Spryker B2B Suite

B2B expectations

Data & System Security

ERP, CRM, PIM Integration

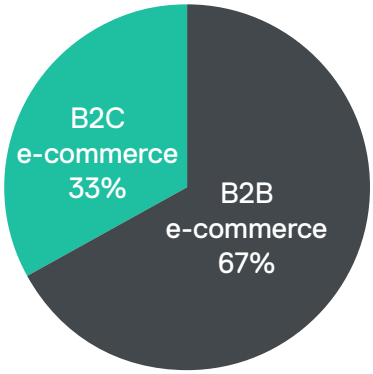
Large amount of Data

Gartner & Forrester

Complex Business processes

ROI & TCO optimization

B2B Market Trends



Market volume in Bln. $ in 2020

90% of all B2B buyers want a B2C-like shopping experience

70% of B2B buyers use digital channels

80% want digital self-service tools

Customers are more likely to look for new retailers if they find the purchasing process more convenient.

Customer Convenience is Key

- Retailers should focus on how, when and where their customers are purchasing and optimize for convenience.
- A rich and complete product catalog, easy accessibility and content heavy webshop are a must-have.

Simplified Ordering Processes

- Create clean, customizable and easy-to-access product pages using B2C-like navigation as they are easily recognizable from other shopping experiences.
- Intuitive cart, shopping list and quick-order functionalities create a more seamless ordering process, which results in higher customer satisfaction, loyalty and ordering values.

Digitalize the Sales Organization

- Individual prices and product restrictions can easily be represented in a webshop to reflect customized price negotiations with different customers.
- Complex product and price information are available in one click for customers and sales representatives.
- Easy integrations of 3rd party software, like ERP, PIM, and CRM, are available to collect all relevant information in one spot.

B2B Suite



Product Management
Features: Product Attributes, Product Abstraction, Super Attributes, Product Groups, Product Bundles, Product Sets, Product Relations, Product Options, Dynamic Product Labels, Timed Product Availability, Product Detail Page, Product Labels, Alternative Products, Discountinued Products
B2B specific features: Configurable Bundles, Barcode Generator, Product Restrictions for B2B Customers



Packaging & Measurement Units
Features: Packaging Units, Measurement Units



Cross-sell & Upsell
Features: Product Relations, Upsell, Cross-selling



Catalog Management
Features: Category Management, Product to Category Association, Define Category Hierarchy, Product Catalog Management, Category Pages, Quick Add to Cart



Navigation
Features: Hierarchical Navigation, Product Based Shop Navigation,Content Based Shop Navigation



Search & Filter
Features: Filters & Search by Category, Full-Site Search, Multi-Language Search, Textual Search, Standard Filters, Dynamic Filters & Facets



SEO
Features: Meta Tags, Landing Pages, URL Redirects



CMS (Content Management System)
Features: CMS Templates & Slots, CMS Blocks, CMS Pages, Content Item, Customizable CMS Templates, CMS Default Functionalities



Media Management
Features: Product Image Management, Image Hosting, Asset Management, Video Embedding



Internationalization
Features: Multiple Store Setup, Multiple Currencies per Store, International Tax Rates & Sets, Glossary Creation



Price
Features: Autodetect of Currency, Volume Prices, Net & Gross Price Mode, Scheduled Prices
B2B specific features: Customer Specific Prices



Tax
Features: Manage Tax Rates & Sets, International Tax Rates & Sets



Promotions & Discounts
Features: Discount Engine, Vouchers, Product Promotions, New Product Indication, Time Limited Offers



Shopping List
B2B specific features: Create Shopping Lists, Permission Management for Shopping Lists, Shared Shopping List, Multiple Shopping Lists, Printing Shopping Lists



Wish List
Features: Multiple Wish Lists, Named Wish Lists, Convert Wish List to Cart



Cart
Features: Cart Functionality & Calculations, Cart Rules & Discounts, Order Threshold, Split-Order Calculation
B2B specific features: B2B Cart Functionalities, Cart Roles & Permissions, Shared Cart, Multiple Carts Per User, Quick Order



Shipment
Features: Shipment Carriers & Methods, Multiple Currencies for Shipments, Shipment Calculation Rules, Split Delivery



Payment
Features: Payment Provider Integration, Multiple Payment Methods per Order, Refund Management



Gift Cards
Feature: Gift Cards Purchase & Management



Checkout
Features: Multi-Step Checkout, Define Payment & Shipment Methods



Workflow & Process Management
B2B specific features: Approval Process, Quotation & Offer Management, Punchout, Session Management



Ratings & Review
Feature: Ratings & Reviews



Mailing & Communication
Features: Manage Transactional Emails, Newsletter Subscription, Availability Notifcation, Comment Widget



CRM (Customer Relationship Management)
Features: Customer Accounts, Login & Registration Forms, Password Management, Customer Groups



Company Account
B2B specific features: Company Account Overview, Business Units, Business on Behalf, Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company



Order Management
Features: State Machine Modelling, Order Management System (OMS) Matrix, Reorder, Order Processing, Reclamations & Refunds, Return Management, Order Status, Order Cancellation, Invoice Generation
B2B specific features: Custom Order Reference



Inventory Management
Features: Stock & Availability Management, Multiple Warehouse Stock Management



Back Office
Features: Administration Interface Management, Data Protection, Permission & ACL Management, Manage Customer Accounts, Manage Company Accounts, Dashboard



Multi-Channel
Features: Multiple Touchpoint Integrations, Responsive Design



SDK
Features: Development Tools, Spryk Code Generator, Importer, Development Virtual Machine, Docker Containers & Console, CSS Class Customization, Cronjob Scheduling



Technology Partner Integrations
Features: External Integrations



Demo Shops
Features: B2B Demo Shop, B2C Demo Shop



Middleware

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