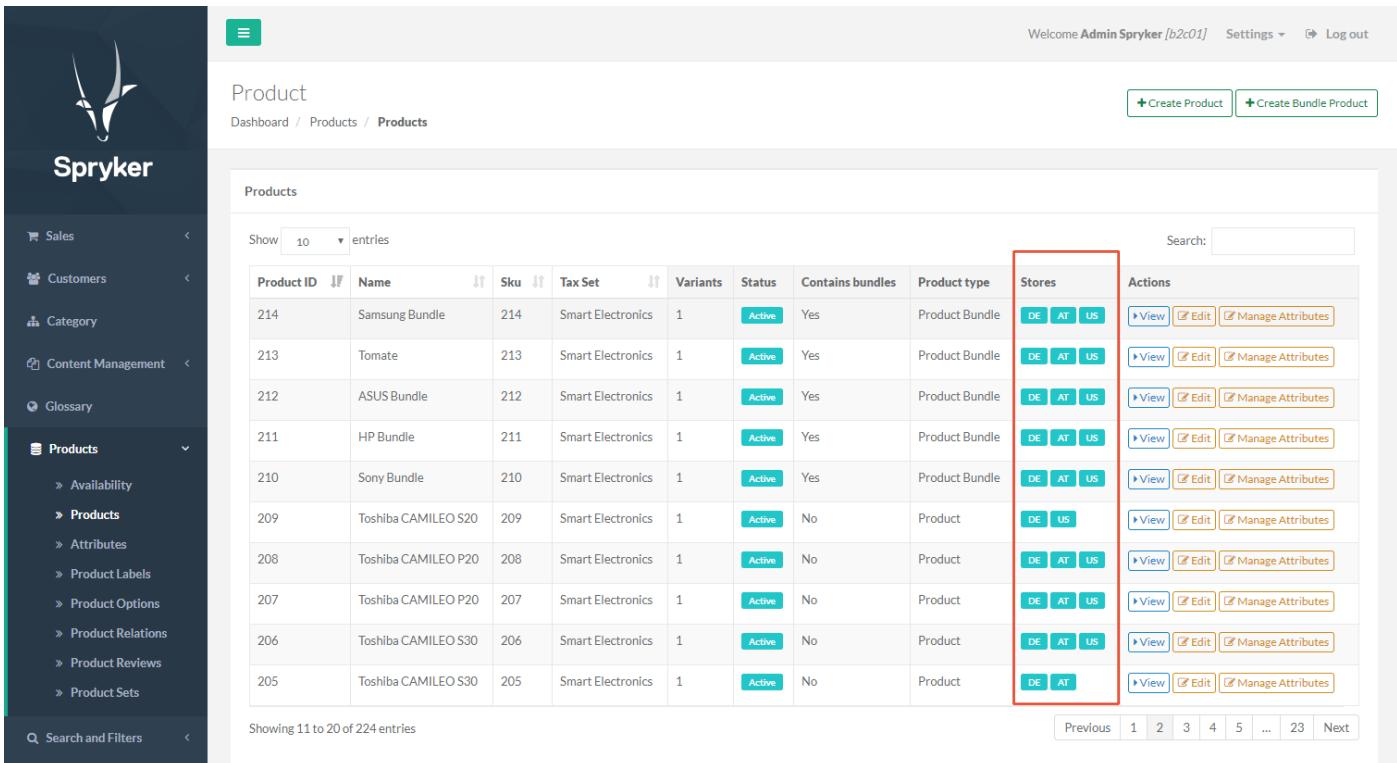
Tax Set  
Smart Electronics

## International Tax Rates & Sets

Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options and shipments, that will automatically be applied to the respective shops.

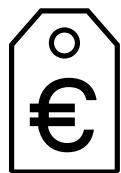
## Multiple Store Setup

With the Spryker Commerce OS you can freely create Multiple Stores for different scenarios that suit your business needs. Build one Store that services multiple countries and languages or setup a different store for each region. Easily share abstract products, discounts and other logics and code between stores or separate your setup for each. You can for example define separate search preferences to create an entirely different set of rankings, rules and settings per store. The Multi Store Setup is very versatile and can be customized to your needs.



The screenshot shows the Spryker Product management interface. On the left is a dark sidebar with navigation links: Sales, Customers, Category, Content Management, Glossary, Products (with sub-links: Availability, Products, Attributes, Product Labels, Product Options, Product Relations, Product Reviews, Product Sets), and Search and Filters. The main area has a light background. At the top, there's a header with 'Welcome Admin Spryker [b2c01]' and 'Log out'. Below it, a sub-header says 'Product' with 'Dashboard / Products / Products'. There are two buttons: '+ Create Product' and '+ Create Bundle Product'. A search bar labeled 'Search:' is also present. The main content is a table titled 'Products' with columns: Product ID, Name, Sku, Tax Set, Variants, Status, Contains bundles, Product type, and Stores. The 'Stores' column is highlighted with a red border. Each row in the table has a set of actions buttons: 'View', 'Edit', and 'Manage Attributes'. The table shows 11 to 20 of 224 entries, with a navigation bar at the bottom showing pages 1 through 23.

Product ID	Name	Sku	Tax Set	Variants	Status	Contains bundles	Product type	Stores	Actions
214	Samsung Bundle	214	Smart Electronics	1	Active	Yes	Product Bundle	DE AT US	[View] [Edit] [Manage Attributes]
213	Tomate	213	Smart Electronics	1	Active	Yes	Product Bundle	DE AT US	[View] [Edit] [Manage Attributes]
212	ASUS Bundle	212	Smart Electronics	1	Active	Yes	Product Bundle	DE AT US	[View] [Edit] [Manage Attributes]
211	HP Bundle	211	Smart Electronics	1	Active	Yes	Product Bundle	DE AT US	[View] [Edit] [Manage Attributes]
210	Sony Bundle	210	Smart Electronics	1	Active	Yes	Product Bundle	DE AT US	[View] [Edit] [Manage Attributes]
209	Toshiba CAMILEO S20	209	Smart Electronics	1	Active	No	Product	DE US	[View] [Edit] [Manage Attributes]
208	Toshiba CAMILEO P20	208	Smart Electronics	1	Active	No	Product	DE AT US	[View] [Edit] [Manage Attributes]
207	Toshiba CAMILEO P20	207	Smart Electronics	1	Active	No	Product	DE AT US	[View] [Edit] [Manage Attributes]
206	Toshiba CAMILEO S30	206	Smart Electronics	1	Active	No	Product	DE AT US	[View] [Edit] [Manage Attributes]
205	Toshiba CAMILEO S30	205	Smart Electronics	1	Active	No	Product	DE AT	[View] [Edit] [Manage Attributes]



# Price

Who



Category Manager



Sales



End-Customer

....

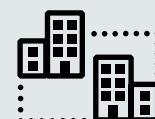
What

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



## Details

Incorporate your pricing strategy into your Commerce OS effortlessly and save valuable time. The Spryker Commerce OS supports multiple currencies and automatically detects the currency based on a customer's preference. Prices, as well as payment and shipping costs are converted accordingly. Easily manage gross and net prices per product, country and currency and specify if you wish to display the gross or net prices in your shop. Offer volume discounts to encourage customers to purchase products in larger quantities. Depending on your product portfolio, you can also offer your products in different measuring units, like weight or length, for example. Set a maximum and minimum order quantity per product and define quantity intervals if needed.



B2B



B2C

....

## Features

Auto-Detect of Currency

Net &amp; Gross Price Mode

Volume prices

Measurement Units



# Price Features

## Auto-Detect of Currency

The Spryker Commerce OS automatically registers the store's currency your customer selects and manages orders accordingly. Prices, Payment and Shipping costs are all converted automatically.

Alternatively, prices can manually be changed by the customer.

The screenshot shows a storefront interface for Spryker. At the top, there is a navigation bar with the Spryker logo, a search bar, and a language selector (en). Below the navigation, there is a dropdown menu for price selection, with "Net prices" currently highlighted. The main content area displays a "Digital Cameras" category page. On the left, there is a sidebar with categories like "Cameras & Camcorders" and "Smart Wearables". The main content area shows a grid of digital cameras with various filters and sorting options at the top. One camera in the center has a "SALE %" label above it.

## Volume prices

With the Volume Prices feature, you can define different prices of a product for different order quantities. Set specific volume thresholds for your products to encourage your customers to purchase larger quantities of a product in order to receive the special volume discount.

## Measurement Units

different measuring units.

Separate internal and external selling units to efficiently monitor your stock levels. A minimum and maximum order quantity can be defined to avoid over- or underselling. You can also freely define the intervals in which the products can be purchased.

Depending on your type of business you may not need to sell your products in quantities, but in length, weight or volume. The Spryker Commerce OS allows you to offer your products in a variety of

### Net & Gross Price Mode

You can easily manage gross and net prices per product, country, currency or anything else and define which price you want to display in the shop. In turn, your customers can choose their preferred currency when visiting your store.

#### Price & Tax

Below you can choose between your predefined tax sets and edit the price of your product.

*Note: The price that you edit here is only displayed in the shop catalog and the product detail page for the non configured product (Not product variant)*

		Gross price			Net price		
		DEFAULT	ORIGINAL	SUPPLIER	DEFAULT	ORIGINAL	SUPPLIER
AT	CHF						
	€						
DE	CHF	25.00	30.00		22.80	25.5	
	€	20.00	23.00		18.70	20.00	
US	CHF	28.50	32.00		25.00	28.60	
	€	25.00	27.00		23.80	25.90	

#### Tax Set

Smart Electronics

Save





# Tax

Who



Legal



Finance

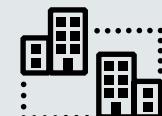
What

Be sure to comply with fiscal regulations.



Details

Adhere to the respective tax regulations in the countries you sell and effortlessly configure and manage tax rates for products, shipments and additional services like gift-wrapping. To support global expansion, the Spryker Commerce OS enables you to easily define tax rates for different countries. After defining specific tax rates, all calculations in the shopping cart are handled automatically.



B2B



B2C

Features

International Tax Rates & Sets

Manage Tax Rates & Sets



# Tax Features

## International Tax Rates & Sets

Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options and shipments, that will automatically be applied to the respective shops.

### Overview of Tax Sets

Dashboard / Taxes / **Tax Sets**

List of tax sets					
Show 10 entries		Search:			
Tax set ID	Name	Created at	Actions		
5	Tax Exempt	Mar. 15, 2018 10:05			
4	Shipment Taxes	Mar. 15, 2018 10:05			
3	Communication Electronics	Mar. 15, 2018 10:05			
2	Smart Electronics	Mar. 15, 2018 10:05			
1	Entertainment Electronics	Mar. 15, 2018 10:05			

## Manage Tax Rates & Sets

Align your business with international tax standards by defining tax rates and sets.

Determine country-based tax rates for products, options and shipments, that will automatically be applied to the respective shops.

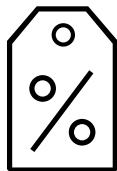
Group and name a set of tax rates that apply to certain product groups and countries. You can easily import predefined tax rates and sets.

### List of tax rates

Show 10 entries

Search:

Tax rate ID	Name	Created at	Country	Percentage	Actions		
42	Alcohol	Mar. 21, 2018 17:53	Germany	15.00			
41	Slovenia Reduced1	Mar. 15, 2018 10:05	Slovenia	9.50			
40	Slovakia Reduced1	Mar. 15, 2018 10:05	Slovakia	10.00			
39	Romania Reduced2	Mar. 15, 2018 10:05	Romania	9.00			
38	Romania Reduced1	Mar. 15, 2018 10:05	Romania	5.00			
37	Poland Reduced2	Mar. 15, 2018 10:05	Poland	8.00			
36	Netherlands Reduced1	Mar. 15, 2018 10:05	Netherlands	6.00			



# Promotions & Discounts

Who



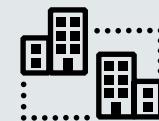
What

Run effective promotional campaigns to boost conversion rates.

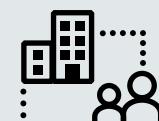


Details

Drive your sales with the highly flexible promotion features. Offer free shipping, special prices, free gifts, threshold promotions. The Spryker Commerce OS enables you to define several types of discounts based on a brand, the overall cart value, certain product ranges or special customer groups. You can also offer discount vouchers or simply incentivize certain products through coupon codes. Enhance customer engagement by specifying the visibility of certain content or personalizing any CMS element.



B2B



B2C

Features

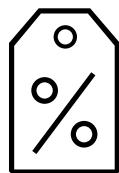
Discount Engine

New Product Indication

Vouchers

Time Limited Offers

Product Promotions



# Promotions & Discounts

## Features

### Discount Engine

Discounts are a tool to support sales and marketing activities. With the intuitive discount query builder you can easily define which items the discount should apply to, such as single products, product groups, specific attributes or other relevant indicators. Choose the type of discount you want to offer, percentual or fixed monetary values, net or gross price, free complementary products or other options. Lastly, outline exactly when the discounts should be applicable, e.g. only to specific customer groups, when a certain cart value is reached, how long the discount should be valid or any business logic you need. Discounts are either automatically applied during the Checkout process or your customers have to enter a Voucher Code.

#### Overview

Dashboard / Discount

[+ Create new Discount](#)

Discount List									
		Name	Amount	Type	Period	Status	Exclusive	Store	Actions
6		For every purchase above certain value depending on the currency and net/gross price, you get this promotional product for free	100 %	cart rule	2016-01-01 - 2020-12-31	Inactive	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Activate</span>
5		Free standard delivery	100 %	cart rule	2016-01-01 - 2020-12-31	Active	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Deactivate</span>
4		10% discount on all products with an Intel Core processor	10 %	voucher	2016-01-01 - 2020-12-31	Active	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Add code</span> <span>Deactivate</span>
3		5% discount on all white products	5 %	voucher	2016-01-01 - 2020-12-31	Active	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Add code</span> <span>Deactivate</span>
2		€5 every tuesday and wednesday for buying 5 items	Gross €50.00 Net €45.00 CHF58.00CHF52.00	cart rule	2016-01-01 - 2020-12-31	Active	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Deactivate</span>
1		10% Discount for all orders above	10 %	cart rule	2016-01-01 - 2020-12-31	Active	false	<span>DE AT US</span>	<span>Edit</span> <span>View</span> <span>Deactivate</span>

### Time Limited Offers

You can easily create exclusive, limited product offers by combining a Time Limited Content or Product Page and combine it with Discounts.

### New Product Indication

Products that were recently added to your shop can automatically be marked with the Dynamic Product Label "New" for a pre-defined time range.

When importing or creating new products, simply add validity dates for the "New" label.

### Product Promotions

You can easily establish your own set of rules for triggering specific Product Promotions. Product Attributes, Cart Values, seasonal sales or events are only a few examples.

### Vouchers

Boost your sales and increase traffic by giving out voucher codes to your customers so they can get a discount on their purchases. Voucher Codes can be one-time-only or multiple-use codes with a value and validity that can be freely defined. Also, all vouchers are grouped in clusters for a better overview and can be exported for easier handling.

All Voucher Codes are added in the cart or checkout and will be applied to the respective products.

#### Edit discount

Dashboard / Discount / Edit Discount

[Activate](#)

[« List of Discount](#)

Discount successfully created, but not activated.

General information

Discount calculation

Conditions

Define when to apply the discount

Apply when

AND OR

[+ Add rule](#) [+ Add group](#)

[X Delete](#)

day-of-week

equal

monday

month

equal

may

AND OR

[+ Add rule](#) [+ Add group](#) [X Delete](#)

[X Delete](#)

attribute.color

not equal

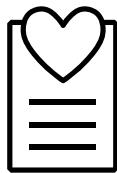
red

total-quantity

less or equal

5

[X Delete](#)



# Wish List

Who



End-Customer



Marketing

.....

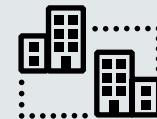
What

Offer a wish list function to reduce shopping cart abandonment.



Details

Enabling your customers to track and save the products they wish to purchase through a wish list function effectively reduces cart abandonment, boosts your sales and allows you to keep track of which products your customers are interested in. Allow your customers to create multiple wish lists and customize the name of a new list. With a direct-to-cart feature, customers can immediately add items from their wish list to the shopping cart.



B2B



B2C

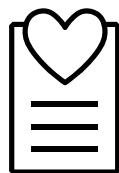
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Features

Multiple Wish Lists

Convert Wish List to Cart

Named Wish Lists



# Wish List

## Features

### Convert Wish List to Cart

The direct-to-cart function enables your customers to simply add items from their Wish List to the Shopping Cart with a single click.

#### Wishlist

- Overview
- Profile
- Addresses
- Orders History
- Newsletter
- Wishlist
- christmas presents
- My wishlist**

#### My wishlist

Product	Price	Variant	Availability	
Sony Cyber-shot DSC-W830 018_21081477 	€345.99		Available	 
Sony Xperia Z3 Compact 078_24602396 	€255.84	Form factor: Bar	Available	 

 Add all available products to cart

47

## Multiple Wish Lists

Help your customers track and save items for later purchase through multiple Wish Lists, which are connected to the users' accounts.

## Named Wish Lists

Users can easily keep track of their Wish Lists by naming each one individually.

Top Categories Computer Cameras Other Categories More Sale % New

HOME / CUSTOMER ACCOUNT

### Wishlist

Overview

Profile

Addresses

Orders History

Newsletter

Wishlist

Birthday Presents

Buy later

Christmas

For Alice

Housewarming Gifts

Wedding

### Manage wishlists

Enter name here

Add new wishlist

Name	# of items in the list	Date of creation	
Birthday Presents	4	Mar. 22, 2018	 
Buy later	3	Mar. 22, 2018	 
Christmas	2	Mar. 22, 2018	 
For Alice	3	Mar. 22, 2018	 
Housewarming Gifts	5	Mar. 22, 2018	 
Wedding	7	Mar. 22, 2018	 



# Cart

Who



End-Customer



Marketing

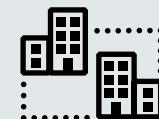
What

Increase conversion rates with a feature-rich shopping cart.



Details

The Spryker Commerce OS offers a powerful and full-feature online shopping cart that acts as gateway for customer and order management. Allow your customers to easily add products and organize and manage their purchases. Any changes within the cart lead to an immediate recalculation of the total sum. Pre-defined taxes will be applied and shown automatically. Flexibly define discount rules and allow customers to apply vouchers and coupon codes.



B2B



B2C

Features

Cart Functionality & Calculations

Cart Rules & Discounts

Multiple Carts per User



# Cart Features

## Cart Functionality & Calculations

The extensive Cart feature allows your customers to add and remove products to their Cart by simply selecting the desired quantity. Inside the Cart, the customer can

change the quantity of items, switch between different Variants of the product, add personal notes and apply vouchers. The total price is immediately adjusted whenever changes are made to the Cart. Additionally, logged-in customers can see and edit their Cart from any device. As an additional option, the Persistent Cart functionality lets logged-in customers store their Cart throughout multiple sessions.

The Cart features also ensures that your business rules, such as discounts, taxes or shipping, will be applied, based on the customer's final choice of items.

With the Mini-Cart symbol in the header of the page your customers can easily check the contents of their Cart via a flyout box.

	Canon LEGRIA HF G25 SKU 184_17365820	Item price €180.01	Quantity <input type="text" value="1"/> 
	<b>Product Variants:</b> Internal storage capacity: <input type="text" value="8 GB"/>	Item total €180.01	
	Sony Cyber-shot DSC-W830 SKU 018_21081477	Item price €345.99	Quantity <input type="text" value="1"/> 
	Sony Cyber-shot DSC-W830 SKU 021_21081475	Item price €106.80	Quantity <input type="text" value="2"/>  

## Promotional products

For every purchase above certain value depending on the currency and net/gross price. you get this promotional product for free

	Acer Extensa M2610 SKU 112	Item price €249.05	Quantity <input type="text" value="1"/> 
	<b>Processor frequency:</b> <input type="text" value="Please select an attribute value"/>	Item total €249.05	
	<b>Processor cache type:</b> <input type="text" value="Please select an attribute value"/>		

Enter voucher code

 [Redeem code](#)

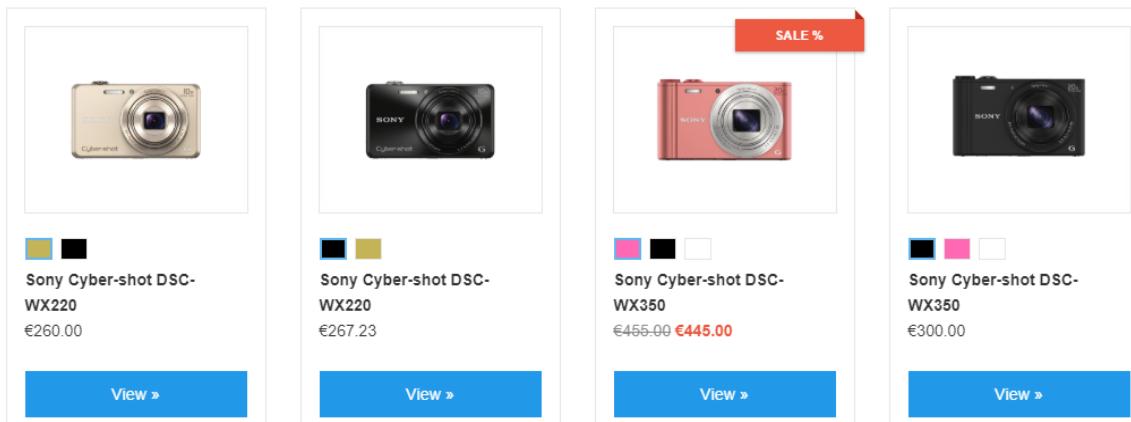
Your Order

Subtotal €739.60

<b>Vouchers</b>	<a href="#">✖ Clear all</a>
sarah's codes	<a href="#">✖ Remove</a>
- €110.94	
<b>Discounts</b>	
10% Discount for all orders above	
- €73.96	
<b>Grand Total</b>	<b>€554.70</b>
Tax	€75.84
Price to pay	€554.70

✓ [Checkout](#)

## You might also be interested in these products



## Multiple Carts per User

Your customers can have more than one Cart and even keep the carts after the checkout. The different carts can be named and are linked to the User Account.

## Cart Rules & Discounts

specific items in the cart.

Give your customers special cart-based discounts to boost sales. The Cart Rule query builder allows you to create special rules and apply them to cart content, such as cart value thresholds or

### Edit discount

Dashboard / Discount / **Edit Discount**

General information

Discount calculation

Conditions

Fill in the general discount information

**Store relation \***

- DE
- AT
- US

**Discount Type \***

Cart rule

**Name (A unique name that will be displayed to your customers) \***

Free standard delivery

**Description**

Free standard delivery for all orders above certain value depending on the currency and net/gross price. This discount is not exclusive and can be combined with other discounts.

- Non-Exclusive \*  Exclusive \*

**Valid from \***

01.01.2016

**Valid to \***

31.12.2020



# Shipment

Who



End-Customer



Logistics

.....

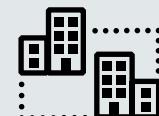
What

Ensure quick and cost effective delivery.



Details

Allow your customers to choose from multiple shipping carriers and methods that you can easily integrate. Offer free shipping or discounts based on the carrier, the shipping method or the order price to improve the average order volume. To support multiple stores, the Spryker Commerce OS allows you to display the delivery costs in multiple currencies and offer several shipment methods. Easily specify how the delivery costs of each shipping method are calculated.



B2B



B2C

.....

Features

Shipment Carriers & Methods

Multiple Currencies for Shipments

Shipment Calculation Rules



# Shipment Features

## Shipment Carriers & Methods

During the checkout process your customers can easily select their preferred shipment method and related carrier. You can integrate several shipping carriers and methods and define their availability.

Your customers can easily see which carrier offers which shipment method in their respective region and select their preference. The carriers and their shipment methods are neatly grouped in the Cart interface of your shop.

### Shipment

#### Spryker Dummy Shipment

- Silver Level: €4.90
- Express: €5.90

#### Spryker Drone Shipment

- Air Standard: €6.00
- Air Sonic: €10.00
- Air Light: €15.00

[Read](#)
[Next](#)

## Multiple Currencies for Shipments

Each shipment method has a dedicated price and tax set in the various currencies you define. The price displayed to the customer is calculated based on the store they visit or their preferred currency selection.

	Carrier	Method	Gross Price	Net Price	Availability plugin	Price plugin	Delivery time plugin	Actions
Activated	Spryker Dummy Shipment	Standard	€4.90 CHF5.60 €3.90 CHF4.60	€3.90 CHF4.50 €2.90 CHF3.50				<a href="#">Edit</a>
Activated	Spryker Dummy Shipment	Express	€5.90 CHF6.80 €4.90 CHF5.80	€4.90 CHF5.60 €3.90 CHF4.60				<a href="#">Edit</a>
Activated	Spryker Drone Shipment	Air Standard	€5.00 CHF5.80 €4.00 CHF4.80	€4.50 CHF5.20 €3.50 CHF4.20				<a href="#">Edit</a>
Activated	Spryker Drone Shipment	Air Sonic	€10.00 CHF12.00 €9.00 CHF11.00	€8.00 CHF9.20 €7.00 CHF7.20				<a href="#">Edit</a>
Activated	Spryker Drone Shipment	Air Light	€15.00 CHF17.00 €12.00 CHF16.00	€12.00 CHF14.00 €11.00 CHF13.00				<a href="#">Edit</a>
Activated	No shipment	No shipment	€0.00 CHF0.00 €0.00 CHF0.00	€0.00 CHF0.00 €0.00 CHF0.00				<a href="#">Edit</a>

## Shipment Calculation Rules

Offering free shipping or a discount based on cart rules motivates customers to spend more in your shop.

You can give shipment discounts based on the carrier, shipment method or cart value. Intricate calculations enable you to freely define a set of rules to be applied to the various discount options.

### View discount

Dashboard / Discount / [View Discount](#)

[!\[\]\(9ad9446bc2b2cfb864c26975a60a8300\_img.jpg\) Edit](#)[« List of Discounts](#)

#### Generated Discount Codes

##### General Information

Store relation: [DE](#) [AT](#) [US](#)

Discount Type: cart rule

Name: Free standard delivery

Description: Free standard delivery for all orders above certain value depending on the currency and net/gross price. This discount is not exclusive and can be combined with other discounts.

Exclusive: No

Valid from: January 1, 2016 00:00

Valid until: December 31, 2020 00:00

##### Discount calculation

Type: calculator percentage

Amount: 100 %

Apply to query: shipment-method = '1' OR shipment-method = '3'

##### Conditions

```
(price-mode = "GROSS_MODE" AND ((sub-total >= "300" AND currency = "EUR") OR (sub-total >= "350" AND currency = "CHF"))) OR  
(price-mode = "NET_MODE" AND ((sub-total >= "280" AND currency = "EUR") OR (sub-total >= "320" AND currency = "CHF")))
```



# Payment

Who



Finance



E-Commerce Manager



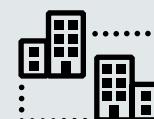
What

Provide a holistic shopping experience and integrate your customers' preferred payment methods.



Details

Easily integrate several different payment gateways, including Amazon Pay, PayPal and BS Payone. Adapt to your customers' needs and define the availability of payment methods based on customer preferences and country-specific regulations. Customize their appearance on your site and offer multiple payment methods per checkout. Managing refunds is entirely effortless with the Spryker Commerce OS as refunds are handled automatically.



B2B



B2C

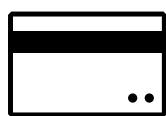


Features

Multiple Payment Methods per Order

Refund Management

Payment Provider Integration



# Payment Features

## Payment Provider Integration

The Spryker Commerce OS offers integrations with several payment providers that can be used in the checkout and order management. Easily define the availability of a provider based on customer preferences and local regulations and specify the order the providers are displayed in during checkout.



## Refund Management

Refunds can be handled automatically in the Administration Interface, once the order has been delivered. Your customers can return the entire order or parts thereof by means of the order splitting mechanism. Every order contains information on the total possible refund value and how much has already been refunded.

## Multiple Payment Methods per Order

All orders can be paid with none, one or multiple payment methods which the customer can select during checkout. To accommodate your customer's requirements, you can offer multiple payment methods for a single order, such as gift card and an additional credit card.



# Gift Cards

Who



End-Customer



Marketing

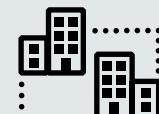
What

Acquire new customers through gift card payment options.



Details

Effectively up your sales by allowing your customers to purchase and redeem gift cards. Gift card purchases can boost your brand awareness and help you reach new customers. Additionally you also benefit from shoppers who redeem gift cards, as they usually spend 20%+ on top of the card's value. Gift cards are treated as a separate payment method. In case of any remaining balance, customers can choose to keep it on their gift card or receive a replacement code with the new balance.



B2B



B2C

Features

Gift Cards Purchase &amp; Management



# Gift Cards

## Features

### Gift Cards Purchase & Management

The simple Gift Cards feature can help you increase website traffic, gain new customers and boost brand awareness. The purchase of a gift card generates an individual code that can then be used as a payment method during checkout.

When paying with a gift card, customers are enabled to only use part of the total card value. The remaining value can either be stored as leftover balance on the original code.

During the Gift Card purchase process, shipment prices can be omitted, if the card is send via email. Also, to avoid fraud, certain payment methods, such as invoice, can be faded out.



# Checkout

Who



End-Customer



Marketing



Logistics



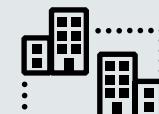
What

Reduce the dropout rate with a smooth checkout workflow.



Details

Offer customers a smooth shopping experience and customize the checkout workflow all the way. Add, delete and configure any step of the process, like customer account login, shipment and payment methods or checkout overview. Enable customers to select single or multiple products and add wishlist items to their cart. Easily integrate different carriers and delivery methods.



B2B



B2C



Features

Define Payment & Shipment Methods

Multi-Step Checkout



# Checkout Features

## Define Payment & Shipment Methods

process.

The selection of shipment methods can be arranged by carrier and availability. Payment methods can easily be customized to your business needs.

## Multi-Step Checkout

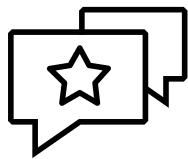
The Checkout workflow is a multi-step process that can be fully customized to fit your needs. The standard steps included are: customer registration and login, shipping and billing address, shipment method and costs, payment method, checkout overview and checkout success.

You can easily design the process to accommodate different checkout types and to adapt to different preferences, such as one-page checkout or an invoice page replacing the payment page, by means of our step-engine.

HOME / CART / ADDRESS / SHIPMENT / PAYMENT / SUMMARY

### Summary

<b>Payment</b> With invoice Mr Sarah Halb Teststr, 12 12, 12345 Berlin, Germany	<b>1 × Acer Chromebook C730-C8T7 - €332.65</b> Product options: + Gift wrapping €5.00	<b>Overview</b> Subtotal <b>2 Items</b> €356.44
<b>Shipping</b> With Standard Mr Sarah Halb Teststr, 12 12, 12345 Berlin, Germany	<b>1 × Acer Liquid Z630 - €18.79</b>	<b>Discounts</b> 10% Discount for all orders above - €35.14 Free standard delivery - €4.90
		<b>Shipping</b> Standard €4.90
		<b>Grand Total</b> €321.30 Tax €51.30 Price to pay €321.30
	<b>Enter voucher code</b> <input type="text"/> <b>Redeem code</b>	
	<b>Back</b>	<b>Submit your order</b>



# Rating & Reviews

Who



End-Customer



Marketing



Sales

....

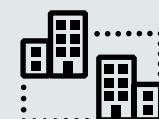
What

Inspire trust among customers with ratings and reviews



Details

Drive your sales by including user reviews and ratings. They are proven to be a sign of trust and allow brands to receive valuable feedback. Add free-text reviews and star ratings and moderate them in the Administration Interface.



B2B

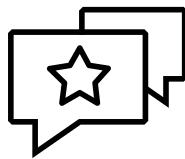


B2C

....

Features

Ratings & Reviews



# Rating & Reviews

## Features

### Ratings & Reviews

Boost sales and gain your customer's trust by including the Ratings & Reviews feature. Your customers can easily review your products through a free-text function or via star ratings. The Administration Interface includes a section where you can manage customers' ratings and reviews to moderate content and collect information before publishing them live.

Canon IXUS 285 by Canon

Rating\*



Summary\*

Summary

Description\*

Description

Name\*

Name

Submit

### Product Ratings



5 out of 5 stars (1 review)

5 stars	<div style="width: 100px; height: 10px; background-color: #ccc;"></div> 1
4 stars	<div style="width: 100px; height: 10px; background-color: #ccc;"></div> 0
3 stars	<div style="width: 100px; height: 10px; background-color: #ccc;"></div> 0
2 stars	<div style="width: 100px; height: 10px; background-color: #ccc;"></div> 0
1 star	<div style="width: 100px; height: 10px; background-color: #ccc;"></div> 0

### Product Reviews

Great Camera



by Sarah

on Jun. 06, 2018 13:44

It was pretty good for the money but it was quite slow to connect to my Laptop. It took longer a bit than it would with any other canon camera to upload videos even if they were the same length of time. Great pictures, quality is really good!

« Previous 1 Next »

## Overview of Product Reviews

Dashboard / Products / **Product Reviews**

List of product reviews											
	ID	Date	Customer	Nickname	Product Name	Rating	Status	Actions			
▼	38	Mar. 22, 2018 13:53	Lana Zoellner	Ben	Sony Xperia Z3 Compact	3	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	36	Mar. 22, 2018 13:48	Lana Zoellner	Danny	Sony Xperia Z3 Compact	5	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	35	Mar. 22, 2018 13:42	Lana Zoellner	Frank	Sony Xperia Z3 Compact	5	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	34	Mar. 22, 2018 13:40	Lana Zoellner	Tom	Sony Xperia Z3 Compact	3	Rejected	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	32	Mar. 22, 2018 12:19	Lana Zoellner	Christina	Sony Xperia Z3 Compact	4	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	31	Mar. 21, 2018 16:41	Maria Williams	fgh	Ricoh WG-5 GPS	5	Pending	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	30	Mar. 15, 2018 10:08	Maggie May	Maggie	Canon PowerShot N	4	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	29	Mar. 15, 2018 10:08	Maria Williams	Maria	Canon PowerShot N	5	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	28	Mar. 15, 2018 10:08	Spencor Hopkin	Spencor	Canon PowerShot N	5	Approved	<a href="#">Change status</a>	<a href="#">Delete</a>		
▼	27	Mar. 15, 2018 10:08	Maria Williams	Maria	Asus Transformer Book T200TA	5	Rejected	<a href="#">Change status</a>	<a href="#">Delete</a>		



# Mailing & Notifications

Who



Customer Service



Marketing

.....

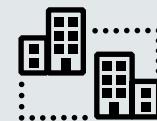
What

Keep in touch with your customers.



Details

Drive customer engagement and keep them up-to-date. Send automated confirmation emails, when an order is being processed or items are being shipped. Enhance customer engagement by offering different types of newsletter subscriptions to notify your customers of new or recommended products. The Spryker Commerce OS allows you to integrate an email provider of your choice or use the default email provider Swift Mailer.



B2B



B2C

.....

Features

[Manage Transactional Emails](#)[Newsletter Subscription](#)



# Mailing & Notifications

## Features

### Manage Transactional Emails

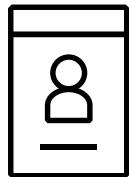
Keep your customers updated with a variety of emails you can either send via the internal SMTP system or an external email provider of your choice.

Automated Emails regarding order status, shipping or transactions are just a few examples of how you can support the purchase process and increase brand loyalty.

### Newsletter Subscription

Offer Newsletter Subscriptions to your customers to increase loyalty. Send updates on product related news, special offers or any other update you wish to share. The Spryker Commerce OS

offers opt-in and opt-out options.



# CRM

Who



Customer Service



End-Customer

...

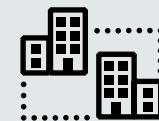
What

Increase conversion rates and average order values with a compact customer management tool.



Details

The compact and powerful customer management tool allows you easily manage customer accounts and effectively monitor their shopping habits. Customers can easily create customer accounts, which you can use to create personalized shopping experiences via customer segmentation. Group your customers based on their location, order history, age, gender or any other property and target specific groups for certain products, promotions, content pages, languages and many more.



B2B



B2C

...

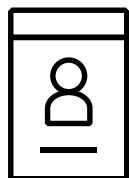
Features

Password Management

Login & Registration Forms

Customer Groups

Customer Accounts



# CRM Features

## Customer Groups

The Customer Groups feature allows you to organize customers into groups to help you target users for discounts and promotions, give restricted access to specific products or categories or create any other type of segmentation you need.

## Password Management

All accounts are password protected. Passwords can easily be restored with a restore-password link.

## Customer Accounts

Let your customers create an Account to save their contact details, addresses, order history and preferences, such as language and shipping options.

In the Administration Interface you can view and edit your customer's account details and check their orders and order history.

The screenshot shows the Spryker Customer Account Overview page. At the top, there is a navigation bar with links: Top Categories, Computer, Cameras, Other Categories, More, Sale %, and New. Below the navigation bar, the URL is shown as HOME / CUSTOMER ACCOUNT.

The main content area is titled "Overview". On the left, there is a sidebar with links: Overview (which is active and highlighted in blue), Profile, Addresses, Orders History, Newsletter, and Wishlist.

The main content area contains several sections:

- Last Orders:** A table showing the last three orders. The columns are Order Id, Order Date, Total, and Actions. The orders are:
  - DE-10 (Apr. 25, 2018 15:35) - €59.90 - [View Order](#)
  - DE-6 (Apr. 23, 2018 15:26) - €0.00 - [View Order](#)
  - DE-5 (Apr. 23, 2018 15:23) - €501.94 - [View Order](#)
- Profile:** Displays the user's name (Sarah Halb) and email (sarah.halb@me.com). There is an "Edit" button next to the profile section.
- Default Billing Address:** Displays the user's name (Sarah Halb) and address (Teststr, 12 12 12345 Berlin). There is an "Edit" button next to the address section.
- Newsletter:** Displays the message "Newsletter subscribed". There is an "Edit" button next to the newsletter section.
- Default Shipping Address:** Displays the user's name (Sarah Halb) and address (Teststr, 12 12 12345 Berlin). There is an "Edit" button next to the address section.

## View Customer

Dashboard / Customers / Customers / View

[« List Customers](#) [Delete](#) [Edit Customer](#) [+ Add new Address](#)

Customer	
Salutation	Mrs
First name	Sarah
Last name	Halb
Email	sarah.halb@me.com
Company	
Customer Reference	DE--6
Gender	
Locale	de_DE
Phone	
Date of birth	May. 11, 2018
Registered at	Apr. 23, 2018 15:15
Zed Account Reference	

Addresses											
Show <input type="text" value="10"/> entries <span style="float: right;">Search: <input type="text"/></span>											
#	Salutation	First Name	Last Name	Address	Address (2nd line)	Address (3rd line)	Company	Zip Code	City	Country	Actions
5	Mr	Sarah	Halb	<span>BILLING</span> <span>SHIPPING</span> Teststr, 12	12			12345	Berlin	Germany	<a href="#">Edit</a>

Showing 1 to 1 of 1 entries [Previous](#) [1](#) [Next](#)

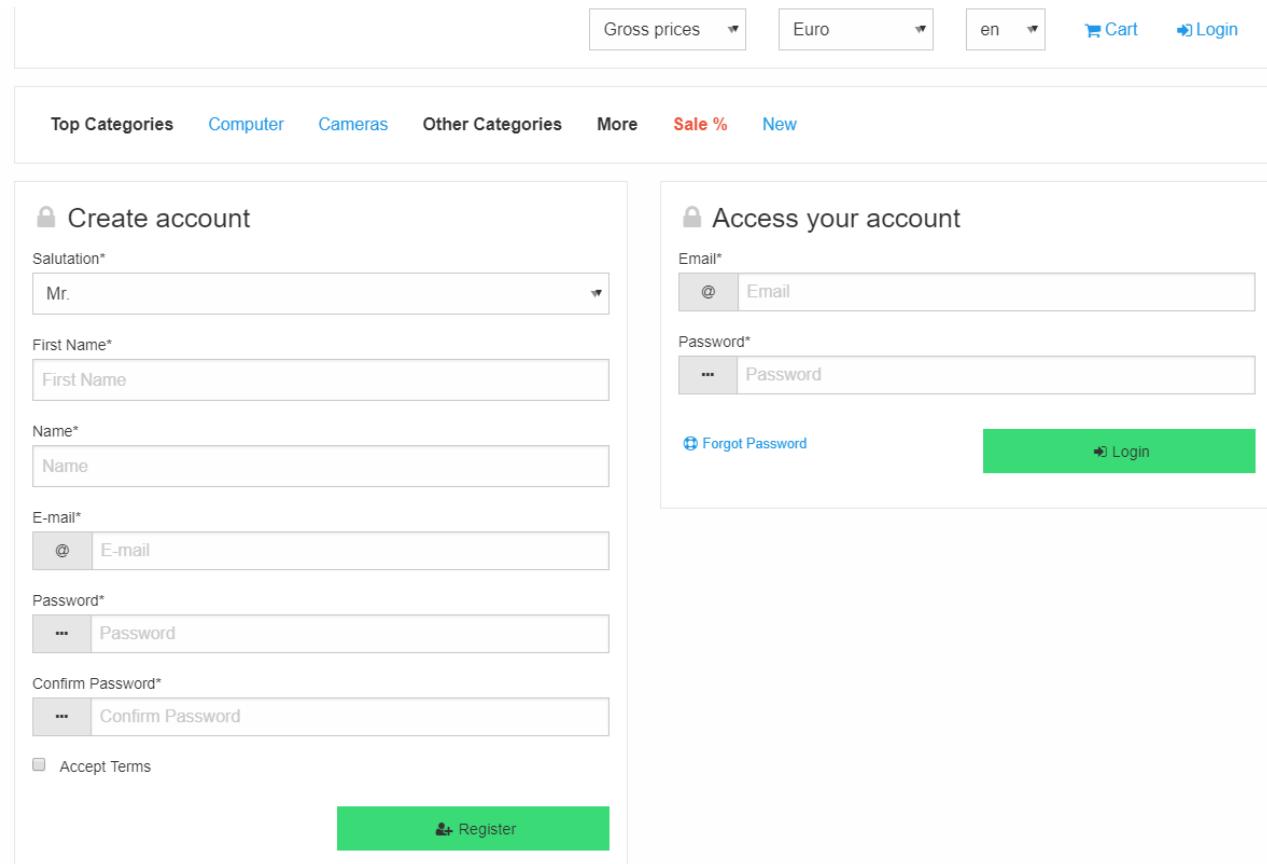
Orders							
Show <input type="text" value="10"/> entries <span style="float: right;">Search: <input type="text"/></span>							
#	Order Reference	Created	Order State	Grand Total	Number of Items	Actions	
10	DE--10	Apr. 25, 2018 15:35	closed, refunded	€59.90	2	<a href="#">View</a>	
6	DE--6	Apr. 23, 2018 15:26	refunded	€0.00	1	<a href="#">View</a>	
5	DE--5	Apr. 23, 2018 15:23	closed	€501.94	2	<a href="#">View</a>	

Showing 1 to 3 of 3 entries [Previous](#) [1](#) [Next](#)

Notes	
<p>Message *</p> <div style="border: 1px solid #ccc; height: 40px; margin-bottom: 5px;"></div> <p><a href="#">Add Note</a></p>	

## Login & Registration Forms

Tailor the customer registration to your needs. A customer can simply register with an email address and a password or you can choose to ask for more details. Once a customer enters the required information, a customer account is created.



The screenshot displays a commerce website interface with two main sections: 'Create account' on the left and 'Access your account' on the right.

**Create account:**

- Salutation\*: Mr.
- First Name\*: First Name
- Name\*: Name
- E-mail\*: E-mail
- Password\*: Password
- Confirm Password\*: Confirm Password
- Accept Terms

**Access your account:**

- Email\*: Email
- Password\*: Password
- [Forgot Password](#)
- [Login](#)

At the top of the page, there are global navigation elements: Gross prices, Euro, en, Cart, and Login.



# Order Management

Who



Logistics



Sales



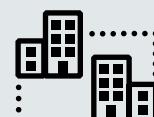
What

Process orders smoothly to fulfill them quickly.



Details

Efficiently keep track of your order processing and ensure quick fulfillment. Manage incoming orders through the Administration Interface and effortlessly view and edit orders, track their progress or contact customers of open orders directly. With the compact Order Management features you can easily keep your order processing running smoothly.



B2B



B2C

Features

Order Management System (OMS) Matrix

Order Processing

State Machine Modelling



# Order Management Features

## Order Management System (OMS) Matrix

The OMS Matrix gives you a quick overview of all orders and their current statuses, taken from the State Machine. It allows you to see how many order items currently exist in each status and for how long they have been there.

From this overview you can easily go into a details per status and order.

View Order: 10

Dashboard / Sales / Orders / Order Overview

[« Back to Orders](#)

**Order Overview**

<b>Order Reference:</b> DE--10	<b>Customer Reference:</b> DE--8	<b>Comments</b>
<b>Order date:</b> Apr. 25, 2018 15:35	<b>Customer name:</b> Mrs Sarah Halbrehder	<input type="text"/>
<b>Grand total:</b> €59.90	<b>Email:</b> sarah.halbrehder@spryker.com	<b>Message*</b>
<b>Discount:</b> €40.50	<b>Status:</b> <span style="background-color: #00AEEF; color: white; padding: 2px;">refunded</span> <span style="background-color: #00AEEF; color: white; padding: 2px;">closed</span>	<input type="button" value="Send Message"/>
<b>Unique Product Quantity:</b> 2	<b>All orders of the customer:</b> (4)	

---

**Trigger all matching states**

---

**Order Items**

Product	Unit Price (GROSS_MODE)	Item total	State	Trigger event
	€310.50 (€345.00) incl. 19.00 % tax	€310.50 (€345.00)	refunded (DummyPayment01) <a href="#">Show history</a>	-
	€54.00 (€60.00) incl. 0.00 % tax	€54.00 (€60.00)	closed (DummyPayment01) <a href="#">Show history</a>	-

---

**Totals**

Canon IXUS 285	€345.00
Fujitsu ESPRIMO E420	€60.00
<b>Sub total</b>	<b>€405.00</b>
Shipment - Express	€5.90
Discount	-€40.50
Canceled amount	-€310.50
<b>GRAND TOTAL</b>	<b>€59.90</b>
Included tax amount	€0.94

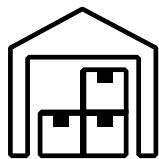
<b>Shipment</b>		
<b>Carrier</b>	<b>Method</b>	<b>Price</b>
Spryker Dummy Shipment	Express	€5.90
<b>Discount</b>		
Voucher	<b>Cart Rules</b>	
	<b>Name</b>	10% Discount for all orders above
	<b>Value</b>	€6.00
	<b>Description</b>	Get a 10% discount on all orders above certain value depending on the currency and net/gross price. This discount is not exclusive and can be combined with other discounts.
<b>Refunds</b>		
<b>Amount</b>	<b>Comment</b>	<b>Time</b>
€310.50		April 25, 2018 13:36
<b>Order Source</b>		
-		
<b>Addresses</b>		
<b>Billing address</b> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <span style="background-color: orange; color: white; padding: 2px 5px; border-radius: 3px;">Edit</span> </div> Mr Sarah Halb Teststr, 12 12 12345 Berlin Germany		<b>Shipping address</b> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <span style="background-color: orange; color: white; padding: 2px 5px; border-radius: 3px;">Edit</span> </div> Mr Sarah Halb Teststr, 12 12 12345 Berlin Germany

## Order Processing

With the Spryker Commerce OS you can process orders from your online store, via a manual order creation form or various external touchpoints, such as voice or car apps.

## State Machine Modelling

State Machines help you define, execute and visualize predefined and automated processes. It can model events that involve performing a predetermined sequence of actions, for example in the order process, e.g. order is being shipped if the payment is successful. You can tailor the State Machine to your needs to trigger certain processes automatically or execute them manually.



# Inventory Management

Who



E-Commerce Manager



Marketing



Sales

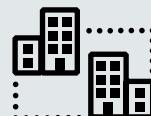
.....

What

Save time by keeping an eye on your stock levels.



Details



B2B

.....

Check your inventory levels at a glance. The powerful Administration Interface allows you to easily keep an overview of your stock levels to display accurate availabilities on your store site. Any open orders, and therefore reserved items are taken into consideration when stock availabilities are displayed.

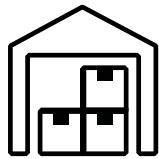


B2C

Features

Multiple Warehouse Stock Management

Stock & Availability Management



# Inventory Management Features

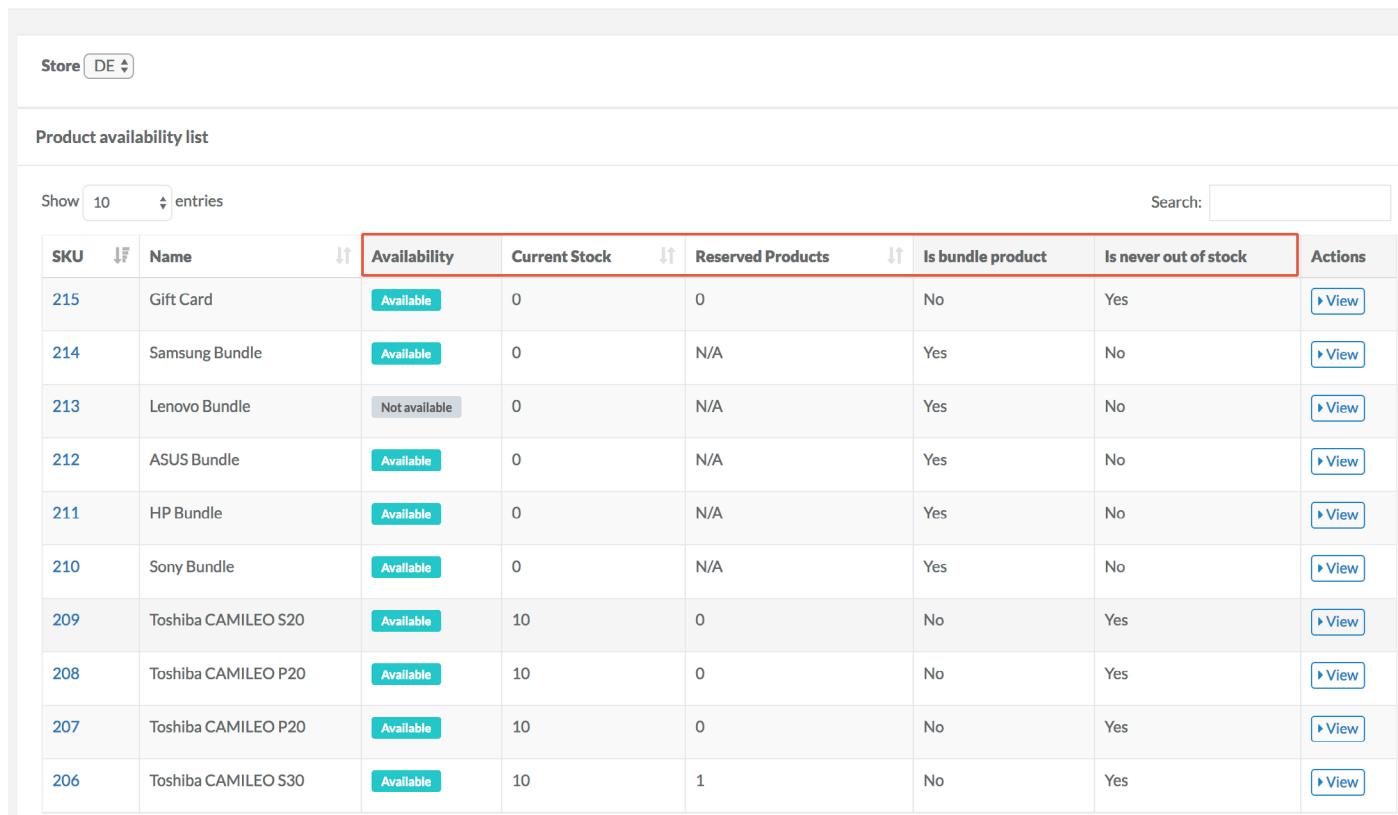
## Stock & Availability Management

The fully automated Stock calculation takes into consideration products that are reserved in open orders when defining availability. Also, you can define never-out-of-stock products, such as digital downloads.

In contrast to Stock, Availability considers not only the number of products in the warehouse, but currently open orders, too. Product Availability defines if a product can or cannot be sold in the shop.

### Products Availability

Dashboard / Products / Availability



The screenshot shows a table titled "Product availability list" with the following columns: SKU, Name, Availability, Current Stock, Reserved Products, Is bundle product, Is never out of stock, and Actions. The table contains 11 rows of data. The "Availability" column uses color-coded buttons: "Available" (green) for most items and "Not available" (grey) for the Lenovo Bundle. The "Actions" column contains "View" buttons for each row.

SKU	Name	Availability	Current Stock	Reserved Products	Is bundle product	Is never out of stock	Actions
215	Gift Card	Available	0	0	No	Yes	<button>View</button>
214	Samsung Bundle	Available	0	N/A	Yes	No	<button>View</button>
213	Lenovo Bundle	Not available	0	N/A	Yes	No	<button>View</button>
212	ASUS Bundle	Available	0	N/A	Yes	No	<button>View</button>
211	HP Bundle	Available	0	N/A	Yes	No	<button>View</button>
210	Sony Bundle	Available	0	N/A	Yes	No	<button>View</button>
209	Toshiba CAMILEO S20	Available	10	0	No	Yes	<button>View</button>
208	Toshiba CAMILEO P20	Available	10	0	No	Yes	<button>View</button>
207	Toshiba CAMILEO P20	Available	10	0	No	Yes	<button>View</button>
206	Toshiba CAMILEO S30	Available	10	1	No	Yes	<button>View</button>

## Multiple Warehouse Stock Management

Your product's availability is calculated on a per-store basis, meaning you can manage stocks across all international entities from a single

interface and make logistics management more efficient.

Pyz | Zed | B2c01

Dashboard / Products / Products / Edit Concrete Product

General    Price & Stock    Image    Assign bundled products

**Price & Tax**  
Enter price and tax set.

		Gross price		
		DEFAULT	ORIGINAL	SUPPLIER
AT	CHF	229.45		
	€	199.52		
DE	CHF	286.81		
	€	249.40		
US	CHF			
	€			

**Stock**  
Enter stock value. In case you create multiple variants, the stock can be managed under "Product Variants" and this input field will be ignored.

**Type**  
Warehouse1

**Quantity**  
10  
 Never out of stock

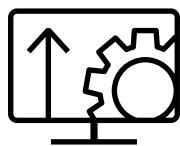
Available in stores: DE

**Type**  
Warehouse2

**Quantity**  
0  
 Never out of stock

Available in stores: DE AT

**Save**



# Back Office

Who



E-Commerce Manager



Customer Service



Legal

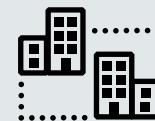
## What

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



## Details

The Spryker Commerce OS includes a powerful and user-friendly Administration Interface that allows you to manage all back office tasks with ease. Easily synchronize your OS with your ERP and other external systems to retrieve all your content pages, product and customer data and settings and preferences. The admin panel also enables you to customize and define your store's appearance. Control who can access the Administration Interface and which tasks they can perform by defining custom user permissions and creating different user groups.



B2B



B2C

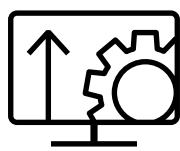
## Features

Permission &amp; ACL Management

Manage Customer Accounts

Data Protection

Administration Interface Functionalities

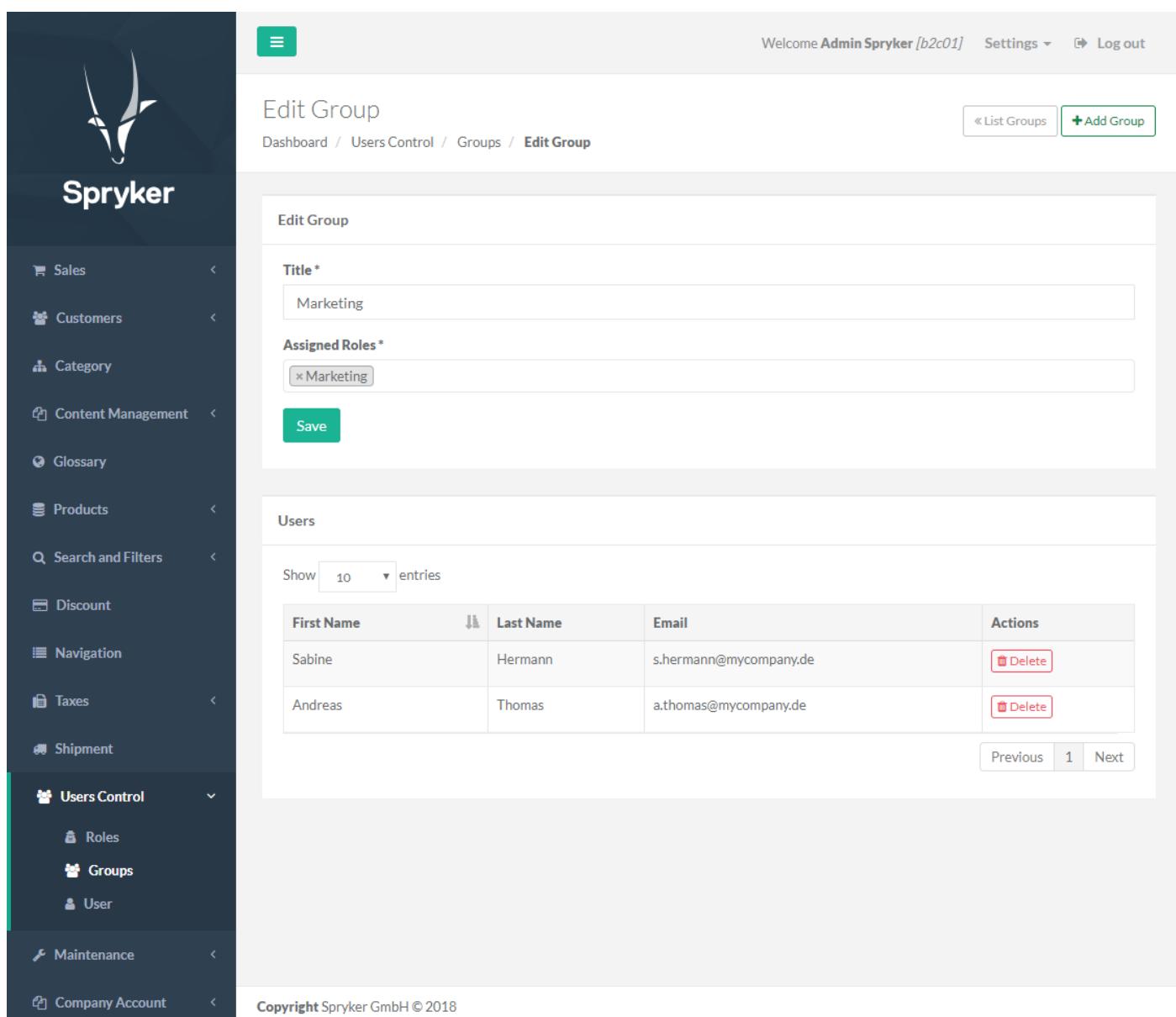


# Back Office Features

## Permission & ACL Management

Clearly define access permissions and roles of all Administration Interface users where needed and set initial passwords.

Easily control who has access to the Administration Interface and which tasks they can perform by defining custom user permissions, roles and groups.



Welcome Admin Spryker [b2c01] Settings Log out

Edit Group

Dashboard / Users Control / Groups / Edit Group

[List Groups](#) [Add Group](#)

Edit Group

Title \*

Marketing

Assigned Roles \*

Marketing

Save

Users

Show 10 entries

First Name	Last Name	Email	Actions
Sabine	Hermann	s.hermann@mycompany.de	<a href="#">Delete</a>
Andreas	Thomas	a.thomas@mycompany.de	<a href="#">Delete</a>

Previous 1 Next

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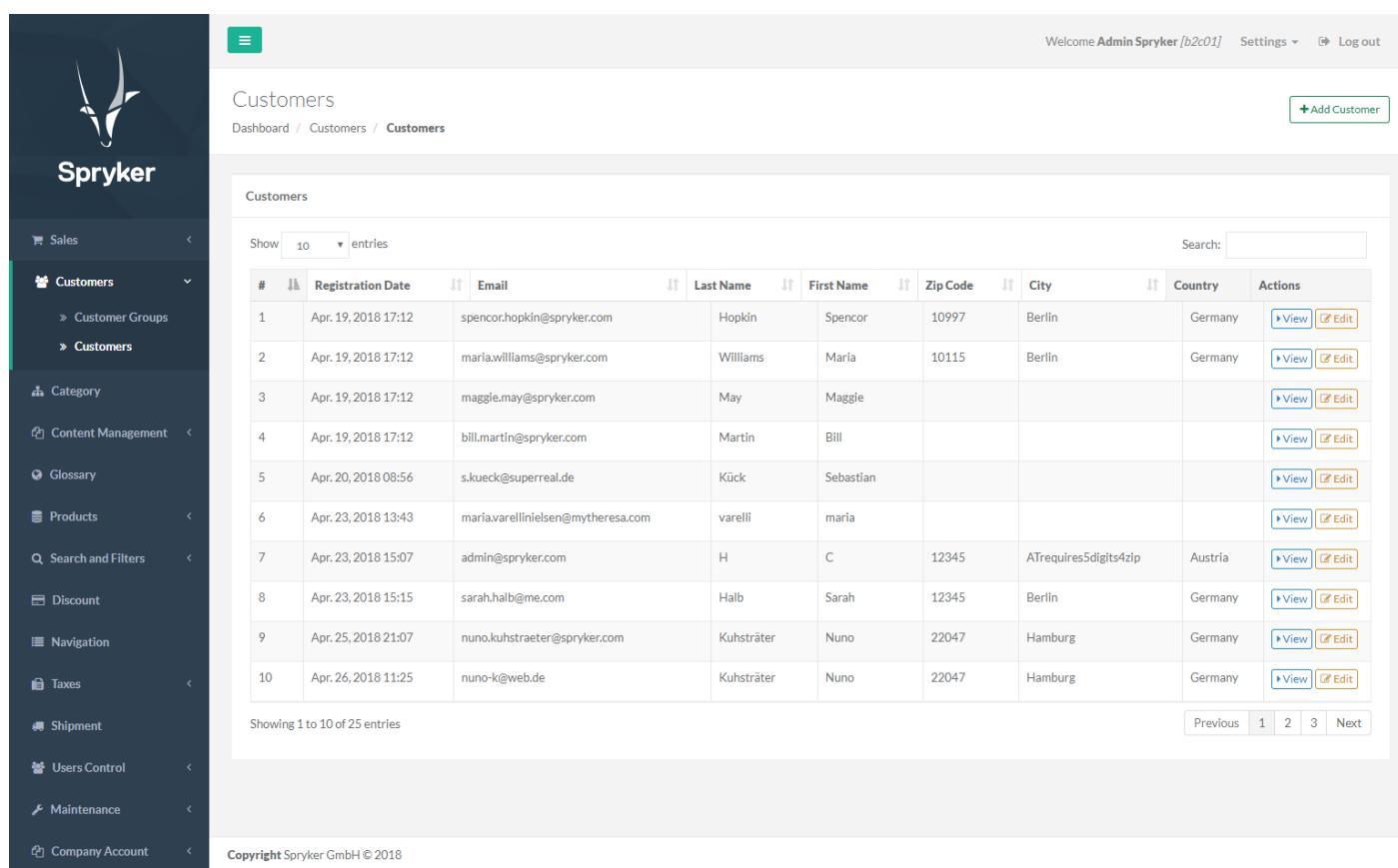
## Manage Customer Accounts

In the Customer Management feature you can view and edit customer accounts, see details and check order history. The Customer Accounts function allows you to group your customers to target them for exclusive or limited offers.

Your customers can create an account to save their contact details, addresses, order history and preferences, such as language and shipping options.

Tailor the customer registration to your needs. A customer can simply register with an email address and a password or you can choose to ask for more details. Once a customer enters the required information, a customer account is created.

All accounts are password protected. Passwords can easily be restored with a restore-password link.



#	Registration Date	Email	Last Name	First Name	Zip Code	City	Country	Actions
1	Apr. 19, 2018 17:12	spencor.hopkin@spryker.com	Hopkin	Spencor	10997	Berlin	Germany	<a href="#">View</a> <a href="#">Edit</a>
2	Apr. 19, 2018 17:12	maria.williams@spryker.com	Williams	Maria	10115	Berlin	Germany	<a href="#">View</a> <a href="#">Edit</a>
3	Apr. 19, 2018 17:12	maggie.may@spryker.com	May	Maggie				<a href="#">View</a> <a href="#">Edit</a>
4	Apr. 19, 2018 17:12	bill.martin@spryker.com	Martin	Bill				<a href="#">View</a> <a href="#">Edit</a>
5	Apr. 20, 2018 08:56	s.kueck@superreal.de	Kück	Sebastian				<a href="#">View</a> <a href="#">Edit</a>
6	Apr. 23, 2018 13:43	maria.varellinielsen@mytheresa.com	varelli	maria				<a href="#">View</a> <a href="#">Edit</a>
7	Apr. 23, 2018 15:07	admin@spryker.com	H	C	12345	ATrequires5digits4zip	Austria	<a href="#">View</a> <a href="#">Edit</a>
8	Apr. 23, 2018 15:15	sarah.halb@me.com	Halb	Sarah	12345	Berlin	Germany	<a href="#">View</a> <a href="#">Edit</a>
9	Apr. 25, 2018 21:07	nuno.kuhstraeter@spryker.com	Kuhsträter	Nuno	22047	Hamburg	Germany	<a href="#">View</a> <a href="#">Edit</a>
10	Apr. 26, 2018 11:25	nuno-k@web.de	Kuhsträter	Nuno	22047	Hamburg	Germany	<a href="#">View</a> <a href="#">Edit</a>

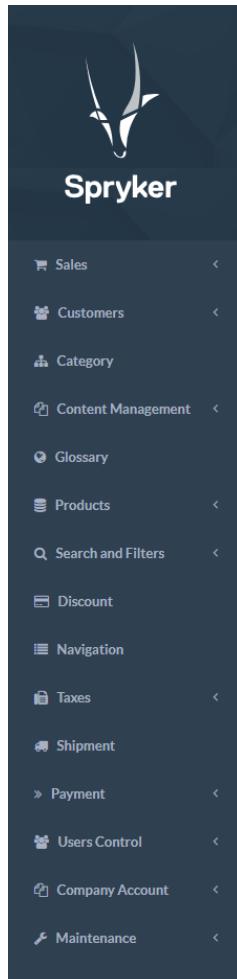
## Data Protection

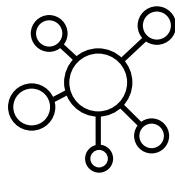
The Spryker Commerce OS is fully compliant with international GDPR regulations.

For example, customers can delete their account information, subscribe or unsubscribe from newsletters. 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.

## Administration Interface Functionalities

Manage all Back Office tasks in the Administration Interface. Here you can manage user and administrator accounts, create products pages, extend your catalog and navigation, create content, maintain price, tax and currency options, check orders and many more.





# Multi-Channel

Who



End-Customer



E-Commerce Manager



Marketing

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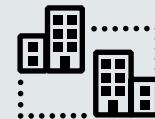
## What

Increase customer satisfaction by offering multiple, mobile-ready channels and reach your customers where they are.

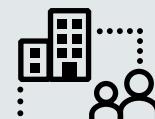


## Details

Provide a holistic shopping experience by meeting your customers where they are. You can easily promote and sell your products and services across multiple channels beyond your store's website, on- and offline. Build your Commerce OS with a responsive layout and ensure a smooth shopping experience across multiple devices, too. The responsive layout ensures that all content is displayed correctly across mobile, tablet and desktop devices of any kind. Allow your customers to seamlessly access your shop from any device.



B2B



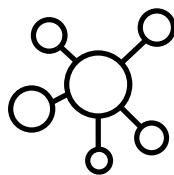
B2C

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## Features

Responsive Design

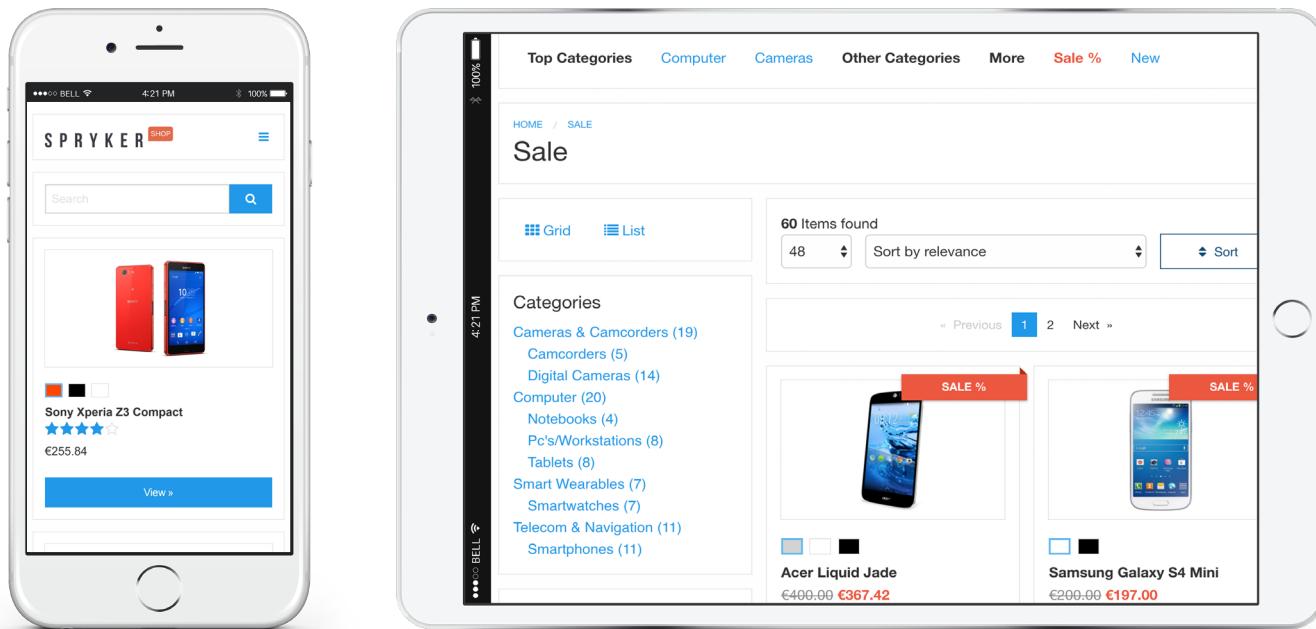
Multiple Touchpoint Integrations



# Multi-Channel Features

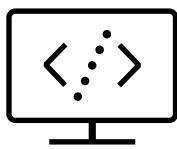
## Responsive Design

To speed up processes and simplify the daily management of your shop, you can integrate a great variety of third party solution providers such as shipping, payment and analytics.



## Multiple Touchpoint Integrations

To speed up processes and simplify the daily management of your shop, you can integrate a great variety of third party solution providers such as shipping, payment and analytics.



# Development

Who



Developer



What

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



Details

Create a reliable base for your OS that ensures security and high performance. Provide your developers with a collection of useful coding tools that help them validate their code while they work. The tools check the code, its style and architecture and can automatically generate modules or parts thereof. The Spryker Commerce OS also offers production/staging deployment solutions for several different cloud platforms, like AWS. An all-inclusive and fully pre-provisioned development environment on a virtual machine is also provided.



B2B



B2C



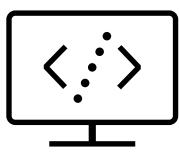
Features

Development Virtual Machine & Console

Cronjob Scheduling

Importer

Development Tools



# Development Features

## Importer

Easily import your business logics and data, such as Product Information, Customer Base, Categories and many more into the Spryker Commerce OS.

## Development Tools

The Spryker Commerce OS provides your developers with a range of coding tools that make sure your OS run smoothly.

- Code sniffer: This will validate the code style
- Architecture sniffer: Checks whether the code follows the Spryker architecture
- Code generator: Lets you generate modules or parts of modules (application layers)
- PHP Stan: Static code analyzer for code introspection, helps to reduce bugs

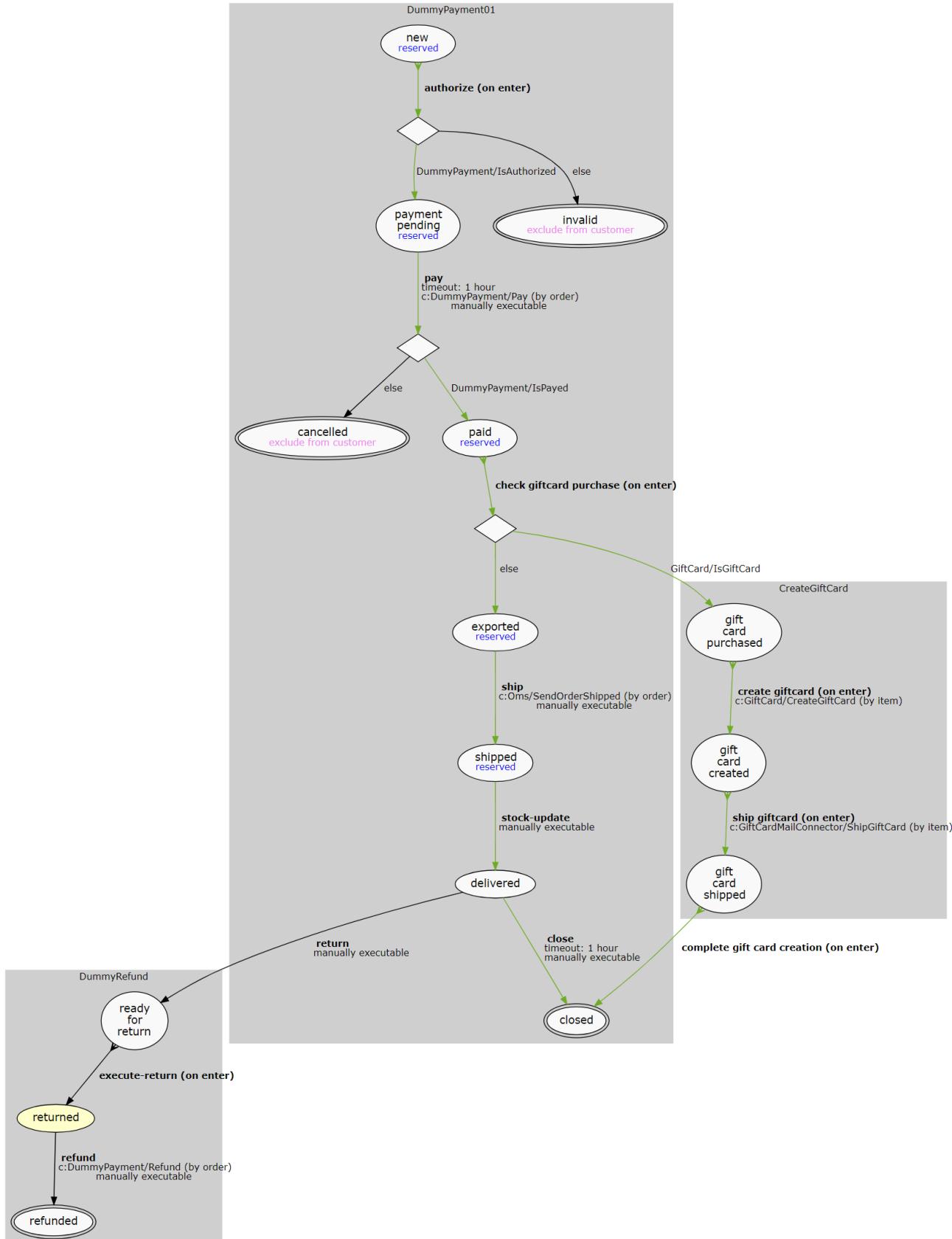
The OS is fully equipped with a production/ staging deployment solutions for different cloud platforms, like AWS.

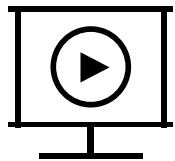
## Cronjob Scheduling

To enable your system to process all requests effortlessly, the Spryker Commerce OS is equipped with a Cronjob Scheduling feature. All jobs can be scheduled and executed automatically or manually. Jobs are versioned and can easily be changed by your own developers.

## Development Virtual Machine & Console

With the Spryker Commerce OS comes an all-inclusive and fully pre-provisioned development environment on a virtual machine, based on Vagrant and VirtualBox. The command-line Console tool enables you to execute a great variety of commands, such as managing the Spryker Commerce OS installer, to run the OS in any environment.





# Sample Suite & Custom Suite

Who



Developer



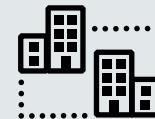
What

Get a glimpse of the Spryker Commerce OS functionalities and install our Sample Suites.

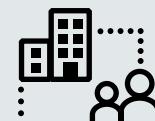


Details

The Spryker Sample Suite is a fully functional, out-of-the-box online shop application. It offers all common functionalities and workflows and can be used as a boilerplate to kick-start your project. With the Dummy Payments feature you are able to perform a sample payment to test the checkout process. Furthermore the Custom Suites offer an opportunity to test a shop application that is tailored to more specific business needs.



B2B

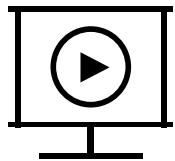


B2C

Features

CSS Class Customization

Sample Suite and Custom Suite



# Sample Suite & Custom Suite Features

## CSS Class Customization

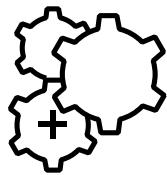
You can fully customize the storefront appearance to match your CI using the CSS Classes.

## Sample Suite and Custom Suite

The Sample Suite represents a standard shop, with common functionalities and workflows to show basic features.

You can use the Sample Suite as a boilerplate for your own shop and customize it for your products, CI and services.

Custom Suites are individual versions of the OS that are tailored specifically to your requirements.



# Industry Partner Integrations

Who



Finance



Developer



Marketing

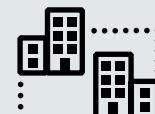
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**What**

Simplify and accelerate your business and processes by taking advantage of the multitude of partner solutions Spryker offers.

**Details**

Streamline your operations by connecting your Spryker Commerce OS with a large selection of third-party applications and integrations. Create a rich customer experience by integrating an e-mail marketing provider that suits your business needs or reduce errors with the integration of an analytics solution and the ERP of your choice. Automate your processes and implement several shipping and payment integrations. Seamlessly integrate the third-party solutions you need and make your store unique.



B2B

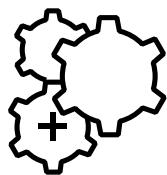


B2C

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**Features**

External Integrations



# Industry Partner Integrations

## Features

### External Integrations

To speed up processes and simplify the daily management of your shop, you can integrate a great variety of third party solution providers such as shipping, payment and analytics.





# Spryker

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