

# FEATURE CATALOG



**Spryker**

2018 Spryker Systems GmbH  
[spryker.com](http://spryker.com)  
September 2018

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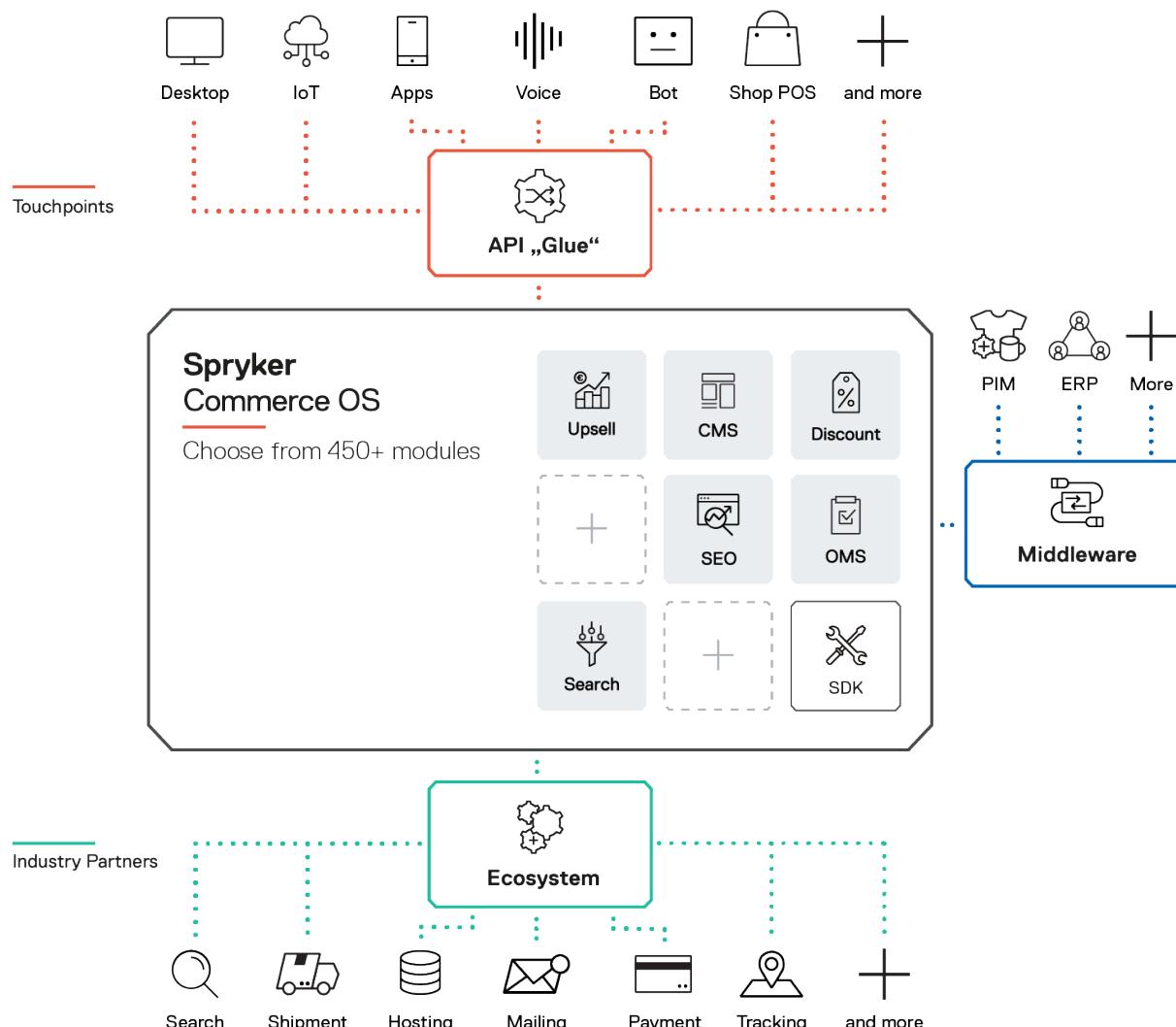
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**Features:** Master Suite and Custom Suite

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# Build Your Own



The Spryker Commerce OS is a „beyond shop – beyond desktop“ commerce technology, enabling transactional use cases at every current and future touchpoint. It comes with a clear separation of front-end and back-end and provides all Features for a successful commerce business. You can choose out of 450+ decoupled modules (back-end), that are clustered into functional Capabilities and front-end 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 anywhere, anytime.



## Capabilities

The Spryker Commerce OS consists of decoupled Capabilities which are formed through the grouping of Features. Each Capability is independently upgradeable and clusters a different functional area. Any front-end (APP) can be accessed via “Glue” the Spryker API.

### Core Capabilities



Product Management



Cross-sell and Upsell



Catalog Management



Navigation



Search & Filters



SEO



CMS



Media Management



Internationalization



Price



Tax



Promotions & Discount



Shopping List



Wish List



Cart



Shipment



Payment



Gift Cards



Checkout



Ratings & Reviews



Mailing & Notifications



CRM



Company Account



Order Management



Inventory Management



Back Office



Multi-Channel



Development



Industry Partner Integrations

### B2B Specific Capabilities



Product Management



Price



Shopping List



Cart



Company Account



Packaging & Measurement Units



### Maximum Flexibility

While each Capability was originally designed to fill a particular need dependent upon the type of end customer, Spryker understands each business has particular demands that may dim the line between B2B and B2C. All of our Capabilities are built with the intention of making them easily adaptable to your actual growing business requirements away from the uniform B2B or B2C one-size-fits-all model.



#### B2C

By 2020, worldwide e-commerce is predicted to grow into a 4 trillion US-dollar market. Spryker's 450+ modules with B2C Capabilities are designed to help your business scale as customers move towards desktop, mobile and IoT so you never have to worry about meeting your current or future customers' needs.



#### B2B

98% of B2B buyers do online research, before making a purchasing and partnering decision and a large majority of those prefer an online shopping experience that feels close to the well known B2C environment. Be ready for your customer's demands with the Spryker B2B Suite.



## 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 Attributes

Product Abstraction

Super Attributes

Product Groups

Product Bundles

Product Sets

Product Relations

Product Options

Dynamic Product Labels

Barcode Generator

Timed Product Availability

Alternative Products

Product Restrictions for B2B Customers



# Product Management Features

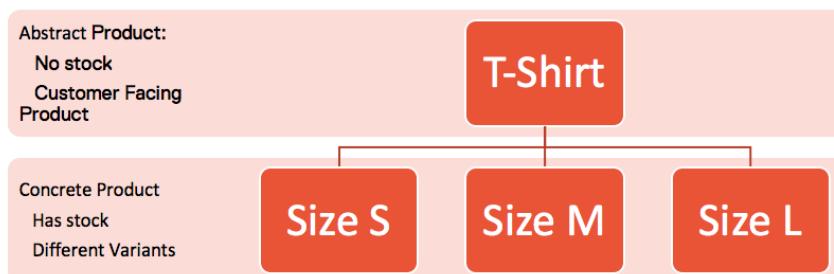
## Product Attributes

Easily build a list of characteristics, or attributes, for your products, such as brand or special features. For these you can define specific values to help you and your customers distinguish between products. All products can get assigned a multitude of attributes to simplify the filter and category functions. The Spryker Commerce OS offers a set of pre-defined Product Attribute values or offers to simply import your own sets.

Attributes	
Default	
total_megapixels	8 MP
display	LCD
self_timer	10 s
weight	118 g
brand	Toshiba
de_DE	
en_US	

## Product Abstraction

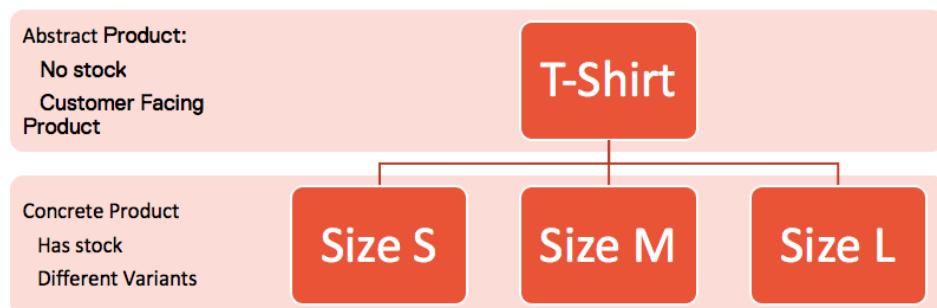
Products can come with multiple Variants, such as size or color. With Spryker Commerce OS, you can easily build a product hierarchy structure using Abstract and Concrete Products. The topmost hierarchy level, the Abstract Product, or the online representation which does not have its own stock, is displayed with default properties to match it with a Concrete Product or Variant. The Concrete Product or Variant always belongs to an Abstract Product, has a distinctive stock, and always differs from another Concrete Product with at least one Super Product Attribute.



## Super Attributes

To distinguish between different Product Variants commonly associated with physical goods, Spryker Commerce OS assigns Super Attributes. These 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 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 Groups							
Show	10	entries	Search:				
Product Group ID	Product ID	Name	Sku	Status	Actions		
57	205	Toshiba CAMILEO S30	205	Active	<a href="#">View</a>	<a href="#">Edit</a>	
57	206	Toshiba CAMILEO S30	206	Active	<a href="#">View</a>	<a href="#">Edit</a>	

Showing 1 to 2 of 2 entries

Previous 1 Next

## Product Bundles

Freely tie individual items together and sell them as a package. The items in a bundle are always sold together unlike a set where products are loosely tied together. 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.

General		Price & Stock		Image		Assign bundled products																																																																																											
Show	10	▼	entries																																																																																														
<table border="1"> <thead> <tr> <th>Select</th> <th>id product</th> <th>Product name</th> <th>SKU</th> <th>Price (GROSS_MODE)</th> <th>Stock</th> <th>Availability</th> <th>Is never out of stock</th> </tr> </thead> <tbody> <tr><td><input type="checkbox"/></td><td>2</td><td>Canon IXUS 160</td><td>002_25904004</td><td>€99.99</td><td>0</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>3</td><td>Canon IXUS 160</td><td>003_26138343</td><td>€65.00</td><td>10</td><td>10</td><td>false</td></tr> <tr><td><input type="checkbox"/></td><td>4</td><td>Canon IXUS 175</td><td>004_30663302</td><td>€70.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>5</td><td>Canon IXUS 175</td><td>005_30663301</td><td>€70.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>6</td><td>Canon IXUS 175</td><td>006_30692993</td><td>€345.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>7</td><td>Canon IXUS 285</td><td>007_30691822</td><td>€345.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>8</td><td>Canon IXUS 285</td><td>008_30692992</td><td>€345.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>9</td><td>Canon IXUS 285</td><td>009_30692991</td><td>€99.99</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>10</td><td>Canon IXUS 180</td><td>010_30692994</td><td>€346.00</td><td>10</td><td>0</td><td>true</td></tr> <tr><td><input type="checkbox"/></td><td>1</td><td>Canon IXUS 160 modified</td><td>001_25904006</td><td>€99.99</td><td>10</td><td>10</td><td>false</td></tr> </tbody> </table>										Select	id product	Product name	SKU	Price (GROSS_MODE)	Stock	Availability	Is never out of stock	<input type="checkbox"/>	2	Canon IXUS 160	002_25904004	€99.99	0	0	true	<input type="checkbox"/>	3	Canon IXUS 160	003_26138343	€65.00	10	10	false	<input type="checkbox"/>	4	Canon IXUS 175	004_30663302	€70.00	10	0	true	<input type="checkbox"/>	5	Canon IXUS 175	005_30663301	€70.00	10	0	true	<input type="checkbox"/>	6	Canon IXUS 175	006_30692993	€345.00	10	0	true	<input type="checkbox"/>	7	Canon IXUS 285	007_30691822	€345.00	10	0	true	<input type="checkbox"/>	8	Canon IXUS 285	008_30692992	€345.00	10	0	true	<input type="checkbox"/>	9	Canon IXUS 285	009_30692991	€99.99	10	0	true	<input type="checkbox"/>	10	Canon IXUS 180	010_30692994	€346.00	10	0	true	<input type="checkbox"/>	1	Canon IXUS 160 modified	001_25904006	€99.99	10	10	false
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## Product Sets

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

“Shop-the-Look” function is a prominent example of a Product Set. This feature allows you to build a collection of items based on a curated collection like a stationary set for your customers’ workspace, set of clothing or accessories, or 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. Give your customers the option to select variants per product, add an individual product from a set, or add all products displayed to the cart with one click.

## HP Product Set



**Products in this set**

**Long Description**

Take the next step in productivity with the HP set. The ElitePad 1000 G2 Tablet equipped with a 64-bit Intel® processor and the features you need to stay productive in the office or on the go. Control wireless connection, including optional worldwide 4G LTE, with HP Connection Manager. Dual cameras help you collaborate or capture the moment. Work the way that suits you best.

**Add all to Cart**

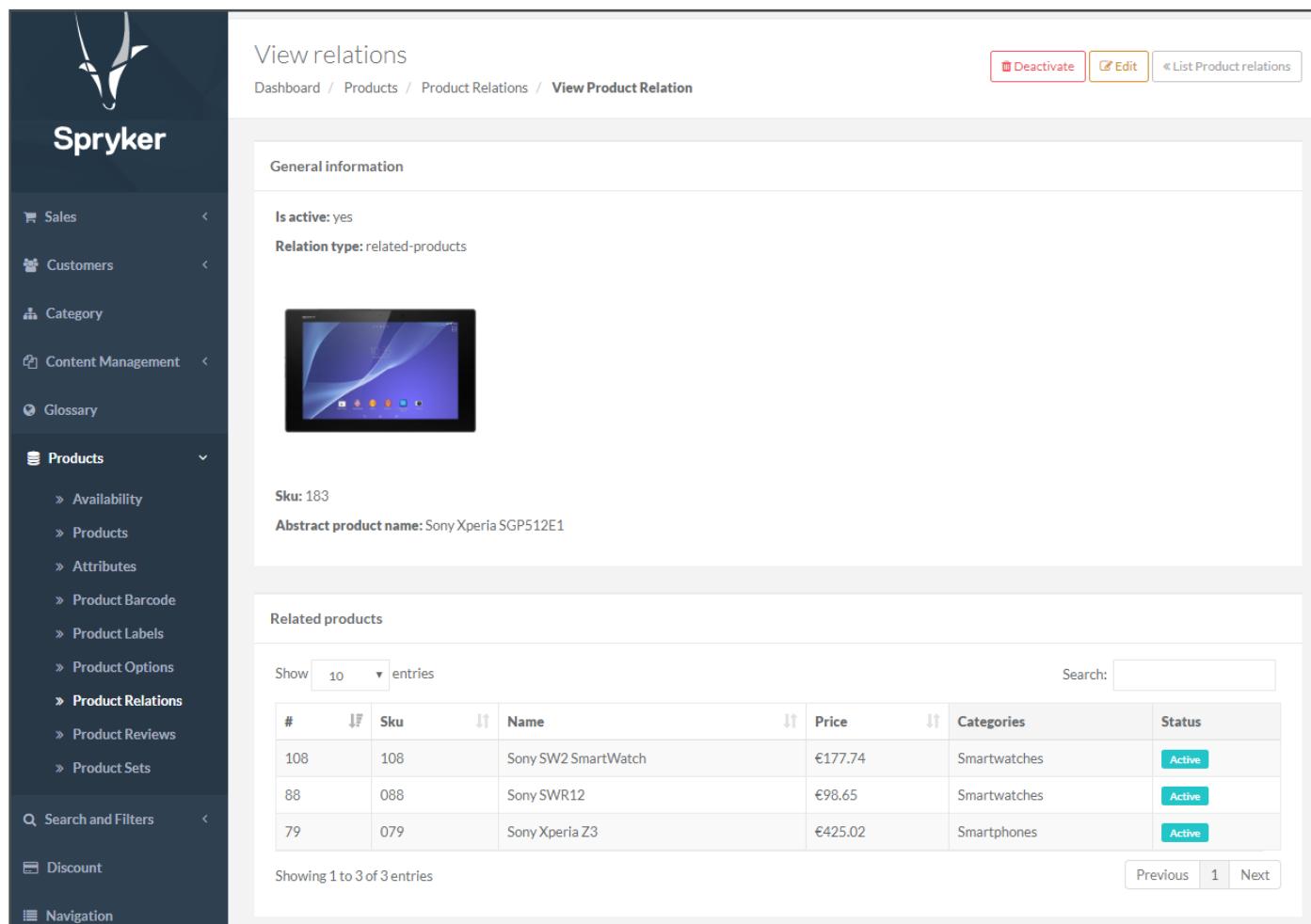


HP Elite x2 1012 G1	€166.47	HP Pro Tablet 608 G1	€67.07	HP EliteDesk 800 G1 Mini	€300.00
Internal storage capacity	Please select an attribute value	Internal storage capacity	Please select an attribute value	Processor frequency	€400.00
<input type="button" value="Please select an attribute value"/>					

## Product Relations

Product Relations lets 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.

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



The screenshot shows the Spryker Product Relations interface. On the left is a dark sidebar with navigation links: Sales, Customers, Category, Content Management, Glossary, Products (selected), Availability, Products, Attributes, Product Barcode, Product Labels, Product Options, Product Relations (selected), Product Reviews, Product Sets, Search and Filters, Discount, and Navigation. The main content area has a header "View relations" with a breadcrumb: Dashboard / Products / Product Relations / View Product Relation. It includes buttons for Deactivate (red), Edit (orange), and List Product relations (grey). The "General information" section shows "Is active: yes" and "Relation type: related-products". Below this is an image of a Sony Xperia tablet. The "Sku: 183" and "Abstract product name: Sony Xperia SGP512E1" fields are also visible. The "Related products" section displays a table with three entries:

#	Sku	Name	Price	Categories	Status
108	108	Sony SW2 SmartWatch	€177.74	Smartwatches	Active
88	088	Sony SWR12	€98.65	Smartwatches	Active
79	079	Sony Xperia Z3	€425.02	Smartphones	Active

At the bottom, it says "Showing 1 to 3 of 3 entries" and has buttons for Previous, 1, and Next.

**Product Options**

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.

### Asus Transformer Book T200TA



**Asus**  
SKU: 139\_24699831  
€34.54  
★★★★★  
Warranty  
Select an option  
Gift wrapping  
Select an option

Quantity: 1 Add to Cart Add to Wishlist

### Product option list

Dashboard / Products / **Product Options** + Create product option

Product option list									
Show 10 entries	Search: <input type="text"/>								
Option group ID	Group name	SKU	Name	Gross Price	Net Price	Status	Actions		
3	product.option.group.name.gift_wrapping	OP_gift_wrapping	product.option.gift_wrapping	<span>€5.00</span> <span>CHF6.00</span> <span>€4.00</span> <span>CHF5.00</span>	<span>€4.00</span> <span>CHF5.00</span> <span>€3.00</span> <span>CHF4.00</span>	Active	<span>Edit</span>	<span>View</span>	<span>Deactivate</span>
2	product.option.group.name.insurance	OP_insurance	product.option.insurance	<span>€100.00</span> <span>CHF120.00</span> <span>€90.00</span> <span>CHF110.00</span>	<span>€80.00</span> <span>CHF90.00</span> <span>€70.00</span> <span>CHF80.00</span>	Active	<span>Edit</span>	<span>View</span>	<span>Deactivate</span>
1	product.option.group.name.warranty	OP_1_year_warranty OP_2_year_warranty OP_3_year_warranty	product.option.warranty_1 product.option.warranty_2 product.option.warranty_3	<span>€0.00</span> <span>CHF0.00</span> <span>€0.00</span> <span>CHF0.00</span>  <span>€10.00</span> <span>CHF12.00</span> <span>€9.00</span> <span>CHF11.00</span>  <span>€20.00</span> <span>CHF23.00</span> <span>€18.00</span> <span>CHF22.00</span>	<span>€0.00</span> <span>CHF0.00</span> <span>€0.00</span> <span>CHF0.00</span>  <span>€8.00</span> <span>CHF9.00</span> <span>€7.00</span> <span>CHF8.00</span>  <span>€18.00</span> <span>CHF20.00</span> <span>€17.00</span> <span>CHF19.00</span>	Active	<span>Edit</span>	<span>View</span>	<span>Deactivate</span>

Showing 1 to 3 of 3 entries Previous 1 Next

## Dynamic Product Labels

Highlight specific products in your shop by assigning fully customizable Product Labels such as 'Sale' or 'Christmas'. Products that are new to your shop can automatically be marked with the Dynamic Product Label 'New' for a pre-defined time range. Also, add validity dates to labels, sort them by importance or relevance, and allow your customers to filter and search for labels within your shop.

# New

5 Results Sort by relevance

**CATEGORIES**

- Cameras & Camcorders
  - Camcorders
  - Digital Cameras
- Computer
  - Notebooks
  - Pc's/Workstations
  - Tablets
- Smart Wearables
  - Smartwatches
- Telecom & Navigation
  - Smartphones

**PRICE RANGE** +

**PRODUCT RATINGS** +

**PRODUCT LABELS** +

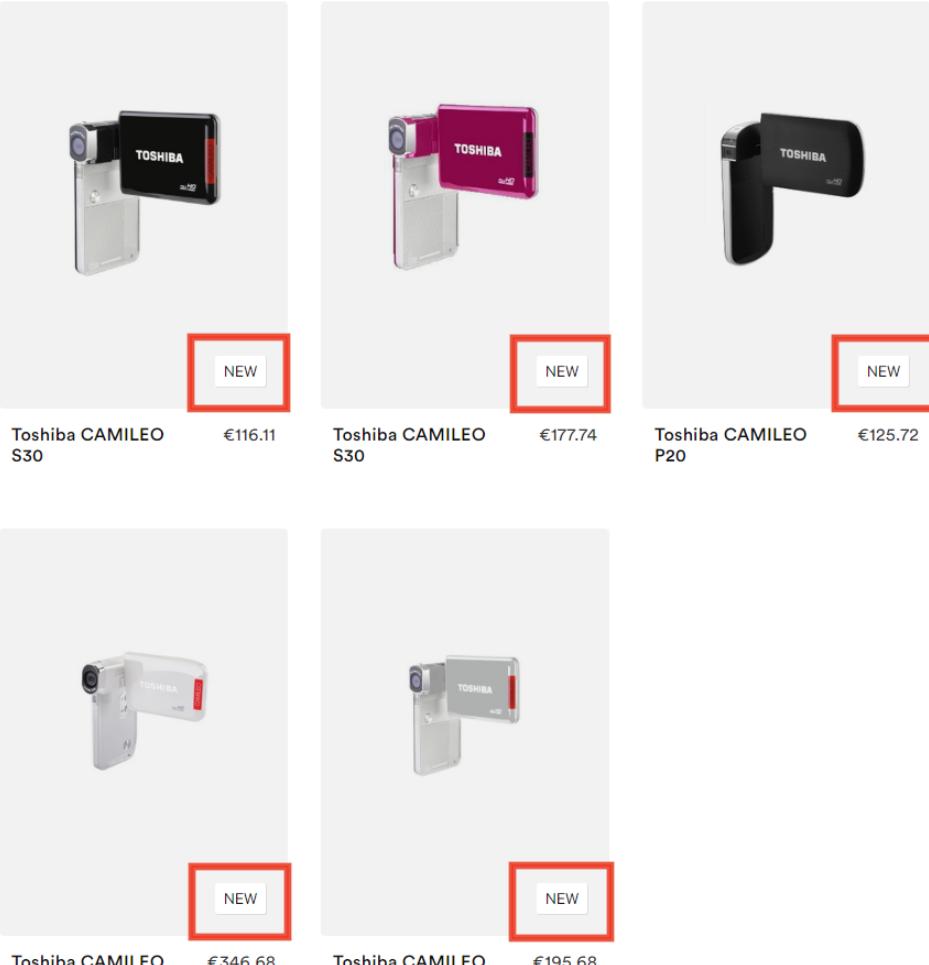
**COLOR** +

**BRAND** +

**WEIGHT** +

**Apply**

Product	Price
Toshiba CAMILEO S30	€116.11
Toshiba CAMILEO S30	€177.74
Toshiba CAMILEO P20	€125.72
Toshiba CAMILEO P20	€346.68
Toshiba CAMILEO S20	€195.68



## Timed Product Availability

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

SKU  
201\_11217755

en\_US

Name  
Sony NEX-VG20EH

Description  
With improved image quality, even low light create stunning backgrounds across borders, creating the expressive picture quality of a DSLR camera.  
Capture pristine dialogue and other sounds in stereo or 5.1 channel surround with the precision Quad Capsule Spatial Array Microphone. A handy level control plus jacks for an external mic and headphones add that extra professional touch.

Searchable

de\_DE

Valid From (GMT)  
2018-06-01 08:53:51

Valid To (GMT)

Jun	2018	JULY 2018	AUGUST 2018																																																																				
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa																																																			
							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

Next >

## Barcode Generator

Enrich your Products with an individual Barcode that is generated based on the SKU number.

The Barcode can be printed for scanning directly from a product or attached to a Shopping List for easy reordering.

Product Barcodes			
<a href="#">Dashboard</a> / <a href="#">Products</a> / <a href="#">Product Barcode</a>			
Show:	10	entries	Search:
Product ID	Product Name	SKU	Barcode
1	Schneider Kugelschreiber HAPTIFY 135323 M 0,5mm dunkelblau/hellblau	424453	 424453
2	Schomburg Stehpult - HxBxT 1094 x 600 x 500 mm, Buche	1001454	 1001454
3	Dauphin Bandscheiben-Drehstuhl, Synchronmechanik - Rückenlehnenhöhe 400 mm - Bezug blau, Gestell schwarz	104937	 104937
4	Dauphin Bandscheiben-Drehstuhl, Synchronmechanik - ohne Armlehen, Rückenlehnenhöhe 580 mm - Bezug blau, Gestell schwarz	104939	 104939
5	Holz-Schalenstuhl - 4-Fuß-Gestell, Sitz gepolstert - Bezug anthrazit, Gestell beschichtet	104517	 104517
6	HSM Aktenvernichter SECURIO - für Mehrpersonen-Büro, 82 l - Streifen, 19 - 21 Blatt	101865	 101865
7	HSM Aktenvernichter SECURIO - für Schreibtisch, 25 l, 300 Watt - Streifen, 12 - 14 Blatt	212440	 212440
8	HSM Aktenvernichter SECURIO - für Großraumbüro, 145 l, 1800 Watt - Streifen, 31 - 33 Blatt	212442	 212442
9	HSM Aktenvernichter CLASSIC - HxBxT 410 x 305 x 200 mm - grau, 5 - 7 Blatt, 225 mm Arbeitsbreite	100682	 100682
10	HSM Aktenvernichter CLASSIC - 125,2, Auffangvolumen 76 l, 17 - 19 Blatt	104074	 104074

Showing 1 to 10 of 407 entries

Previous | 1 | 2 | 3 | 4 | 5 | ... | 41 | Next

## Product Restrictions for B2B Customers

As a Company selling to other businesses, tailoring the product selection per customer is an important feature.

Some items or prices are available specifically for certain clients and thus should not be accessible to others. With a Product Restriction feature, you as a shop owner can easily define which of your customers gets to see what items, details, and prices. Any item in your product catalog can be added to blacklists per customer. The lists can be uploaded or imported to make handling easier."displayed to the cart with one click.

## Alternative Products

As a shop owner, you can easily define a list of Alternative Products that will be suggested to your customers if for any reason the selected item is not available.

Regardless if a product is out of stock or discontinued, you can effectively lower bounce rates and increase customer's satisfaction by offering alternatives.

✓ FREE DELIVERY & RETURNS ✓ 100 DAY RETURNS POLICY ✓ ANOTHER USP OF YOUR SHOP ☎ +49 (0) 800 541 214 98 GROSS PRICES ✓ EUR ✓ EN ✓ MY COMPANY ✓

 Search through 250.000 products... MAXIMILIAN MUSTERMANN QUICK ORDER SHOPPING LIST MY CART

Stationary Office Furniture Office Equipment Transport Brands Sale % New

Home / My Account / Shopping lists / For our office in Arizona

**For our office in Arizona**

OWNER: Max Mustermann ACCESS: FULL ACCESS SHARED WITH: MH MS DS +10

Add all to 

Available	
	<b>Vitra Profi-Chefsessel »Lean on«</b> SKU: M1018397 Color:  Frame material: metal Comment: Usage maybe for our new conference room in Atlanta
	€ 609.95 <b>€ 499.99</b> - 1 +
	<b>Add to Cart</b>

Discontinued	
	<b>Rocada Polster-Stapelstuhl - Sitz HxBxT 460 x 450 x 420 mm</b> SKU: 141_29380410 Color:  Frame material: platin
	€ 609.95 - 2 +
	<b>Add to Cart</b>

**Available Alternatives**

Rocada Polster-Stapelstuhl - Sitz HxBxT 460 x 450 x 420 mm

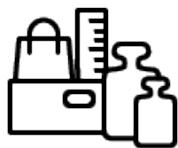
	<b>Rocada Polster-Stapelstuhl - Sitz HxBxT 460 x 450 x 420 mm</b> SKU: 141_29380410 Color:  Frame material: metal
	€ 29.95 - 2 +
	<b>Add to List</b>

	<b>Besucherstuhl Ava - mit Chromgestell und Kunstlederpolsterung</b> SKU: 141_29380410 Color:  Frame material: Chrom
	€ 240.95 - 2 +
	<b>Add to List</b>

	<b>FRIWA Stapelstuhl - mit geschlossenem Rücken</b> SKU: 141_29380410 Color:  Frame material: Chrom
	€ 150.95 - 2 +
	<b>Add to List</b>



# Packaging & Measurement Unit

Who



Logistics



Marketing

.....

What

Increase conversion rates and customer satisfaction by offering flexible packaging units and selling items in individual measurements.



Details

The Spryker Commerce OS let's you flexibly define values for selling your products in weight, length or quantity. Depending on the items you are selling, you offer meters and centimeters, kg and pounds or other units.



B2B

.....

Individual Packaging enables you to sell the same item in different bundle sizes. This enables you to enrich your product choice and gives more flexibility for your customers. They can freely decide if they i.e. want to purchase a single bottle or a whole crate.



B2C

Features

[Packaging Units](#)[Measurement Units](#)

## Packaging Units

Offer cost-efficient and flexible Packaging Units that suit the product and your customers, such as bags, palettes, or packets in addition to single item packaging. The units can either contain a fixed or variable quantity of items. Variable packaging units allow your customers to choose how many individual items they want to purchase, such as a crate of water bottles or three individual ones, depending on what you previously defined. Easily define restrictions for variable units, such as maximum or minimum item quantities and configure fixed intervals.

✓ FREE RETURNS      ✓ 3 YEARS WARRANTY      ✓ COMPETITIVE PRICES      ☎ +49 (0) 30 208 498 350      EN ▾

  Please Login

Stationery    Office furniture    Office equipment    Transport    Brands    Sale %    New

Home / Stationery / Writing Materials / Pens

### Papermate ballpoint pen InkJoy 700 RT M printing mechanism



★★★★★

**Papermate**  
SKU: M21766

**Packaging unit**

Please select an attribute value

- ✓ Please select an attribute value
- Item
- 5-pack
- 10-pack
- Box

**Description**

Printing mechanism. With ISO designation.

\* Width of the refill: 1 mm \* Designation of hardness: HB \* printing mechanism  
 \* point fully retractable \* refill can be changed \* design of the grip zone:  
 ergonomic, curled \* with eraser \* shaft material: plastic

**Details**

<b>Material</b> metal	<b>Smudge-resistant</b> No
<b>Wipeable</b> No	<b>Watertight</b> No
<b>Refillable</b> No	<b>Clip available</b> Yes
<b>Brand</b> Papermate	

### Measurement Units

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 different Measurement 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 at which products can be purchased.

All Measurement Units are applicable to multiple store set-ups and can be saved in different currencies.



# 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

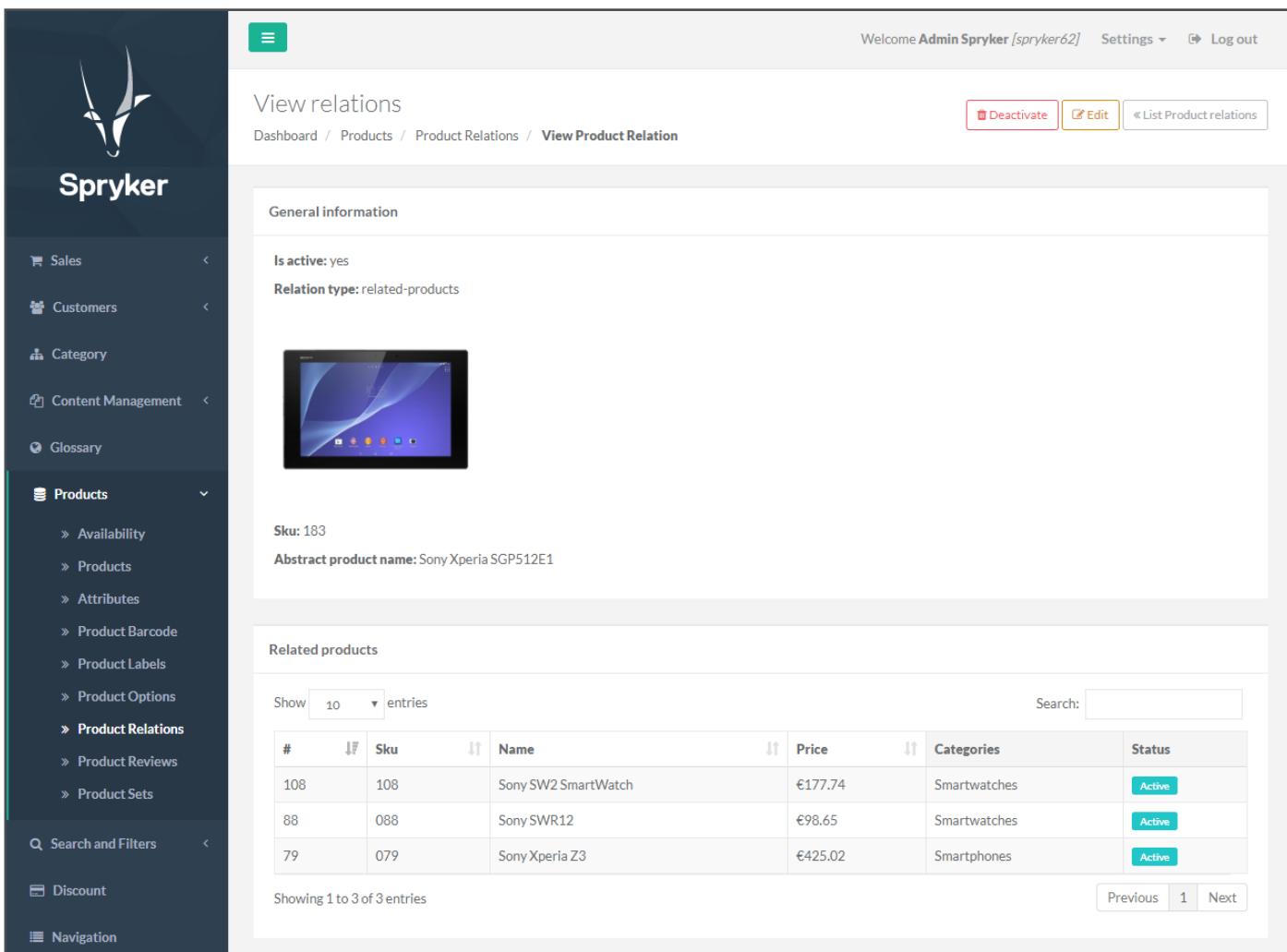


# Cross-sell and Upsell Features

## Product Relations

Product Relations lets 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.

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



The screenshot shows the Spryker Admin interface for managing product relations. On the left, there is a sidebar with navigation links for Sales, Customers, Category, Content Management, Glossary, Products (with sub-links for Availability, Products, Attributes, Product Barcode, Product Labels, Product Options, Product Relations, Product Reviews, and Product Sets), Search and Filters, Discount, and Navigation. The main content area has a header "View relations" with sub-links for Dashboard, Products, Product Relations, and View Product Relation. It shows a "General information" section for a product with SKU 183, abstract product name "Sony Xperia SGP512E1", and active status. Below this is a "Related products" section with a table showing three entries:

#	Sku	Name	Price	Categories	Status
108	108	Sony SW2 SmartWatch	€177.74	Smartwatches	Active
88	088	Sony SWR12	€98.65	Smartwatches	Active
79	079	Sony Xperia Z3	€425.02	Smartphones	Active

At the bottom, it says "Showing 1 to 3 of 3 entries" and has navigation buttons for Previous, 1, and Next.

**Up-Selling**

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

**Cross-Selling**

Establish product associations that let customers see recommendations of products they might also like, to encourage cross-selling.



**Asus ZenPad Z170C**  
★★★★★ €296.78

COLOR  
 ●  
WARRANTY  
INSURANCE  
GIFT WRAPPING  
QUANTITY  
 1

DESCRIPTION  DETAILS

You might also like



TomTom Multi-Sport Cardio €391.07 TomTom Multi-Sport Cardio €370.90 Samsung Gear 2 Classic €332.53 Samsung Gear 2 Classic €323.55  
€660.00

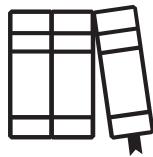
**Sale %**

Similar products



Asus ZenPad Z370C-1A €404.62 Asus ZenPad Z370C-1A €244.35 €260.00 Asus ZenPad Z370C-1A €421.31 Asus ZenPad Z380C-1B €415.75

**Sale %**



# 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

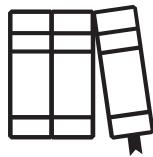
## Features

Category Management

Product to Category Association

Product Catalog Management

Define Category Hierarchy



# Catalog Management Features

## 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.



### Asus Transformer Book T200TA

★★★★★ 6

€239.45



#### WARRANTY

Select an option

#### GIFT WRAPPING

Select an option

#### QUANTITY

- 1 +

Add to Cart

Add to Wishlist

#### DESCRIPTION

As light as you like Transformer Book T200 is sleek, slim and oh so light — just 26mm tall and 1.5kg docked. And when need to travel even lighter, detach the 11.6-inch tablet for 11.95mm slenderness and a mere 750g weight! With up to 10.4 hours of battery life that lasts all day long, you're free to work or play from dawn to dusk. And ASUS Instant On technology ensures that Transformer Book T200 is always responsive and ready for action! Experience outstanding performance from the latest Intel® quad-core processor. You'll multitask seamlessly and get more done in less time. Transformer Book T200 also delivers exceptional graphics performance — with Intel HD graphics that are up to 30% faster than ever before! Transformer Book T200 is equipped with USB 3.0 connectivity for data transfers that never leave you waiting. Just attach your USB 3.0 devices to enjoy speeds that are up to 10X faster than USB 2.0!

SKU: 139\_24699831

#### DETAILS

Product type	Form factor
Hybrid (2-in-1)	clamshell
Processor cache	Processor frequency
2	1.59 GHz
Brand	Color
Asus	Black

## Ratings & Reviews

[WRITE A REVIEW](#)

### Product Ratings

Average Rating  6



### Product Reviews

#### You get what you pay for

by Spencor - Aug. 02, 2018 09:20

In theory this product ticked all the boxes, solid build, great price 2GB RAM. In reality it just could not keep up with the geek boy stuff I needed it to do (internet surfing, netflix, gameboy emulators).

#### Great product, excellent for travel

by Maria - Aug. 02, 2018 09:20

This book has a good Display, the Keyboard size and feel are super so for a person who travels a lot it is great. It can be in sleep mode for 3 days or a week and the battery will not die.

#### Did not last long

by George - Aug. 02, 2018 09:20

After 6 months of my 16 year old son using it it died completely. It should have been able to last longer.

#### Great notebook, great price.

by Bill - Aug. 02, 2018 09:20

Cheap, gets the job done and after 2 years it is still working and in good shape.

#### Not bad

by Maggie - Aug. 02, 2018 09:20

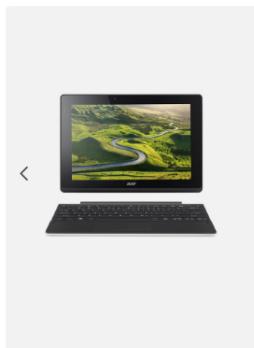
I am satisfied with the product but it did not knock me off my feet.

#### SUPER

by Henry - Aug. 02, 2018 09:20

ME and my friends all bought one at the same time and we are all super happy. The best Tablet/Laptop for your buck.

## You might also like



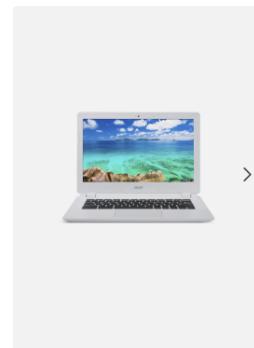
Acer Aspire Switch  
10 E €406.51



Acer Aspire Switch  
10 E €354.35



Acer Aspire S7 €18.79  
€20.00



Acer Chromebook  
CB5-311 €191.37

### Electronics

If you're considering a new [laptop](#), looking for a powerful new [digital camera](#) or shopping for a new [smartphone](#), we make it easy for you to find exactly what you need. We offer the best selection on notebooks, smartphones, [tablets](#) and [wearables](#), [camcorders](#), [desktop computers](#), digital cameras and more.

## Category Management

Manage your product catalog with customized categories, category pages, and filters to easily track and sort your items. All products can be categorized into logical clusters so 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 pages, for example with marketing relevant landing pages or mimic a category drill down experience.

Edit category

Dashboard / Category / Edit Category

**Assign products** **View** **List of categories**

**Edit category**

**Category key \***  
computer

Active  
 Visible in the category tree  
 Allow to search for this category

**Parent \***  
Demoshop

**Additional Parents**

**Template \***  
CMS Block

**CMS Blocks: top**  
x CMS block for category Computers

**CMS Blocks: middle**

**CMS Blocks: bottom**

**Translations**

de\_DE  
en\_US

**Save**

## Product to Category Association

Manually assign products to a category or 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](#)

Assign products to category

Select products to assign Products to be assigned

Show 10 entries Search:

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 Previous 1 2 3 4 5 ... 18 Next

[Select All](#)

Products in this category Products to be reassigned

Show 10 entries Search:

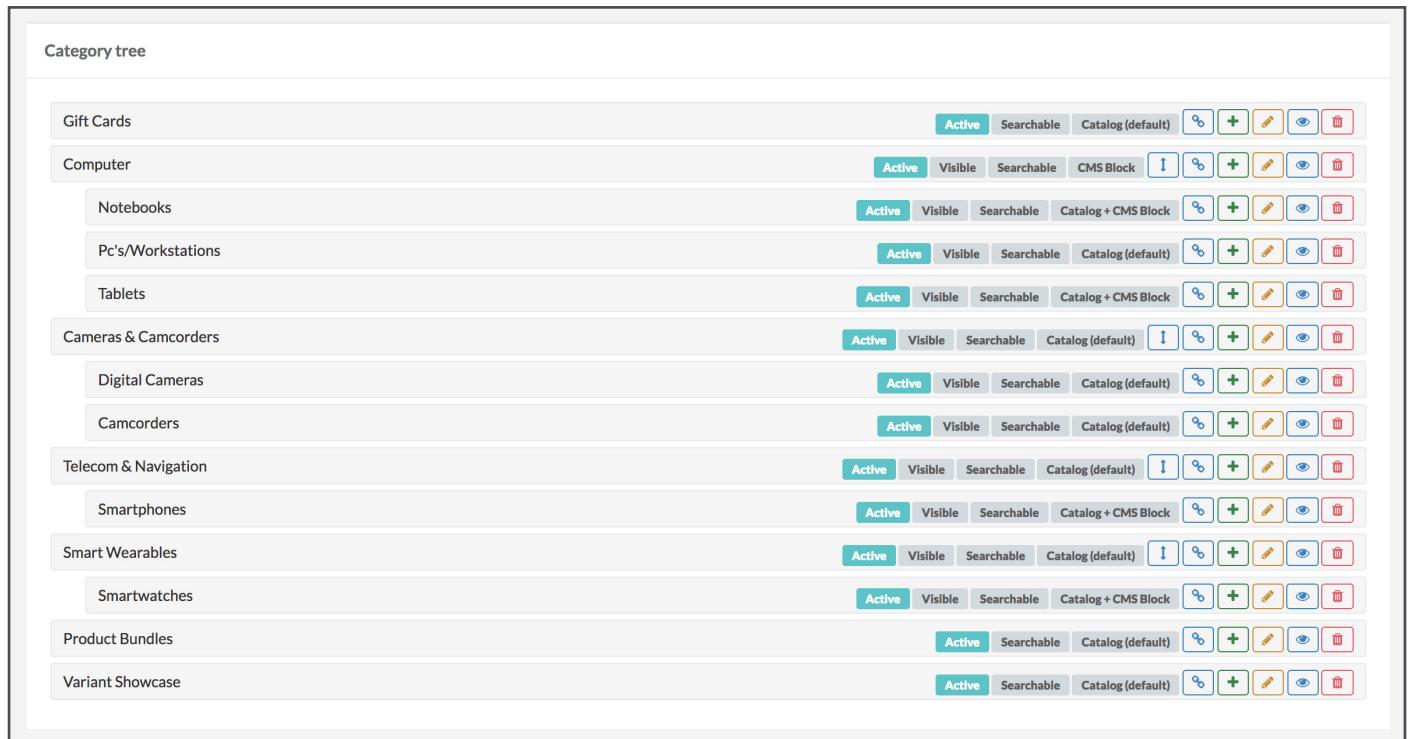
ID	SKU	Name	Order	Selected
28	028	Sony Cyber-shot DSC-WX500	0	<input checked="" type="checkbox"/>
34	034	Canon PowerShot SC620	0	<input checked="" type="checkbox"/>
21	021	Sony Cyber-shot DSC-W830	0	<input checked="" type="checkbox"/>
24	024	Sony Cyber-shot DSC-WX350	0	<input checked="" type="checkbox"/>
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 Previous 1 2 3 4 5 Next

[Deselect All](#)

### 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.

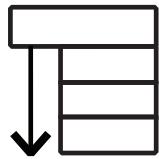


The screenshot displays the Spryker Category Tree interface. It shows a hierarchical structure of categories on the left and a set of management tools on the right for each category node. The categories listed are:

- Gift Cards
- Computer
  - Notebooks
  - Pc's/Workstations
  - Tablets
- Cameras & Camcorders
  - Digital Cameras
  - Camcorders
- Telecom & Navigation
  - Smartphones
  - Smart Wearables
  - Smartwatches
- Product Bundles
- Variant Showcase

Each category node contains a row of buttons for managing its status and visibility:

- Active
- Visible
- Searchable
- Catalog (default)
- Icon buttons for Edit, Add, Delete, Preview, and other actions.



# 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

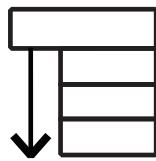
....

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](#)

List of navigation elements

Show	10	entries	Search:	
#	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

[Save order](#)

Create child node

Type

Label

en\_US

de\_DE

Valid from

tt.mm.jjjj

Valid to

tt.mm.jjjj

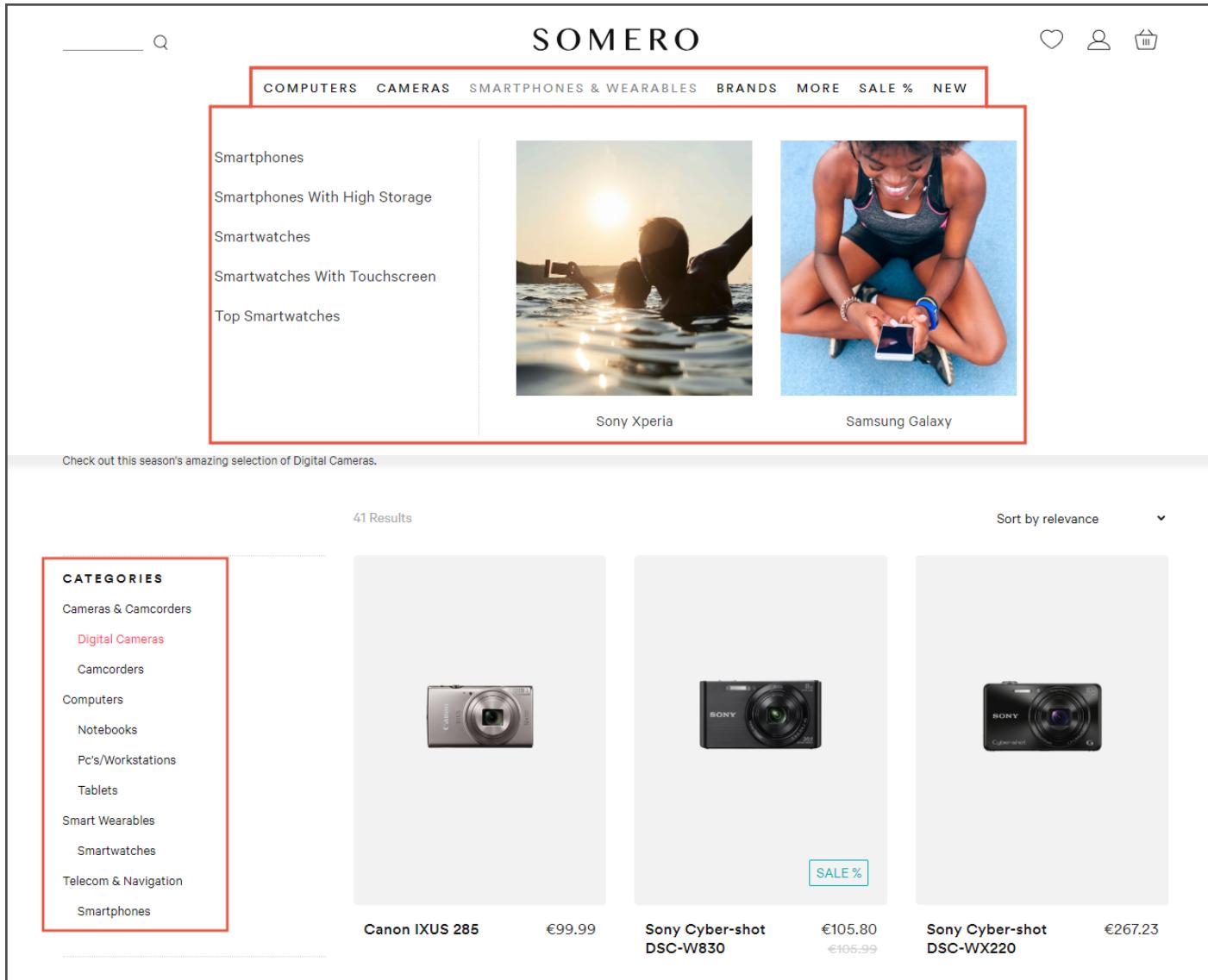
Active

[Save](#)

## Product Based Shop Navigation

The Product Based Navigation can 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.

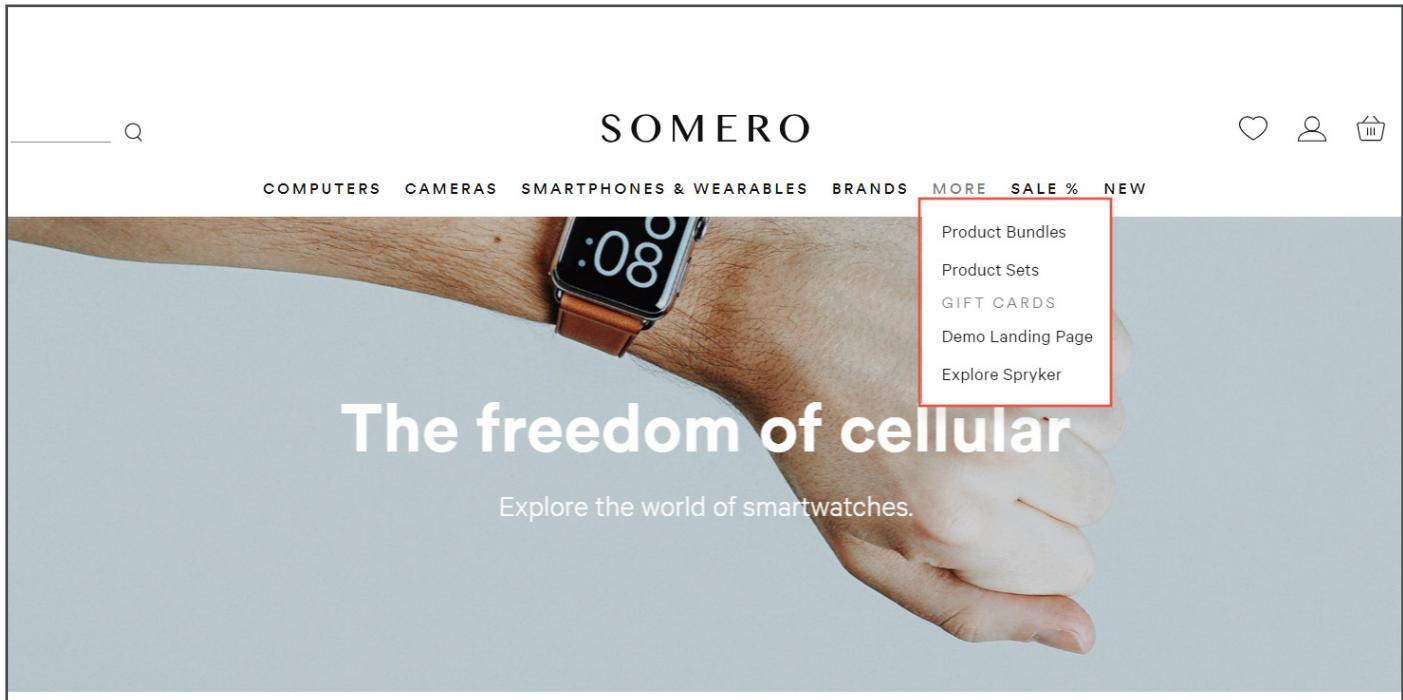


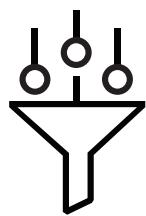
The screenshot displays the SOMERO e-commerce platform. At the top, there is a navigation bar with links for COMPUTERS, CAMERAS, SMARTPHONES & WEARABLES, BRANDS, MORE, SALE %, and NEW. Below the navigation bar, there is a search bar and user icons for heart, profile, and cart. A sidebar on the left contains a list of categories under 'CATEGORIES': Cameras & Camcorders (Digital Cameras, Camcorders), Computers (Notebooks, PCs/Workstations, Tablets), Smart Wearables (Smartwatches), Telecom & Navigation, and Smartphones. Two promotional images are shown: one of a person swimming holding a smartphone labeled 'Sony Xperia' and another of a woman sitting on a mat holding a smartphone labeled 'Samsung Galaxy'. Below these images, a message reads 'Check out this season's amazing selection of Digital Cameras.' The main content area shows a search result for '41 Results' sorted by relevance. On the left, there is a sidebar with a red border containing the same category list as the main sidebar. Three camera products are listed: Canon IXUS 285 (€99.99), Sony Cyber-shot DSC-W830 (€105.80), and Sony Cyber-shot DSC-WX220 (€267.23). The Sony Cyber-shot DSC-W830 has a 'SALE %' badge.

Product	Price
Canon IXUS 285	€99.99
Sony Cyber-shot DSC-W830	€105.80
Sony Cyber-shot DSC-WX220	€267.23

## Content Based Shop Navigation

Guide 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.





# 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

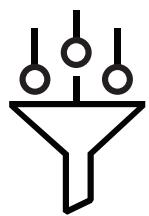
Full-Site Search

Textual Search

Multi-Language Search

Dynamic Filters &amp; Facets

Filters &amp; Search by Category



# Search & Filter Features

## 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.

Category tree

- Demoshop
  - Gift Cards
- Computer
  - Notebooks
  - Pc's/Workstations
  - Tablets
- Cameras & Camcorders
  - Digital Cameras
  - Camcorders
- Telecom & Navigation
  - Smartphones
- Smart Wearables
  - Smartwatches
- Product Bundles
- Variant Showcase

Search:

Category Filters for Notebooks

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.

Add filter  Add

Active filters

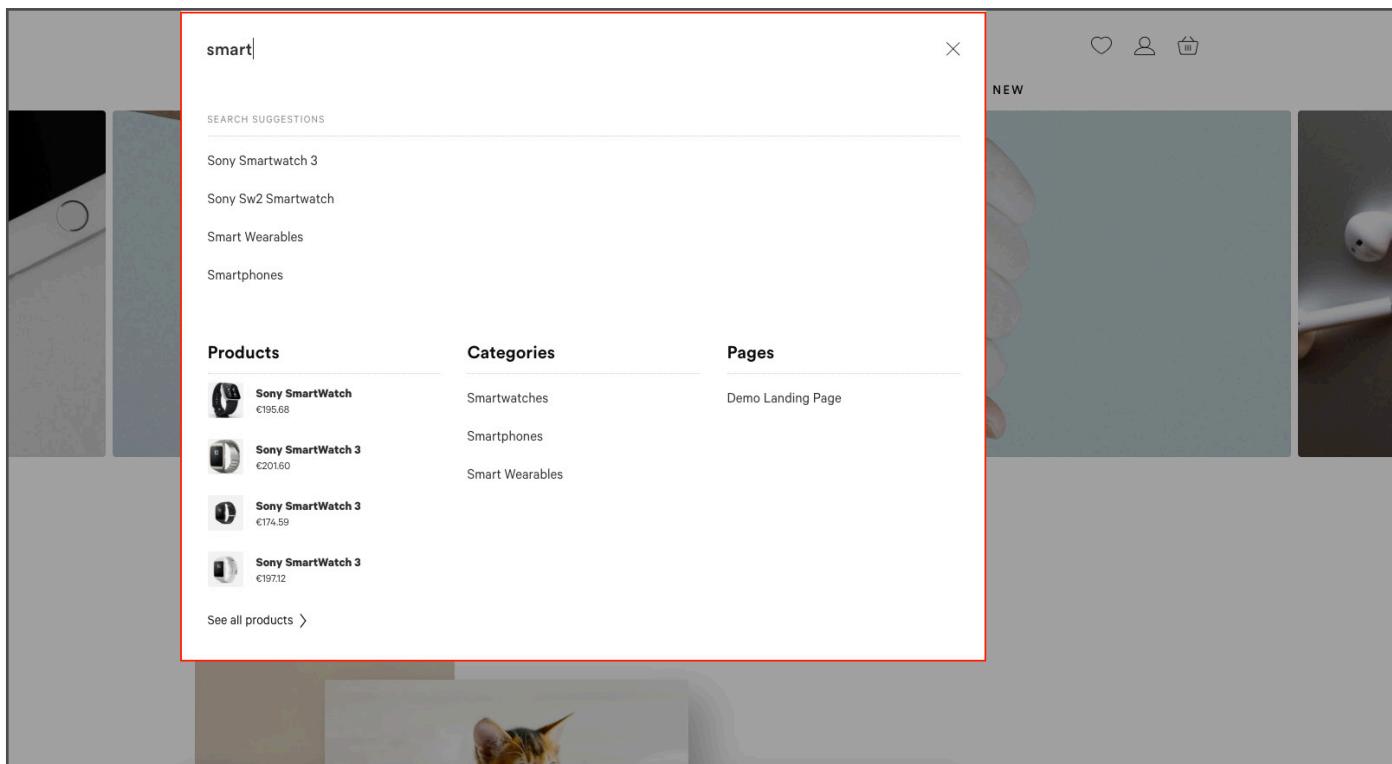
Remove all

- category
- price
- label
- rating
- color
- storage\_capacity
- brand
- touchscreen
- weight

Save

## 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.



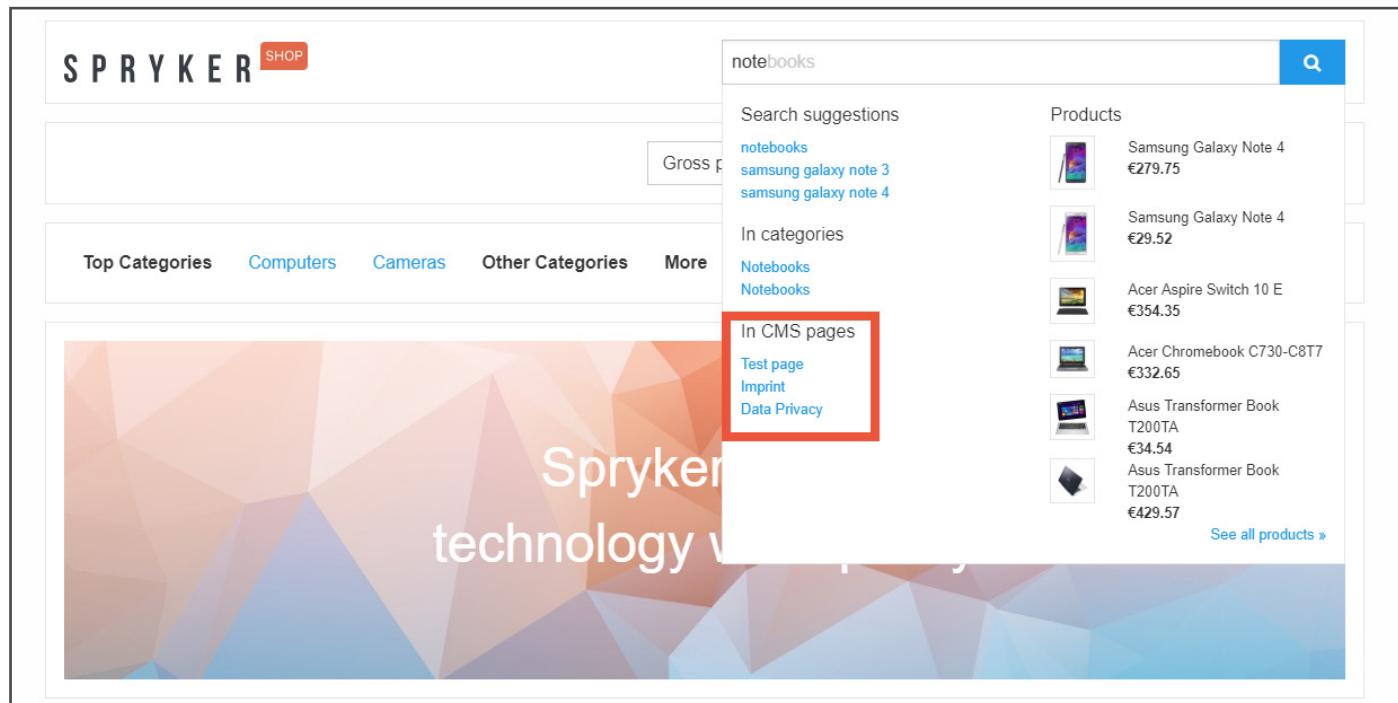
## Multi-Language Search

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.

Interact with the search interface to see how it handles multiple languages. The search results will be displayed in the selected language, providing a seamless user experience across different linguistic contexts.

## Textual Search

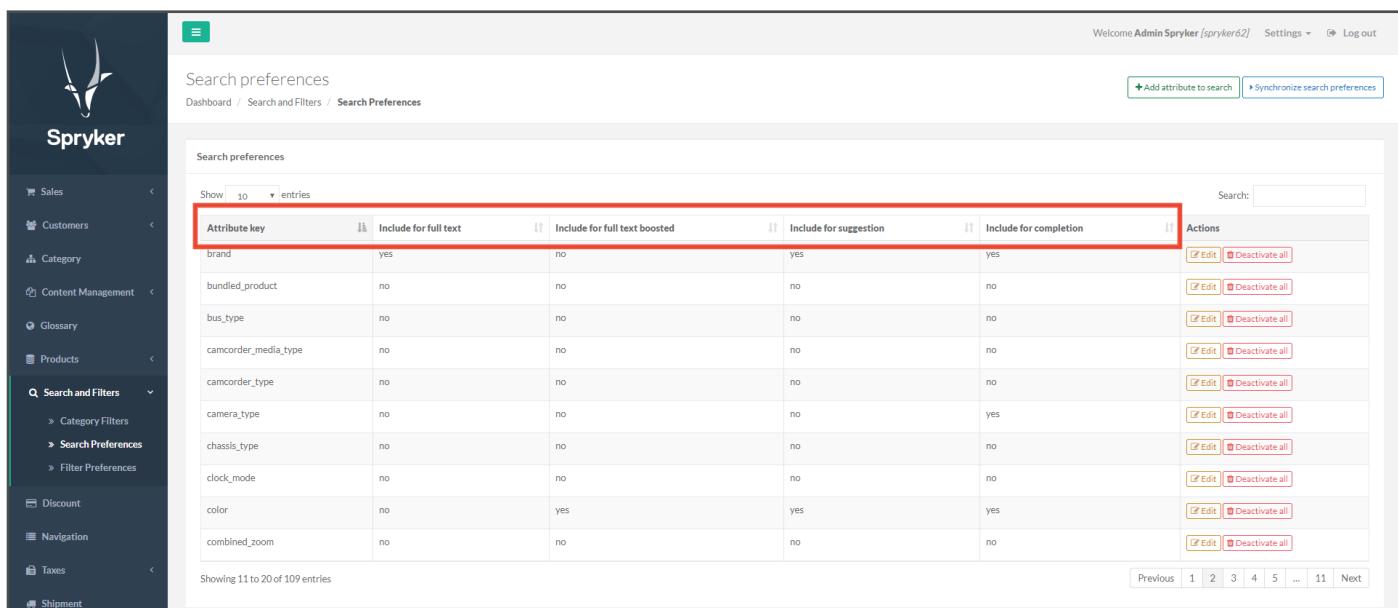
To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such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



The screenshot shows a search results page for 'notebooks'. The search bar at the top contains 'notebooks'. Below it, there are sections for 'Search suggestions' (listing 'notebooks', 'samsung galaxy note 3', and 'samsung galaxy note 4'), 'In categories' (listing 'Notebooks' twice), and 'In CMS pages' (listing 'Test page', 'Imprint', and 'Data Privacy'). A red box highlights the 'In CMS pages' section. To the right, there's a grid of product cards for various devices like Samsung Galaxy Note 4, Acer Aspire Switch 10 E, and Acer Chromebook C730-C8T7. At the bottom right, a link says 'See all products »'.



The screenshot shows the 'Create CMS Page' form. It has tabs for 'General' (selected) and 'SEO'. A red box highlights the 'General' tab. Under 'General', there's a section for 'Fill in general page information' with a checked checkbox for 'Is searchable'. Below that is a 'Template \*' dropdown. At the top, there's a breadcrumb navigation: Dashboard / Content Management / Pages / Create new CMS Page. On the right, there's a link '« Back to CMS'.



The screenshot shows the 'Search preferences' table. The table has columns for 'Attribute key', 'Include for full text', 'Include for full text boosted', 'Include for suggestion', 'Include for completion', and 'Actions'. A red box highlights the first row for 'brand'. The 'Actions' column for each row contains 'Edit' and 'Deactivate all' buttons. The table shows 109 entries. At the bottom, there are links for 'Previous' and 'Next'.

Attribute key	Include for full text	Include for full text boosted	Include for suggestion	Include for completion	Actions
brand	yes	no	yes	yes	<a href="#">Edit</a> <a href="#">Deactivate all</a>
bundled_product	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
bus_type	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
camcorder_media_type	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
camcorder_type	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
camera_type	no	no	no	yes	<a href="#">Edit</a> <a href="#">Deactivate all</a>
chassis_type	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
clock_mode	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>
color	no	yes	yes	yes	<a href="#">Edit</a> <a href="#">Deactivate all</a>
combined_zoom	no	no	no	no	<a href="#">Edit</a> <a href="#">Deactivate all</a>

**Standard Filters**

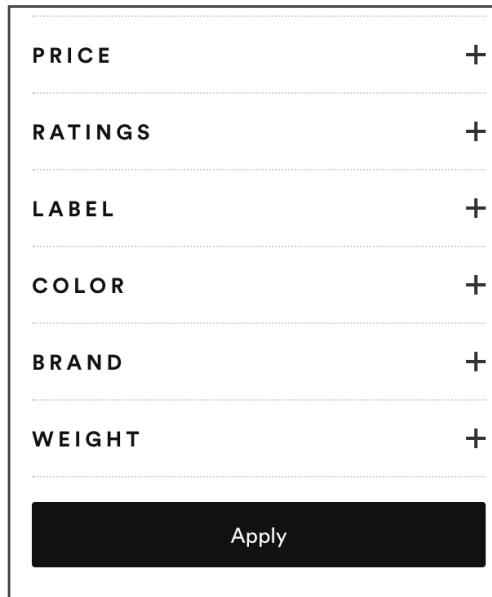
To help your customers locate items in your shop more easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such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

PRODUCT LABELS	
<input type="checkbox"/>	SALE % (11)
<hr/>	
COLOR	
<input type="checkbox"/>	Black (11)
<input type="checkbox"/>	White (10)
<input type="checkbox"/>	Gold (5)
<input type="checkbox"/>	Blue (3)
<input type="checkbox"/>	Silver (3)
<input type="checkbox"/>	Copper (1)
<input type="checkbox"/>	Green (1)
<input type="checkbox"/>	Grey (1)
<input type="checkbox"/>	Navy (1)
<input type="checkbox"/>	Orange (1)
<hr/>	
STORAGE CAPACITY	
<input type="checkbox"/>	32 GB (4)
<input type="checkbox"/>	128 GB (3)
<input type="checkbox"/>	64 GB (3)
<input type="checkbox"/>	16 GB (1)
<hr/>	
BRAND	
<input type="radio"/>	Samsung (26)
<input type="radio"/>	Acer (7)
<input type="radio"/>	Sony (5)
<hr/>	
WEIGHT	
<input type="checkbox"/>	132 g (7)
<input type="checkbox"/>	152 g (3)
<input type="checkbox"/>	155g (2)
<input type="checkbox"/>	389 g (2)
<input type="checkbox"/>	4.4 oz (2)
<input type="checkbox"/>	118 g (1)
<input type="checkbox"/>	168 g (1)

## Dynamic Filters & Facets

You can freely define facet filters for any Product Attribute. The design, placement on page, quantity of filters, content and order by which they are listed in your shop are completely customizable.

Apart from the Standard Filters there are others that make use of a product's metadata to create additional and more advanced filter options. An example hereof is the "New" Product Indication that allows you to display items that were added to your catalog recently.





# SEO

Who



Marketing

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

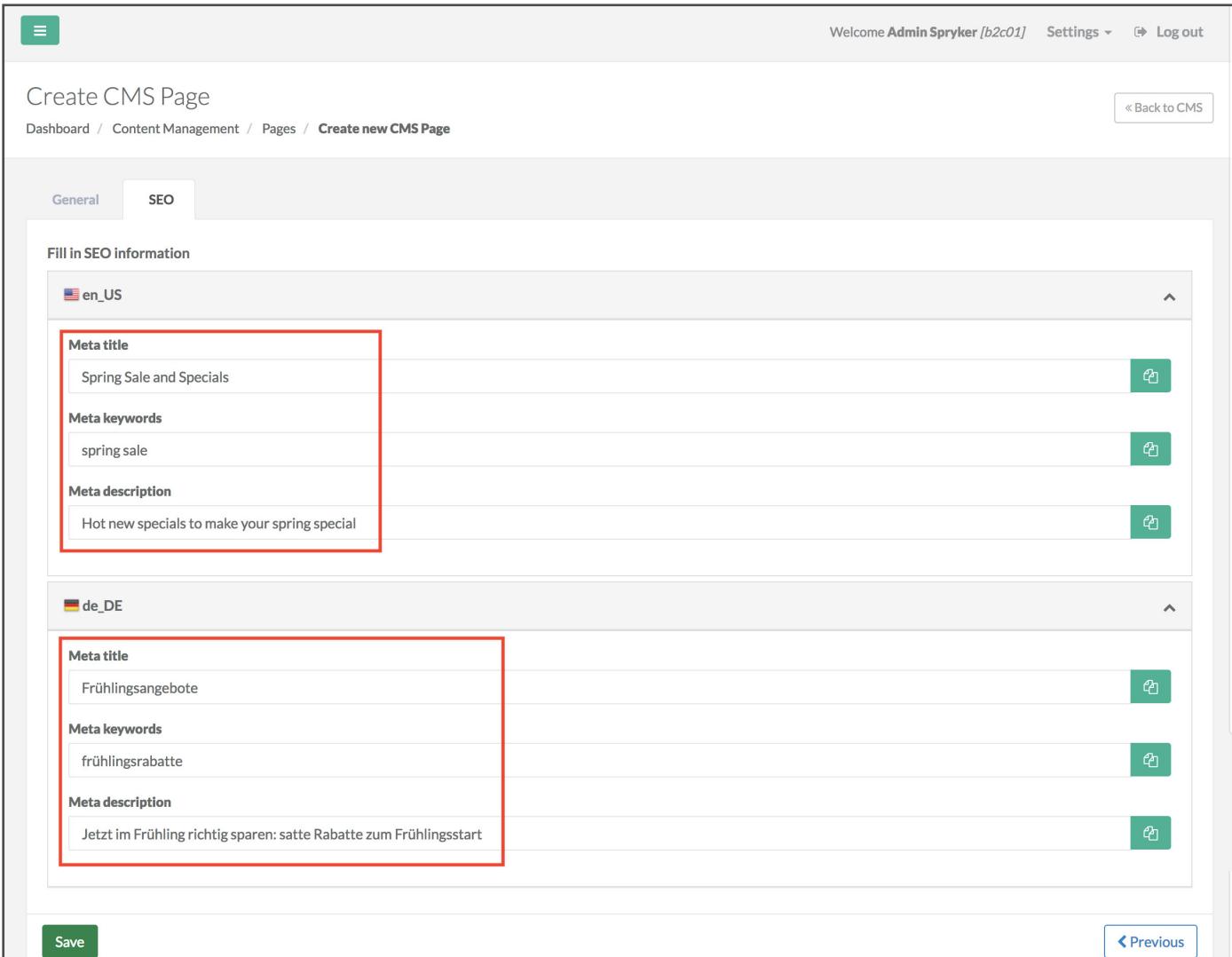
Landing Pages



# SEO Features

## 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.



Welcome Admin Spryker [b2c01] Settings Log out

Create CMS Page

Dashboard / Content Management / Pages / Create new CMS Page

« Back to CMS

General SEO

Fill in SEO information

en\_US

**Meta title**  
Spring Sale and Specials

**Meta keywords**  
spring sale

**Meta description**  
Hot new specials to make your spring special

de\_DE

**Meta title**  
Frühlingsangebote

**Meta keywords**  
frühlingsrabatte

**Meta description**  
Jetzt im Frühling richtig sparen: satte Rabatte zum Frühlingsstart

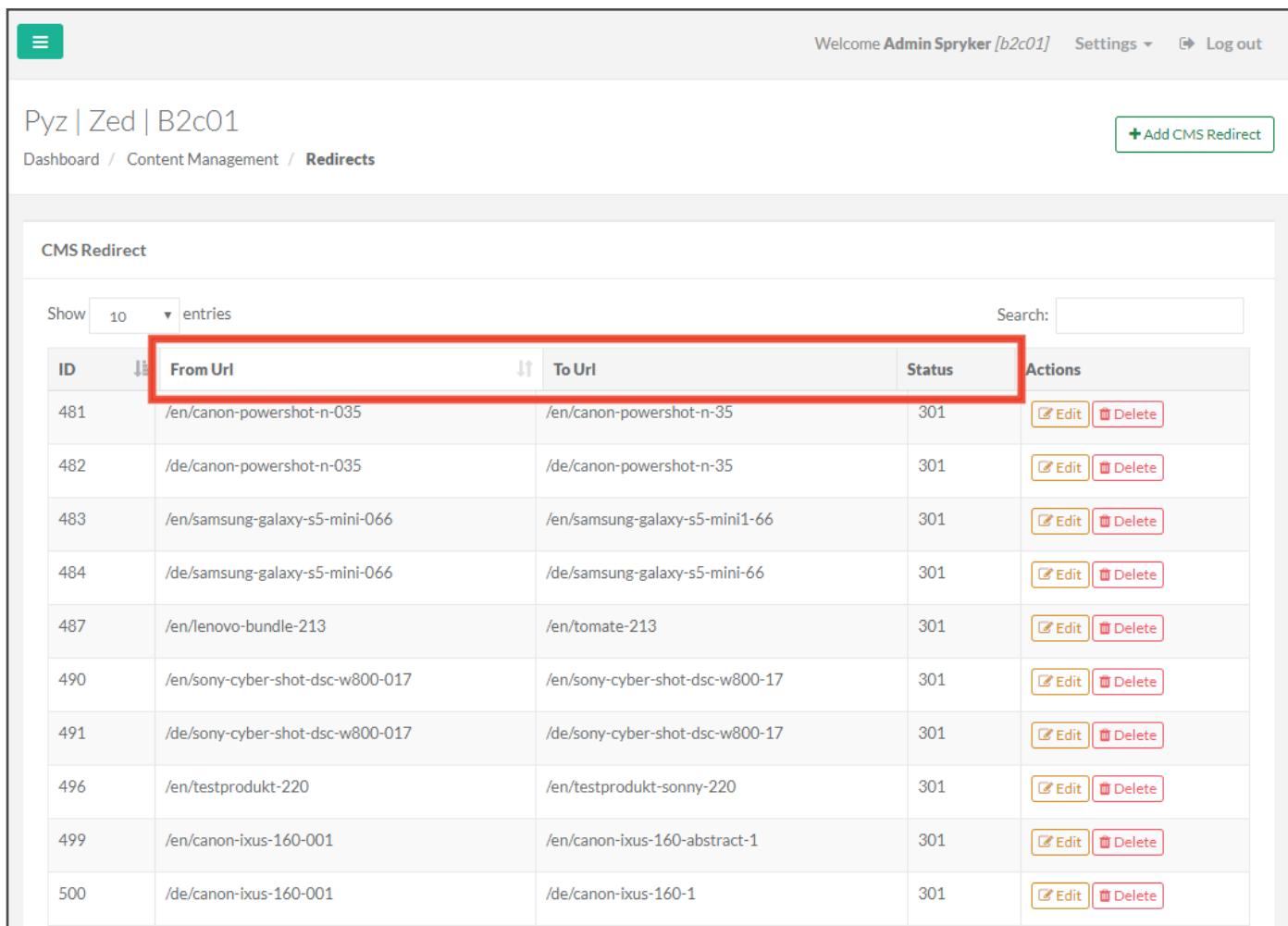
Save < Previous

## Landing Pages

Create Landing Pages for Marketing campaigns, Product Promotions, Categories or other, 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.



The screenshot shows the Spryker CMS Redirect list page. At the top, there is a navigation bar with 'Welcome Admin Spryker [b2c01]', 'Settings', and 'Log out'. Below the navigation, the page title is 'Pyz | Zed | B2c01' and the breadcrumb is 'Dashboard / Content Management / Redirects'. On the right, there is a green button labeled '+ Add CMS Redirect'. The main content area is titled 'CMS Redirect' and contains a table with the following data:

ID	From Url	To Url	Status	Actions
481	/en/canon-powershot-n-035	/en/canon-powershot-n-35	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
482	/de/canon-powershot-n-035	/de/canon-powershot-n-35	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
483	/en/samsung-galaxy-s5-mini-066	/en/samsung-galaxy-s5-mini1-66	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
484	/de/samsung-galaxy-s5-mini-066	/de/samsung-galaxy-s5-mini-66	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
487	/en/lenovo-bundle-213	/en/tomate-213	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
490	/en/sony-cyber-shot-dsc-w800-017	/en/sony-cyber-shot-dsc-w800-17	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
491	/de/sony-cyber-shot-dsc-w800-017	/de/sony-cyber-shot-dsc-w800-17	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
496	/en/testprodukt-220	/en/testprodukt-sonny-220	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
499	/en/canon-ixus-160-001	/en/canon-ixus-160-abstract-1	301	<input checked="" type="button"/> Edit <input type="button"/> Delete
500	/de/canon-ixus-160-001	/de/canon-ixus-160-1	301	<input checked="" type="button"/> Edit <input type="button"/> Delete

## Friendly URLs

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

Welcome Admin Spryker [spryker62] Settings ▾ Log out

### Create CMS Page

Dashboard / Content Management / Pages / [Create new CMS Page](#) [« Back to CMS](#)

General SEO

Fill in general page information

Is searchable

**Template \***  
static full page

**Valid from**  
tt.mm.jjjj

**Valid to**  
tt.mm.jjjj

**en\_US**

**Name \***  
Spring Sale

**URL \***

**de\_DE**

**Name \***  
Frühlingsangebote

**URL \***

**Save** **Next >**



# 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

CMS Page

CMS Blocks

Costumizable CMS Templates

WYSIWYG Editor

Content Search Widget

Multi Store Content Translations

Page Versioning

CMS Page Drafts &amp; Previews

Publish to Live

Time Restricted Content Page Publishing



# 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.

**Title**    **Content**

en\_US

Content

This is our newest product presented in the video.

Der Spryker-Cube auf der Internet World 2018

Spryke

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
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') ]]. Whole search query will be used as ID (capital letters, otherwise Elasticsearch will mark it as part of searching text. To use different template AND locale=DE, 'default' ]].
Available templates:
  • default (@Product/product/partials/product_cms_content_widget.twig)

```

de\_DE

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

Spryke

Here you find the Product Set presented in the video:

TomTom Runner Product Set

Products in this set

	TomTom Golf €288.61	<input type="button" value="Add to Cart"/>
	Samsung Galaxy S6 edge €90.02	<input type="button" value="Add to Cart"/>
Storage Capacity: <input type="button" value="Please select an attribute value"/>		<input type="button" value="Add 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.

In an international store set-up, 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.

**SOMERO**

COMPUTERS CAMERAS SMARTPHONES & WEARABLES BRANDS MORE SALE % NEW



**Find the best selection on Smartphones**  
Always stay ahead of the crowd with the latest Smartphone selection to fit any purpose. Looking for a specific brand? Are you looking for a special size? Is high performance a must for your video and photo functionalities? We have what you need.

6 Results Sort by relevance

**CATEGORIES** RESET ALL FILTERS €18.00 - €227.00 SALE %

PRICE	RATINGS	LABEL	COLOR	STORAGE CAPACITY	BRAND	WEIGHT
+ <span>Sony Xperia Z3 Compact</span> €145.54 €150.00	+ <span>Samsung Galaxy S4 Mini</span> €197.00 €200.00	+ <span>Acer Liquid Z630</span> €18.79 €20.00	+ <span>Samsung Galaxy S5</span> €80.05 €90.00	+ <span>Samsung Galaxy S6 edge</span> €124.28 €130.00	+ <span>Samsung Galaxy S6 edge</span> €90.02 €120.00	+ <span>Apply</span>

**Great choice**  
Somero lets you sort Smartphones by price, customer rating or features, so finding the right device for you is a breeze.

**Find the best selection of Smartphones**  
Looking for a specific brand, like Samsung, Sony, or ASUS? Or do you prefer special surfaces solutions or bundles?

Welcome Admin Spryker [b2c01] Settings ▾ Log out

## Overview of CMS Blocks

Dashboard / Content Management / **Blocks**

[+ Create block](#)

List of CMS blocks

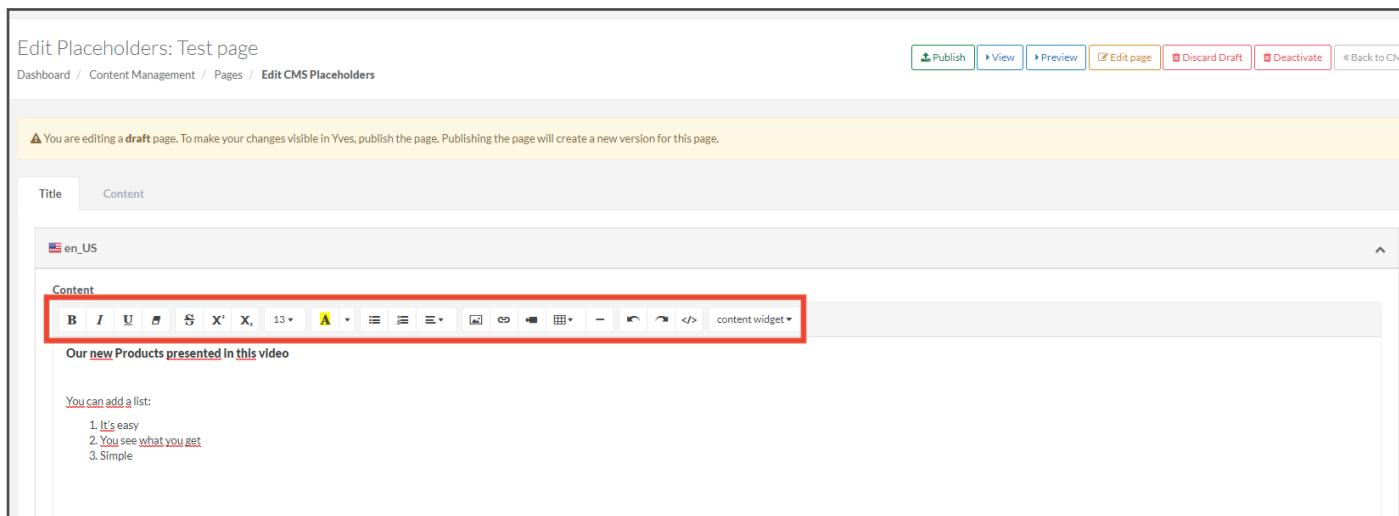
Show	10	▼ entries	Search:		
Block Id	Name	Template	Status	Stores	Actions
7	This is my new block	Title and description block	Active	DE AT US	<a href="#">View Block</a> <a href="#">Edit Placeholder</a> <a href="#">Edit Block</a> <a href="#">Deactivate</a>
6	CMS block for category Computers	Title and description 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>

### 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

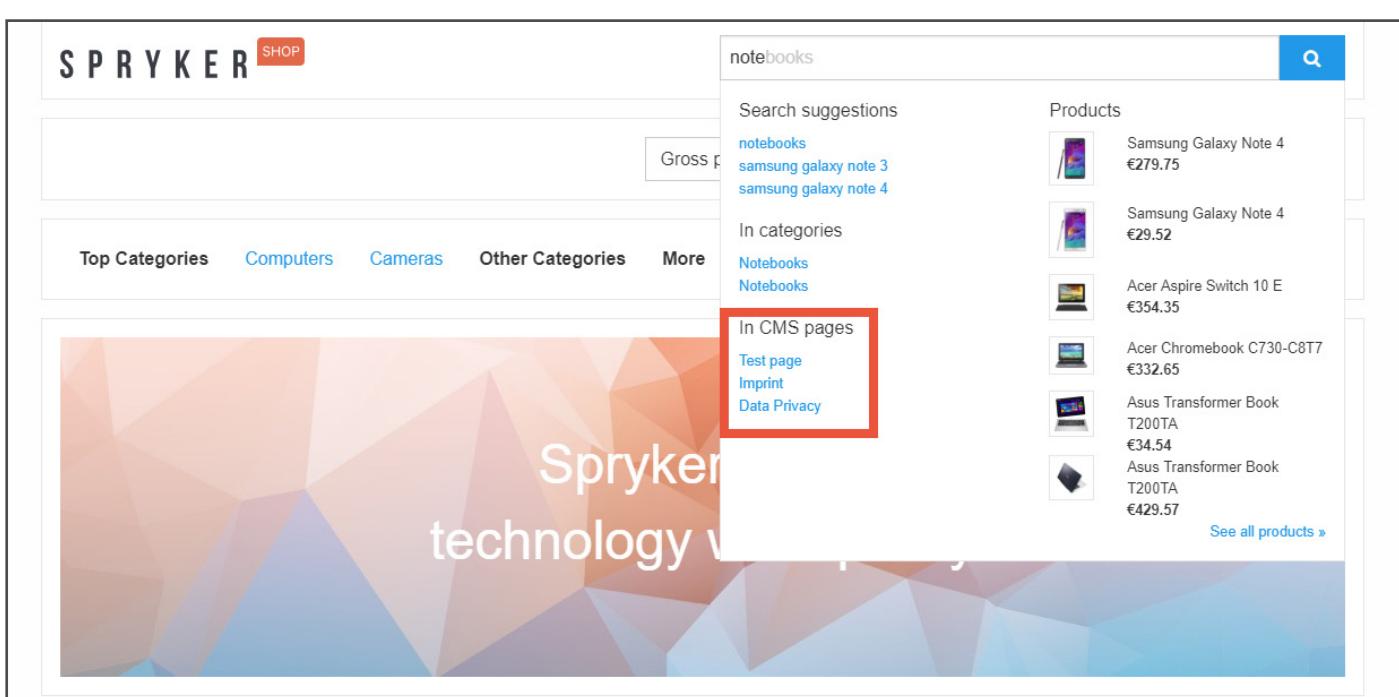
With the intuitive, user-friendly WYSIWYG-editor you can create and edit content as well as dynamically embed product information and media, such as videos, pictures or any other.



The screenshot shows the Spryker Content Management interface for editing CMS placeholders. At the top, there's a navigation bar with links like 'Dashboard', 'Content Management', 'Pages', and 'Edit CMS Placeholders'. Below that is a message: '⚠ 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 main area has tabs for 'Title' and 'Content'. Under 'Content', there's a rich text editor toolbar with various formatting options (bold, italic, underline, etc.) and a 'content widget' dropdown. The content itself contains some sample text: 'Our new Products presented in this video' and a list starting with '1. It's easy'. The entire content area is highlighted with a red box.

## Content Search Widget

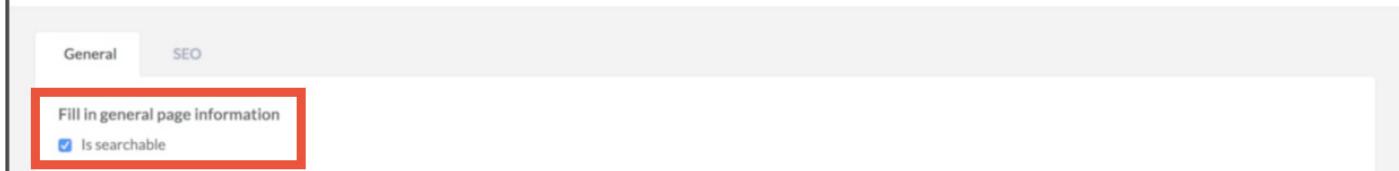
Define which pages a user can find in the search, such as specific product or content pages. Pages you don't wish to be found can be excluded from the search, like the imprint or contact pages. They will appear as auto-suggest flyouts below the search box.



The screenshot shows the Spryker storefront. A search bar at the top right contains the text 'notebooks'. Below it, a search suggestions box lists 'notebooks', 'samsung galaxy note 3', and 'samsung galaxy note 4'. Another box labeled 'In CMS pages' lists 'Test page', 'Imprint', and 'Data Privacy'. To the right, a 'Products' section shows a list of items with images and prices, such as 'Samsung Galaxy Note 4' for €279.75 and 'Acer Aspire Switch 10 E' for €29.52. A 'See all products »' link is at the bottom of this list. The background features a large banner with the text 'Spryker technology'.

## Create CMS Page

Dashboard / Content Management / Pages / Create new CMS Page



The screenshot shows the 'Create CMS Page' form. At the top, there are tabs for 'General' and 'SEO'. Below them is a large text input field with placeholder text 'Fill in general page information' and a checked checkbox labeled 'Is searchable'. The entire 'General' tab area is highlighted with a red 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.

Create CMS Page

Dashboard / Content Management / Pages / [Create new CMS Page](#)

[« Back to CMS](#)

**General** **SEO**

Fill in general page information

Is searchable

**Template \***

static full page

**Valid from**

25.03.2018

**Valid to**

31.05.2018

**en\_US**

**Name \***

Spring Sale

**URL \***

/en/ springsale2018

**de\_DE**

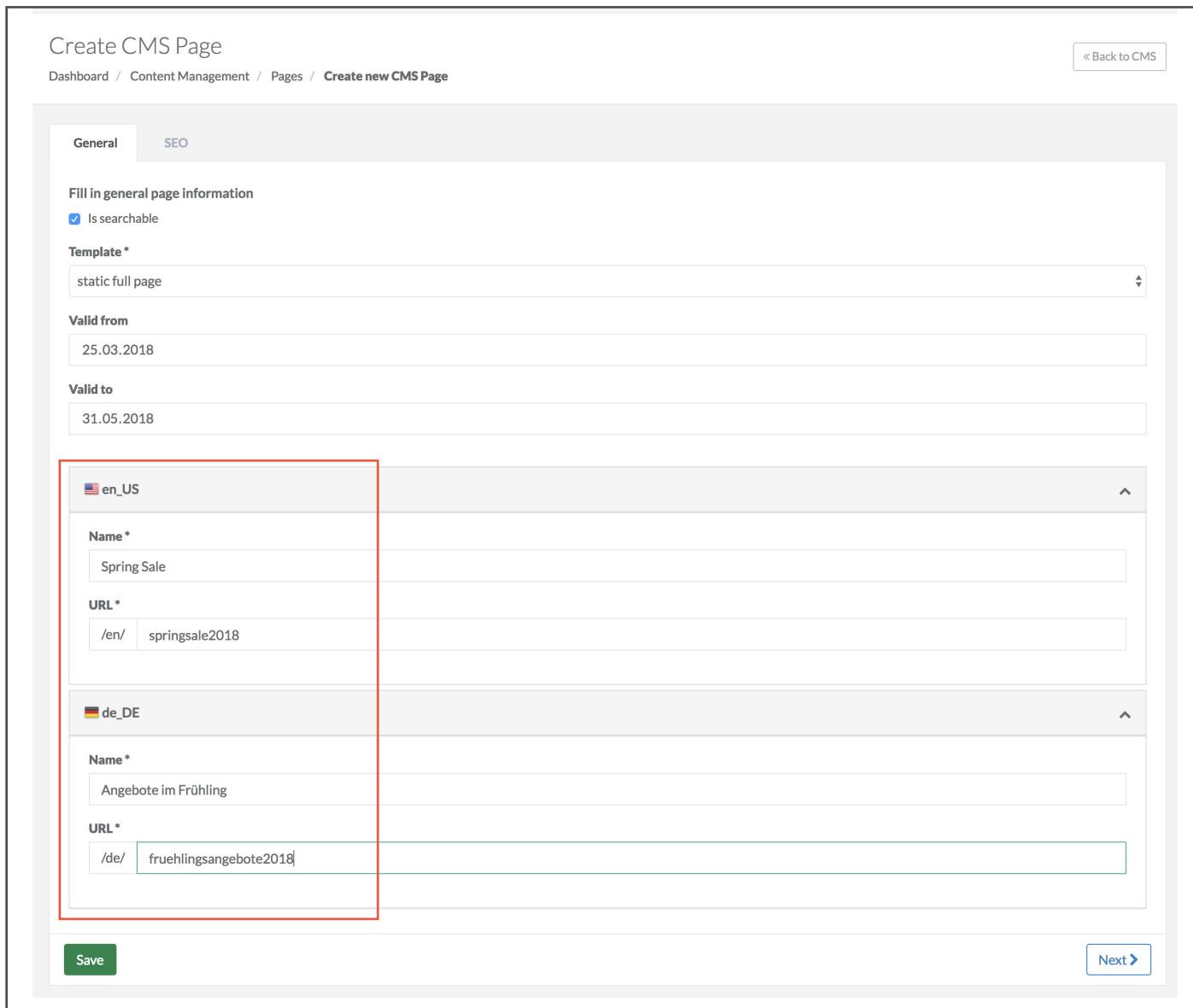
**Name \***

Angebote im Frühling

**URL \***

/de/ fruehlingsangebote2018

**Save** **Next >**



## 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.

Version History: Demo Landing Page

Dashboard / Content Management / Pages / Version

« Back to CMS

**Current Version**

v. 2 published on June 29, 2018 13:19 by Admin Spryker

---

**General information**

**Template:** static full page

 de\_DE

 en\_US

---

**SEO**

 de\_DE

**Title:** Demo Landing Page  
**Keywords:** demo,cms page,landing page  
**Description:** This is a demo landing page with different content widgets.

 en\_US

**Title:** Demo Landing Page  
**Keywords:** demo,cms page,landing page,test page  
**Description:** This is a demo landing page with different content widgets.

**Selected Version**

v. 1 published on 19/04/2018 15:16:33

[Rollback to Selected Version](#)

[Compare](#)

---

**General information**

**Template:** static full page

 de\_DE

 en\_US

---

**SEO**

 de\_DE

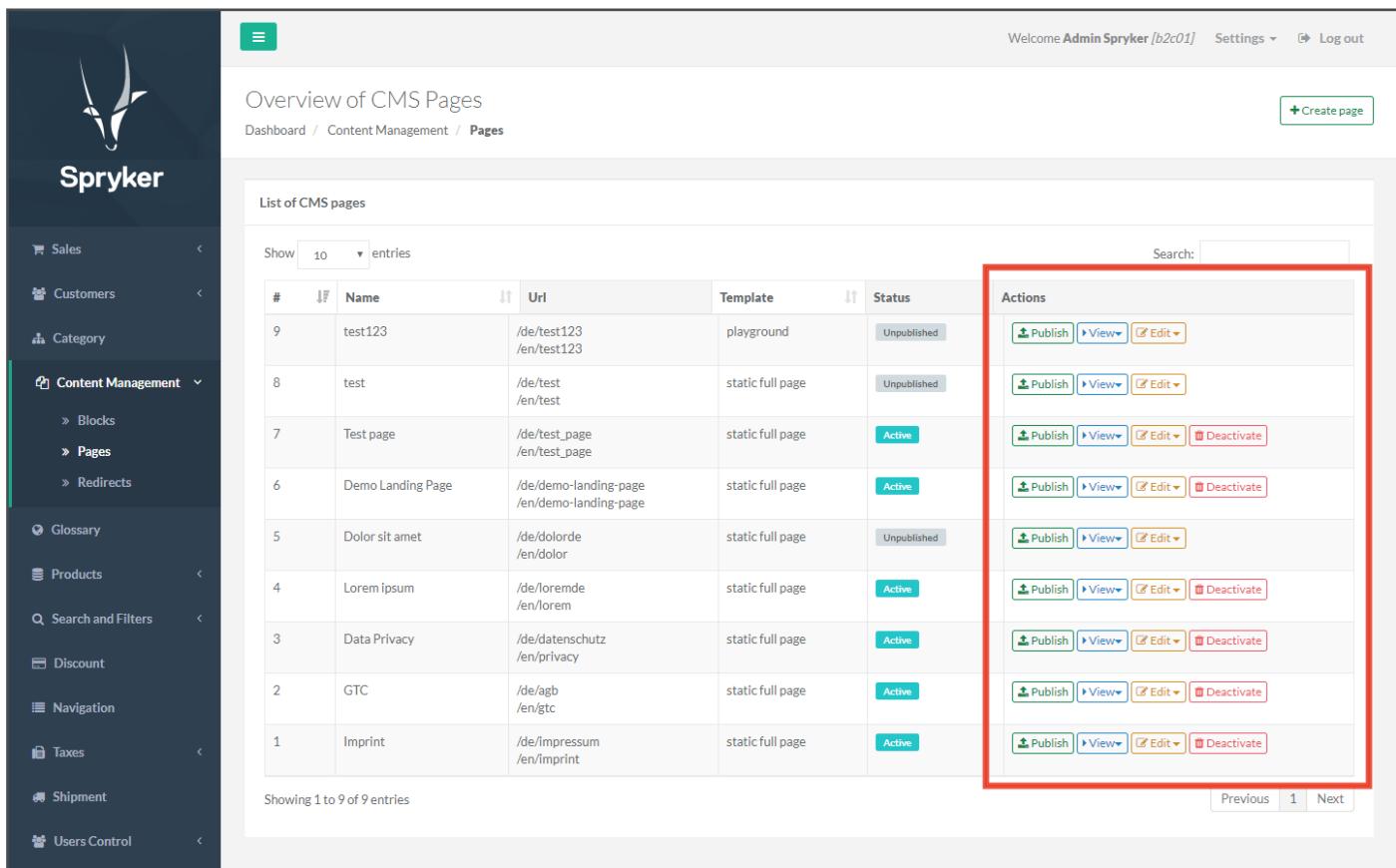
**Title:** Demo Landing Page  
**Keywords:** demo,cms page,landing page

 en\_US

**Title:** Demo Landing Page  
**Keywords:** demo,cms page,landing page

## CMS Page Drafts & Previews

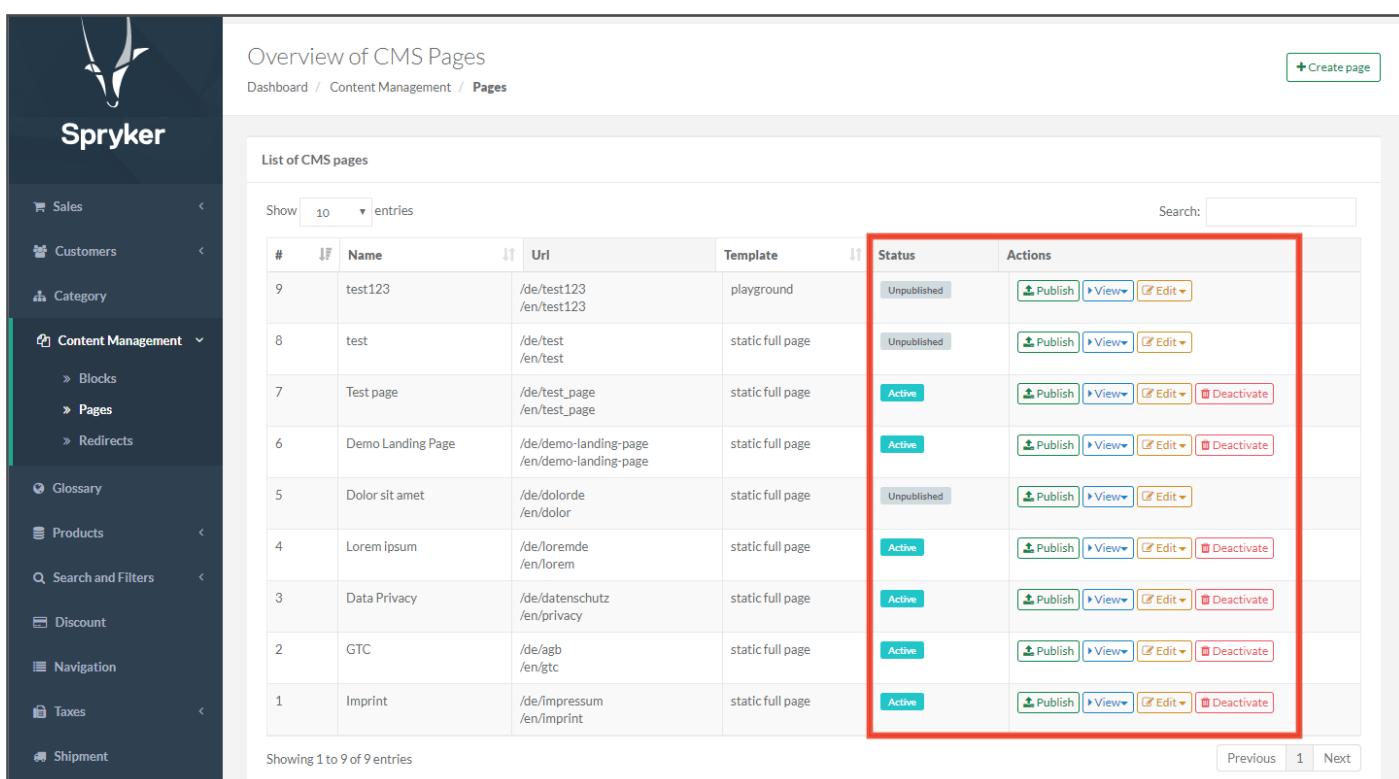
Preview and save a draft of your Pages before publishing them to judge the final layout as it will appear in your shop.



The screenshot shows the Spryker CMS interface under the 'Content Management' section, specifically the 'Pages' sub-section. 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 content area displays an 'Overview of CMS Pages' with a table titled 'List of CMS pages'. The table columns are #, Name, Url, Template, and Status (Unpublished or Active). Each row contains a set of actions: Publish (green), View (blue), Edit (orange), and Deactivate (red). A red box highlights the 'Actions' column for all rows. At the bottom, it says 'Showing 1 to 9 of 9 entries' and has navigation buttons for 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.



This screenshot is identical to the one above, showing the Spryker CMS interface under the 'Content Management' section, specifically the 'Pages' sub-section. The left sidebar and main content area are the same, displaying the 'Overview of CMS Pages' with a table of CMS pages. The actions column for each page row includes 'Publish' (highlighted in green), 'View' (blue), 'Edit' (orange), and 'Deactivate' (red). A red box highlights the 'Actions' column across all rows. The bottom of the screen shows 'Showing 1 to 9 of 9 entries' and navigation buttons for Previous, 1, and Next.

## Time Restricted Content Page Publishing

seasonal sales, or event related pages.

Create CMS Page

Dashboard / Content Management / Pages / Create new CMS Page [« Back to CMS](#)

General SEO

Fill in general page information

Is searchable

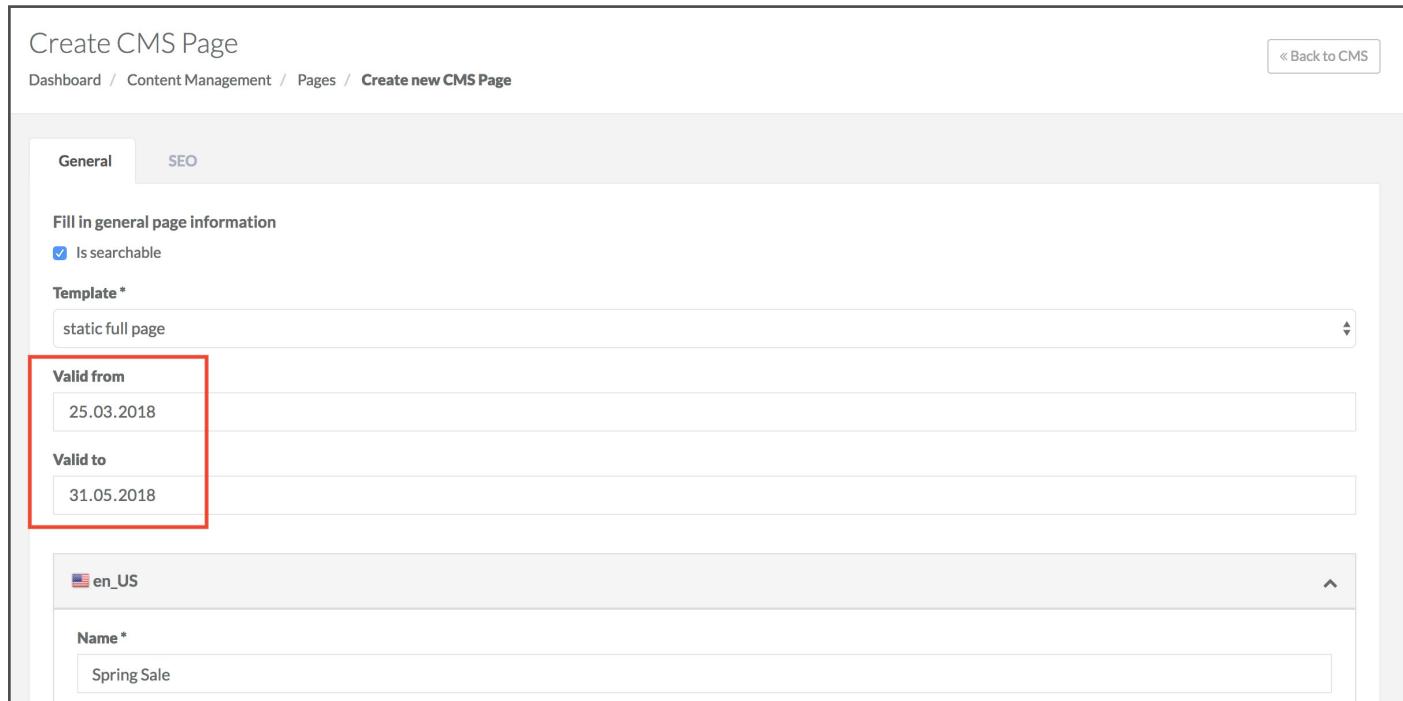
**Template \***  
static full page

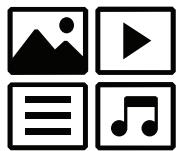
**Valid from**  
25.03.2018

**Valid to**  
31.05.2018

 en\_US

**Name \***  
Spring Sale





# Media Management

Who



Marketing



End-Customer

.....

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

.....

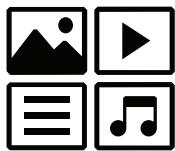
Features

Product Image Management

Video Embedding

Image Hosting

Asset Management



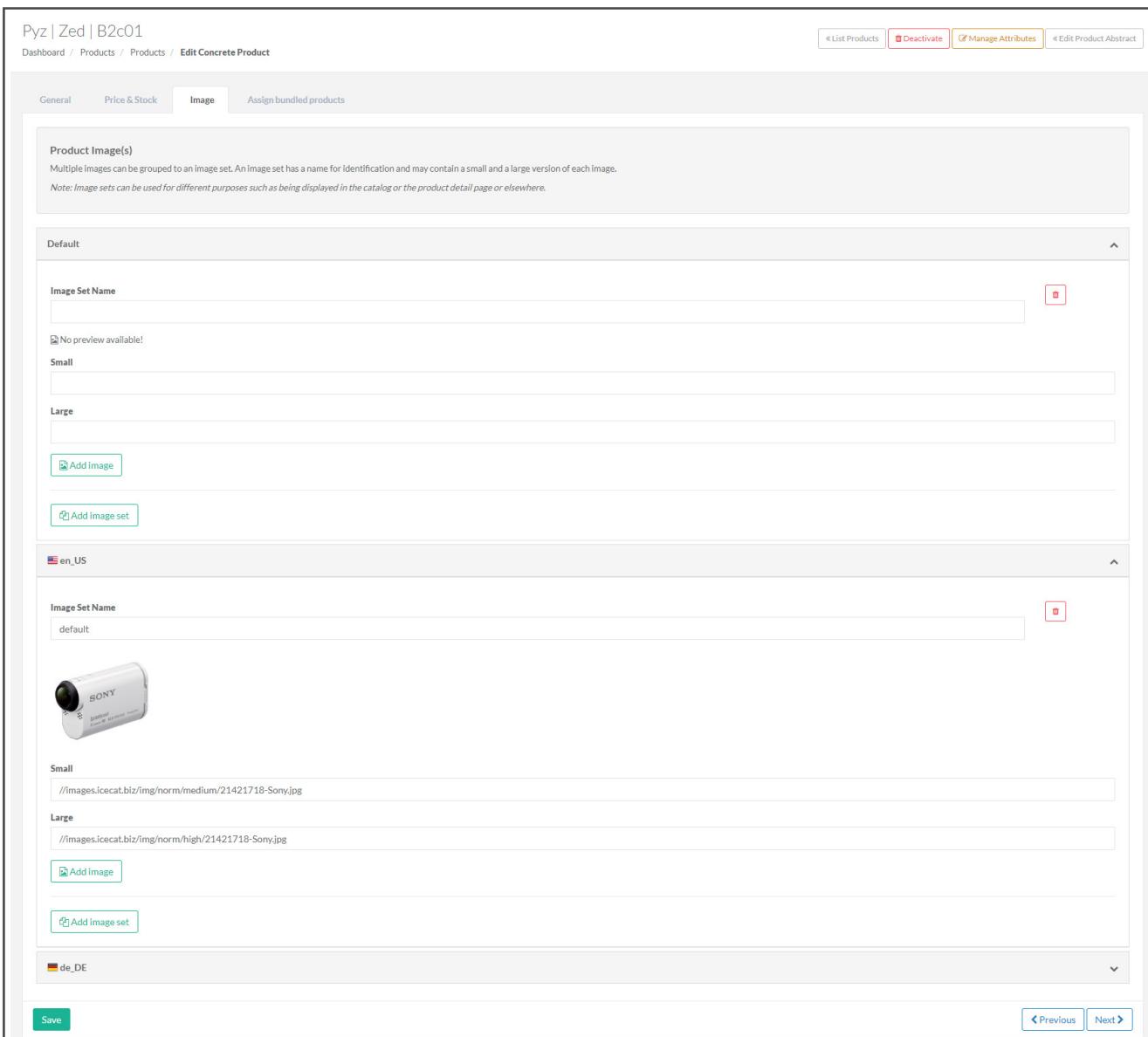
# Media Management Features

## 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.

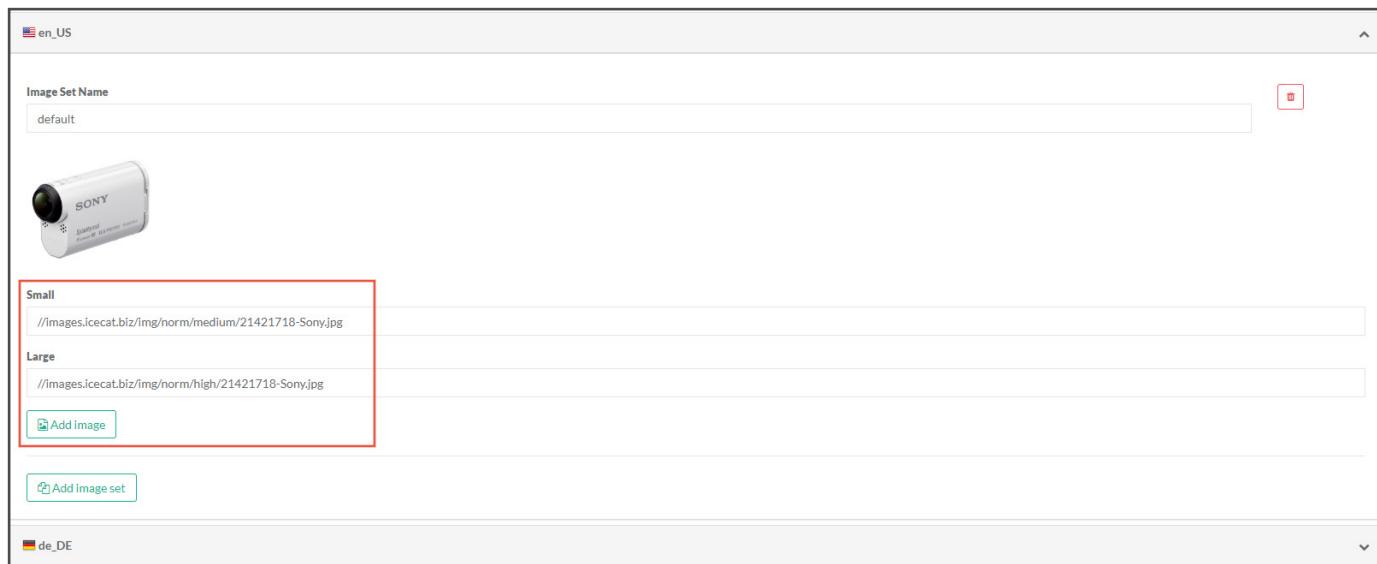
Different image sets can be used in CMS Pages and Blocks, for marketing and promotional purposes or simply to increase branding in your store.



The screenshot shows the Spryker Product Management interface for editing a concrete product. The top navigation bar includes links for 'List Products', 'Deactivate', 'Manage Attributes', and 'Edit Product Abstract'. The main tabs are 'General', 'Price & Stock', 'Image' (which is selected), and 'Assign bundled products'. The 'Image' tab is divided into sections for 'Default' and 'en\_US'. In the 'Default' section, there is a field for 'Image Set Name' with a placeholder 'Default' and a note about preview availability. Below this are fields for 'Small' and 'Large' image URLs, each with an 'Add image' button. There is also a 'Add image set' button. In the 'en\_US' section, there is a field for 'Image Set Name' with a placeholder 'default'. A thumbnail image of a Sony camera is displayed, along with its 'Small' and 'Large' image URLs. Buttons for 'Add image' and 'Add image set' are present, along with a 'Save' button at the bottom.

## 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.



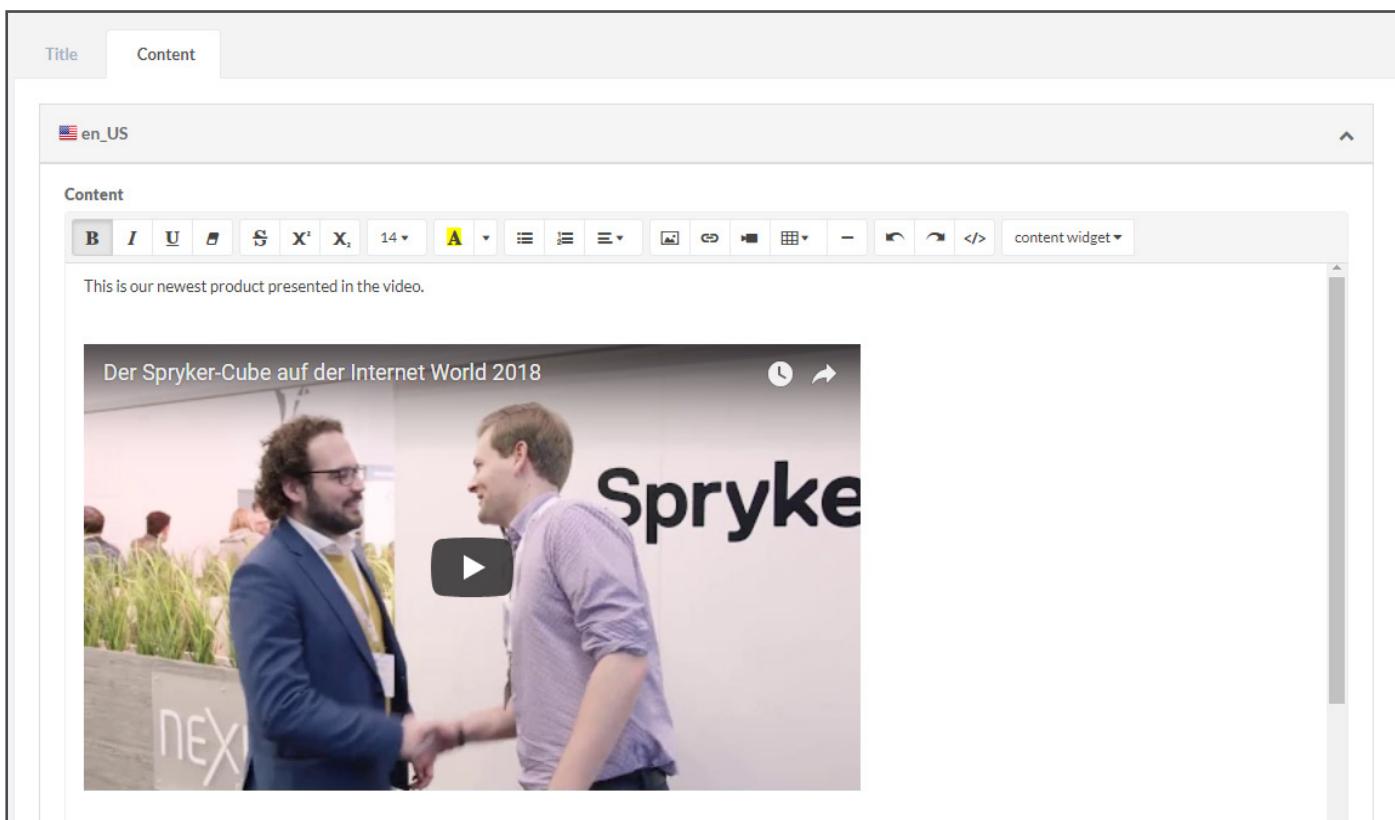
The screenshot shows the Spryker Image Hosting interface. At the top, there's a language selector for en\_US. Below it, an image of a Sony camera is displayed. The 'Image Set Name' is set to 'default'. Under the image, there are two sections: 'Small' with the URL //images.icecat.biz/img/norm/medium/21421718-Sony.jpg and 'Large' with the URL //images.icecat.biz/img/norm/high/21421718-Sony.jpg. A red box highlights the 'Small' URL input field. At the bottom left is a 'Add image' button, and at the bottom right is a 'Add image set' button. The bottom of the screen shows a language selector for de\_DE.

## 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 Content Editor. At the top, there are tabs for 'Title' and 'Content', with 'Content' being active. Below the tabs, there's a language selector for en\_US. The main area contains a rich text editor toolbar with various icons for bold, italic, underline, etc. Below the toolbar, the text 'This is our newest product presented in the video.' is visible. A video player is embedded, showing two men shaking hands. The video has a play button in the center and the title 'Der Spryker-Cube auf der Internet World 2018' at the top. The Spryker logo is visible in the background of the video frame.



# 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

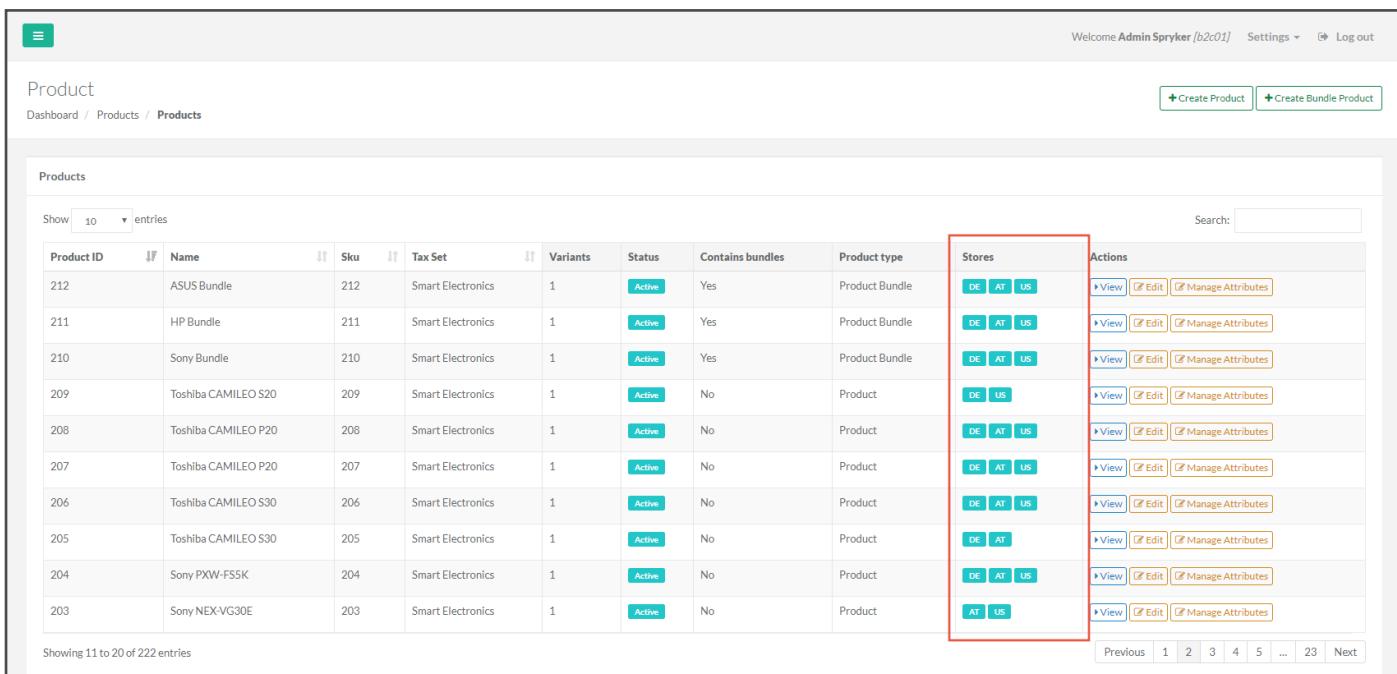


# Internationalization Features

## 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.

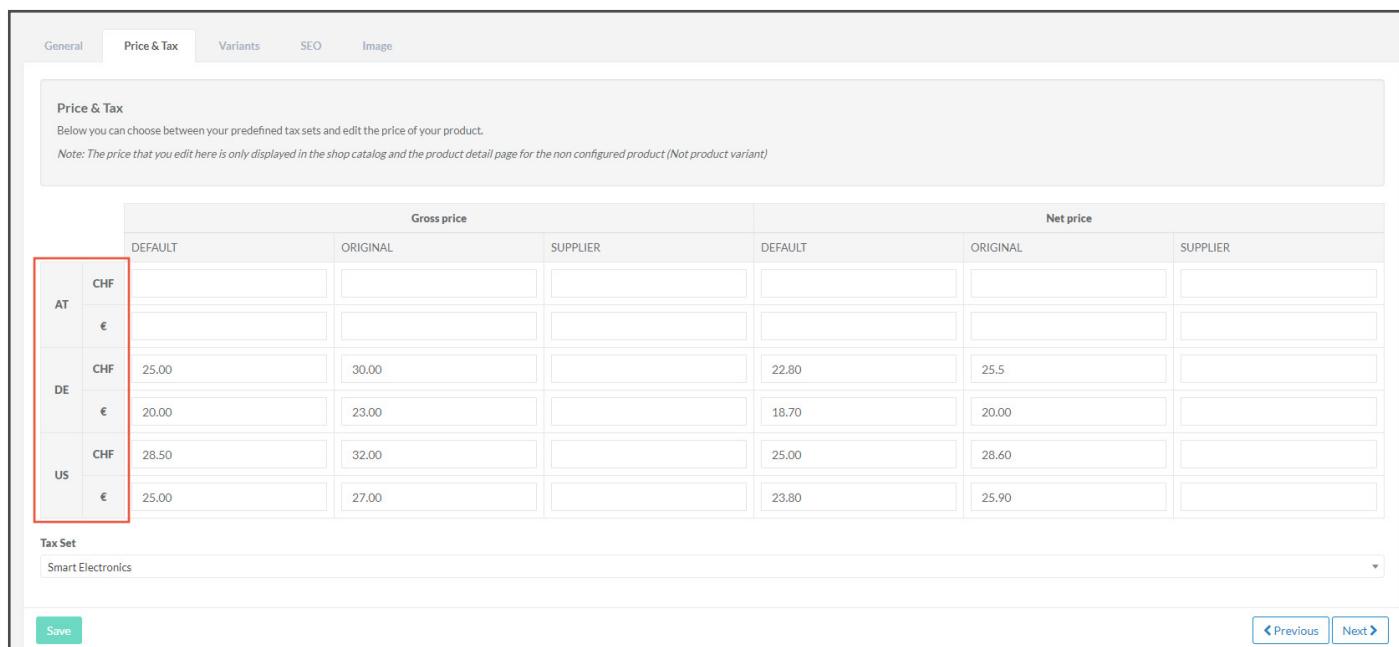


The screenshot shows the Spryker Admin interface for managing products. The top navigation bar includes 'Welcome Admin Spryker [b2c01]', 'Settings', and 'Log out'. Below the header, there's a dark sidebar with 'Product' and 'Dashboard / Products / Products'. On the right, there are buttons for '+Create Product' and '+Create Bundle Product'. The main content area is titled 'Products' and displays a table with 10 entries per page. The columns include Product ID, Name, Sku, Tax Set, Variants, Status, Contains bundles, Product type, Stores (highlighted with a red box), and Actions. The 'Stores' column shows country codes (DE, AT, US) for each product. The 'Actions' column contains links for View, Edit, and Manage Attributes. At the bottom, there's a message 'Showing 11 to 20 of 222 entries' and a pagination bar with links for Previous, 1, 2, 3, 4, 5, ..., 23, and Next.

Product ID	Name	Sku	Tax Set	Variants	Status	Contains bundles	Product type	Stores	Actions
212	ASUS Bundle	212	Smart Electronics	1	Active	Yes	Product Bundle	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
211	HP Bundle	211	Smart Electronics	1	Active	Yes	Product Bundle	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
210	Sony Bundle	210	Smart Electronics	1	Active	Yes	Product Bundle	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
209	Toshiba CAMILEO S20	209	Smart Electronics	1	Active	No	Product	DE, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
208	Toshiba CAMILEO P20	208	Smart Electronics	1	Active	No	Product	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
207	Toshiba CAMILEO P20	207	Smart Electronics	1	Active	No	Product	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
206	Toshiba CAMILEO S30	206	Smart Electronics	1	Active	No	Product	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
205	Toshiba CAMILEO S30	205	Smart Electronics	1	Active	No	Product	DE, AT	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
204	Sony PXW-FS5K	204	Smart Electronics	1	Active	No	Product	DE, AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>
203	Sony NEX-VG30E	203	Smart Electronics	1	Active	No	Product	AT, US	<a href="#">View</a> <a href="#">Edit</a> <a href="#">Manage Attributes</a>

## Multiple Currencies per Store

The Spryker Commerce OS lets you to 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.



General    Price & Tax    Variants    SEO    Image

**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)

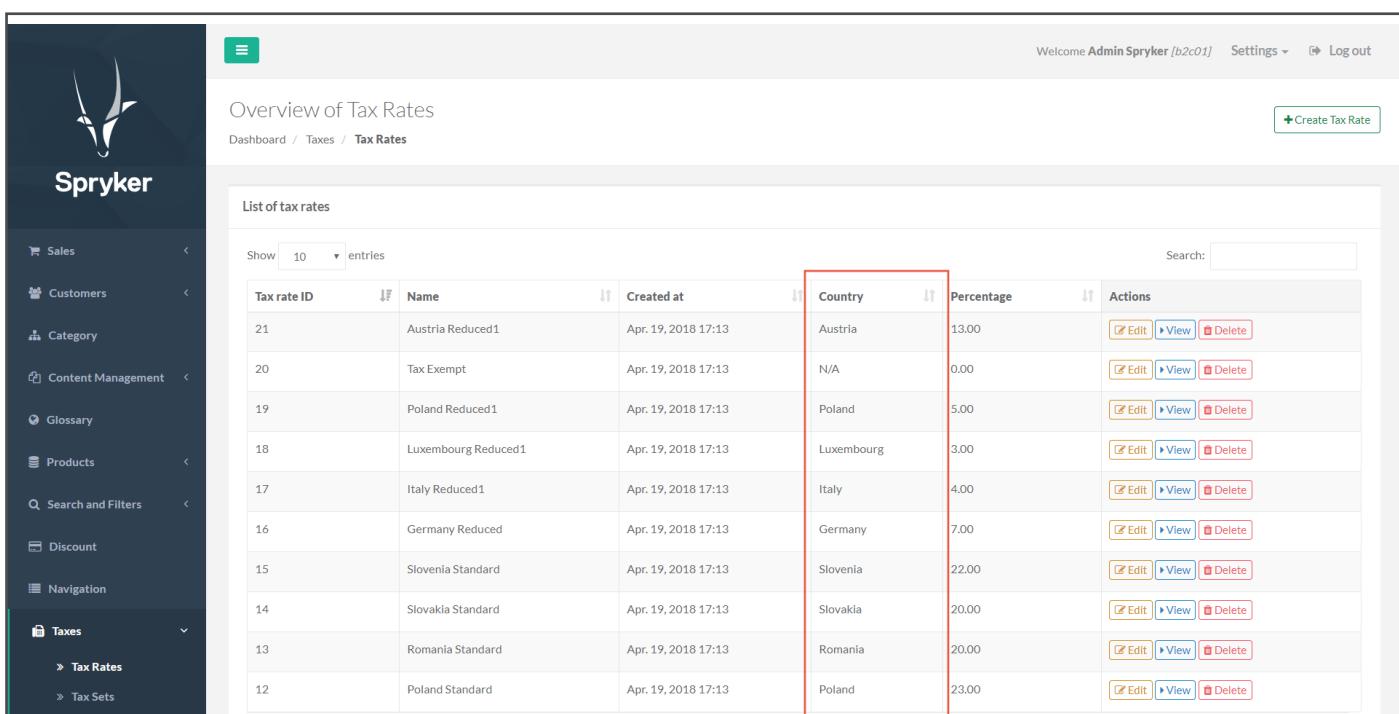
Gross price			Net price			
	DEFAULT	ORIGINAL	SUPPLIER	DEFAULT	ORIGINAL	SUPPLIER
AT	CHF					
	€					
DE	CHF	25.00	30.00		22.80	25.5
	€	20.00	23.00		18.70	20.00
US	CHF	28.50	32.00		25.00	28.60
	€	25.00	27.00		23.80	25.90

Tax Set  
Smart Electronics

**Save**    **◀ Previous**    **Next ▶**

## 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.



Welcome Admin Spryker [b2c01]    Settings    Log out

Overview of Tax Rates

Dashboard / Taxes / Tax Rates

+ Create Tax Rate

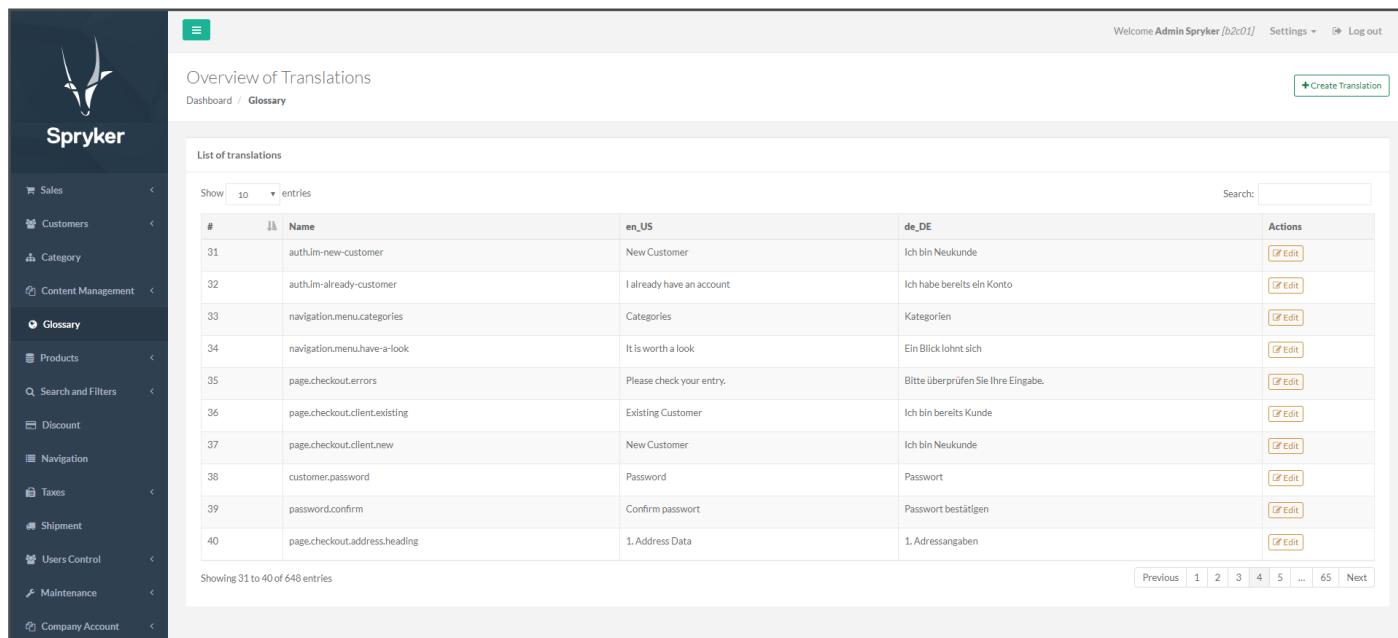
List of tax rates

Show 10 entries

Tax rate ID	Name	Created at	Country	Percentage	Actions
21	Austria Reduced1	Apr. 19, 2018 17:13	Austria	13.00	<b>Edit</b> <b>View</b> <b>Delete</b>
20	Tax Exempt	Apr. 19, 2018 17:13	N/A	0.00	<b>Edit</b> <b>View</b> <b>Delete</b>
19	Poland Reduced1	Apr. 19, 2018 17:13	Poland	5.00	<b>Edit</b> <b>View</b> <b>Delete</b>
18	Luxembourg Reduced1	Apr. 19, 2018 17:13	Luxembourg	3.00	<b>Edit</b> <b>View</b> <b>Delete</b>
17	Italy Reduced1	Apr. 19, 2018 17:13	Italy	4.00	<b>Edit</b> <b>View</b> <b>Delete</b>
16	Germany Reduced	Apr. 19, 2018 17:13	Germany	7.00	<b>Edit</b> <b>View</b> <b>Delete</b>
15	Slovenia Standard	Apr. 19, 2018 17:13	Slovenia	22.00	<b>Edit</b> <b>View</b> <b>Delete</b>
14	Slovakia Standard	Apr. 19, 2018 17:13	Slovakia	20.00	<b>Edit</b> <b>View</b> <b>Delete</b>
13	Romania Standard	Apr. 19, 2018 17:13	Romania	20.00	<b>Edit</b> <b>View</b> <b>Delete</b>
12	Poland Standard	Apr. 19, 2018 17:13	Poland	23.00	<b>Edit</b> <b>View</b> <b>Delete</b>

## 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.im-new-customer	New Customer	Ich bin Neukunde	<a href="#">Edit</a>
32	auth.im-already-customer	I already have an account	Ich habe bereits ein Konto	<a href="#">Edit</a>
33	navigation.menu.categories	Categories	Kategorien	<a href="#">Edit</a>
34	navigation.menu.have-a-look	It is worth a look	Ein Blick lohnt sich	<a href="#">Edit</a>
35	page.checkout.errors	Please check your entry.	Bitte überprüfen Sie Ihre Eingabe.	<a href="#">Edit</a>
36	page.checkout.client.existing	Existing Customer	Ich bin bereits Kunde	<a href="#">Edit</a>
37	page.checkout.client.new	New Customer	Ich bin Neukunde	<a href="#">Edit</a>
38	customer.password	Password	Passwort	<a href="#">Edit</a>
39	password.confirm	Confirm password	Passwort bestätigen	<a href="#">Edit</a>
40	page.checkout.address.heading	1. Address Data	1. Adressangaben	<a href="#">Edit</a>



# 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.



B2B



B2C

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## Features

Auto-Detect of Currency

Net &amp; Gross Price Mode

Volume prices

Customer Specific Prices

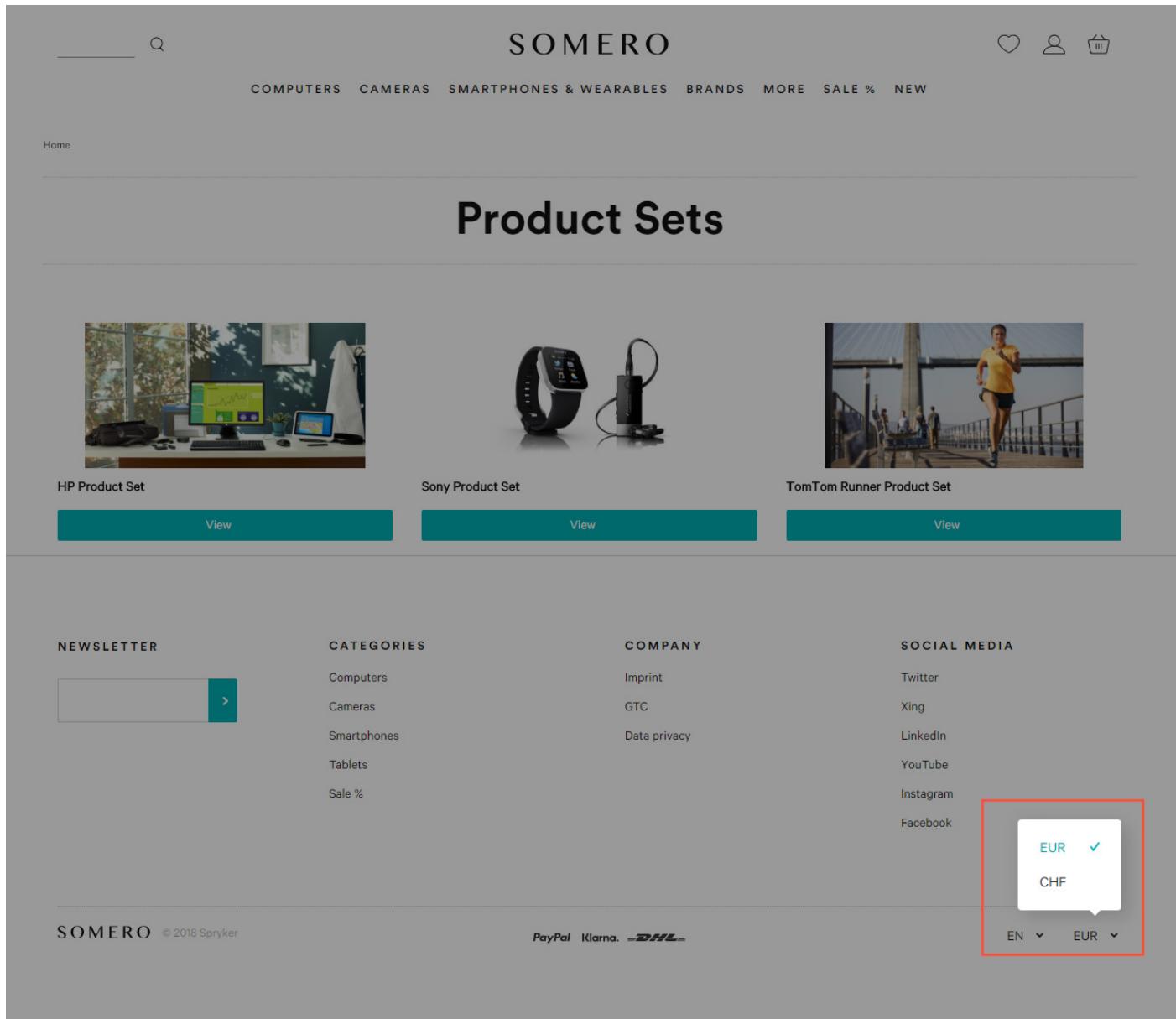


# Price Features

## 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.



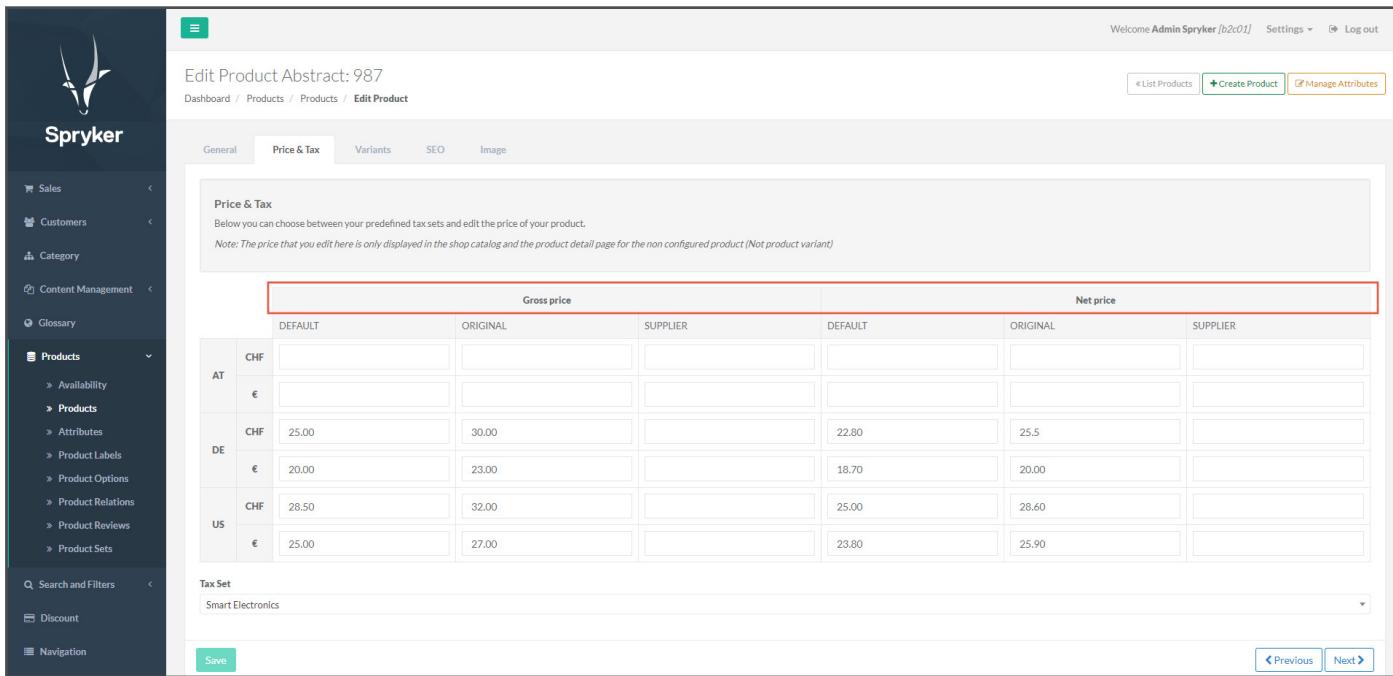
The screenshot shows the SOMERO e-commerce website. At the top, there is a navigation bar with a search icon, the brand name "SOMERO", and user icons for heart, profile, and cart. Below the navigation, a breadcrumb trail shows "Home". The main heading "Product Sets" is displayed above three product cards:

- HP Product Set**: An image of a computer setup with multiple monitors.
- Sony Product Set**: An image of a Sony smartwatch and its charging dock.
- TomTom Runner Product Set**: An image of a person jogging on a bridge.

Each product card has a "View" button at the bottom. At the bottom of the page, there are sections for "NEWSLETTER", "CATEGORIES", "COMPANY", and "SOCIAL MEDIA". The "CATEGORIES" section includes links for Computers, Cameras, Smartphones, Tablets, and Sale %. The "COMPANY" section links to Imprint, GTC, Data privacy, and a list of social media platforms: Twitter, Xing, LinkedIn, YouTube, Instagram, and Facebook. On the right side, there is a "EUR" button with a checkmark and a "CHF" button, both enclosed in a red box. Below these buttons, there are dropdown menus for "EN" and "EUR".

### 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.



Country	Currency	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	

### 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.

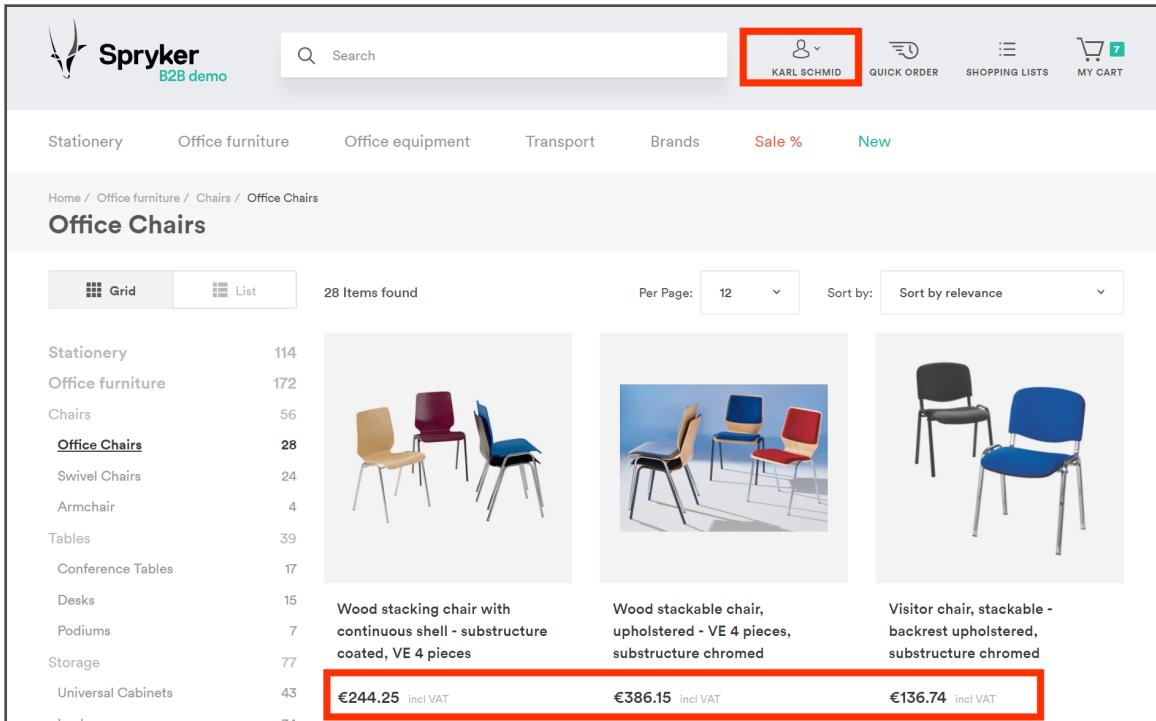
## Customer Specific Prices

agreed on.

On a B2B Level, you can offer specific prices to different customers. This is easily handled by matching a Company, Business Unit, or Customer Group with the special prices you

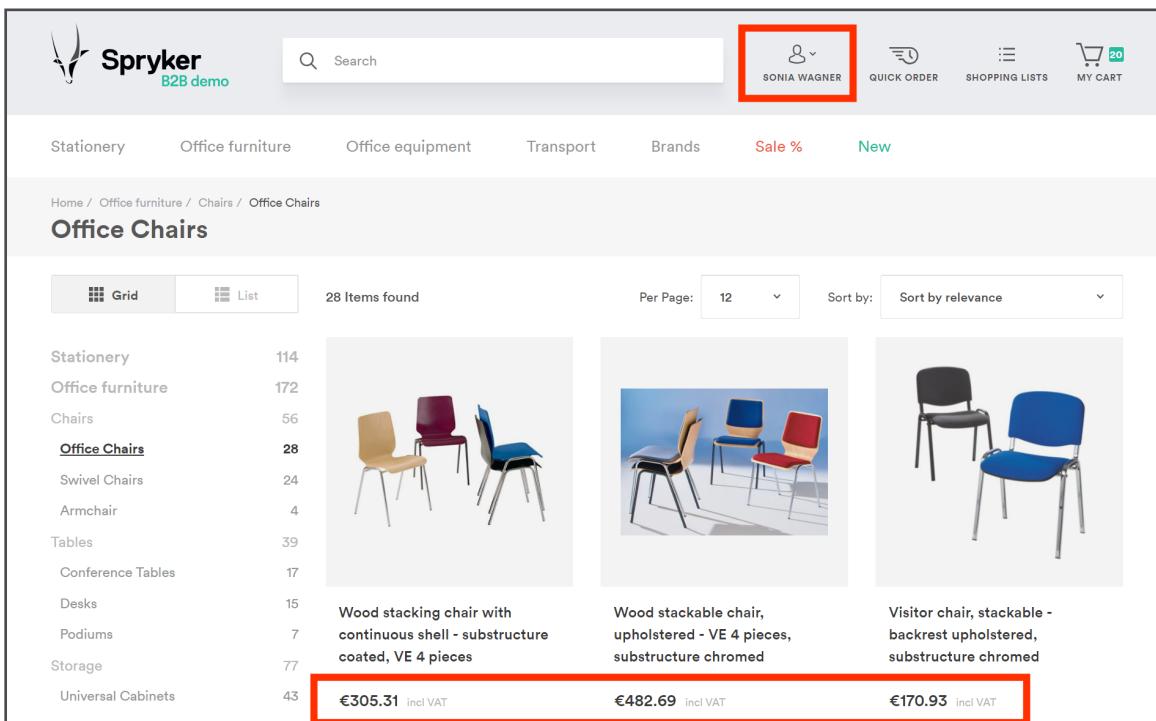
The user in the front end will always see the assigned prices for products no matter if they are on the product page, in the search, or in the Cart. Simultaneously, the Sales Agent will see the prices per customer in the backend.

Customer Specific Prices are stored per Customer ID on a company level and are matched on a daily basis for any updates.



This screenshot shows the Spryker B2B demo website's product listing page for 'Office Chairs'. The top navigation bar includes a user profile section for 'KARL SCHMID' with a red box highlighting it. Below the navigation, there are category filters like 'Stationery', 'Office furniture', and 'Office equipment'. The main content area shows a grid of three office chair models with their respective descriptions and prices:

Product Description	Price (incl VAT)
Wood stacking chair with continuous shell - substructure coated, VE 4 pieces	€244.25 incl VAT
Wood stackable chair, upholstered - VE 4 pieces, substructure chromed	€386.15 incl VAT
Visitor chair, stackable - backrest upholstered, substructure chromed	€136.74 incl VAT



This screenshot shows the same Spryker B2B demo website product listing page for 'Office Chairs', but with a different customer profile selected: 'SONIA WAGNER' (highlighted with a red box). The product grid and descriptions remain the same as in the previous screenshot, but the prices have been updated to reflect the new customer's specific rates:

Product Description	Price (incl VAT)
Wood stacking chair with continuous shell - substructure coated, VE 4 pieces	€305.31 incl VAT
Wood stackable chair, upholstered - VE 4 pieces, substructure chromed	€482.69 incl VAT
Visitor chair, stackable - backrest upholstered, substructure chromed	€170.93 incl VAT



# 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

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Features

International Tax Rates & Sets

Manage Tax Rates & Sets



# Tax Features

## Manage Tax Rates & Sets

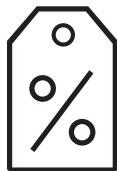
Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options, and shipments that will automatically be applied to the respective shops. Group and name a set of tax rates that apply to certain product groups and countries, and easily import predefined tax rates and sets.

List of tax sets					
Show	10	▼ entries	Search:		
Tax set ID	Name	Created at	Actions		
5	Tax Exempt	Apr. 19, 2018 17:13	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
4	Shipment Taxes	Apr. 19, 2018 17:13	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
3	Communication Electronics	Apr. 19, 2018 17:13	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
2	Smart Electronics	Apr. 19, 2018 17:13	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
1	Entertainment Electronics	Apr. 19, 2018 17:13	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>

## 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.

Show	10	▼ entries	Search:				
Tax rate ID	Name	Created at	Country	Percentage	Actions		
21	Austria Reduced1	Apr. 19, 2018 17:13	Austria	13.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
20	Tax Exempt	Apr. 19, 2018 17:13	N/A	0.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
19	Poland Reduced1	Apr. 19, 2018 17:13	Poland	5.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
18	Luxembourg Reduced1	Apr. 19, 2018 17:13	Luxembourg	3.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
17	Italy Reduced1	Apr. 19, 2018 17:13	Italy	4.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
16	Germany Reduced	Apr. 19, 2018 17:13	Germany	7.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
15	Slovenia Standard	Apr. 19, 2018 17:13	Slovenia	22.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
14	Slovakia Standard	Apr. 19, 2018 17:13	Slovakia	20.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
13	Romania Standard	Apr. 19, 2018 17:13	Romania	20.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>
12	Poland Standard	Apr. 19, 2018 17:13	Poland	23.00	<a href="#">Edit</a>	<a href="#">View</a>	<a href="#">Delete</a>



# Promotions & Discounts

Who



Sales



Marketing

What

Run effective promotional campaigns to boost conversion rates.



Details

Drive your sales with the highly flexible promotion features like free shipping, special prices, free gifts, and 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

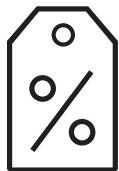
Discount Engine

New Product Indication

Vouchers

Time Limited Offers

Product Promotions

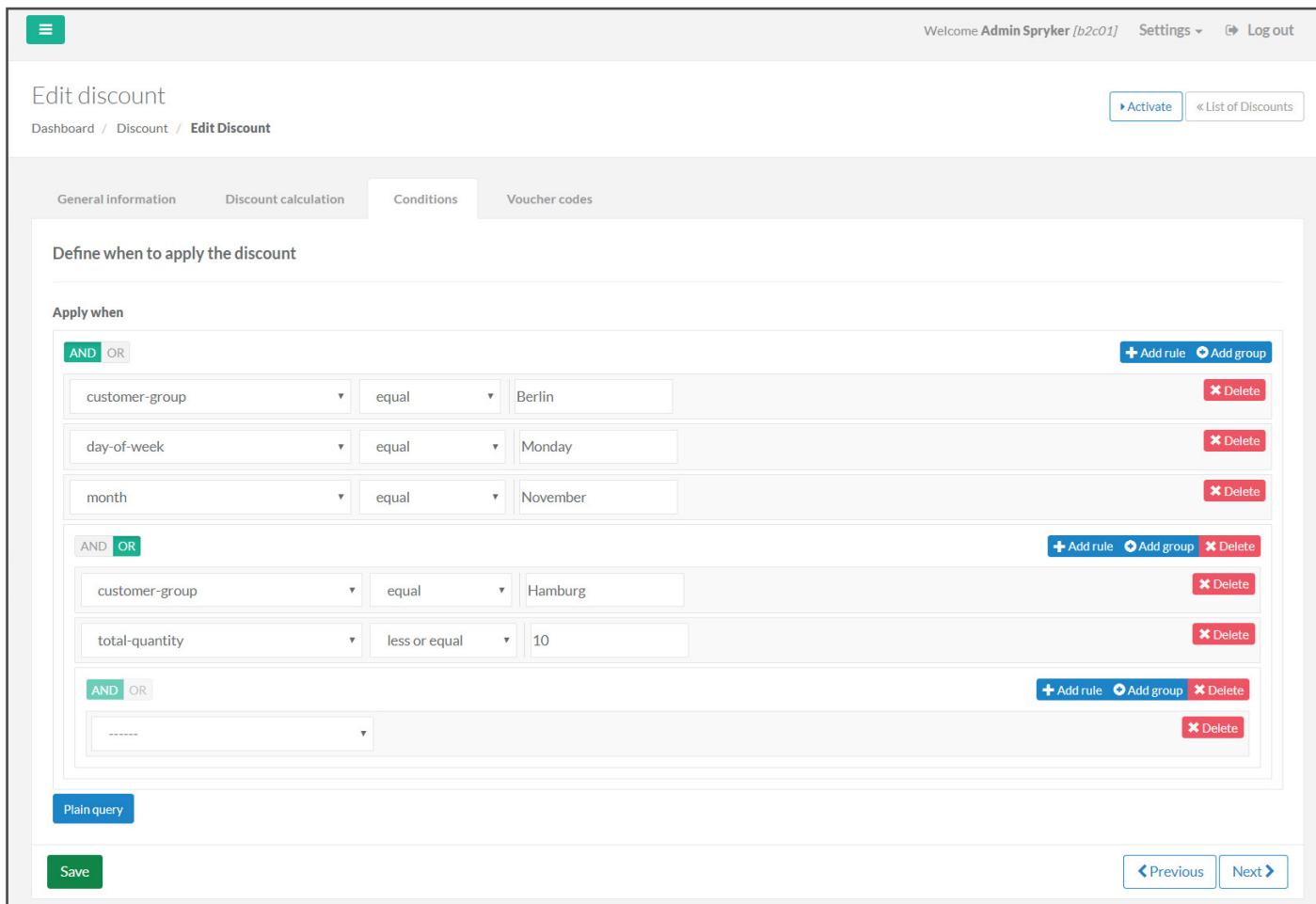


# Promotions & Discounts

## 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.



The screenshot shows the 'Edit discount' page in the Spryker Admin interface. At the top, there are navigation links: 'Welcome Admin Spryker [b2c01]', 'Settings', and 'Log out'. Below the header, the page title is 'Edit discount' with a backlink to 'Dashboard / Discount / Edit Discount'. On the right, there are buttons for 'Activate' and 'List of Discounts'. The main content area is divided into tabs: 'General information', 'Discount calculation', 'Conditions' (which is selected), and 'Voucher codes'. Under 'Conditions', there are three sections of rules:

- Define when to apply the discount**:
  - Apply when**:
    - AND**:
      - customer-group: equal Berlin
      - day-of-week: equal Monday
      - month: equal November
    - OR**:
      - customer-group: equal Hamburg
      - total-quantity: less or equal 10
    - AND**:
      -
  - Plain query**:

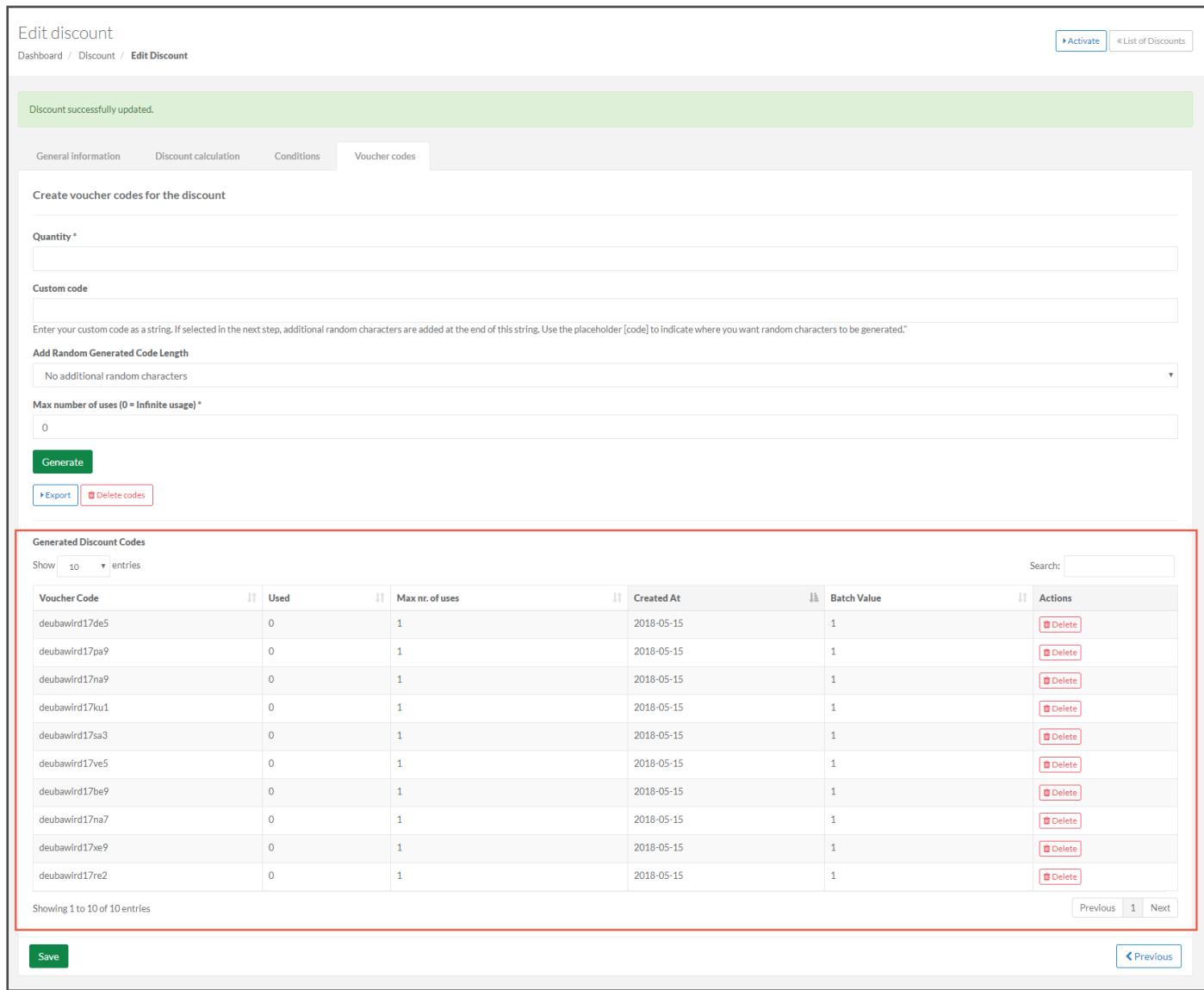
```
-->
```

At the bottom, there are 'Save' and 'Next >' buttons.

## 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.

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

Discount successfully updated.

General information Discount calculation Conditions Voucher codes

Create voucher codes for the discount

Quantity \*

Custom code

Add Random Generated Code Length

No additional random characters

Max number of uses (0 = Infinite usage) \*

0

Generate

Export Delete codes

Generated Discount Codes

Voucher Code	Used	Max nr. of uses	Created At	Batch Value	Actions
deubawird17de5	0	1	2018-05-15	1	<span>Delete</span>
deubawird17pa9	0	1	2018-05-15	1	<span>Delete</span>
deubawird17na9	0	1	2018-05-15	1	<span>Delete</span>
deubawird17ku1	0	1	2018-05-15	1	<span>Delete</span>
deubawird17sa3	0	1	2018-05-15	1	<span>Delete</span>
deubawird17ve5	0	1	2018-05-15	1	<span>Delete</span>
deubawird17be9	0	1	2018-05-15	1	<span>Delete</span>
deubawird17na7	0	1	2018-05-15	1	<span>Delete</span>
deubawird17xe9	0	1	2018-05-15	1	<span>Delete</span>
deubawird17re2	0	1	2018-05-15	1	<span>Delete</span>

Show 10 entries Search:

Showing 1 to 10 of 10 entries Previous 1 Next

Save Previous

## Time Limited Offers

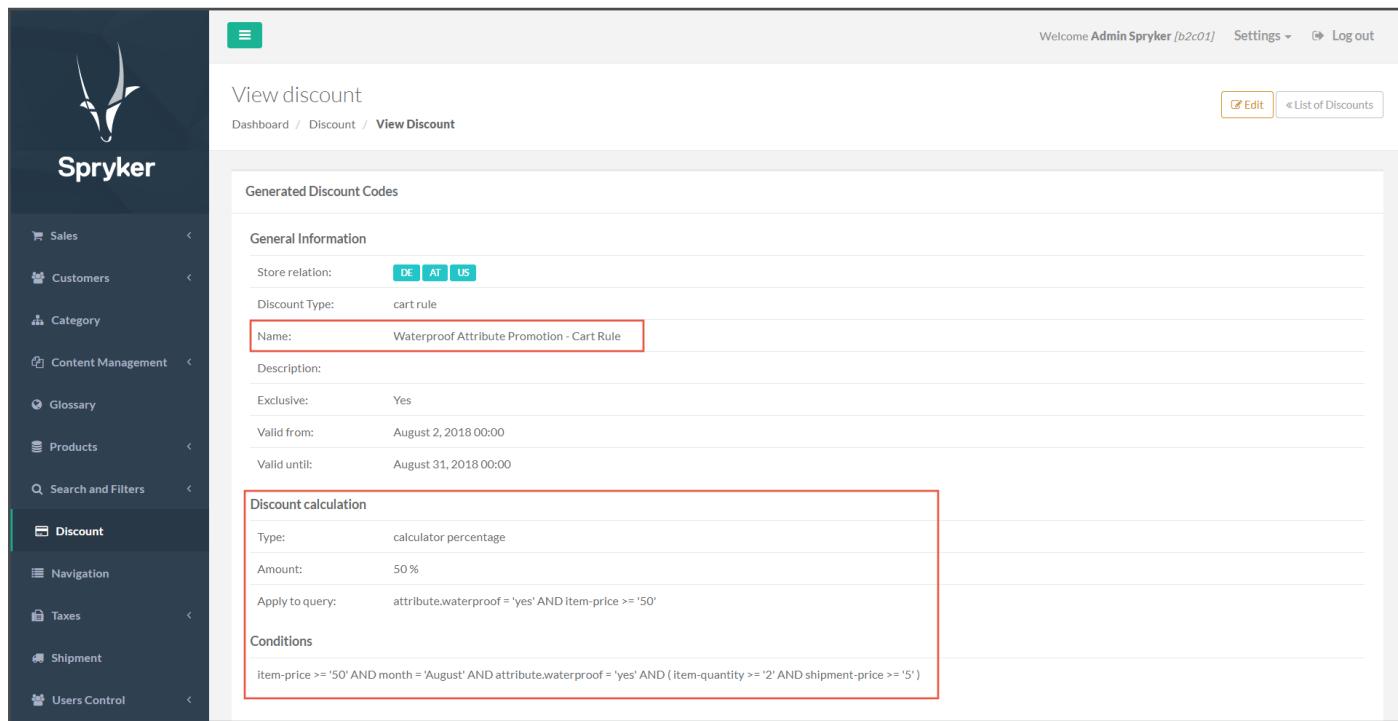
You can easily create exclusive, limited product offers by combining a Time Limited Content or Product Page and combine it with Discounts.

## New Product Indication

**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

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



The screenshot shows the Spryker Admin interface with a sidebar on the left containing various management links. The main content area is titled 'View discount' under 'Discount' and shows a 'Generated Discount Codes' section. Below it, the 'General Information' section details a 'cart rule' named 'Waterproof Attribute Promotion - Cart Rule'. The 'Discount calculation' and 'Conditions' sections are highlighted with a red box. In the 'Discount calculation' section, the type is set to 'calculator percentage' and the amount to '50 %'. The 'Apply to query' field contains the condition: 'attribute.waterproof = 'yes' AND item-price >= '50''. The 'Conditions' section lists the full query: 'item-price >= '50' AND month = 'August' AND attribute.waterproof = 'yes' AND (item-quantity >= '2' AND shipment-price >= '5')'



# Shopping List

Who



End-Customer



Sales

.....

What

Increase conversion rates and shop loyalty by offering B2B enriched Shopping Lists



Details

Enable your Business customers to save the products they wish to purchase through the Shopping List Capability. Different roles and permission systems ensure a smooth sharing and contribution management amongst a company's users. Printing a Shopping List, with or without a barcode, make the reordering process easy for your customers.

Effectively, reduce cart abandonment, boost your sales and keep track of which products your customers are interested in. Allow your customers to create multiple Shopping Lists and customize the name of a new list. With a direct-to-cart feature, customers can immediately add items to their shopping cart.



B2B

.....

Features

Create Shopping Lists

Multiple Shopping Lists

Shared Shopping List

Printing Shopping List

Permission Management for Shopping Lists

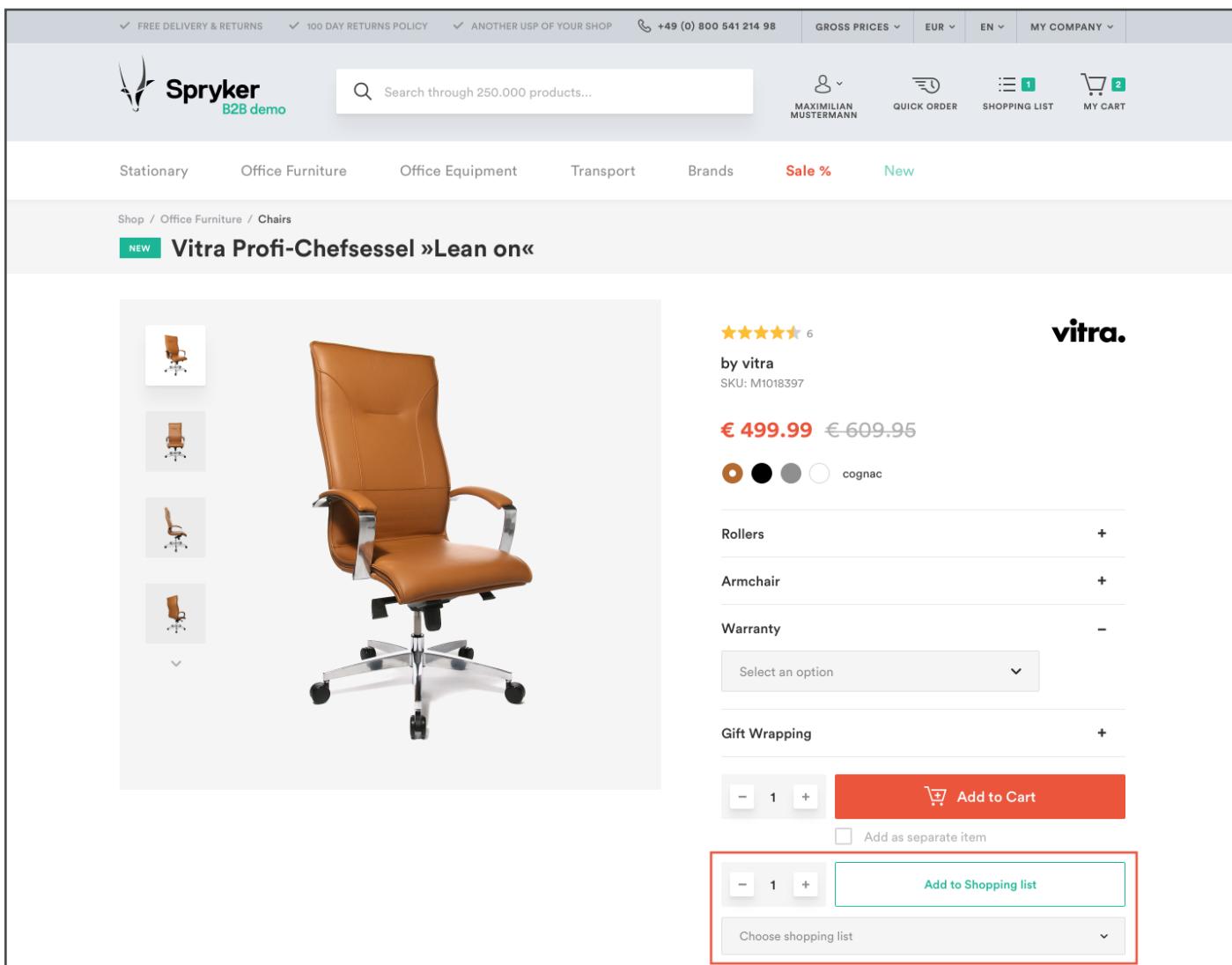


# Shopping List Features

## Create Shopping Lists

Make it easier for your business customers to submit regular orders with the Shopping List feature. Business users can create multiple named Shopping Lists to prepare and manage their regular orders with ease. They can add and save comments, product quantities, and options while checking the availability of each product directly on the list. Your customers can either add the entire list or select parts to the cart and create a new Shopping List from an order. Before proceeding to the checkout, adjustments to the cart can be made. Each list can be shared among users of the same Business Unit.

In the header of your webshop Users can see all their Shopping Lists in a drop-down menu, the owner of the list, and the amount of items in each. In the detail view of a Shopping List, the User can see and edit different information and product details. With full access rights, a user can see and edit Product Options, Variants, and quantity and add all items to the Cart.

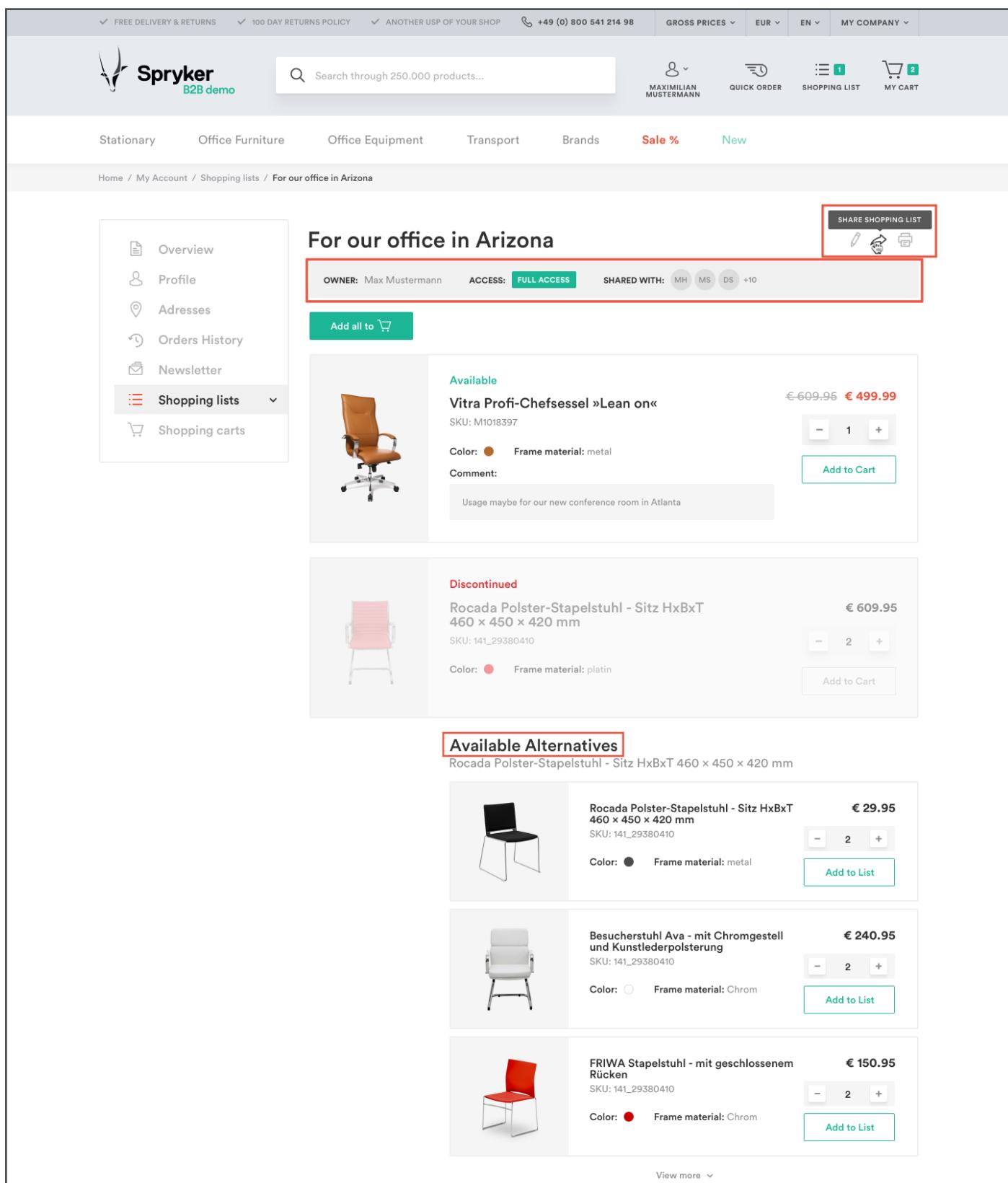


The screenshot shows a product detail page for the Vitra Profi-Chefsessel 'Lean on'. The top navigation bar includes links for delivery & returns, 100 day returns policy, another USP of your shop, phone number +49 (0) 800 541 214 98, gross prices, currency EUR, language EN, and company MY COMPANY. The header also features the Spryker logo, a search bar, and user profile MAXIMILIAN MUSTERMANN. The main content area shows the product name 'Vitra Profi-Chefsessel »Lean on«', a large image of the orange leather office chair, and four smaller thumbnail images. To the right, product details include a 5-star rating (6 reviews), the brand 'vitra.', the original price €609.95, and the discounted price €499.99. Below this are dropdown menus for 'Rollers', 'Armchair', and 'Warranty', and a 'Select an option' dropdown. At the bottom, there are buttons for 'Add to Cart' (disabled), 'Add as separate item' (unchecked), and 'Add to Shopping list' (highlighted with a red border). A 'Choose shopping list' dropdown is also present.

## Permission Management for Shopping Lists

As with any Business, there are Roles and Permissions for Shopping List users. By default, there are two Roles: read-only and full access.

Full access means any possible action can be taken, such as sharing and editing, printing, seeing other users on the list, or adding new and Alternative Products. Read-only access limits the actions to viewing, printing, adding to cart, and changing the number of items.



The screenshot shows a B2B e-commerce website for Spryker. At the top, there's a navigation bar with links for delivery & returns, returns policy, another USP of your shop, phone number (+49 (0) 800 541 214 98), gross prices, currency (EUR), language (EN), and company information. The main header features the Spryker logo and "B2B demo". A search bar is present, along with user profile information for "MAXIMILIAN MUSTERMANN" and links for quick order, shopping list, and my cart.

The main content area shows a breadcrumb path: Home / My Account / Shopping lists / For our office in Arizona. On the left, a sidebar menu includes Overview, Profile, Addresses, Orders History, Newsletter, Shopping lists (which is currently selected and highlighted in red), and Shopping carts.

The main content area displays a product listing titled "For our office in Arizona". It shows a Vitra Profi-Chefsessel chair with a brown leather seat and backrest, available at €499.99. The product details include its color (brown), frame material (metal), and a comment about potential usage in Atlanta. An "Add to Cart" button is visible.

Below this, another product is listed as discontinued: Rocada Polster-Stapelstuhl - Sitz HxBxT 460 x 450 x 420 mm, with a pink fabric seat and backrest, available at €609.95. Its details include color (pink), frame material (platin), and an "Add to Cart" button.

A section titled "Available Alternatives" lists three other chairs:

- Rocada Polster-Stapelstuhl - Sitz HxBxT 460 x 450 x 420 mm, €29.95, black frame, "Add to List" button
- Besucherstuhl Ava - mit Chromgestell und Kunstlederpolsterung, €240.95, white frame, "Add to List" button
- FRIWA Stapelstuhl - mit geschlossenem Rücken, €150.95, red frame, "Add to List" button

At the bottom of the page, there's a "View more" link.

✓ FREE DELIVERY & RETURNS    ✓ 100 DAY RETURNS POLICY    ✓ ANOTHER USP OF YOUR SHOP    ☎ +49 (0) 800 541 214 98    GROSS PRICES ▾    EUR ▾    EN ▾    MY COMPANY ▾


Search through 250.000 products...

MAXIMILIAN MUSTERMANN    QUICK ORDER    SHOPPING LIST    MY CART

Stationary    Office Furniture    Office Equipment    Transport    Brands    Sale %    New

[Home](#) / [My Account](#) / [Shopping lists](#)

**Shopping lists**

NAME	OWNER	CREATED	ACCESS	# PRODUCTS
<input checked="" type="checkbox"/> For our office in Arizona	George Schmidt	06/12/2018	Full access	4 items    
<input type="checkbox"/> Generic long shopping list nam..	Cheryl Reyes	12/17/2018	Read only	12 items    
<input type="checkbox"/> Shopping list for Mary-Jane	Marie Bollard	04/20/2018	Owner access	24 items    
<input type="checkbox"/> To buy for Toronto Lounge ion..	Maria Musterfrau	07/07/2018	Full access	7 items    
<input type="checkbox"/> Shopping list for Mary-Jane	Arthur Miller	04/20/2018	Read only	3 items    

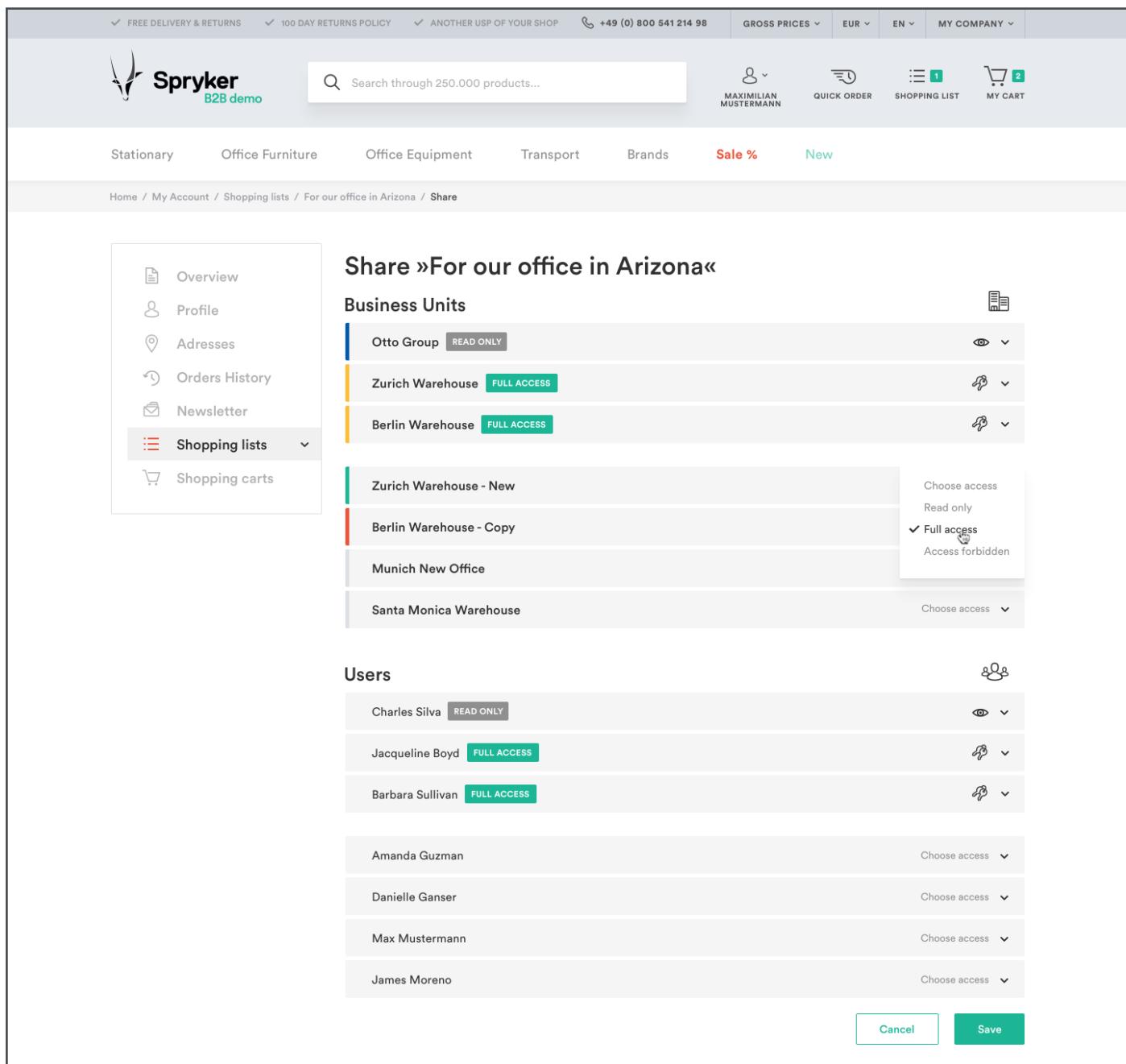
[+ Create shopping list](#)
  
[Add selected to !\[\]\(ac38348f19ad725ed1e447413eac60e8\_img.jpg\)](#)

< 1 2 >

## Shared Shopping List

Each Shopping List can easily be shared between Users of the same Company Business Unit. A unique URL is created to easily handle sharing options. The owner of a Shopping List is also allowed

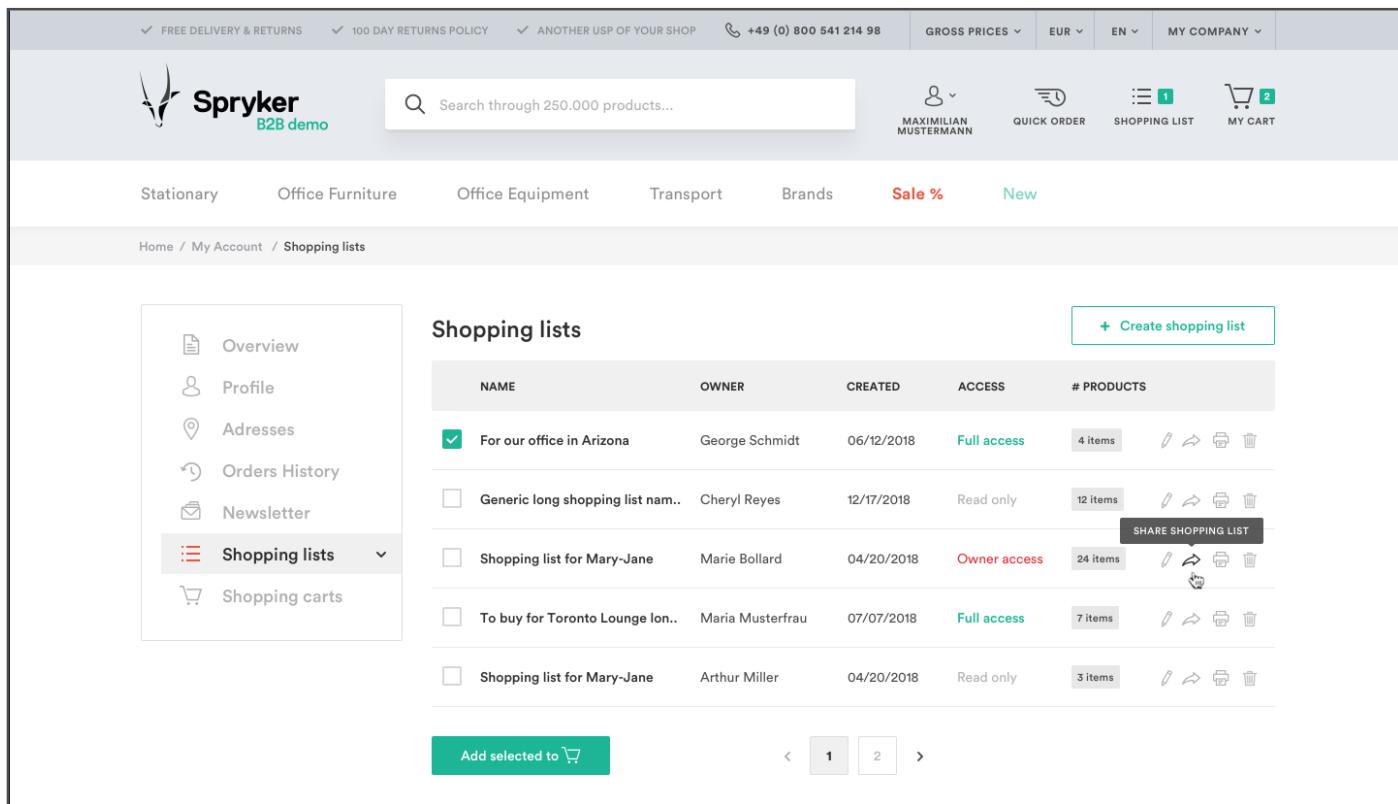
to add or delete users and edit access rights. Depending on the role in the company hierarchy, users are then allowed to see, edit or checkout a Shopping List.



The screenshot shows the Spryker B2B demo website's user interface for managing a shopping list. On the left, a sidebar menu includes 'Overview', 'Profile', 'Addresses', 'Orders History', 'Newsletter', 'Shopping lists' (which is selected), and 'Shopping carts'. The main content area is titled 'Share »For our office in Arizona«'. It has two sections: 'Business Units' and 'Users'. In the 'Business Units' section, there are three entries: 'Otto Group' (READ ONLY), 'Zurich Warehouse' (FULL ACCESS), and 'Berlin Warehouse' (FULL ACCESS). Below this is a list of four additional units: 'Zurich Warehouse - New', 'Berlin Warehouse - Copy', 'Munich New Office', and 'Santa Monica Warehouse'. A dropdown menu for 'Berlin Warehouse' shows options: 'Choose access', 'Read only', 'Full access' (which is selected with a checkmark), and 'Access forbidden'. In the 'Users' section, there are four entries: 'Charles Silva' (READ ONLY), 'Jacqueline Boyd' (FULL ACCESS), 'Barbara Sullivan' (FULL ACCESS), and 'Amanda Guzman', 'Danielle Ganser', 'Max Mustermann', and 'James Moreno' (all with 'Choose access' dropdowns). At the bottom right are 'Cancel' and 'Save' buttons.

## Multiple Shopping Lists

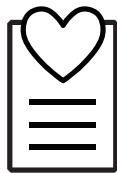
Help your customers save items for regular or later purchase through multiple Shopping Lists which are connected to the users' Company Account. Each List can be named and shared, and come with an overview page to see all Shopping Lists the user created or was invited to. This overview includes the Shopping Lists owner, type of access, printing, and editing options.



NAME	OWNER	CREATED	ACCESS	# PRODUCTS
<input checked="" type="checkbox"/> For our office in Arizona	George Schmidt	06/12/2018	Full access	4 items
<input type="checkbox"/> Generic long shopping list nam..	Cheryl Reyes	12/17/2018	Read only	12 items
<input type="checkbox"/> Shopping list for Mary-Jane	Marie Bolland	04/20/2018	Owner access	24 items
<input type="checkbox"/> To buy for Toronto Lounge lon..	Maria Musterfrau	07/07/2018	Full access	7 items
<input type="checkbox"/> Shopping list for Mary-Jane	Arthur Miller	04/20/2018	Read only	3 items

## Printing Shopping List

To accommodate all of your Business Clients, any Shopping List can quickly be printed. Additionally, barcodes are generated alongside each item to simplify a quick re-order via barcode scanners.



# Wish List

Who



End-Customer



Marketing

.....

What

Offer a wish list function to reduce shopping cart abandonment.



Details

Enable your customers to track and save the products they wish to purchase through a wish list function. Effectively, reduce cart abandonment, boost your sales and keep track of which products your customers are interested in. Even 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 their shopping cart.



B2B



B2C

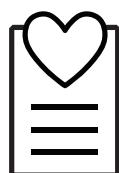
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Features

Multiple Wish Lists

Convert Wish List to Cart

Named Wish Lists

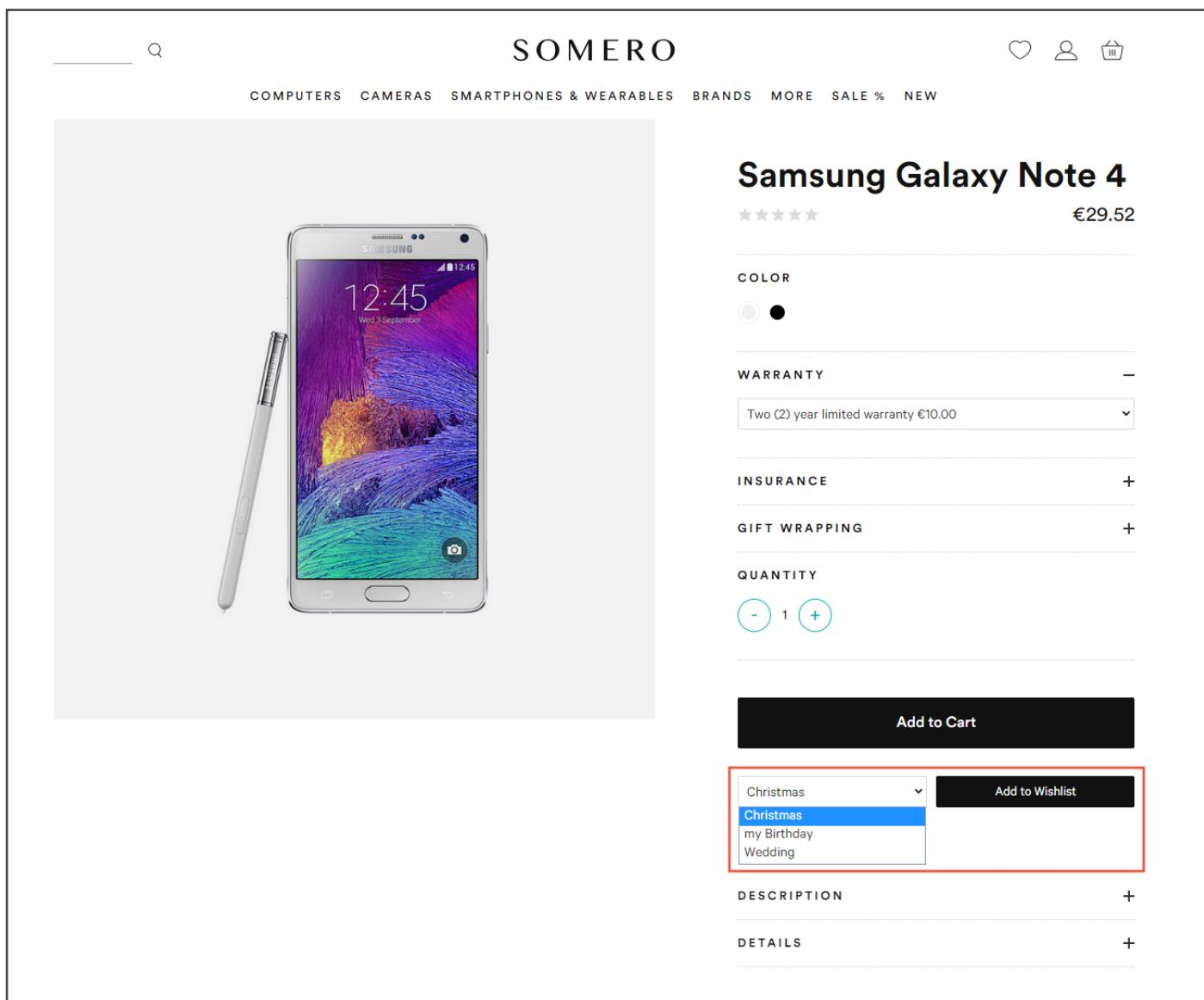


# Wish List

## Features

### Multiple Wish Lists

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



SOMERO

COMPUTERS CAMERAS SMARTPHONES & WEARABLES BRANDS MORE SALE % NEW

Samsung Galaxy Note 4

★★★★★ €29.52

COLOR: White • Black

WARRANTY: Two (2) year limited warranty €10.00

INSURANCE

GIFT WRAPPING

QUANTITY: 1

Add to Cart

Christmas  
Christmas  
my Birthday  
Wedding

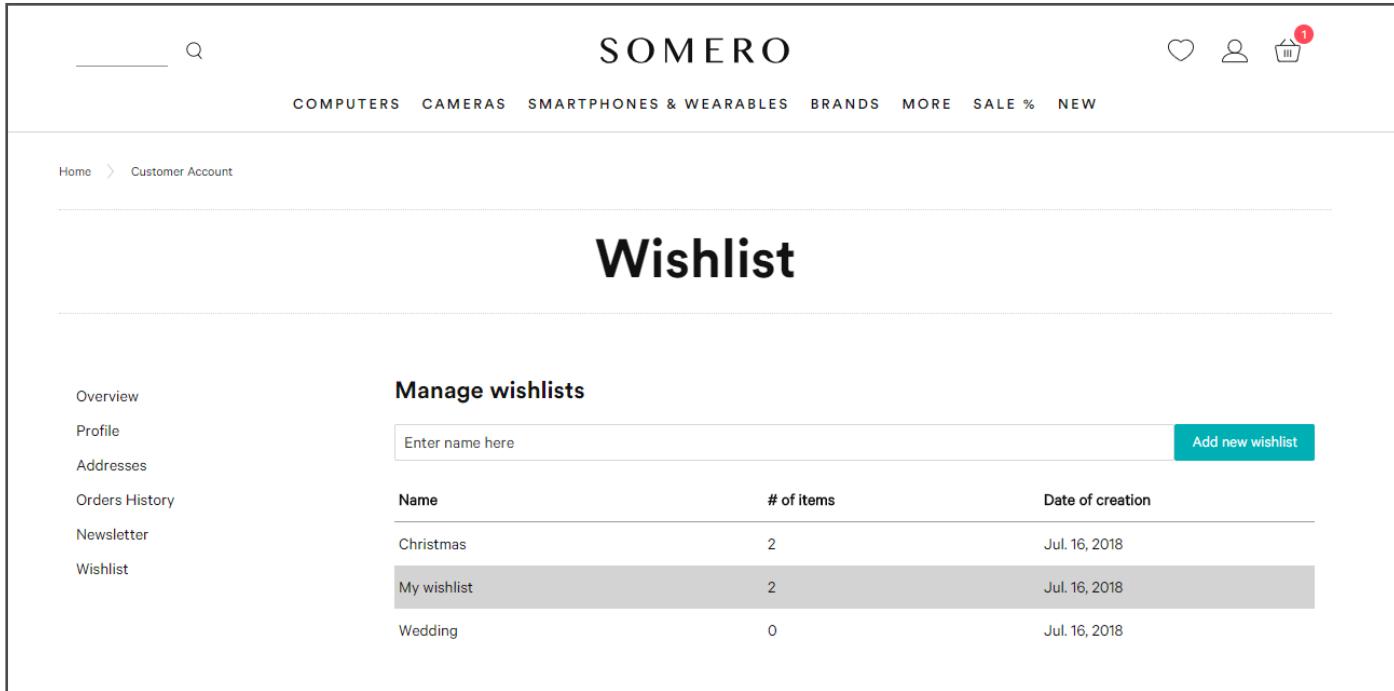
Add to Wishlist

DESCRIPTION

DETAILS

**Named Wish Lists**

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

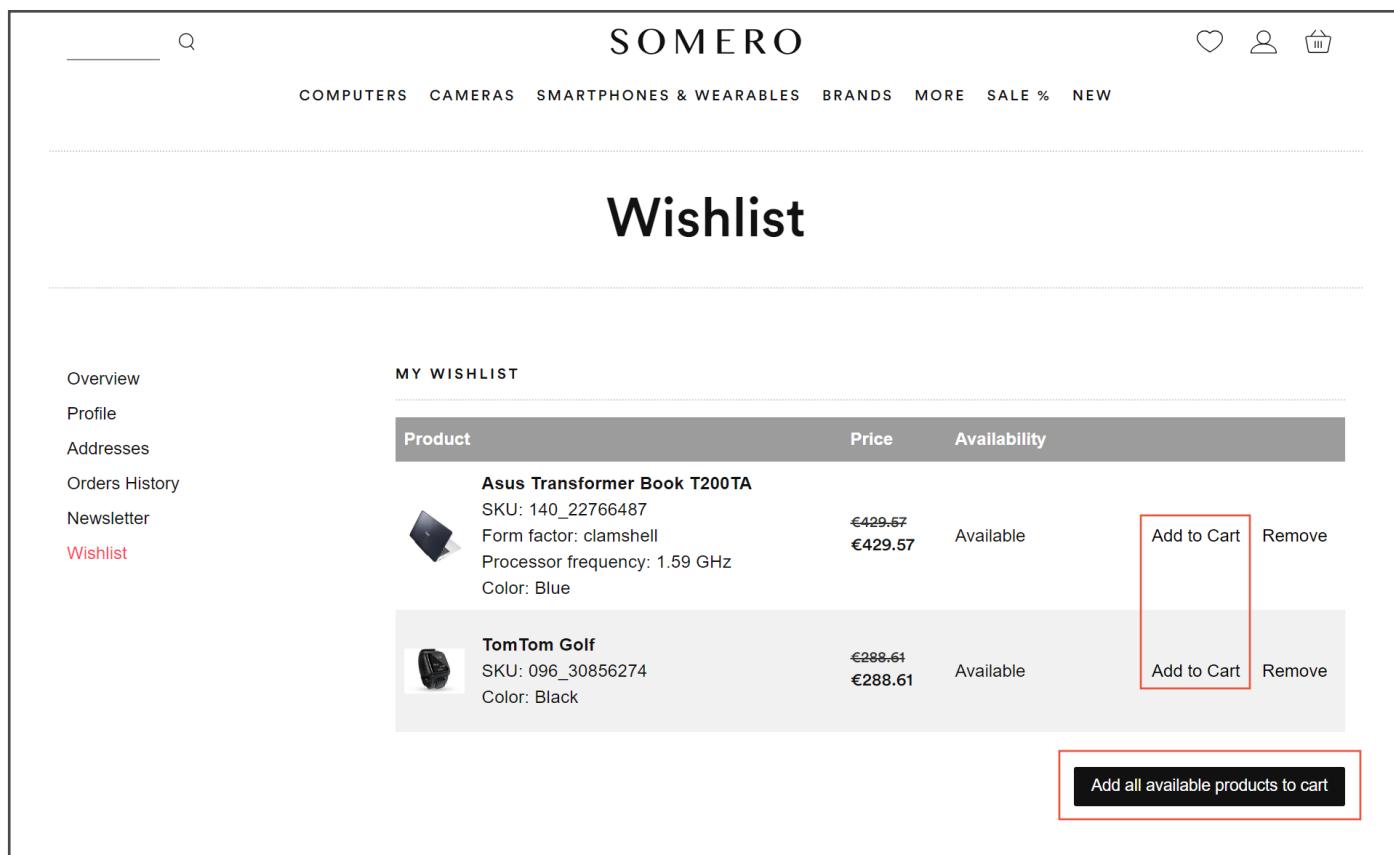


The screenshot shows a navigation bar with a search icon, the brand name "SOMERO", and user icons for heart, profile, and cart (with 1 item). Below the navigation is a breadcrumb trail: Home > Customer Account. The main title "Wishlist" is displayed prominently. On the left, a sidebar lists account options: Overview, Profile, Addresses, Orders History, Newsletter, and Wishlist (which is selected). The main content area is titled "Manage wishlists" and contains a search bar with placeholder "Enter name here" and a teal "Add new wishlist" button. A table lists the three wishlists:

Name	# of items	Date of creation
Christmas	2	Jul. 16, 2018
My wishlist	2	Jul. 16, 2018
Wedding	0	Jul. 16, 2018

**Convert Wish List to Cart**

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



The screenshot shows a navigation bar with a search icon, the brand name "SOMERO", and user icons for heart, profile, and cart. Below the navigation is a breadcrumb trail: Home > Customer Account. The main title "Wishlist" is displayed prominently. On the left, a sidebar lists account options: Overview, Profile, Addresses, Orders History, Newsletter, and Wishlist (which is selected). The main content area is titled "MY WISHLIST" and displays a table of items:

Product	Price	Availability
<b>Asus Transformer Book T200TA</b> SKU: 140_22766487 Form factor: clamshell Processor frequency: 1.59 GHz Color: Blue	€429.57 €429.57	Available
<b>TomTom Golf</b> SKU: 096_30856274 Color: Black	€288.61 €288.61	Available

Each row has an "Add to Cart" button to its right, which is highlighted with a red box. At the bottom right, there is a large red-bordered button labeled "Add all available products to cart".



# 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 a gateway for customer and order management. Allow your customers to easily add products, organize, and manage their purchases. Any changes within the cart lead to an immediate recalculation of the total sum, and pre-defined taxes will be applied and shown automatically. Flexibly define discount rules and allow customers to apply vouchers and coupon codes.



B2B



B2C

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Features

Cart Functionality & Calculations

Cart Rules & Discounts

Minimum Order Value

Cart Roles & Permissions

Multiple Carts per User

Bulk Order

Split Order Calculation

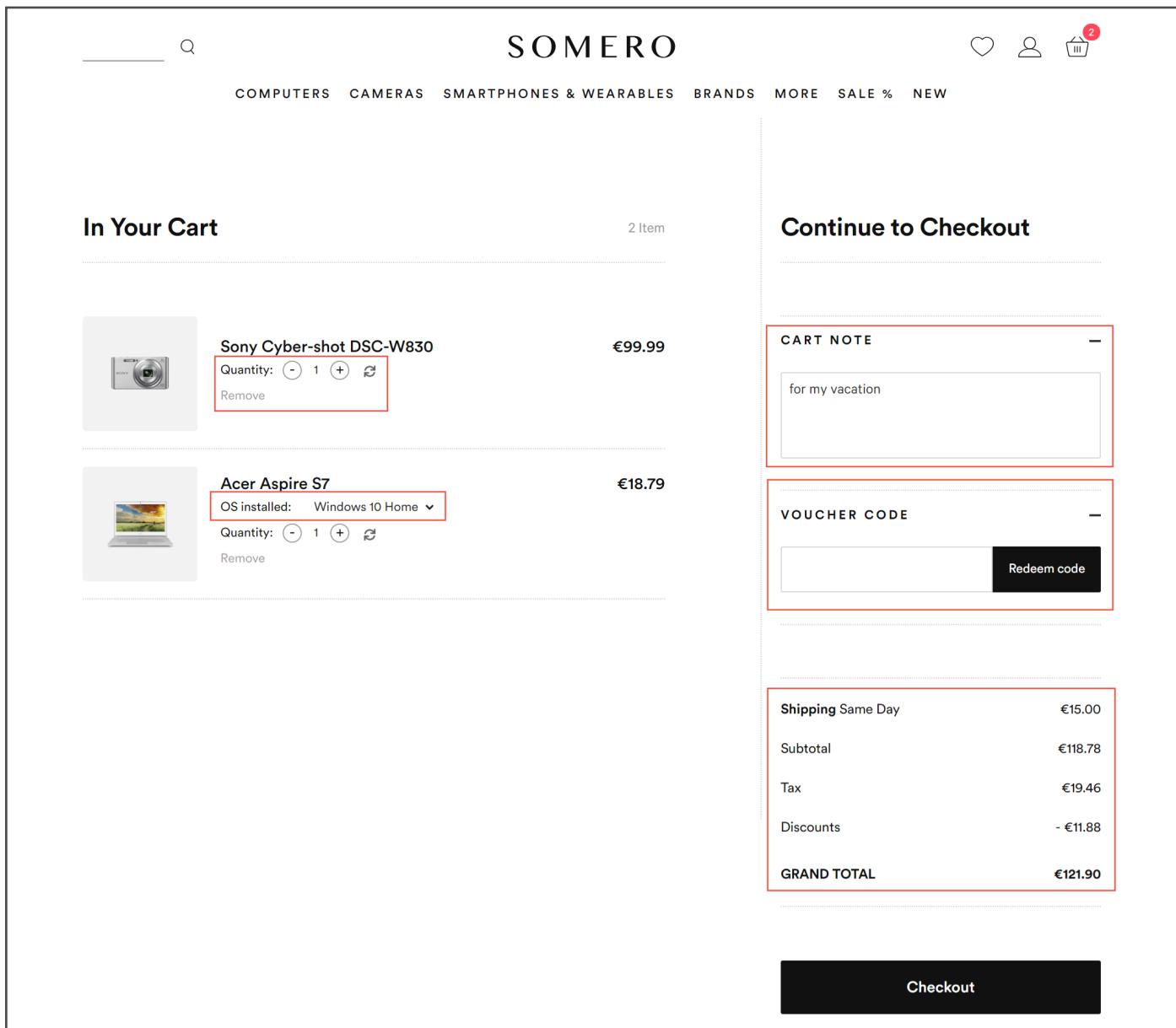


# Cart Features

## Cart Functionality & Calculations

The extensive Cart feature allows 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 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.



The screenshot shows the SOMERO website's Cart page. At the top, there's a navigation bar with a search icon, the brand name "SOMERO", and user/account and cart icons. Below the navigation, the main content area is divided into two main sections: "In Your Cart" on the left and "Continue to Checkout" on the right.

**In Your Cart:** This section displays two items in the cart:

- Sony Cyber-shot DSC-W830**: Price €99.99. Quantity: 1. Options include a dropdown for "OS installed" (Windows 10 Home), a "Remove" button, and a "Variant" selector.
- Acer Aspire S7**: Price €18.79. Quantity: 1. Options include a dropdown for "OS installed" (Windows 10 Home), a "Remove" button, and a "Variant" selector.

**Continue to Checkout:** This section contains several input fields and summary tables:

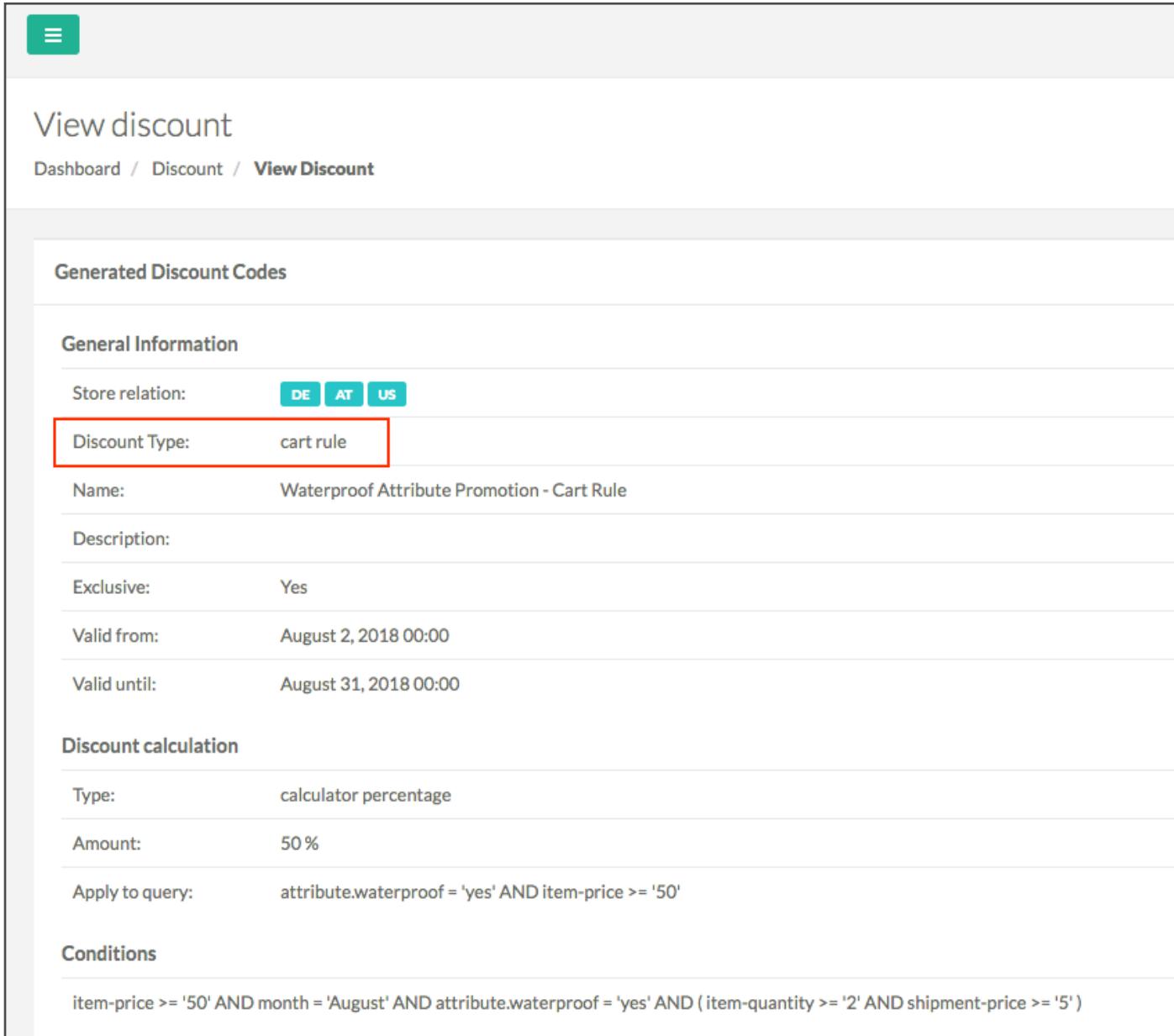
- CART NOTE:** A text input field containing "for my vacation".
- VOUCHER CODE:** An input field with a "Redeem code" button.
- Shipping Same Day:** €15.00
- Subtotal:** €118.78
- Tax:** €19.46
- Discounts:** - €11.88
- GRAND TOTAL:** €121.90

At the bottom right is a large black "Checkout" button.

## 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



The screenshot shows the Spryker dashboard interface for managing cart rules. At the top, there's a navigation bar with a menu icon and links for Dashboard, Discount, and View Discount. The main content area is titled "View discount" and shows a breadcrumb trail: Dashboard / Discount / View Discount. Below this, there's a section for "Generated Discount Codes". The "General Information" section contains the following details:

Store relation:	DE AT US
Discount Type:	cart rule

Additional information includes:

Name:	Waterproof Attribute Promotion - Cart Rule
Description:	(empty)
Exclusive:	Yes
Valid from:	August 2, 2018 00:00
Valid until:	August 31, 2018 00:00

The "Discount calculation" section shows:

Type:	calculator percentage
Amount:	50 %
Apply to query:	attribute.waterproof = 'yes' AND item-price >= '50'

The "Conditions" section contains the following query:

```
item-price >= '50' AND month = 'August' AND attribute.waterproof = 'yes' AND (item-quantity >= '2' AND shipment-price >= '5')
```

## Minimum Order Value

the total sum.

Set a Minimum Order Value for any of your products where either the customer cannot proceed to checkout unless the value is reached, or the difference is added as a special fee to

## Cart Roles & Permissions

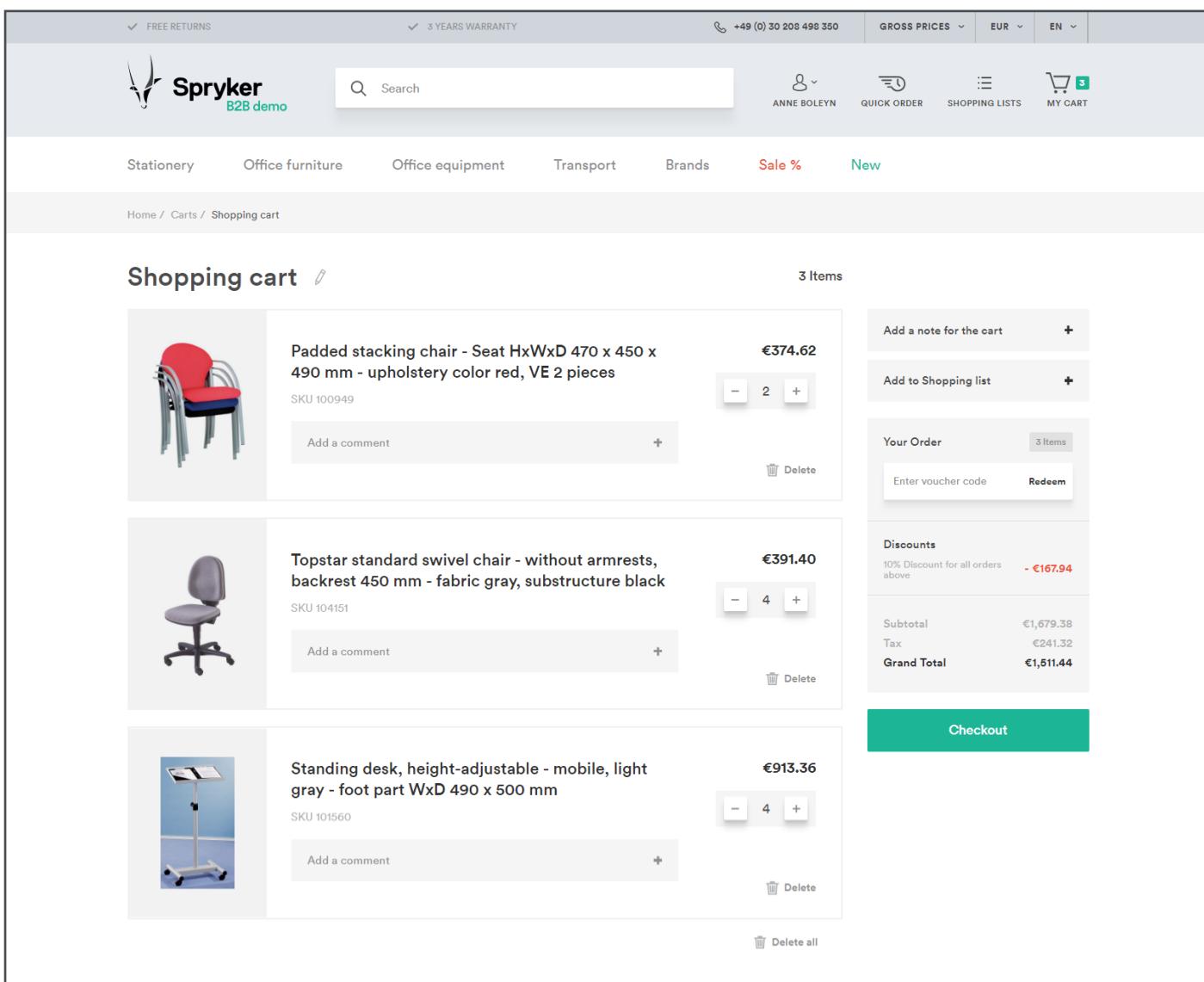
The extensive Cart feature allows your customers to add and remove products to their Cart by simply selecting the desired quantity on the product page. There they can also select which

Cart they want to add the items to if they have more than one. Inside the Cart, the customer can change the quantity of an item, switch between different Variants of the product, apply vouchers, and add notes to the products and the whole Cart. The total price is immediately adjusted whenever changes are made.

A Cart can easily be duplicated or converted into a Shopping List and saved for later use. In case a product is no longer available, it will be indicated and an alternative product will be offered to the customer.

The Cart features also ensures 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 Carts via a flyout box.

Your customers can keep track of their Carts on an overview page, where all relevant information like total prices, their Cart role, and the number of items are listed.



**Shopping cart** / 3 Items

Product Image	Product Description	Price	Quantity	Action Buttons
	Padded stacking chair - Seat HxWxD 470 x 450 x 490 mm - upholstery color red, VE 2 pieces SKU 100949	€374.62	- 2 +	<a href="#">Delete</a>
	Topstar standard swivel chair - without armrests, backrest 450 mm - fabric gray, substructure black SKU 104151	€391.40	- 4 +	<a href="#">Delete</a>
	Standing desk, height-adjustable - mobile, light gray - foot part WxD 490 x 500 mm SKU 101560	€913.36	- 4 +	<a href="#">Delete</a>

**Add a note for the cart** +

**Add to Shopping list** +

**Your Order** 3 Items

Enter voucher code [Redeem](#)

**Discounts**  
10% Discount for all orders above - €167.94

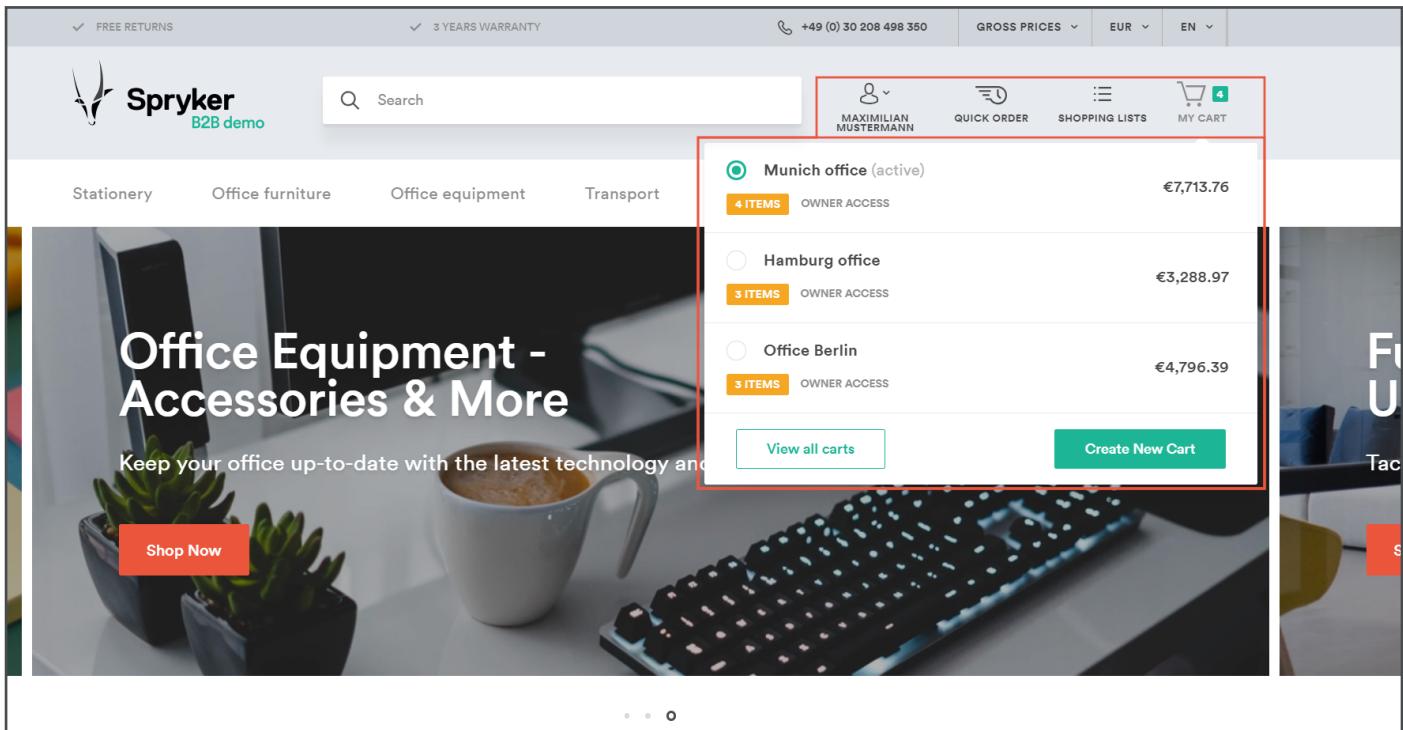
**Subtotal** €1,679.38  
**Tax** €241.32  
**Grand Total** €1,511.44

**Checkout**

[Delete all](#)

## Multiple Carts per User

Your customers can save and name multiple Carts in their account. All Carts include sum, the total amount of items, and the people it's shared with can view an overview page located in the customer's account. A fly-out functionality in the header of your shop makes switching between Carts easier.



The screenshot shows the Spryker B2B demo website. At the top right, there is a user profile for 'MAXIMILIAN MUSTERMANN' with a dropdown arrow. To the right of the profile are links for 'QUICK ORDER', 'SHOPPING LISTS', and 'MY CART'. A red box highlights a dropdown menu titled 'Munich office (active)' which lists three carts:

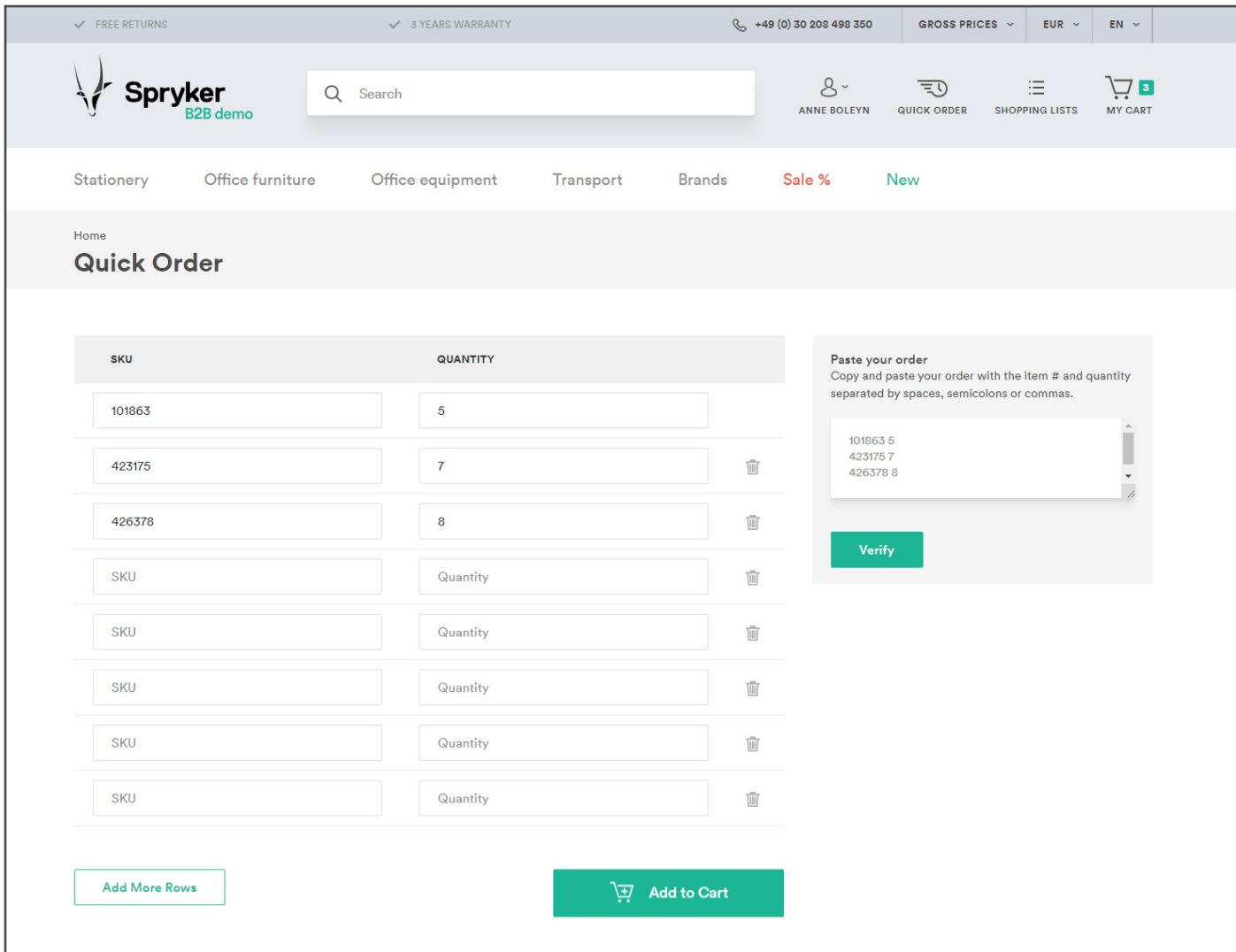
Office	Items	Total Value
Munich office (active)	4 ITEMS	€7,713.76
Hamburg office	3 ITEMS	€3,288.97
Office Berlin	3 ITEMS	€4,796.39

Below the dropdown menu are two buttons: 'View all carts' and 'Create New Cart', both enclosed in a red box.

## Bulk Order

Your customers often know exactly what they want based on previous orders, SKU numbers, product names, CSV files, or other variables. The Bulk Order function enables them to quickly add products in the desired amount to the Cart.

The autocomplete suggester or re-order history functionality eases the process of ordering large amounts. Once added to the cart or shopping list, the item's quantity can be changed or deleted.



The screenshot shows the Spryker B2B demo website interface. At the top, there are navigation links for 'FREE RETURNS', '3 YEARS WARRANTY', a phone number '+49 (0) 30 208 498 350', 'GROSS PRICES', 'EUR', and 'EN'. The header also features the Spryker logo, a search bar, and user profile information for 'ANNE BOLEYN'.

The main content area is titled 'Quick Order'. It contains a table for entering SKUs and quantities. The first row has '101863' in the SKU field and '5' in the Quantity field. The second row has '423175' in the SKU field and '7' in the Quantity field, with a trash icon to its right. The third row has '426378' in the SKU field and '8' in the Quantity field, with a trash icon to its right. Below these rows are four more rows, each with 'SKU' and 'Quantity' fields and a trash icon.

To the right of the table is a 'Paste your order' section with instructions: 'Copy and paste your order with the item # and quantity separated by spaces, semicolons or commas.' A text input field contains the pasted data: '101863 5\n423175 7\n426378 8'. A green 'Verify' button is located below this input field.

At the bottom left is a green 'Add More Rows' button. At the bottom right is a green 'Add to Cart' button with a shopping cart icon.

## Split Order Calculation

To ease the handling and fulfillment process for you as a Store owner, each item purchased by a customer is stored as a separate line-item in the database.

**Order Overview**

**Order Reference:** DE--2  
**Order date:** Sep. 04, 2018 09:40  
**Grand total:** €699.26  
**Discount:** €82.60  
**Unique Product Quantity:** 3

**Customer Reference:** DE--  
**Customer name:** Ms Anne Boleyn  
**Email:** anne.boleyn@spryker.com  
**Status:** payment pending  
**All orders of the customer:** (2)

**Comments**

**Message \***

**Send Message**

**Trigger all matching states**

**pay**

**Order Items**

Product	Quantity	Unit Price (GROSS_MODE)	Item total	State	Trigger event
	1	€353.63 (€392.92) incl. 19.00 % tax	€353.63 (€392.92)	payment pending (DummyPayment01) Show history	<b>pay</b>
	1	€0.92 (€1.03) incl. 19.00 % tax	€0.92 (€1.03)	payment pending (DummyPayment01) Show history	<b>pay</b>
	1	€0.93 (€1.03) incl. 19.00 % tax	€0.93 (€1.03)	payment pending (DummyPayment01) Show history	<b>pay</b>
	1	€171.89 (€190.99) incl. 19.00 % tax	€171.89 (€190.99)	payment pending (DummyPayment01) Show history	<b>pay</b>
	1	€171.89 (€190.99) incl. 19.00 % tax	€171.89 (€190.99)	payment pending (DummyPayment01) Show history	<b>pay</b>

**Totals**

HSM SECURIO document shredder - for multi-person office, 34 l - stripes, 19 - 21 sheets	€392.92
Soennecken permanent marker 3107 4 mm round tip, black	€1.03
Soennecken permanent marker 3107 4 mm round tip, black	€1.03
Franken Flipchart Mobile Deluxe FC81 67x95 cm, round foot, light gray	€190.99
Franken Flipchart Mobile Deluxe FC81 67x95 cm, round foot, light gray	€190.99
<b>Sub total</b>	<b>€776.96</b>
Shipment - Standard	€4.90
Discount	-€82.60
Canceled amount	-€0.00
<b>GRAND TOTAL</b>	<b>€699.26</b>
Included tax amount	€111.65



# Shipment

Who



End-Customer



Logistics

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What

Ensure quick and cost effective delivery.



Details

Allow customers to choose from multiple shipping carriers and methods through an easy integration. Within this feature, easily specify how the delivery costs of each shipping method are calculated. Offer free shipping or discounts based on the carrier, the shipping method, or the order price to improve the average order volume. Spryker Commerce OS also allows the support of multiple stores with the option to display the delivery costs in multiple currencies and offer several shipment methods.



B2B



B2C

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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												
	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		<button>Edit</button>
Activated	Spryker Dummy Shipment	Express	€5.90	CHF6.80	€4.90	CHF5.80	€4.90	CHF5.60	€3.90	CHF4.60		<button>Edit</button>
Activated	Spryker Drone Shipment	Air Standard	€5.00	CHF5.80	€4.00	CHF4.80	€4.50	CHF5.20	€3.50	CHF4.20		<button>Edit</button>
Activated	Spryker Drone Shipment	Air Sonic	€10.00 CHF11.00	CHF12.00	€9.00		€8.00	CHF9.20	€7.00	CHF7.20		<button>Edit</button>
Activated	Spryker Drone Shipment	Air Light	€15.00 CHF16.00	CHF17.00	€12.00		€12.00	CHF14.00	€11.00	CHF13.00		<button>Edit</button>
Activated	No shipment	No shipment	€0.00	CHF0.00	€0.00	CHF0.00	€0.00	CHF0.00	€0.00	CHF0.00		<button>Edit</button>

Showing 1 to 6 of 6 entries

[Previous](#) [1](#) [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.

- Sales
- Customers
- Category
- Content Management
- Glossary
- Products
- Search and Filters
- Discount
- Navigation
- Taxes
- Shipment
- Users Control
- Maintenance

**Shipment Method**

**Carrier \***

Spryker Dummy Shipment

**Name \***

Standard

	Gross price	Net price
DE	€ 4.90	3.90
	CHF 5.60	4.50
AT	€ 3.90	2.90
	CHF 4.60	3.50
US		
	€	

**Availability Plugin**

Select one

## 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](#)

[Edit](#) [List of Discounts](#)

**Generated Discount Codes**

**General Information**

Store relation: DE, AT, US

Discount Type: **cart rule**

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

Description:

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: N/A

**Conditions**

(price-mode = "GROSS\_MODE" AND ((sub-total >= "600" AND currency = "EUR") OR (sub-total >= "700" AND currency = "CHF")))) OR (price-mode = "NET\_MODE" AND ((sub-total >= "550" AND currency = "EUR") OR (sub-total >= "630" AND currency = "CHF"))))

**Discount promotion to product**

Abstract sku: 112

Maximum Quantity: 2



# 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. Even customize their appearance on your site and offer multiple payment methods per checkout. Managing refunds is also 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.



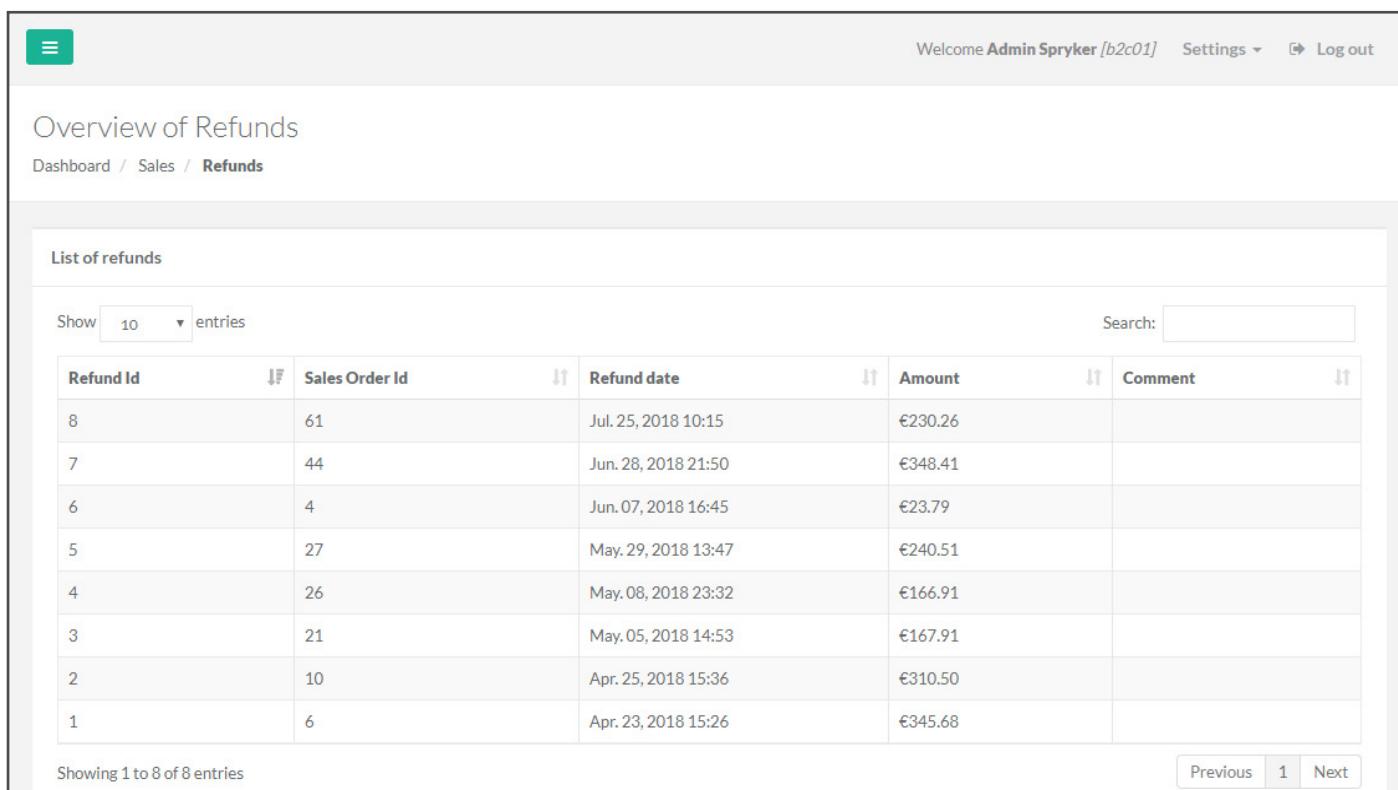
## Multiple Payment Methods per Order

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.

## 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.



Welcome Admin Spryker [b2c01] Settings Log out

### Overview of Refunds

Dashboard / Sales / Refunds

List of refunds

Show 10 entries Search:

Refund Id	Sales Order Id	Refund date	Amount	Comment
8	61	Jul. 25, 2018 10:15	€230.26	
7	44	Jun. 28, 2018 21:50	€348.41	
6	4	Jun. 07, 2018 16:45	€23.79	
5	27	May. 29, 2018 13:47	€240.51	
4	26	May. 08, 2018 23:32	€166.91	
3	21	May. 05, 2018 14:53	€167.91	
2	10	Apr. 25, 2018 15:36	€310.50	
1	6	Apr. 23, 2018 15:26	€345.68	

Showing 1 to 8 of 8 entries Previous 1 Next



# Gift Cards

Who



End-Customer



Marketing

.....

What

Acquire new customers through gift card payment options.



Details

Increase sales by allowing your customers to purchase and redeem gift cards. Enabling gift card purchases can boost your brand awareness and help you reach new customers. Additionally, benefit from shoppers who redeem gift cards, as they usually spend 20%+ on top of the card's value. In Spryker Commerce OS, 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 & 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

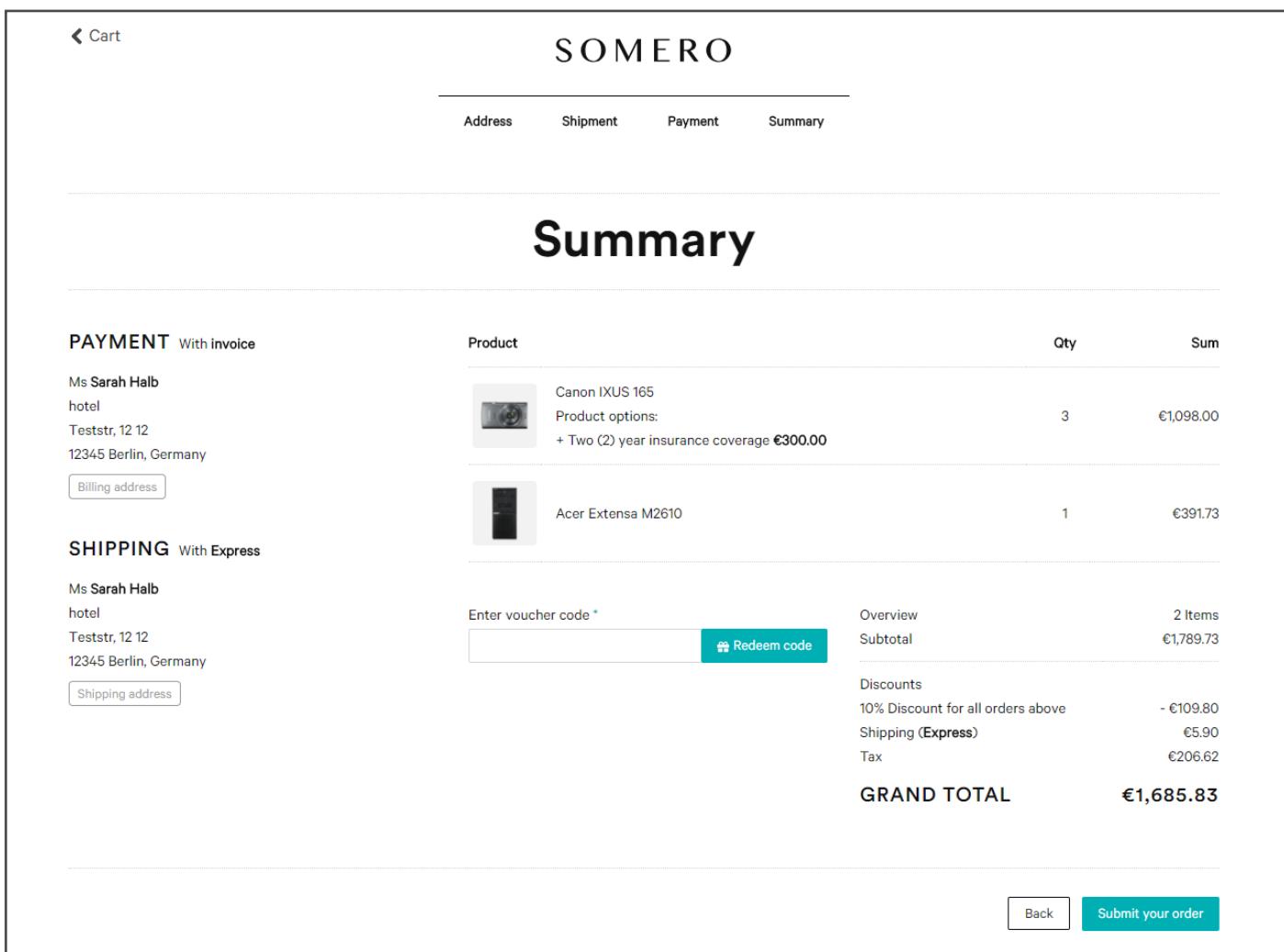
Multi-Step Checkout



# Checkout Features

## 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. 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.



The screenshot shows a multi-step checkout process titled "SOMERO". The current step is "Summary". The page includes sections for "PAYMENT With invoice" and "SHIPPING With Express". It displays a summary of items purchased, shipping details, and payment options. A "Redeem code" button is present, along with a "GRAND TOTAL" of €1,685.83. Navigation buttons "Back" and "Submit your order" are at the bottom.

**PAYMENT With invoice**

Ms Sarah Halb  
hotel  
Teststr, 12 12  
12345 Berlin, Germany

[Billing address](#)

**SHIPPING With Express**

Ms Sarah Halb  
hotel  
Teststr, 12 12  
12345 Berlin, Germany

[Shipping address](#)

**SUMMARY**

Product	Qty	Sum
Canon IXUS 165 Product options: + Two (2) year insurance coverage €300.00	3	€1,098.00
Acer Extensa M2610	1	€391.73

Enter voucher code \*

[Redeem code](#)

Overview	2 Items
Subtotal	€1,789.73
Discounts	
10% Discount for all orders above	- €109.80
Shipping (Express)	€5.90
Tax	€206.62
GRAND TOTAL	€1,685.83

[Back](#) [Submit your order](#)

## Define Payment & Shipment Methods

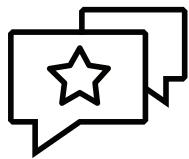
The Spryker Commerce OS offers integrations with several payment and shipment providers that can be offered to the customers during the checkout process.

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

Shipment														
	Carrier	Method	Gross Price				Net Price				Availability plugin	Price plugin	Delivery time plugin	Actions
Activated	Shipping Provider A	Standard	€4.90	CHF5.60	€3.90	CHF4.60	€3.90	CHF4.50	€2.90	CHF3.50				<a href="#">Edit</a>
Activated	Shipping Provider A	Express	€5.90	CHF6.80	€4.90	CHF5.80	€4.90	CHF5.60	€3.90	CHF4.60				<a href="#">Edit</a>
Activated	Shipping Provider B	Air Standard	€5.00	CHF5.80	€4.00	CHF4.80	€4.50	CHF5.20	€3.50	CHF4.20				<a href="#">Edit</a>
Activated	Shipping Provider B	Air Sonic	€10.00 CHF11.00		€9.00		€8.00	CHF9.20	€7.00	CHF7.20				<a href="#">Edit</a>
Activated	Shipping Provider B	Air Light	€15.00 CHF16.00		€12.00		€12.00 CHF13.00	CHF14.00	€11.00					<a href="#">Edit</a>

Showing 1 to 5 of 5 entries

Previous | **1** | Next



# Rating & Reviews

Who



End-Customer



Marketing



Sales

.....

What

Inspire trust among customers with ratings and reviews



Details

Drive sales by including user reviews and ratings. They are proven to be a sign of trust and allow brands to receive valuable feedback and moderate feedback in the Administration Interface. Ratings and Reviews feature also comes with the functionality to add text-free reviews and star ratings.



B2B

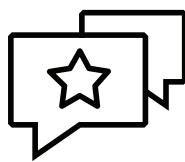


B2C

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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.

### Overview of Product Reviews

Dashboard / Products / **Product Reviews**

ID	Date	Customer	Nickname	Product Name	Rating	Status	Actions
35	Jul. 20, 2018 11:45	Michael Türk	Michael T.	Sony Xperia Z3 Compact	5	Approved	Change status <input type="button" value="Delete"/>
34	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Approved	Change status <input type="button" value="Delete"/>
33	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Pending	Change status <input type="button" value="Delete"/>

**Summary** Great Camera  
**Description** 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!

### Ratings & Reviews

**Product Ratings**

Average Rating ★★★★☆ 6

5 Stars		1
4 Stars		4
3 Stars		1
2 Stars		0
1 Star		0

### Product Reviews

**You get what you pay for** ★★★★☆  
by Spencor - Jul. 30, 2018 15:15

In theory this product ticked all the boxes, solid build, great price 2GB RAM. In reality it just could not keep up with the geek boy stuff I needed it to do (Internet surfing, netflix, gameboy emulators).

**Did not last long** ★★★★☆  
by George - Jul. 30, 2018 15:15

After 6 months of my 16 year old son using it it died completely. It should have been able to last longer.

## Overview of Product Reviews

Dashboard / Products / **Product Reviews**

## List of product reviews

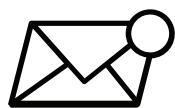
Show 10 entries

Search:

	ID	Date	Customer	Nickname	Product Name	Rating	Status	Actions
▼	36	Aug. 15, 2018 15:56	Aaron Rodgers	William Thacker	Acer Liquid Jade	5	Pending	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	35	Jul. 20, 2018 11:45	Michael Türk	Michael T.	Sony Xperia Z3 Compact	5	Approved	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	34	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Approved	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	33	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Pending	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	32	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Pending	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	31	Jun. 06, 2018 13:44	Sarah Halb	Sarah	Canon IXUS 285	5	Approved	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	30	Apr. 19, 2018 17:16	Maggie May	Maggie	Canon PowerShot N	4	Approved	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	29	Apr. 19, 2018 17:16	Maria Williams	Maria	Canon PowerShot N	5	Approved	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	28	Apr. 19, 2018 17:16	Spencor Hopkin	Spencor	Canon PowerShot N	5	Rejected	<a href="#">Change status ▾</a> <a href="#">Delete</a>
▼	27	Apr. 19, 2018 17:16	Maria Williams	Maria	Asus Transformer Book T200TA	5	Rejected	<a href="#">Change status ▾</a> <a href="#">Delete</a>

Showing 1 to 10 of 36 entries

Previous 1 2 3 4 Next



# Mailing & Notifications

Who



Customer Service



Marketing

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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

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Features

Manage Transactional Emails

Newsletter Subscription

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# Mailing & Notifications

## Features

### Manage Transactional Emails

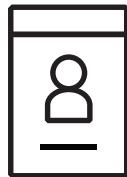
Keep your customers updated with a variety of emails you can either send via the internal SMTP system or an external email provider of your choice.

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

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Features

Password Management

Login & Registration Forms

Customer Groups

Customer Accounts



# CRM Features

## 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.

View Customer

Dashboard / Customers / Customers / View

Welcome Admin Spryker [spryker62] Settings Log out

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

Customer											
Salutation	Ms										
First name	Sarah										
Last name	Halb										
Email	sarah.halb@me.com										
Company											
Customer Reference	DE--8										
Gender											
Locale	en_US										
Phone											
Date of birth	Jul. 26, 2018										
Registered at	Jul. 26, 2018 10:25										
Zed Account Reference											

[Addresses](#)

Show 10 entries Search:

#	Salutation	First Name	Last Name	Address	Address (2nd line)	Address (3rd line)	Company	Zip Code	City	Country	Actions
2	Ms	Sarah	Halb	<span>BILLING</span> <span>SHIPPING</span> Teststr, 12	12		hotel	12345	Berlin	Germany	<a href="#">Edit</a>

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

[Orders](#)

Show 10 entries Search:

#	Order Reference	Created	Order State	Grand Total	Number of Items	Actions
2	DE--2	Jul. 26, 2018 16:32	payment pending	€746.55	3	<a href="#">View</a>
1	DE--1	Jul. 26, 2018 16:31	payment pending	€548.95	3	<a href="#">View</a>

Showing 1 to 2 of 2 entries [Previous](#) [1](#) [Next](#)

[Notes](#)

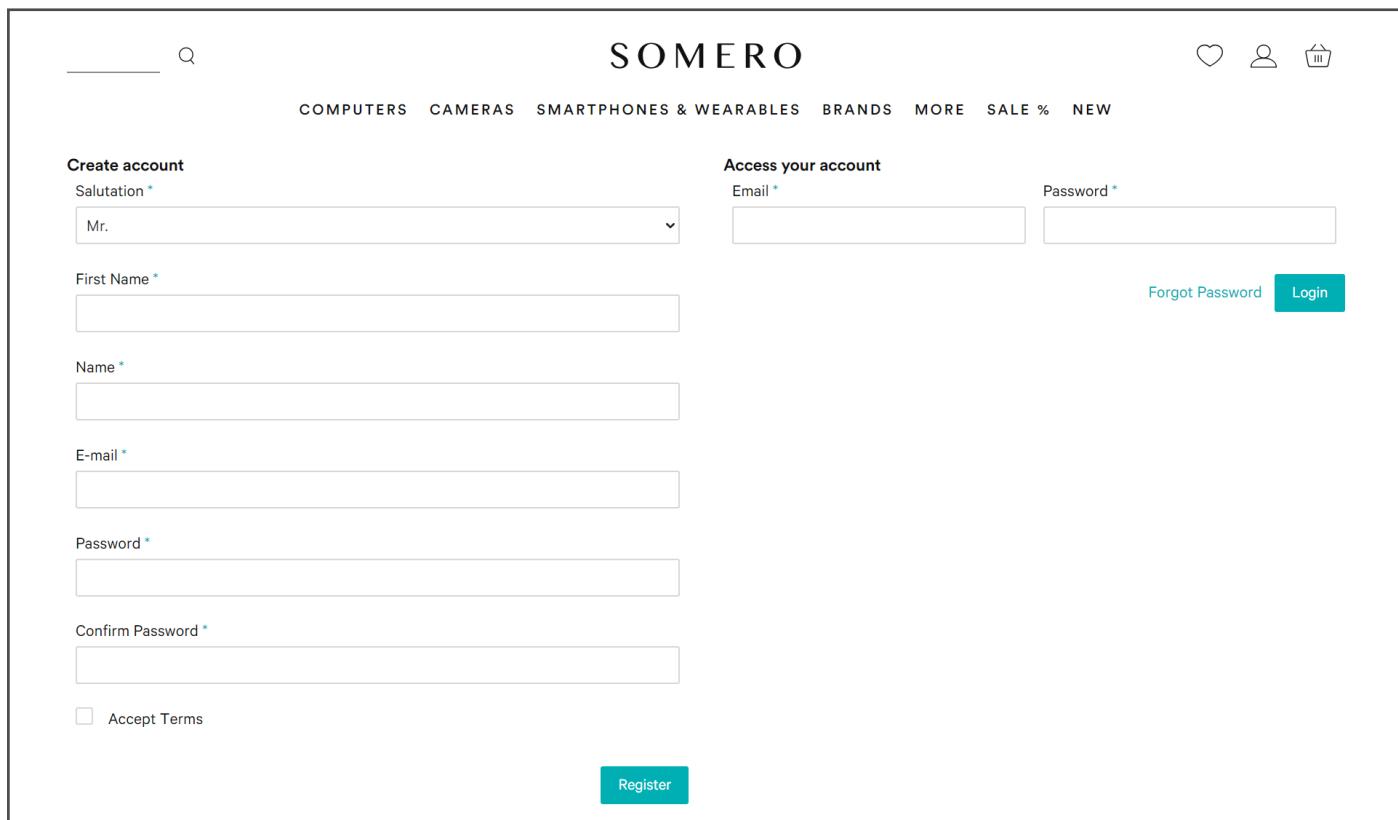
Admin Spryker @ Jul. 26, 2018 16:36  
regular customer

**Message \***

[Add Note](#)

## Login & Registration Forms

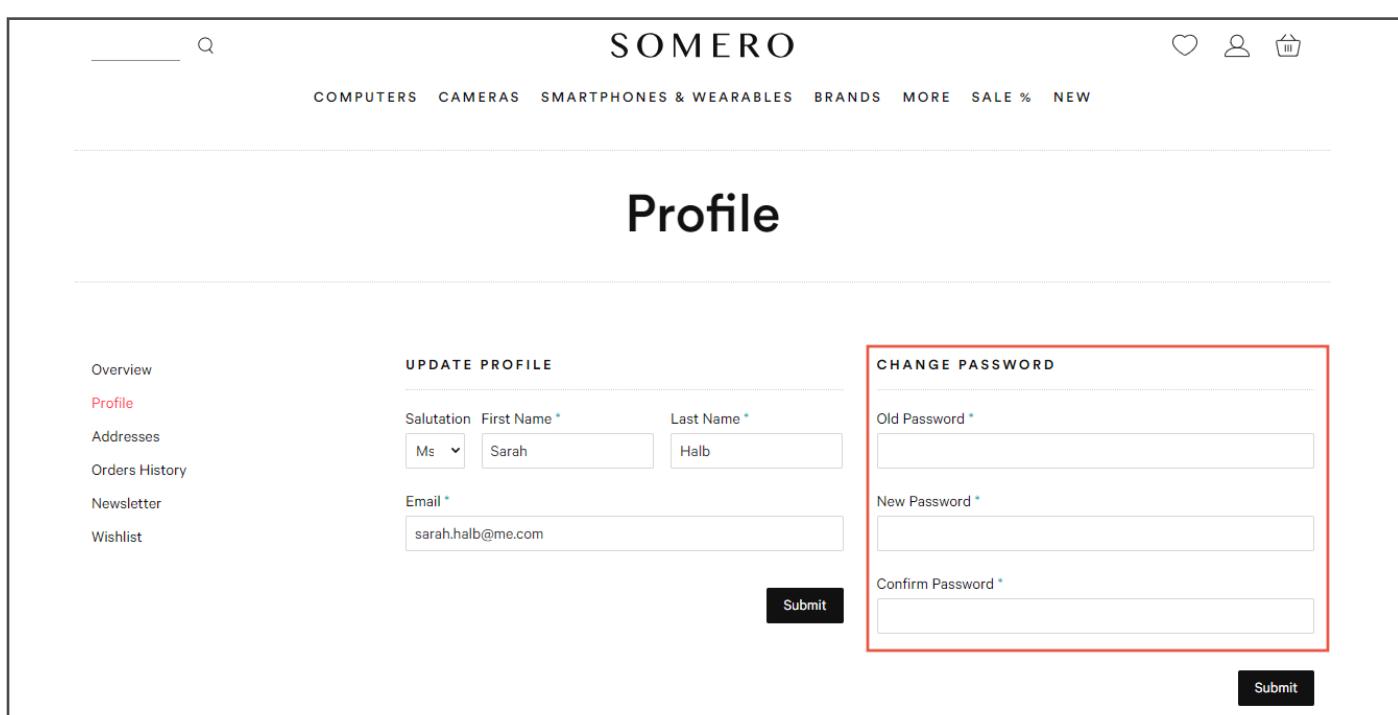
Tailor the customer registration to your needs. A customer can simply register with an email address and a password or you can choose to ask for more details. Once a customer enters the required information, a customer account is created.



The screenshot shows the SOMERO website's registration page. At the top, there is a search bar, the SOMERO logo, and user icons for heart, profile, and cart. Below the header, a navigation bar includes links for COMPUTERS, CAMERAS, SMARTPHONES & WEARABLES, BRANDS, MORE, SALE %, and NEW. The main content area is divided into two sections: 'Create account' on the left and 'Access your account' on the right. The 'Create account' section contains fields for Salutation (dropdown menu showing 'Mr.'), First Name, Name, E-mail, Password, Confirm Password, and a checkbox for 'Accept Terms'. The 'Access your account' section contains fields for Email and Password. Below these sections are 'Forgot Password' and 'Login' buttons. At the bottom of the form is a 'Register' button.

## Password Management

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



The screenshot shows the SOMERO website's profile page. At the top, there is a search bar, the SOMERO logo, and user icons for heart, profile, and cart. Below the header, a navigation bar includes links for COMPUTERS, CAMERAS, SMARTPHONES & WEARABLES, BRANDS, MORE, SALE %, and NEW. The main content area features a large 'Profile' heading. On the left, a sidebar lists 'Overview', 'Profile' (which is highlighted in red), 'Addresses', 'Orders History', 'Newsletter', and 'Wishlist'. The main content area is divided into three sections: 'UPDATE PROFILE' (with fields for Salutation, First Name, Last Name, and Email), 'CHANGE PASSWORD' (with fields for Old Password, New Password, and Confirm Password), and a central area containing a 'Submit' button. The 'CHANGE PASSWORD' section is enclosed in a red border.

## 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.

Edit customer group

Dashboard / Customers / Customer Groups / Edit Customer Group

[« Back to Customer Groups](#) [View Customer Group](#) [Delete Customer Group](#)

General Information Customers

Available customers Selected customers to assign (1)

Show 10 entries Search:

Select	ID	Email	First Name	Last Name
<input type="checkbox"/>	1	spencor.hopkin@spryker.com	Spencor	Hopkin
<input type="checkbox"/>	3	maggie.may@spryker.com	Maggie	May
<input type="checkbox"/>	5	s.kueck@superreal.de	Sebastian	Kück
<input type="checkbox"/>	6	maria.varellinielsen@mytheresa.com	maria	varelli
<input type="checkbox"/>	7	admin@spryker.com	C	H
<input checked="" type="checkbox"/>	8	sarah.halb@me.com	Sarah	Halb
<input type="checkbox"/>	9	nuno.kuhstrater@spryker.com	Nuno	Kuhstrater
<input type="checkbox"/>	10	nuno-k@web.de	Nuno	Kuhstrater
<input type="checkbox"/>	11	test@gaga.de	Test	Tester
<input type="checkbox"/>	12	fsdfs@fdfdfsd.de	fafasdf	dfasdas

Showing 1 to 10 of 49 entries Previous 1 2 3 4 5 Next

[Select all](#)

Assigned customers Selected customers to de-assign

Show 10 entries Search:

Select	ID	Email	First Name	Last Name
<input checked="" type="checkbox"/>	2	maria.williams@spryker.com	Maria	Williams
<input checked="" type="checkbox"/>	4	bill.martin@spryker.com	Bill	Martin

Showing 1 to 2 of 2 entries Previous 1 Next

[De-select all](#)

[Save](#) [« Previous](#) [Next »](#)



# Company Account

Who



Customer Service



End-Customer

....

What

Ensure a secure and reliable Company Role and Business Unit Management.



Details

Provide your B2B customers with a way to accurately map their business hierarchies, permissions and role management. With the creation of distinctive Business Units, the internal hierarchy can easily be mapped and each Unit can independently operate. This is especially useful if your customer's company is operating multiple locations or warehouses. A convenient Roles & Permissions System enables your customer's buyers to clearly define purchasing and approval processes. By default a standard set of Roles is defined and Permissions attributed. Each user inside a Company Account can have multiple Roles and Permissions and belong to more than one Business Unit.



B2B

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Features

Company Account Overview

Company User Role

Company User Permission

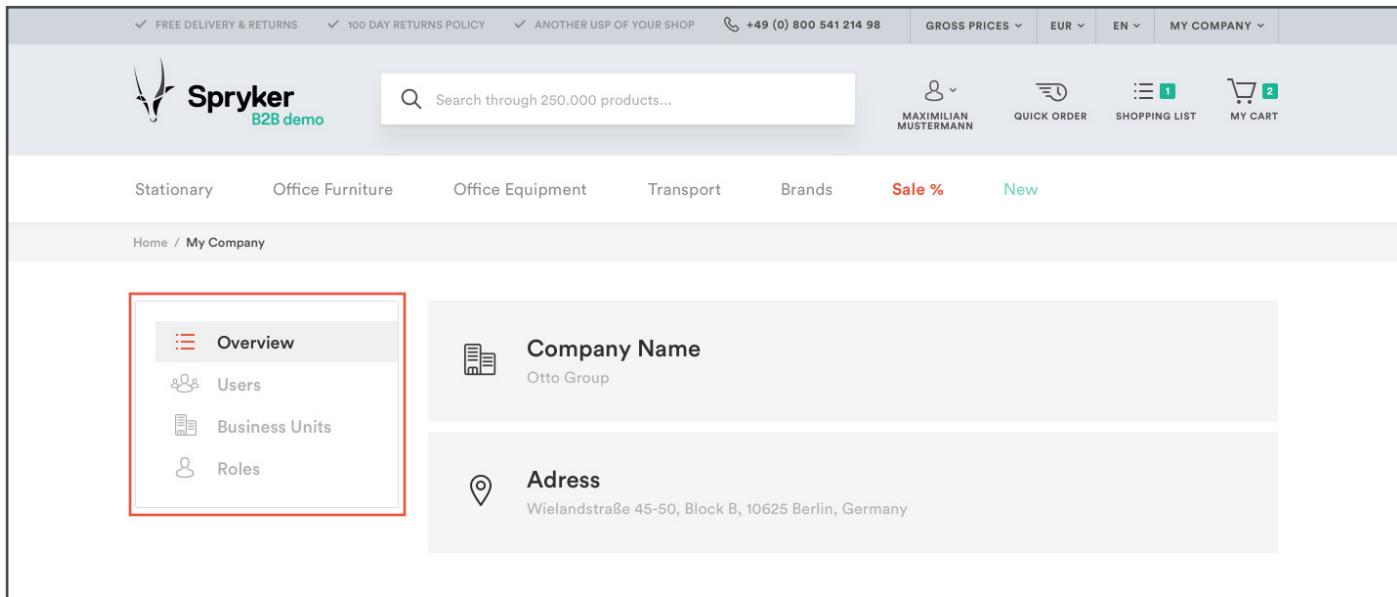
Agent Assist



# Company Account Features

## Company Account Overview

The Spryker Commerce OS lets your customers accurately model their business structure in the Webshop in order to reflect their hierarchy, roles, permissions, purchasing process, and anything else they need to smoothly buy from your shop. On the Company Account page, the user has a clear overview of their business' structure, hierarchy, shipping and billing addresses, other users in their Business Unit, and much more. This is the basis for many B2B environment features that ensure smooth and safe processes.

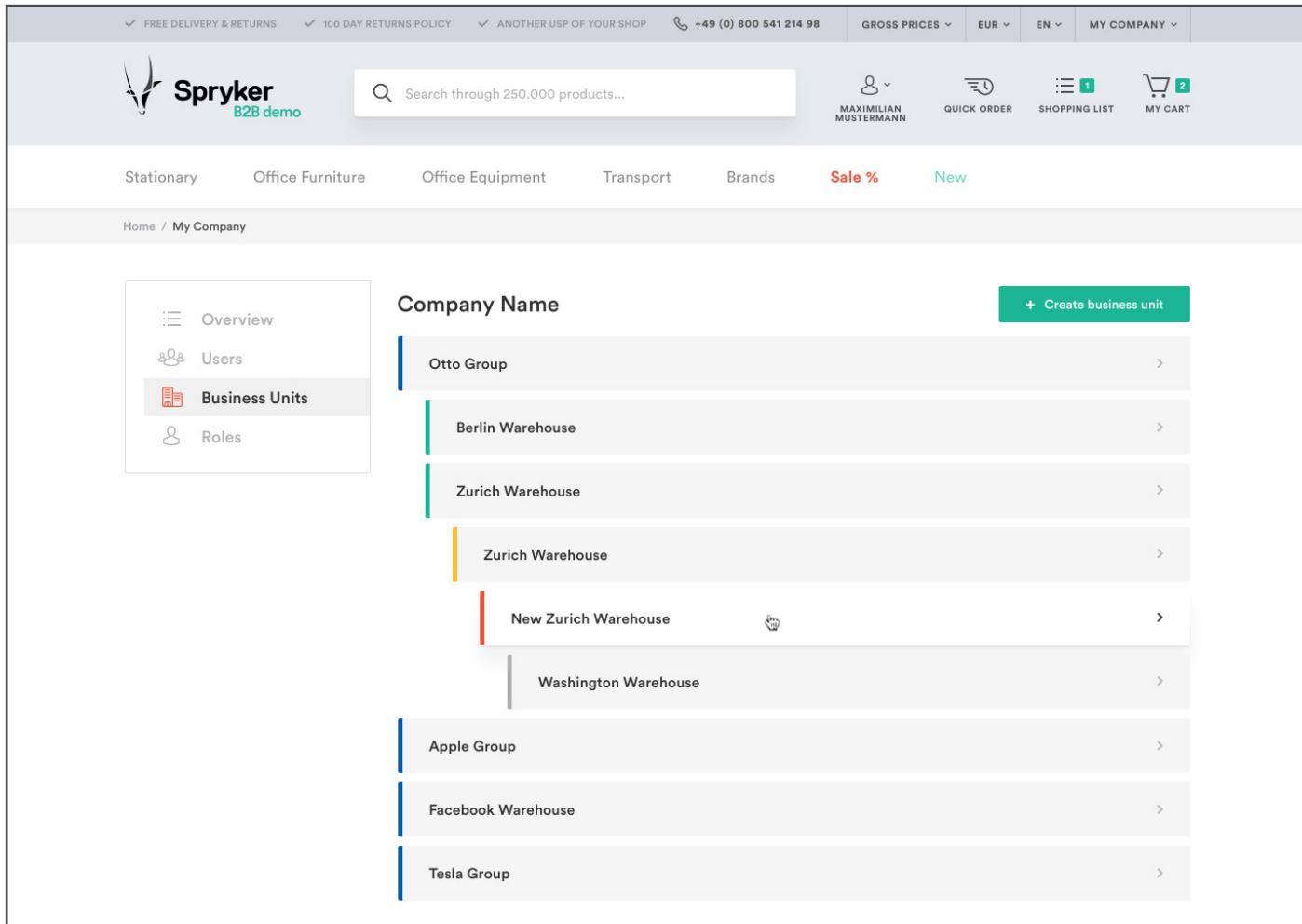


The screenshot shows the Spryker B2B demo website's navigation bar at the top, featuring links for Free Delivery & Returns, 100 Day Returns Policy, Another USP of Your Shop, a phone number (+49 (0) 800 541 214 98), Gross Prices, EUR, EN, and My Company. Below the navigation is a search bar with the placeholder "Search through 250.000 products...". To the right of the search bar are icons for user profile (Maximilian Mustermann), quick order, shopping list (with 1 item), and my cart (with 2 items). The main content area shows a breadcrumb path "Home / My Company". On the left, a sidebar is highlighted with a red box around the "Overview" section, which includes links for Users, Business Units, and Roles. The main content area displays the "Company Name" section with "Otto Group" and the "Address" section with "Wielandstraße 45-50, Block B, 10625 Berlin, Germany".

## Business Unit Hierarchy

The Business Units Hierarchy defines the relation between Business Units inside your customer's Company Account.

Different hierarchy levels are defined, shipping and billing addresses set, users added and Permissions given.



The screenshot shows the Spryker B2B demo website interface. At the top, there is a navigation bar with links for 'FREE DELIVERY & RETURNS', '100 DAY RETURNS POLICY', 'ANOTHER USP OF YOUR SHOP', a phone number '+49 (0) 800 541 214 98', and language/currency options ('GROSS PRICES', 'EUR', 'EN', 'MY COMPANY'). Below the navigation is the Spryker logo and a search bar ('Search through 250.000 products...'). On the right side of the header are user profile ('MAXIMILIAN MUSTERMANN'), quick order, shopping list, and my cart buttons.

The main content area shows a breadcrumb path 'Home / My Company'. On the left, a sidebar menu includes 'Overview', 'Users', 'Business Units' (which is selected and highlighted in red), and 'Roles'. The main content area is titled 'Company Name' and lists several business units:

- Otto Group
- Berlin Warehouse
- Zurich Warehouse
- Zurich Warehouse
- New Zurich Warehouse (highlighted with a red border)
- Washington Warehouse
- Apple Group
- Facebook Warehouse
- Tesla Group

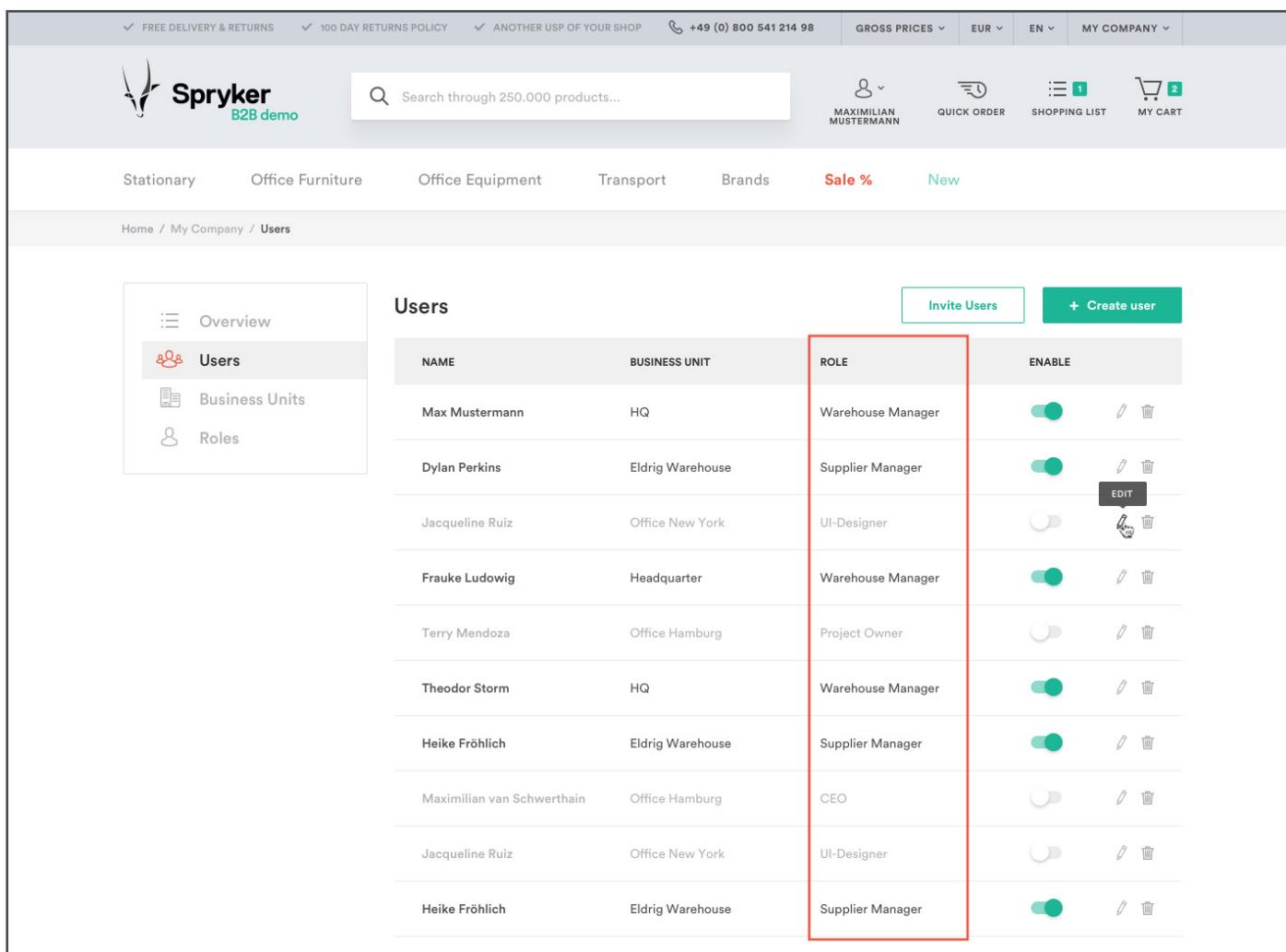
A green button at the top right of the content area says '+ Create business unit'.

## Company User Role

In the Spryker out-of-the-box solution there are two default User Roles: Administrator and Buyer. By default, the Admin will have full access to all functionalities and a Buyer will have full purchasing power.

However, there can be special types of Buyers based on different Permissions. Any employee of your customers' company can have one or multiple Roles.

When a new user is created, they have to be added to a Business Unit. This can be done either by bulk uploading CSV files or sending out individual invitations by email. A user can also be deleted and all their account data will be anonymized or disabled where data is still fully available, but the user will have no more access.



The screenshot shows the Spryker B2B demo user management interface. The top navigation bar includes links for FREE DELIVERY & RETURNS, 100 DAY RETURNS POLICY, ANOTHER USP OF YOUR SHOP, +49 (0) 800 541 214 98, GROSS PRICES, EUR, EN, and MY COMPANY. The main header features the Spryker logo, a search bar, and user profile information for MAXIMILIAN MUSTERMANN. Below the header, a navigation menu offers links to Stationary, Office Furniture, Office Equipment, Transport, Brands, Sale %, and New. The current page is 'Users', indicated by a breadcrumb trail: Home / My Company / Users. On the left, a sidebar provides navigation links for Overview, Users (which is selected), Business Units, and Roles. The main content area displays a table of users with columns for NAME, BUSINESS UNIT, ROLE, and ENABLE. A red box highlights the 'ROLE' column. The table data is as follows:

NAME	BUSINESS UNIT	ROLE	ENABLE
Max Mustermann	HQ	Warehouse Manager	<input checked="" type="checkbox"/>
Dylan Perkins	Eldrig Warehouse	Supplier Manager	<input checked="" type="checkbox"/>
Jacqueline Ruiz	Office New York	UI-Designer	<input type="checkbox"/>
Frauke Ludowig	Headquarter	Warehouse Manager	<input checked="" type="checkbox"/>
Terry Mendoza	Office Hamburg	Project Owner	<input type="checkbox"/>
Theodor Storm	HQ	Warehouse Manager	<input checked="" type="checkbox"/>
Heike Fröhlich	Eldrig Warehouse	Supplier Manager	<input checked="" type="checkbox"/>
Maximilian van Schwerthain	Office Hamburg	CEO	<input type="checkbox"/>
Jacqueline Ruiz	Office New York	UI-Designer	<input type="checkbox"/>
Heike Fröhlich	Eldrig Warehouse	Supplier Manager	<input checked="" type="checkbox"/>

## Company User Permission

In order to maintain a clear Permission system, your customers can easily manage which User has what kind of competencies in their shop environment.

Per Default, the Role of the Administrator has full access to all areas in the Company Account, such as adding new users, creating new customer accounts and even deleting the Company Account. A Buyer by default has Permission to fully execute an order. However, there can be different sub sets of Buyer Permissions, based on approval processes, checkout rights, hierarchy level in the Business Unit or other options.

### Sales Assistant

With the Sales Assistant feature you can allow your Sales Agents or Customer Care employees to support customers in their purchasing process.

This special view opens your shop as the customer in need of support would see it, but lets your sales personell do the purchase for them. Your company's representative will see all products, prices and discounts as they are for the selected customer. Special discounts can of course still be applied. All purchases done through the Sales Assistant feature will be logged as such.



# 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

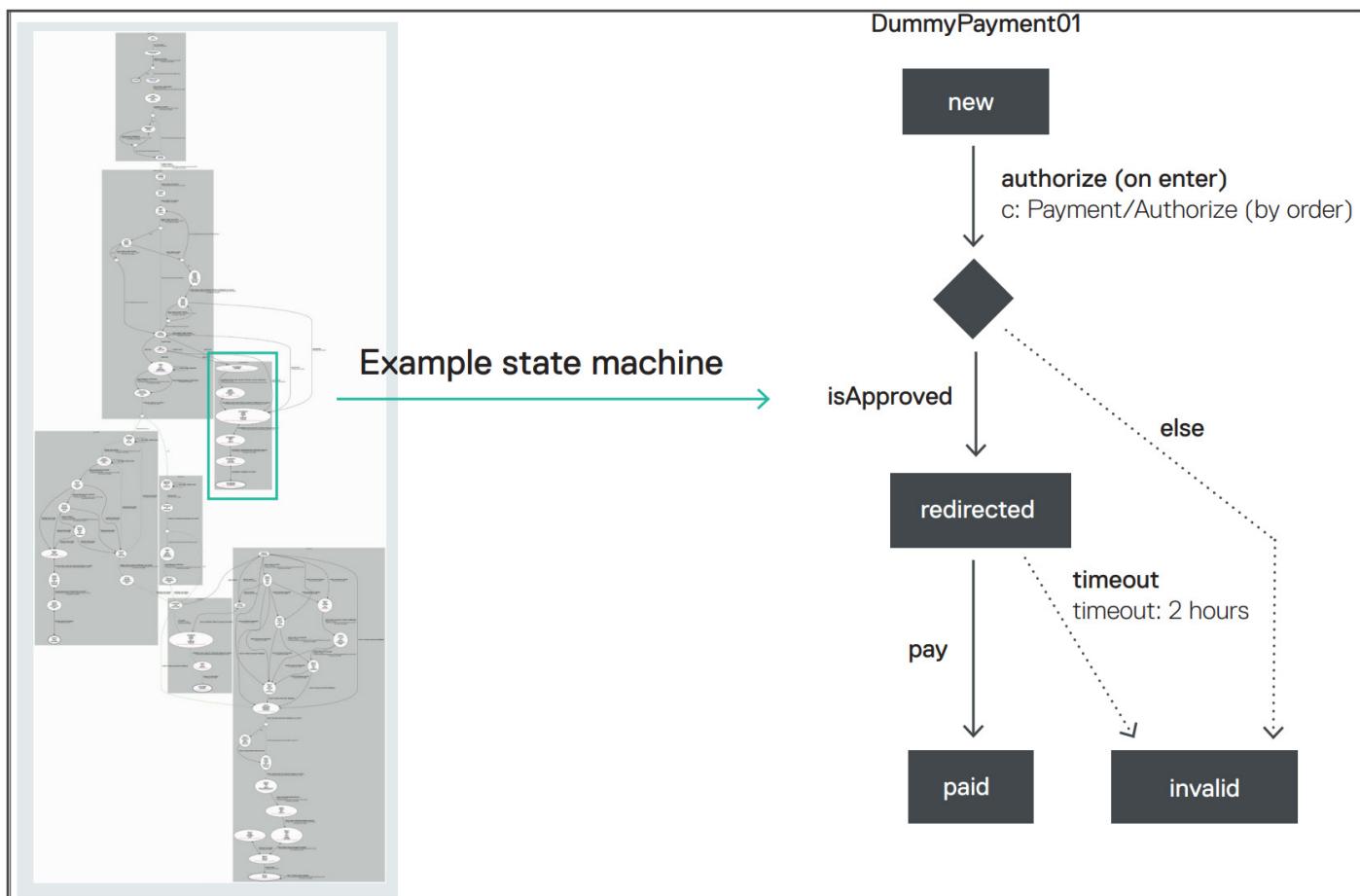
State Machine Modelling



# Order Management Features

## 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. Tailor the State Machine to your needs to trigger certain processes automatically or execute them manually.



## 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.

**Overview of Order Matrix**

Dashboard / Sales / Order Matrix

Matrix	
exported	0 270 46
closed	0 11 120
refunded	0 1 8
shipped	0 0 5
gift card created	0 10 2
payment pending	1 0 0

**Legend**

<1d | 1d-7d | >7d

## Reorder

Save your customers' time by reordering from a previous order. All items from the old order can be added to a new cart.

SOMERO

COMPUTERS CAMERAS SMARTPHONES & WEARABLES BRANDS MORE SALE % NEW

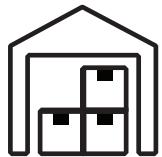
## Orders History

- Overview
- Profile
- Addresses
- Orders History
- Newsletter
- Wishlist

VIEW ORDERS			
Order Id	Order Date	Total	Actions
DE-1	Aug. 30, 2018 12:15	€1,227.59	<a href="#">View Order</a> <a href="#" style="border: 2px solid red; padding: 2px;">Reorder</a>

## 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.



# Inventory Management

Who



E-Commerce Manager



Marketing



Sales

.....

What

Save time by keeping an eye on your stock levels.



Details

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.



B2B



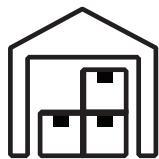
B2C

.....

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

Store DE ▾

Product availability list

Show 10 entries Search:

SKU	Name	Availability	Current Stock	Reserved Products	Is bundle product	Is never out of stock	Actions
210	Sony Bundle	Available	0	N/A	Yes	No	<a href="#">View</a>
209	Toshiba CAMILEO S20	Available	110	0	No	No	<a href="#">View</a>
208	Toshiba CAMILEO P20	Available	10	20	No	Yes	<a href="#">View</a>
207	Toshiba CAMILEO P20	Available	10	10	No	Yes	<a href="#">View</a>
206	Toshiba CAMILEO S30	Available	10	1	No	Yes	<a href="#">View</a>
205	Toshiba CAMILEO S30	Available	10	1	No	Yes	<a href="#">View</a>
204	Sony PXW-FS5K	Available	15	10	No	No	<a href="#">View</a>
203	Sony NEX-VG30E	Available	10	0	No	Yes	<a href="#">View</a>
202	Sony NEX-VG20EH	Available	10	0	No	Yes	<a href="#">View</a>
201	Sony NEX-VG20EH	Available	16	1	No	No	<a href="#">View</a>

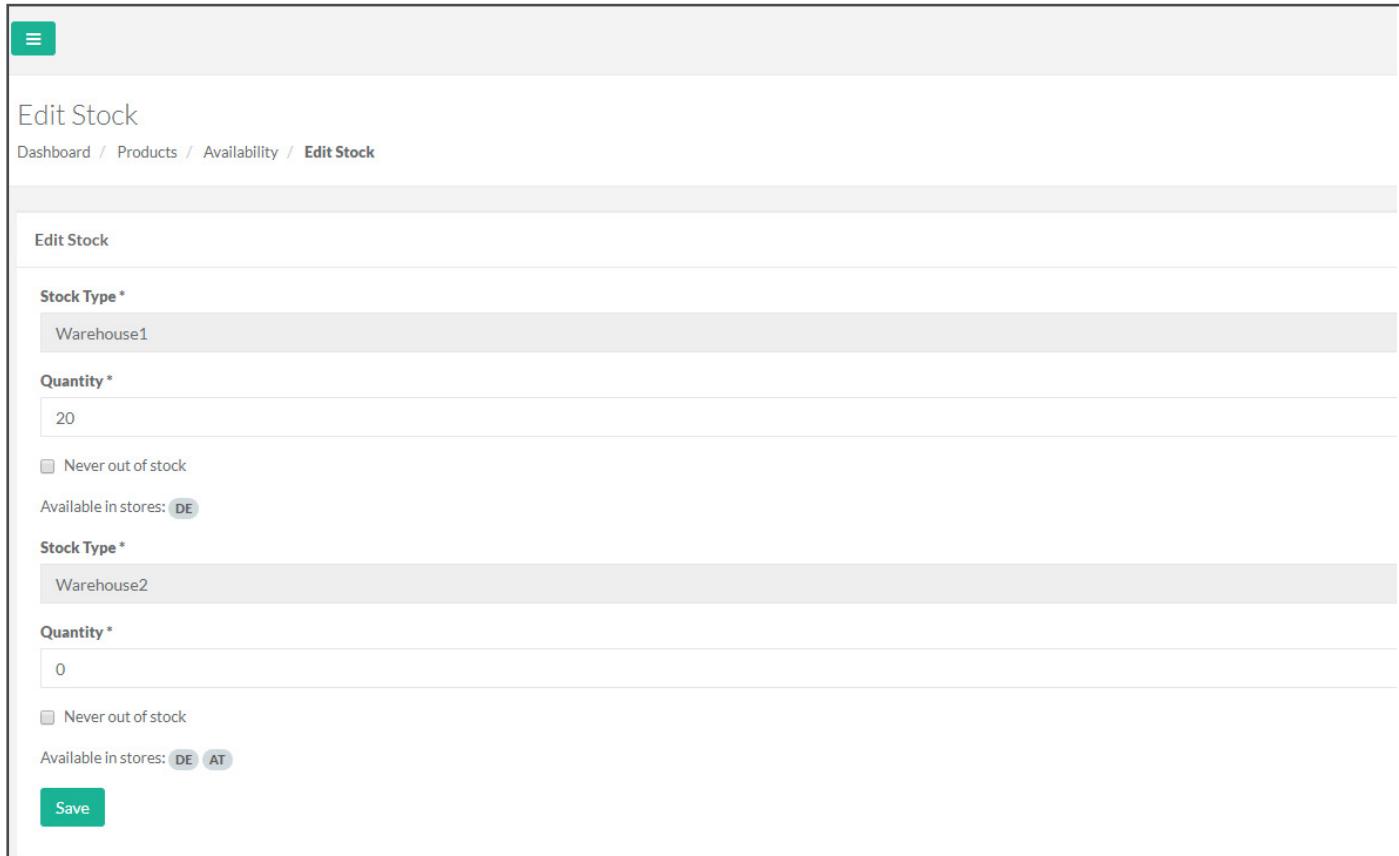
Showing 11 to 20 of 221 entries

Previous [1](#) [2](#) [3](#) [4](#) [5](#) ... [23](#) Next

## 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.



The screenshot shows the 'Edit Stock' page within the Spryker After Sales Management system. The top navigation bar includes links for Dashboard, Products, Availability, and Edit Stock. The main section is titled 'Edit Stock' and contains two separate sections for managing stock levels across different warehouses.

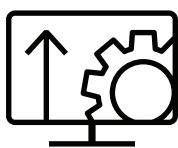
**Warehouse 1:**

- Stock Type \***: Warehouse1
- Quantity \***: 20
- Never out of stock
- Available in stores: DE

**Warehouse 2:**

- Stock Type \***: Warehouse2
- Quantity \***: 0
- Never out of stock
- Available in stores: DE AT

A green 'Save' button is located at the bottom left of the form.



# 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

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Features

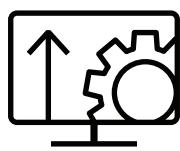
Permission &amp; ACL Management

Manage Customer Accounts

Data Protection

Administration Interface Functionalities

Company Account Management



# Back Office Features

## Data Protection

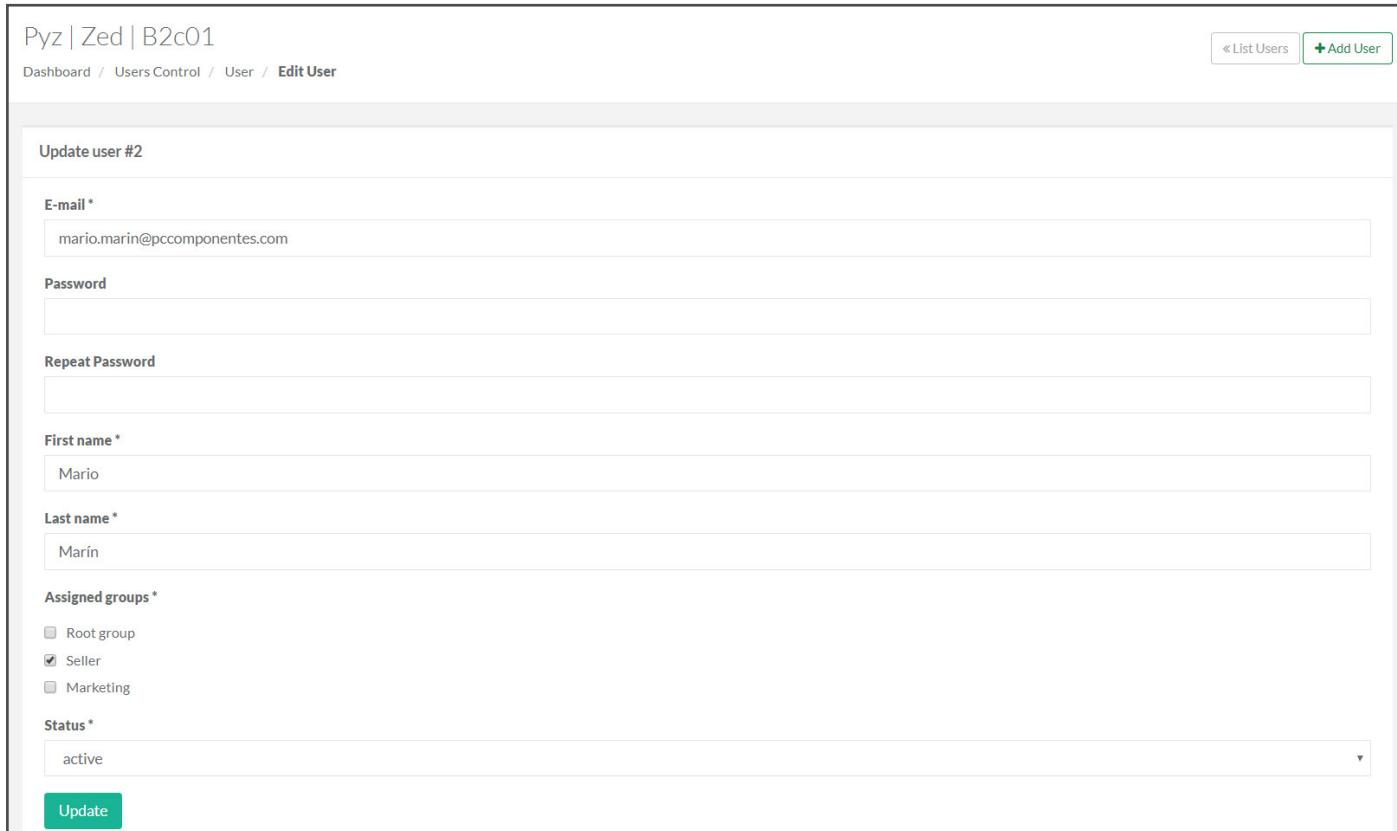
The Spryker Commerce OS is fully compliant with international GDPR regulations.

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.

## 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.



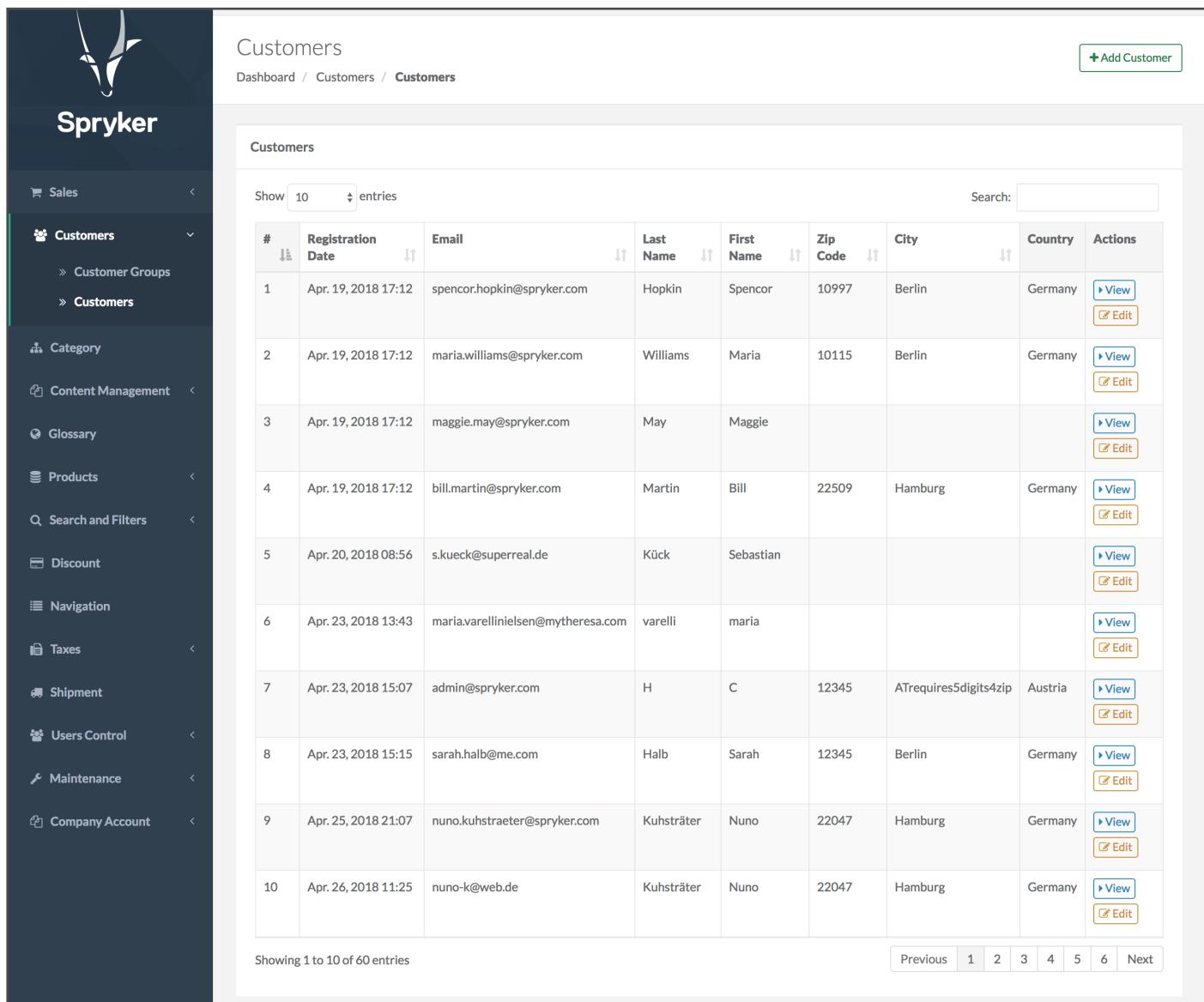
The screenshot shows the Spryker Administration Interface with the following details:

- Header:** Pyz | Zed | B2c01, Dashboard / Users Control / User / Edit User, «List Users, + Add User
- Form Fields:**
  - Update user #2**
  - E-mail \***: mario.marin@pccomponentes.com
  - Password**: (empty field)
  - Repeat Password**: (empty field)
  - First name \***: Mario
  - Last name \***: Marín
  - Assigned groups \***:
    - Root group
    - Seller
    - Marketing
  - Status \***: active
- Buttons:** Update

## 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.



The screenshot shows the Spryker Customer Management interface. On the left is a dark sidebar with the Spryker logo at the top, followed by a navigation menu with items like Sales, Customers (selected), Category, Content Management, Glossary, Products, Search and Filters, Discount, Navigation, Taxes, Shipment, Users Control, Maintenance, and Company Account. The main area has a header "Customers" with a breadcrumb "Dashboard / Customers / Customers" and a green button "+ Add Customer". Below is a table titled "Customers" with columns: #, Registration Date, Email, Last Name, First Name, Zip Code, City, Country, and Actions (with View and Edit buttons). There are 10 entries listed, each with a unique ID, date, email, and names. At the bottom, it says "Showing 1 to 10 of 60 entries" and has a pagination bar with links for Previous, 1, 2, 3, 4, 5, 6, Next.

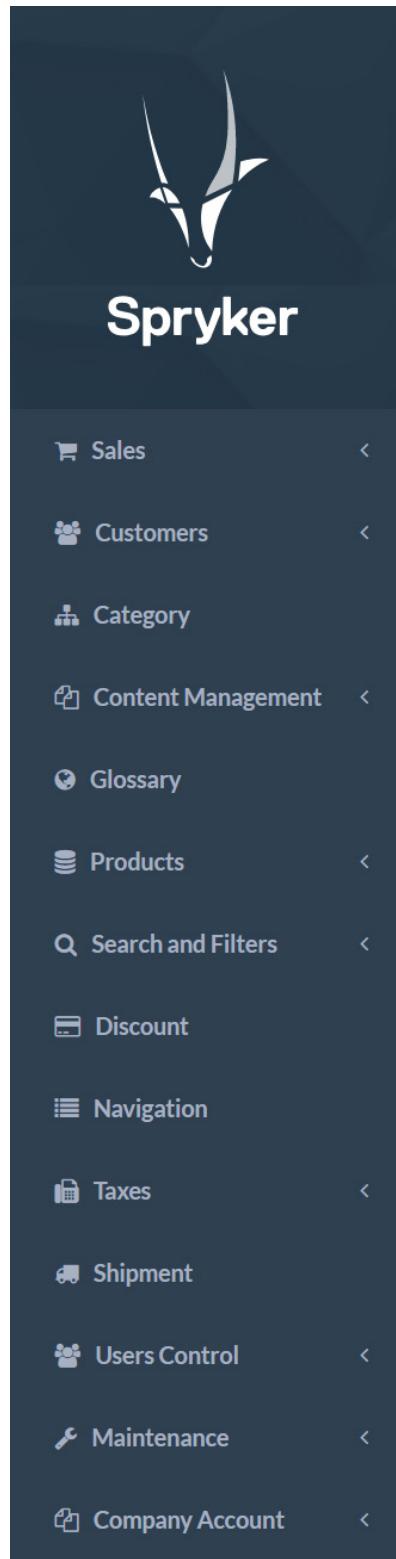
#	Registration Date	Email	Last Name	First Name	Zip Code	City	Country	Actions
1	Apr. 19, 2018 17:12	spencor.hopkin@spryker.com	Hopkin	Spencor	10997	Berlin	Germany	<a href="#">View</a> <a href="#">Edit</a>
2	Apr. 19, 2018 17:12	maria.williams@spryker.com	Williams	Maria	10115	Berlin	Germany	<a href="#">View</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	22509	Hamburg	Germany	<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>

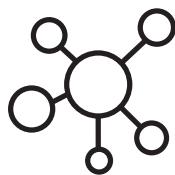
## Company Account Management

In a B2B world, your direct customers have a different need from an end-customer when it comes to ordering processes, permissions, and roles. Therefore, with the Spryker Commerce OS Company Account, the hierarchical structures and roles can easily be reflected. This enables your clients to fully mirror their company's organization, permissions, and authorization for budgets and purchasing processes.

## 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

....

## 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



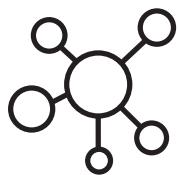
B2C

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## Features

Responsive Design

Multiple Touchpoint Integrations



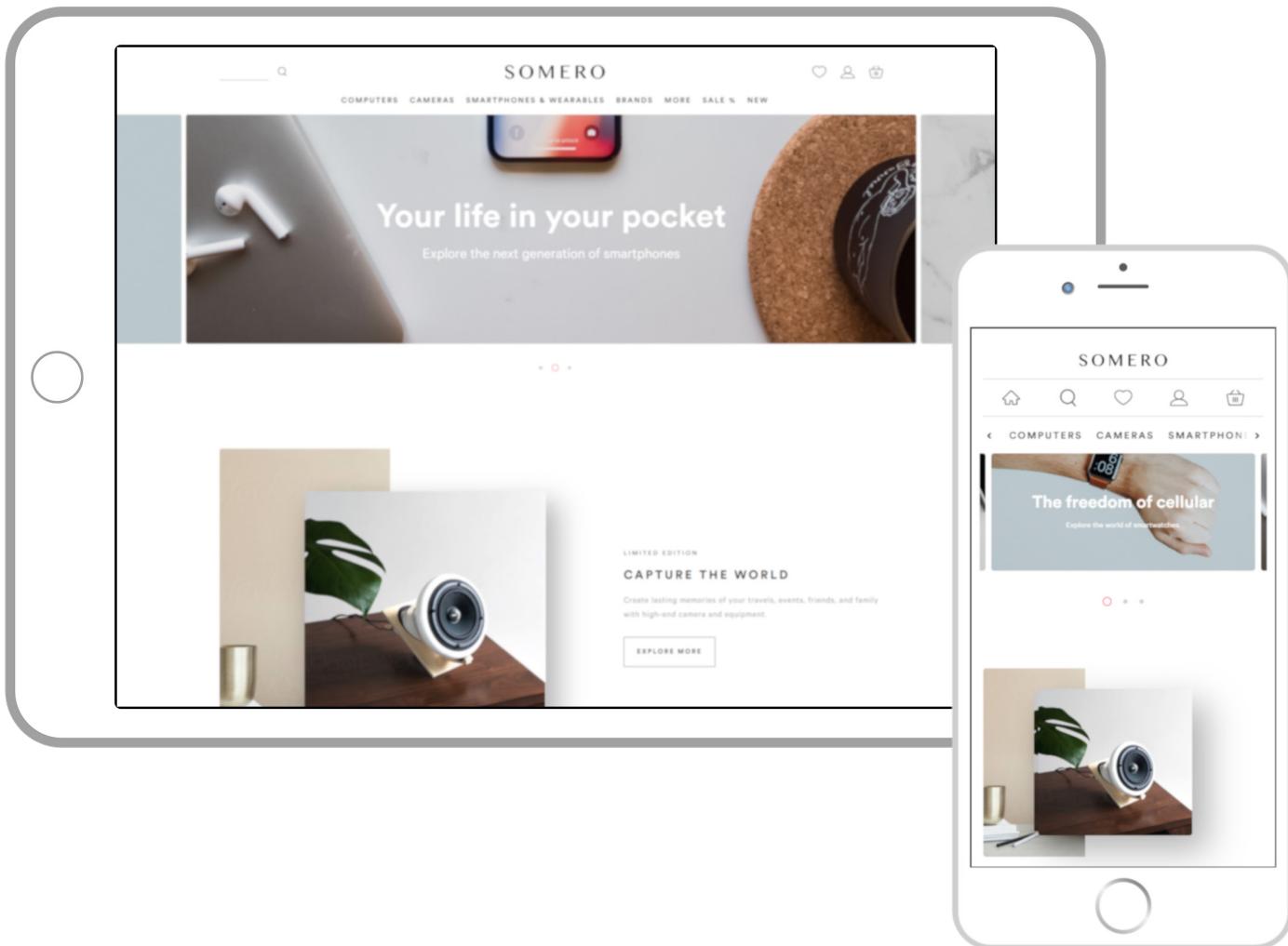
# Multi-Channel Features

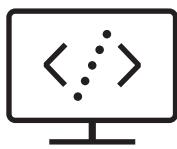
## Multiple Touchpoint Integrations

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.

## 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.





# 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

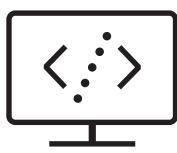
Features

Development Virtual Machine & Console

Cronjob Scheduling

Importer

Development Tools



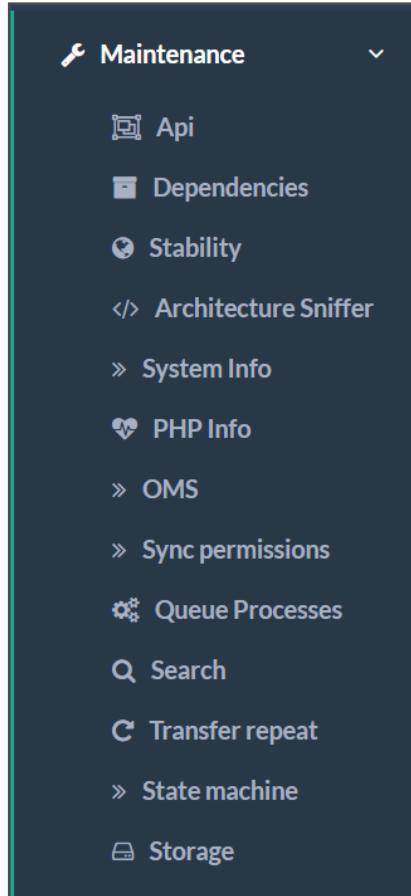
# Development Features

## 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.



## Importer

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

## Development Virtual Machine & Console

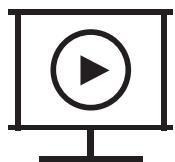
With the Spryker Commerce OS comes an all-inclusive and fully pre-provisioned development environment on a virtual machine, based on Vagrant and VirtualBox. The command-line Console tool enables you to execute a great variety of commands, such as managing the Spryker Commerce OS installer, to run the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

### CSS Class Customization

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

### 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.



# Master 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



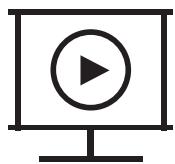
B2C

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Features

Master Suite and Custom Suite

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# Master Suite & Custom Suite

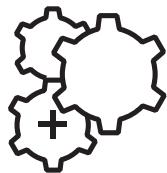
## Features

### Master 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

....

**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

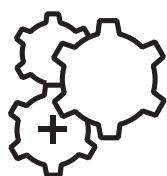


B2C

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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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