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# Spryker Roadmap

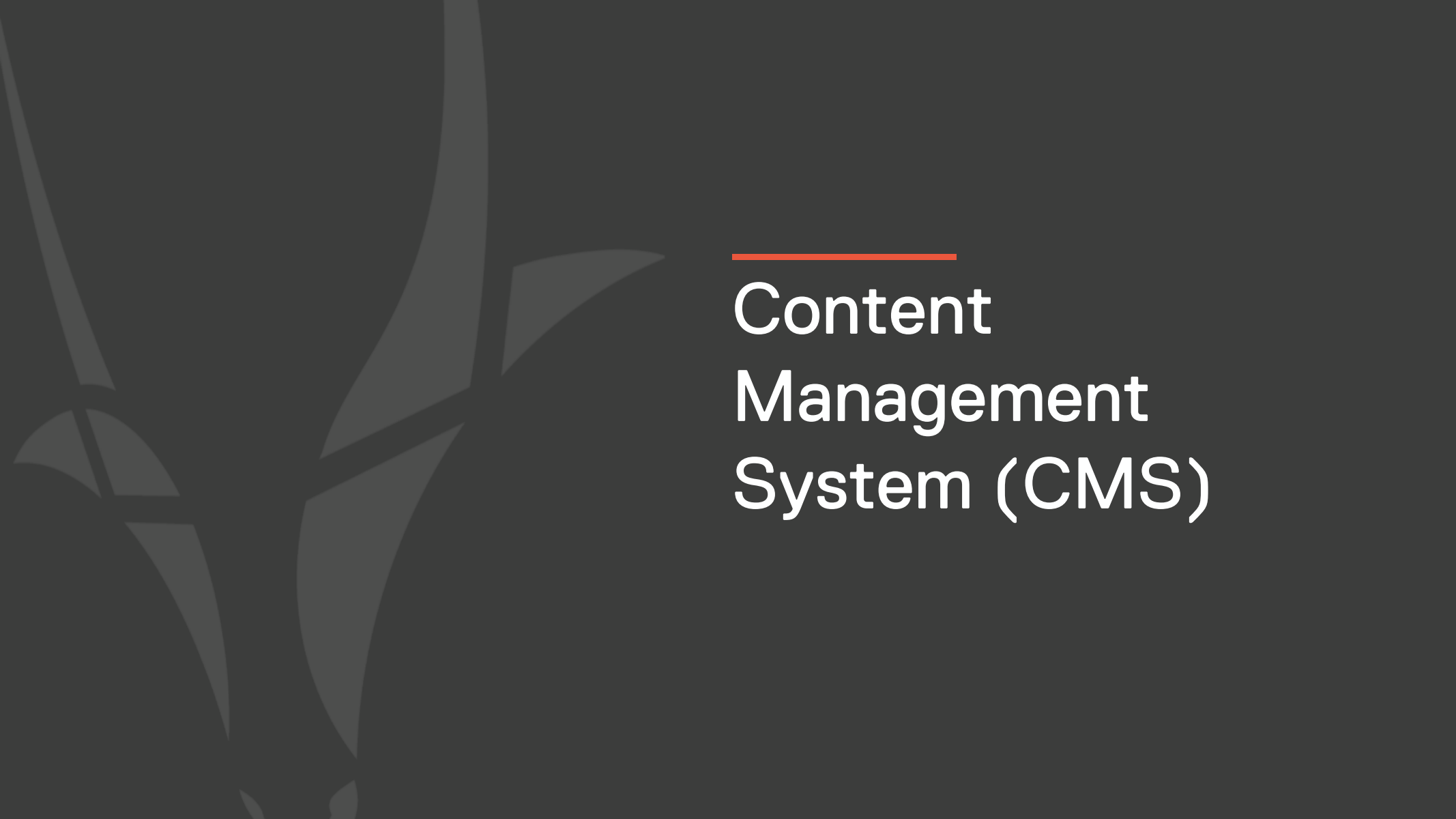
September, 2019



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# Disclaimer

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



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**Content  
Management  
System (CMS)**

# Content Pages & Slots

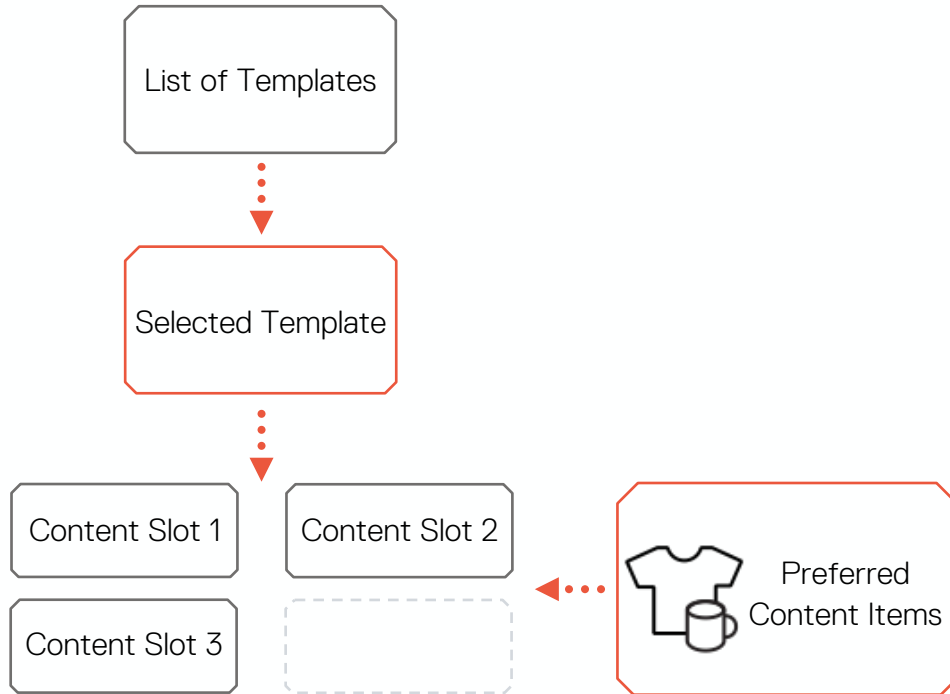


The screenshot shows the Spryker CMS interface. On the left is a dark sidebar with navigation options: Sales, Customers, Category, Content Management (expanded to show Blocks, Pages, Redirects, Content Items), Geography, Products, Search and Filters, Discount, Navigation, Tests, Shipment, Users Control, Maintenance, Dashboard, File Manager, Prices, and Threshold. The main area is titled 'Edit Placeholders: Demo Landing Page' and shows a 'Content' editor for 'en\_US'. It features a rich text editor with various content blocks, including a 'Banner' block with the text 'Control your life with smartwatches' and an image of a smartwatch. A preview window on the right shows the rendered page with the same content. The bottom of the interface includes a 'Save' button and a 'Previous' button.

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

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

# Managing Content Slots



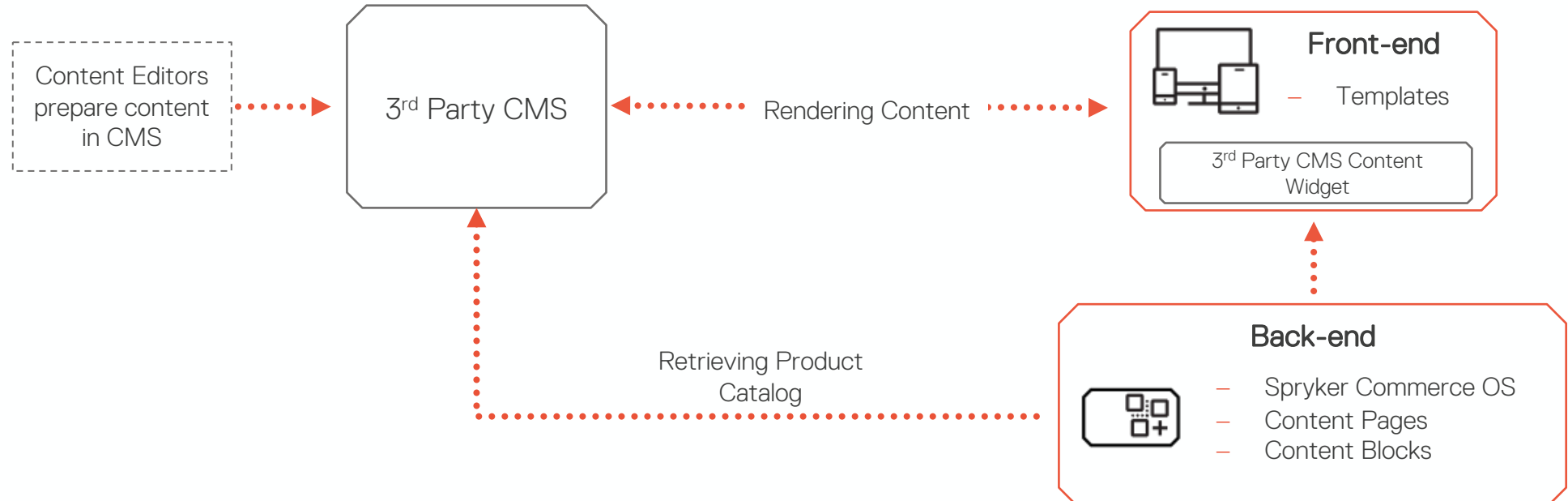
- All store templates that have configurable content are visible in Back Office UI
- Content manager should be able to see what placeholders are available on each page and what content is assigned to them
- Content manager can assign content to be shown in these placeholders based on Locale, Store, and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

# Standardization of 3rd Party CMS Integrations

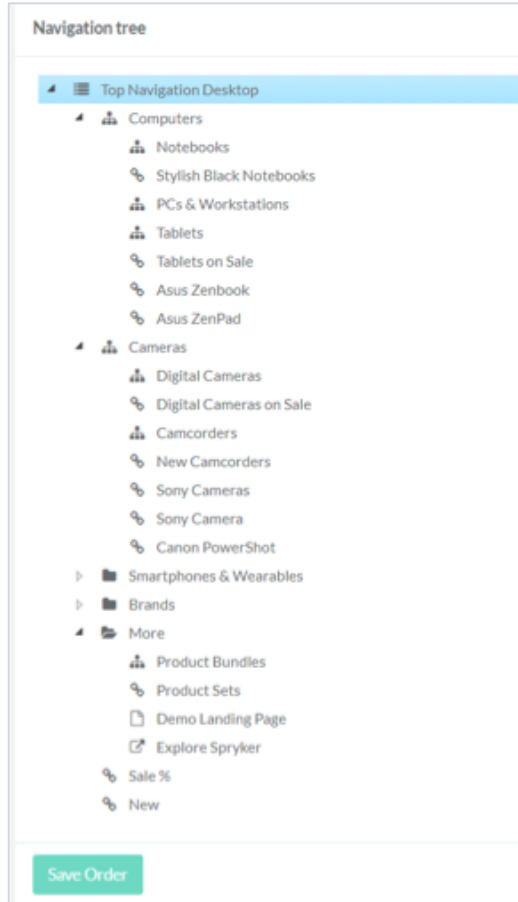


## 3<sup>rd</sup> party CMS:

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



# Multi-store Navigation



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

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



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# Commerce Functionality



# Split Delivery



## Assign each product to its own delivery address

 <p><b>Asus Transformer Book T200TA</b> Quantity: 1 <a href="#">Remove</a></p>	<p>Select a delivery address</p> <p>Sophie Fergiani, 5 rue Mademoiselle, 75015 Paris, 1 ▾</p>
 <p><b>Acer Aspire S7</b> OS installed: Windows 8.1 Pro Quantity: 3 <a href="#">Remove</a></p>	<p>Select a delivery address</p> <p>Jeremy Fourni, Kochanstrasse 38, 10212 Berlin, ▾</p>

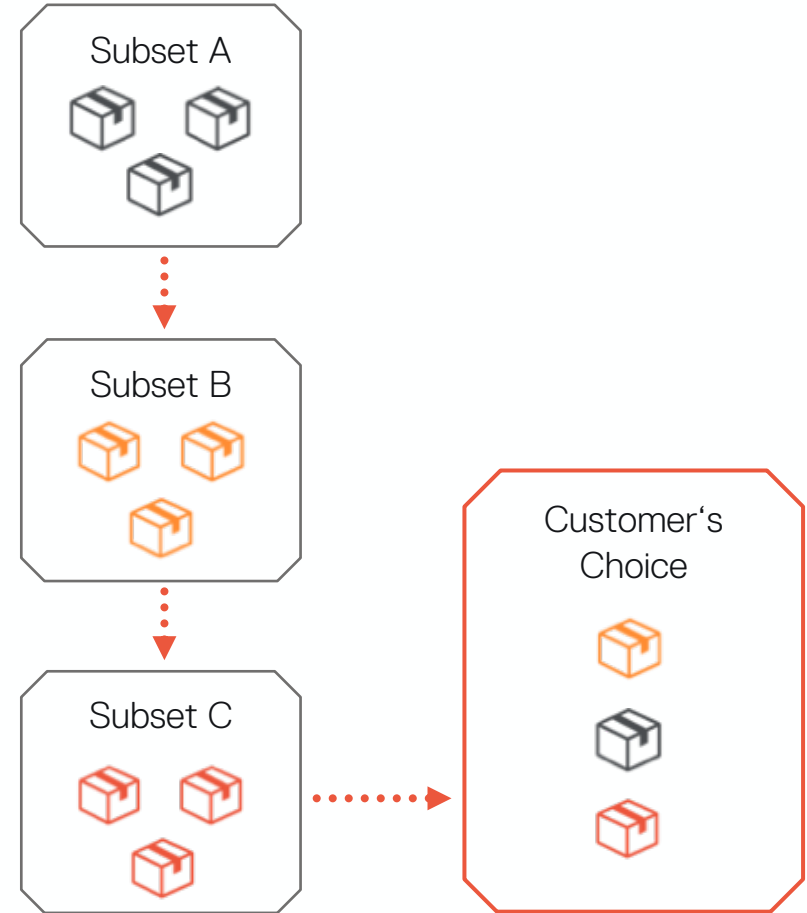
An order can be split an order into multiple deliverables either by a customer or in the backend

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

# Configurable Bundles

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

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




# Shipping Cost

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

## Shopping cart

Gross prices

4 Items




**Rectangular table, rectangular tubing, chromed - 800 x 800 mm - beech, natural**  
SKU: 102917

€228.75

5

Item total €1,143.75

+




**Topstar disc swivel chair, synchronous mechanism, disc seating - cover 33% wool, 67% polyester - blue**  
SKU: 104445

€231.63

1

Item total €231.63

+



**HSM document shredder - HxWxD 410 x 305 x 200 mm - gray, 5 - 7 sheets, 225 mm work width**  
SKU: 100682


€124.31

1

Item total €124.31

Color:

+



**Automatic counterfeit test device, SAFESCAN 155-S, gray.**  
SKU: 419900

€114.34

1

Item total €114.34

Color:

+

+

+

+

+

Comments to Cart

Your Order 4 Items

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

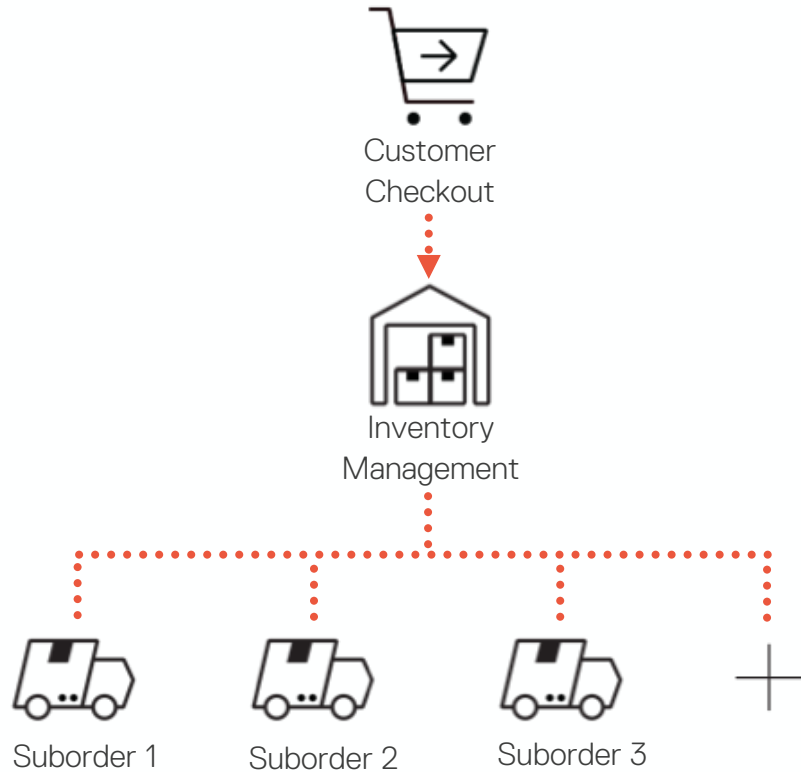
Subtotal €1,614.03  
Tax €223.95  
**Grand Total €1,402.63**

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

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

Arnold Kurmann (€1,0...

# Split Order



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

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



# Return Management



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

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

### Select which product you want to return

<input type="checkbox"/>	 <p><b>Asus ZenPad Z170C</b> Quantity ordered: 1</p>	Tell us why you want to return this product <input type="text"/>
<input type="checkbox"/>	 <p><b>Canon PowerShot N</b> Quantity ordered: 1</p>	

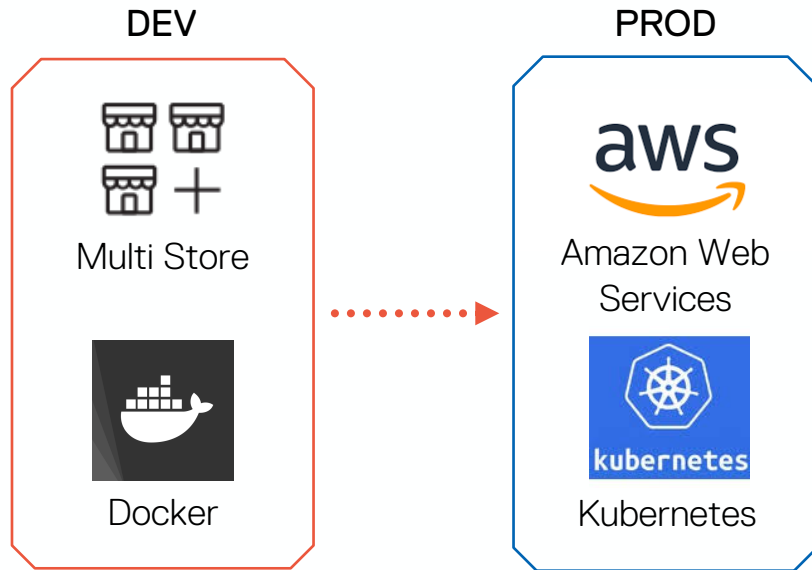
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# Additional Storefront APIs



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

# Cloud Roadmap



Cloud enablement:

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

Cloud support:

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

# Advanced Multi-Store Setup & Configuration



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

Stores

Show 10

Store ID	Name	URL	Timezone	Delivery Regions	Locales	Currencies	Actions
DE	German speaker only	<a href="http://www.b2c.demo-spyker.de">http://www.b2c.demo-spyker.de</a>	Europe/Berlin	AT, CH, DE	de_DE	CHF, EUR	<a href="#">View</a>
US	USA website	<a href="http://www.b2c.demo-spyker.com">http://www.b2c.demo-spyker.com</a>	America/New_York	US	en_US	USD	<a href="#">View</a>

Showing 1 to 10 of 35 entries

Previous 1 2 Next



# Digital Commerce for “Big Boxes” Retailers



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

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



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# Enterprise Marketplace

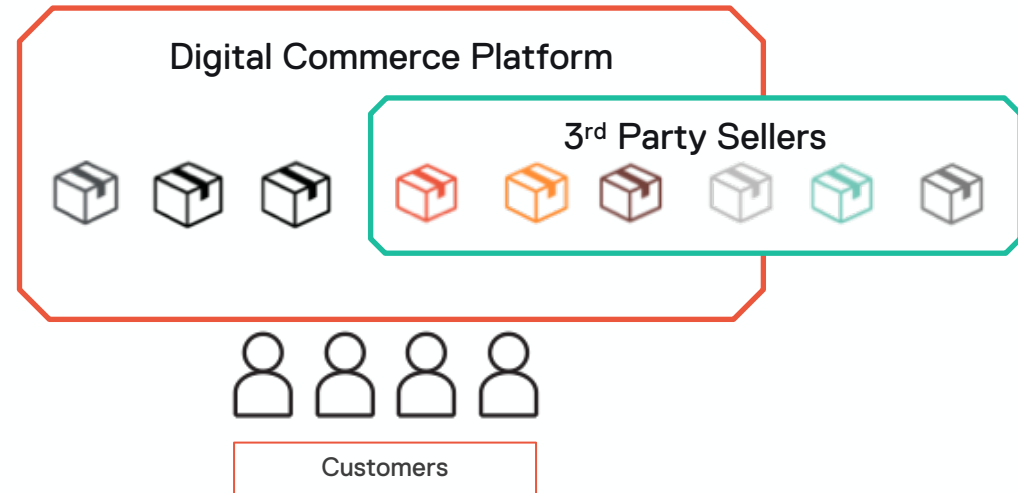
# Extending your Store to an Enterprise Marketplace



## Traditional Commerce Model Enterprise as a Seller



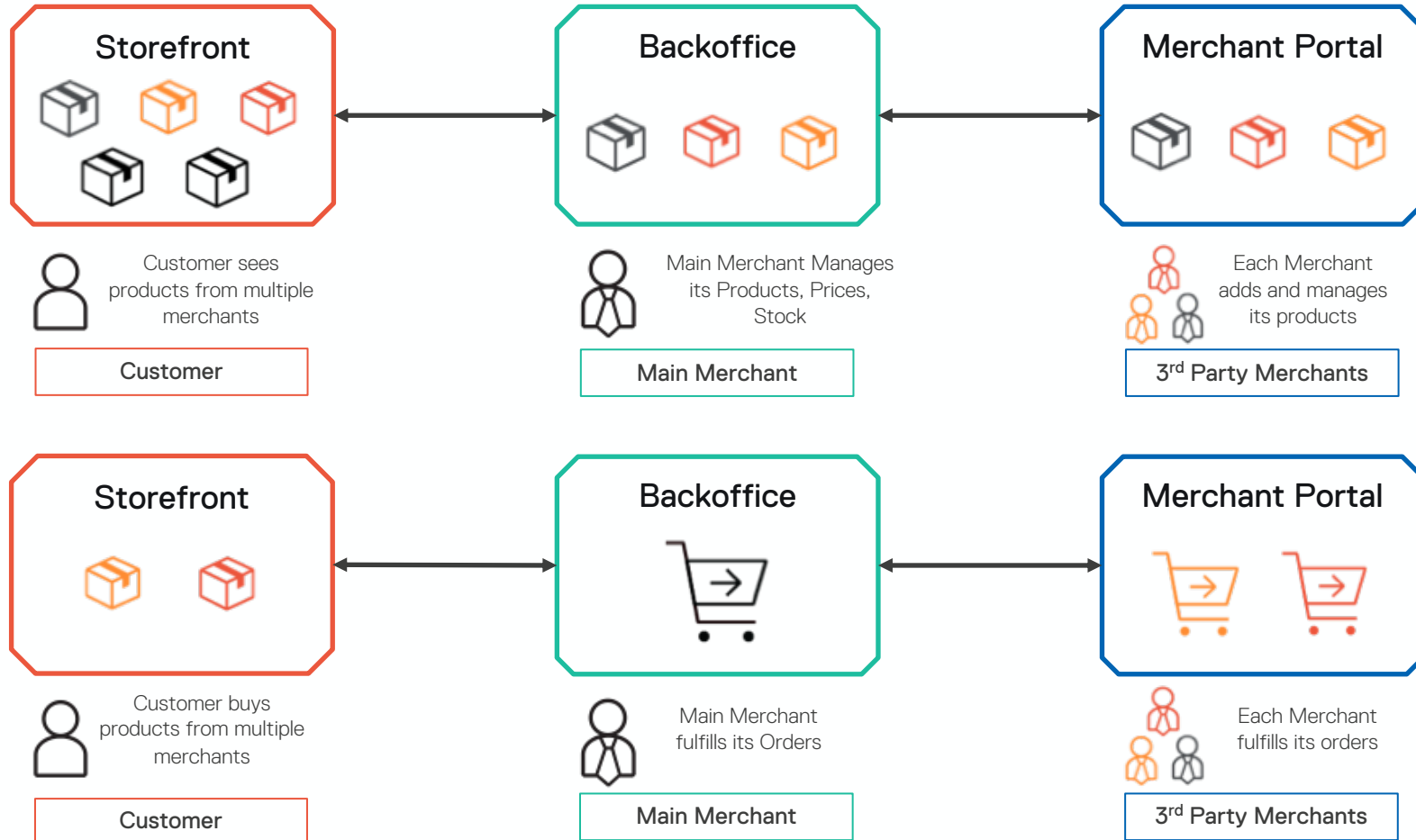
## Enterprise Marketplace Model Enterprise as a Seller & Marketplace Operator



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

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

# Extending your Store to a Marketplace



# New Marketplace Specific Functionality



## Marketplace Storefront

Customers

Products from multiple merchants are in the same storefront

Customer can mix products from multiple merchants in a single order

Ability to search and navigate by merchant

Merchant profile pages

Merchant reviews and ratings

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

Order status update from order fulfilling merchants



## Marketplace Backoffice

Operator/ Main Merchant

Merchants approval and management

Merchants products approval

Order splitting and routing to correct merchant

Marketplace reporting

Payment processing

Refunds



## Merchant Portal

Merchants

Merchant registration and login

Merchant profile

Merchant users with different roles and permissions

Merchant sales reports

Merchants manage their:

- Products
- Prices
- Stock
- Shipping methods

Merchants fulfil their orders

Merchants to manage reviews

Support for both B2C & B2B business models