
Spryker Roadmap

September, 2019



Disclaimer

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

Content Management System (CMS)



Content Pages & Slots

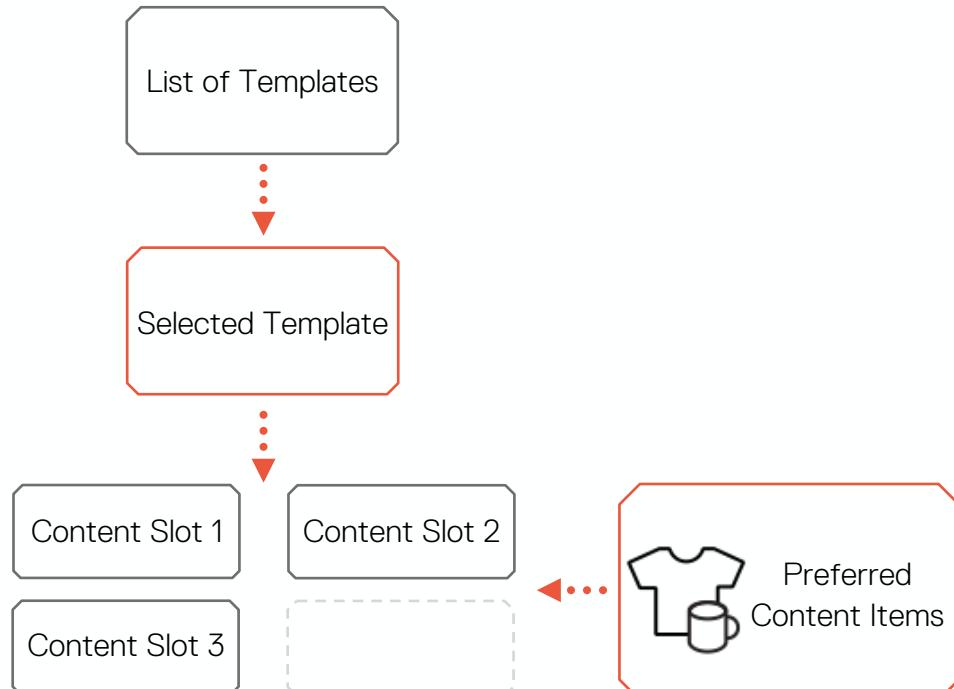
The screenshot displays the Spryker Content Management System (CMS) interface. On the left, a dark sidebar menu lists various administrative sections such as Sales, Customers, Category, Content Management (Blocks, Pages, Redirects, Content Items), Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Dashboard. The main content area shows a draft page titled "Edit Placeholders: Demo Landing Page". The page has tabs for Title and Content. The Content tab shows a rich text editor with a toolbar and several content blocks. One block is a banner titled "The Freedom of Cellular" with the subtitle "Explore the world of smartwatches". Another block is a slider titled "Control your life with smartwatches" showing an image of a person's wrist with a smartwatch. The CMS interface includes a top navigation bar with links for Publish, Preview, Edit page, Discard Draft, Deactivate, and Back to CMS, along with a user dropdown and Log out.

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

- Give Content Managers a full view of content slots available in store templates as well as CMS pages
- Assign different content blocks to slots and control store and timeframe visibility



Managing Content Slots



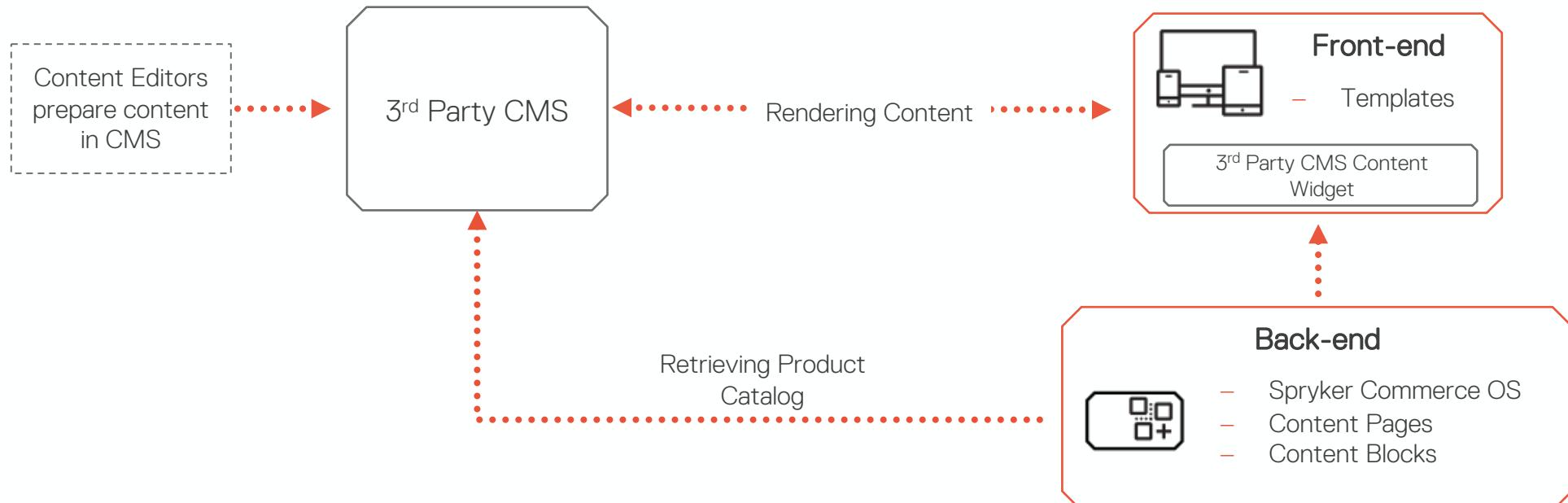
- All store templates that have configurable content are visible in Back Office UI
- Content manager should be able to see what placeholders are available on each page and what content is assigned to them
- Content manager can assign content to be shown in these placeholders based on Locale, Store, and other parameters
- Content slots can be managed by 3rd party CMS



Standardization of 3rd Party CMS Integrations

3rd party CMS:

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





Multi-store Navigation

A screenshot of a navigation tree interface titled "Navigation tree". The tree is organized under "Top Navigation Desktop".

- Computers
 - Notebooks
 - Stylish Black Notebooks
 - PCs & Workstations
 - Tablets
 - Tablets on Sale
 - Asus Zenbook
 - Asus ZenPad
- Cameras
 - Digital Cameras
 - Digital Cameras on Sale
 - Camcorders
 - New Camcorders
 - Sony Cameras
 - Sony Camera
 - Canon PowerShot
- Smartphones & Wearables
- Brands
- More
 - Product Bundles
 - Product Sets
 - Demo Landing Page
 - Explore Spryker
 - Sale %
 - New

Save Order

Navigation is one of the most important elements of any online store. The Multi-store Navigation:

- Support Different Navigation Trees for multi-store setup
- Define what navigation elements to show based on:
 - Store
 - Customer

Commerce Functionality



Split Delivery

Assign each product to its own delivery address

	Asus Transformer Book T200TA	Select a delivery address
	Quantity: 1	Sophie Fergiani, 5 rue Mademoiselle, 75015 Paris, France
	Acer Aspire S7	Select a delivery address
	OS installed: Windows 8.1 Pro Quantity: 3	Jeremy Fourna, Kochhannstrasse 38, 10212 Berlin, Germany

An order can be split an order into multiple deliverables either by a customer or in the backend

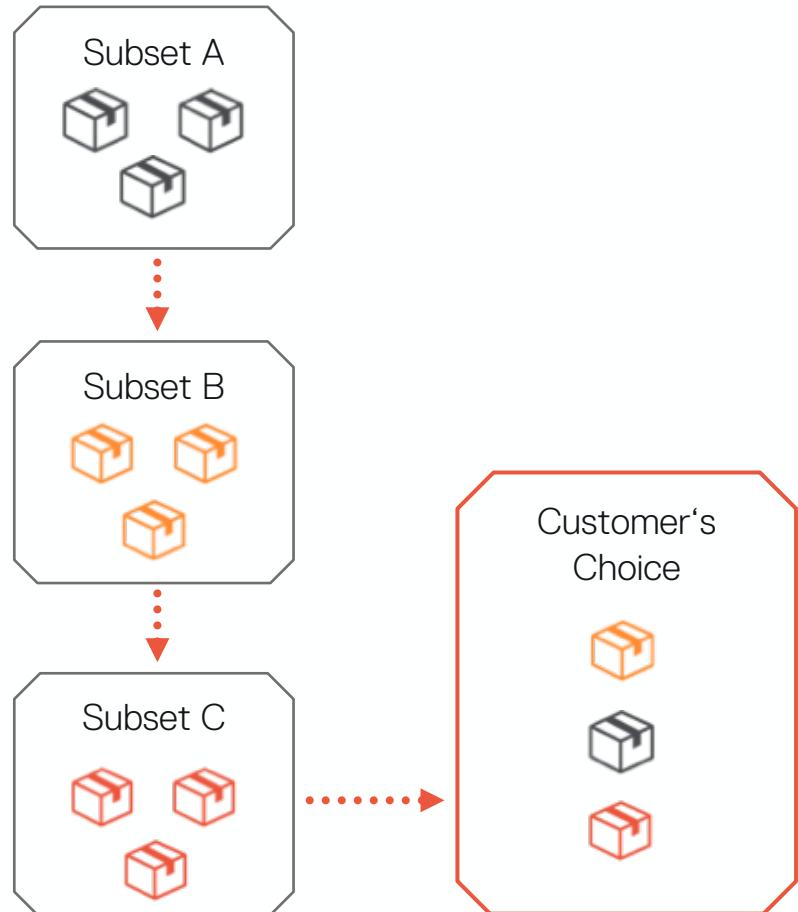
- Introduces the Shipment object to group order items together
- A shipment defines:
 - Shipment method
 - Delivery address
 - Delivery date



Configurable Bundles

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

- Create templates for Configurable Bundles
- Define compatibility and pricing rules
- Guided navigation in the storefront to assist customer in configuration process



Shipping Cost

- Add shipping cost to cart sent for approval
- Add shipping cost to Request for Quote

Shopping cart

Gross prices 4 Items

Add a note for the cart +

Add to Shopping list +

Quick add to Cart +

Share Cart via link +

Comments to Cart

Write a comment 

Your Order 4 Items

Enter voucher code  Redeem code

Discounts

10% Discount for all orders above €5 every tuesday and wednesday for buying 5 items - €161.40 - €50.00

Subtotal €1,614.03
Tax €233.96
Grand Total €1,402.63

Approval Request

After a cart has been sent to approval, all of its shares will be dismissed.

Your purchase limit is €300.00. To spend more, request approval from your manager.

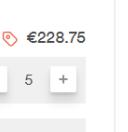
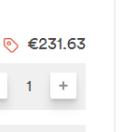
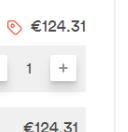
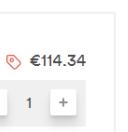
Arnold Kurmann (€1,0...)

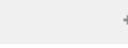
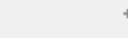
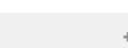
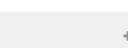
Send Request

Request a Quote

Item	Description	Quantity	Unit Price	Total
1	Rectangular table, rectangular tubing, chromed - 800 x 800 mm - beech, natural	5	€228.75	€1,143.75
1	Topstar disc swivel chair, synchronous mechanism, disc seating - cover 33% wool, 67% polyester - blue	1	€231.63	€231.63
1	HSM document shredder - HxWxD 410 x 305 x 200 mm - gray, 5 – 7 sheets, 225 mm work width	1	€124.31	€124.31
1	Automatic counterfeit test device, SAFESCAN 155-S, gray.	1	€114.34	€114.34

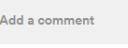
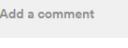
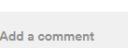
   

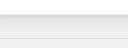
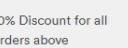
       

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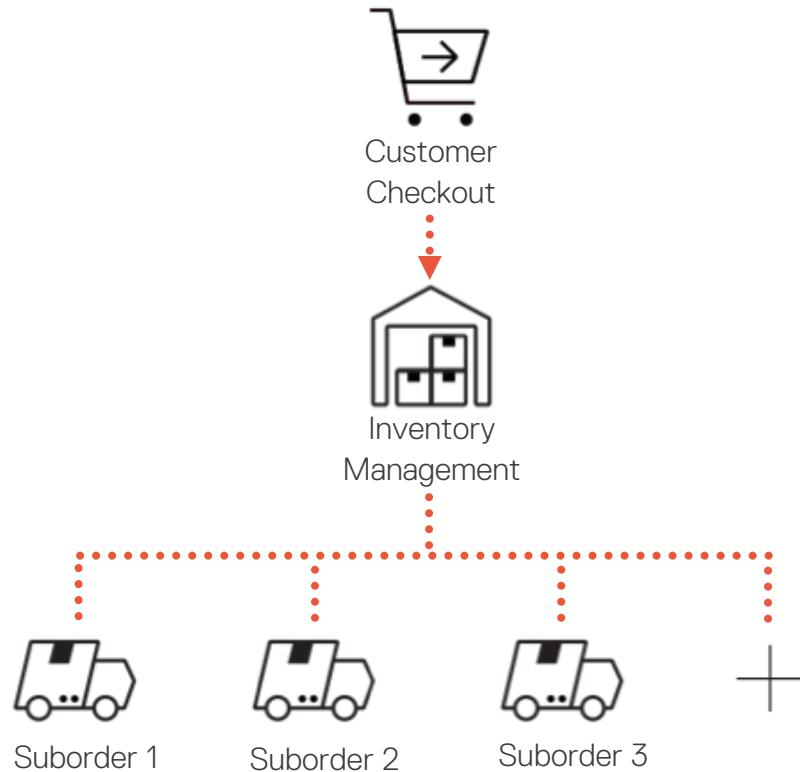
   

Split Order



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

- Each suborder can be tracked independently
- Customer is updated on status of each suborder

Return Management



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

Select which product you want to return

The screenshot shows a user interface for returning products. At the top, it says "Select which product you want to return". Below this, there are two product items listed:

- Asus ZenPad Z170C**
Quantity ordered: 1
Tell us why you want to return this product
- Canon PowerShot N**
Quantity ordered: 1

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



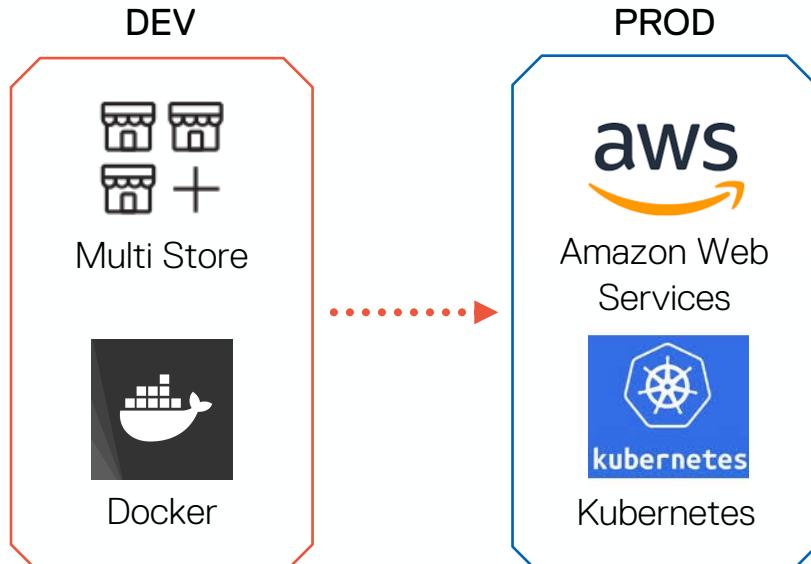
Additional Storefront APIs



- Product ratings and reviews
- Product Sorting
- Discounts & Vouchers
- Converting Guest shopping after customer logs in
- Multiple shipment and payment methods on checkout
- Product options
- Bundles
- Product Set
- and others



Cloud Roadmap



Cloud enablement:

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

Cloud support:

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



Advanced Multi-Store Setup & Configuration

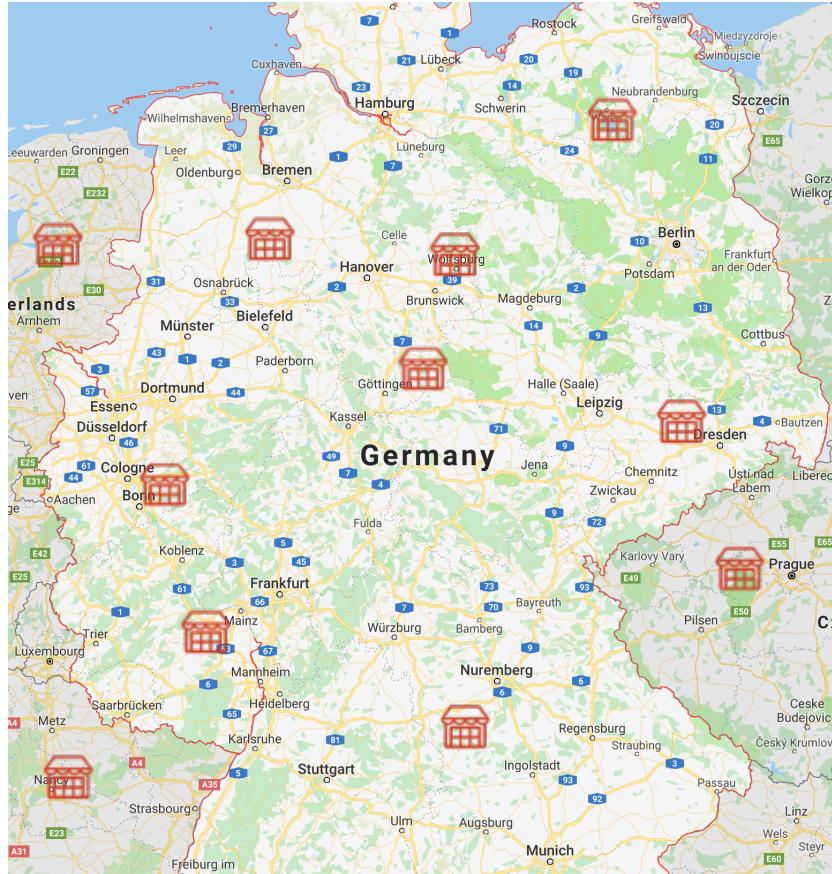
- Admin UI for store management
- Admin UI for payment methods management and multistore support
- Simplified and standardized payment methods integration
- Admin UI for shipment methods management and multistore support
- Admin UI for warehouses management and multistore support

Stores							
Show		10					
Store ID	Name	URL	Timezone	Delivery Regions	Locales	Currencies	Actions
DE	German speaker only	http://www.b2c.demo-spryker.de	Europe/Berlin	AT, CH, DE	de_DE	CHF, EUR	View
US	USA website	http://www.b2c.demo-spryker.com	America/New_York	US	en_US	USD	View

Showing 1 to 10 of 35 entries

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Digital Commerce for “Big Boxes” Retailers



Digital commerce solution for brands with a large number of retail locations

- Retail location profile, location, and hours of operations
- Store locator
- Product availability and stock level per location
- Product prices per location
- Online customer experience in the context of a selected retail location



Enterprise Marketplace

Extending your Store to an Enterprise Marketplace



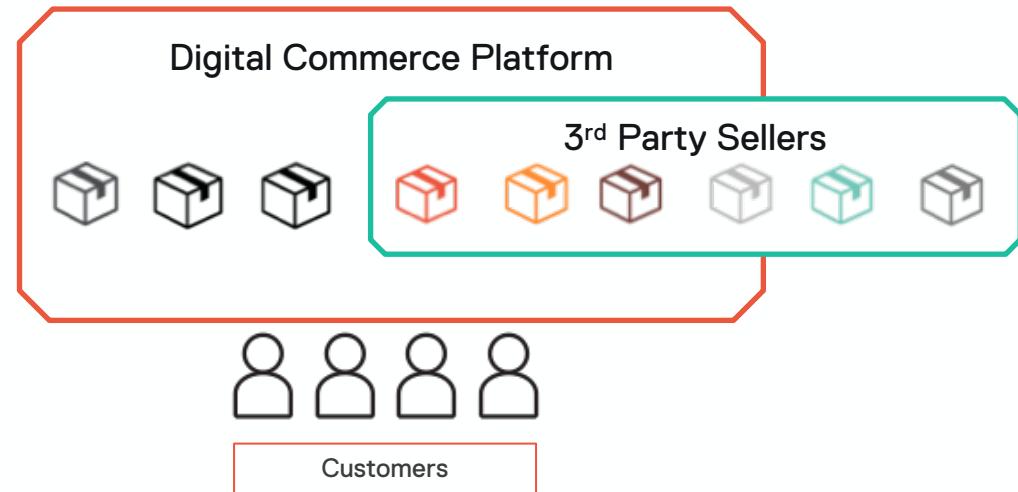
Traditional Commerce Model

Enterprise as a Seller



Enterprise Marketplace Model

Enterprise as a Seller & Marketplace Operator

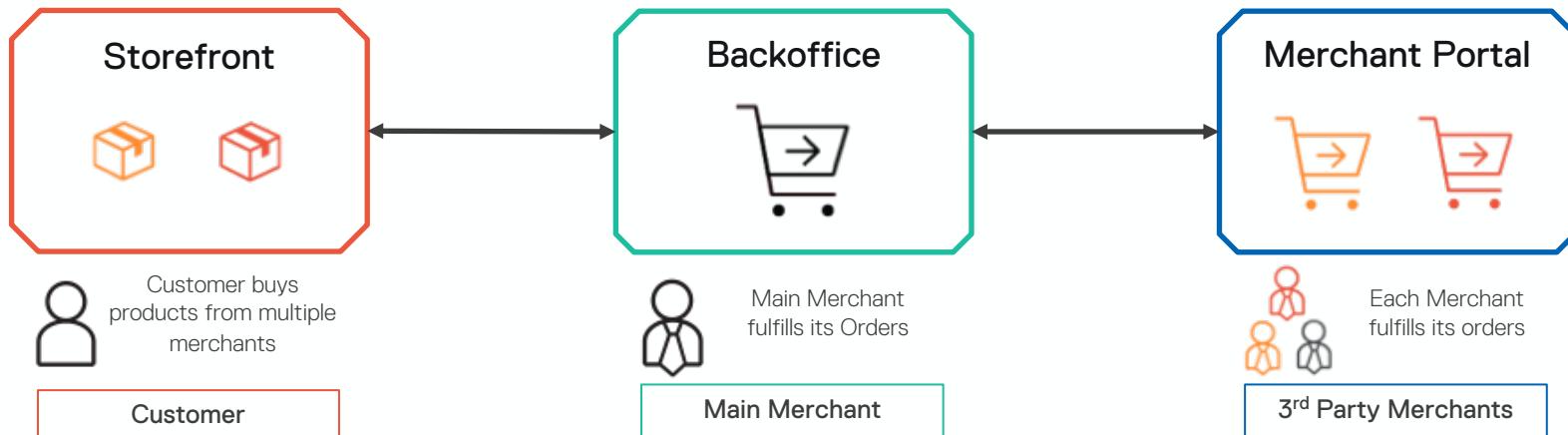
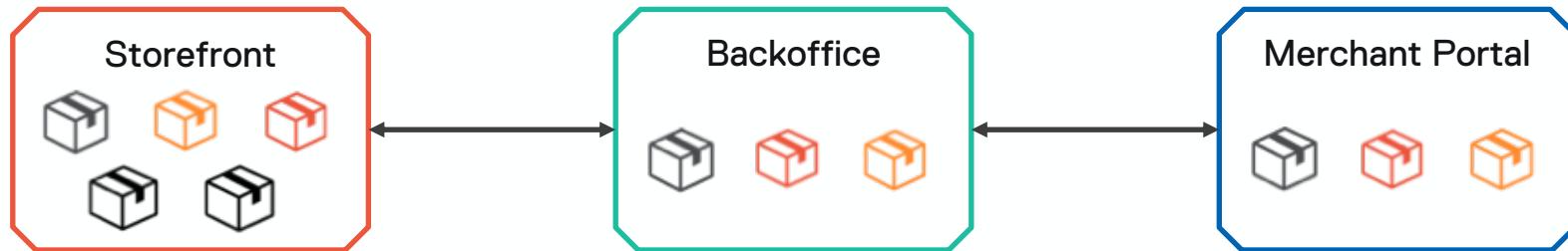


“Organizations create enterprise marketplaces to allow third parties to sell through the platform to enrich offerings and stimulate growth”

— Gartner. Create Enterprise Marketplaces to Accelerate Digital Business, 2019



Extending your Store to a Marketplace



New Marketplace Specific Functionality



Marketplace Storefront

Customers

Products from multiple merchants are in the same storefront

Customer can mix products from multiple merchants in a single order

Ability to search and navigate by merchant

Merchant profile pages

Merchant reviews and ratings

Merchant's "Store-in-Store" - a special store area that highlights products from a single merchant

Order status update from order fulfilling merchants



Marketplace Backoffice

Operator/ Main Merchant

Merchants approval and management

Merchants products approval

Order splitting and routing to correct merchant

Marketplace reporting

Payment processing

Refunds



Merchant Portal

Merchants

Merchant registration and login

Merchant profile

Merchant users with different roles and permissions

Merchant sales reports

Merchants manage their:

Products

Prices

Stock

Shipping methods

Merchants fulfil their orders

Merchants to manage reviews

Support for both B2C & B2B business models