Spryker Cloud Commerce OS

The agile-native commerce solution

Spryker offers you a fully customizable and powerful tool for the complete digitization and scaling of your business. **Do you want a commerce technology that enables your IT to work agilely and productively at the highest technological standards?** Then the Spryker Cloud Commerce OS is right for you!

Founded in 2014

Named #1 Commercial E-Commerce Software in Emerce 100

Recommended by Gartner

Customers in more than 15 industries

Spryker at a glance

The Spryker Cloud Commerce OS is your agile commerce solution to **increase IT productivity** through modularity and **get rid of technical debt**. Full modularity. Unlimited scalability. Complete flexibility.

1 The Commerce Operating System for B2B & B2C business models: Fully modular, API-based, headless

2 Customizability: front-ends and touchpoints tailored to the needs of your customers

3 Complete range of B2B & B2C as well as marketplace solutions

4 State-of-the-art technology: All digital best practices in one product

5 Leading ecosystem of solution and technology partners
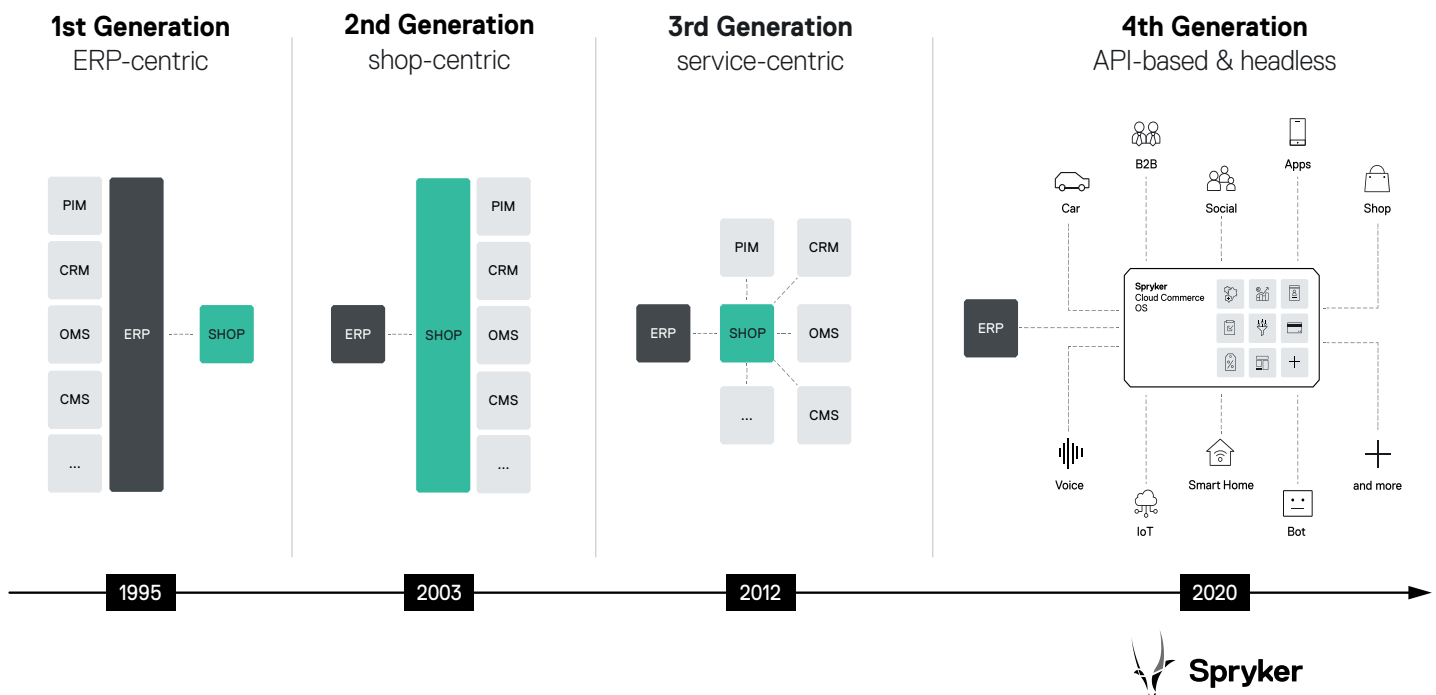
6 Measurable success like low cost of ownership through a fast return on investment, rapid time to market & lean development

The commerce operating system:
# Create your commerce solution based on individual requirements

ERP used to be considered the core of many companies. Today a **flexible backend** is crucial. With off the shelf functionality it is hard to create a commerce experience that impresses customers. In order to develop truly unique selling points, it is necessary to focus on the customer's **individual needs and preferences**. That is why the entire Spryker Cloud Commerce OS is based on **modular architecture**. Use the entire Spryker platform or integrate your preferred external systems. With Spryker your business will **never be restricted in its operation and growth.**

1st Generation
ERP-centric

2nd Generation
shop-centric

3rd Generation
service-centric

4th Generation
API-based & headless

1995   2003   2012   2020

Spryker

Customizability: front-ends and touchpoints tailored to the needs of your customers

Digital half-lives are continuously decreasing. New touchpoints are emerging in ever shorter cycles, making adaptability a success factor in digital commerce, as customers **choose the touchpoints with the highest convenience.**

1995 - 2007   2007 - 2010   2010 - 2014   2013 - 2017   2016 - ongoing   2017 - ongoing
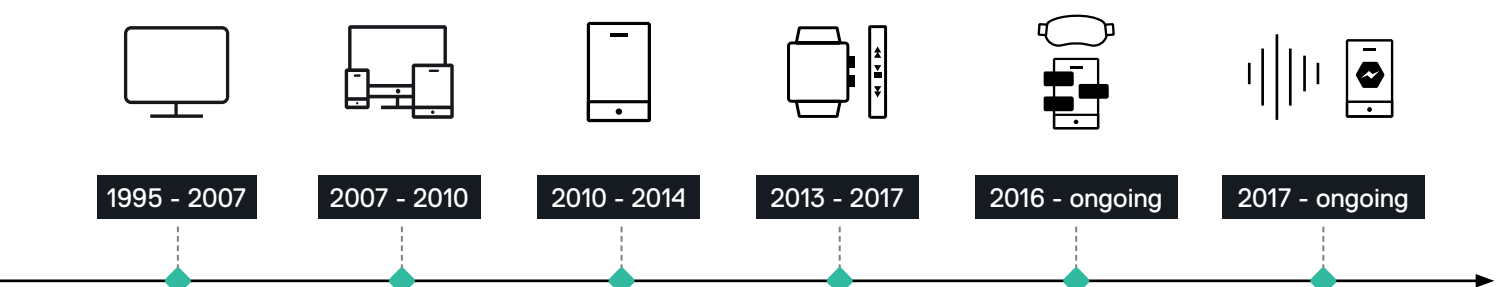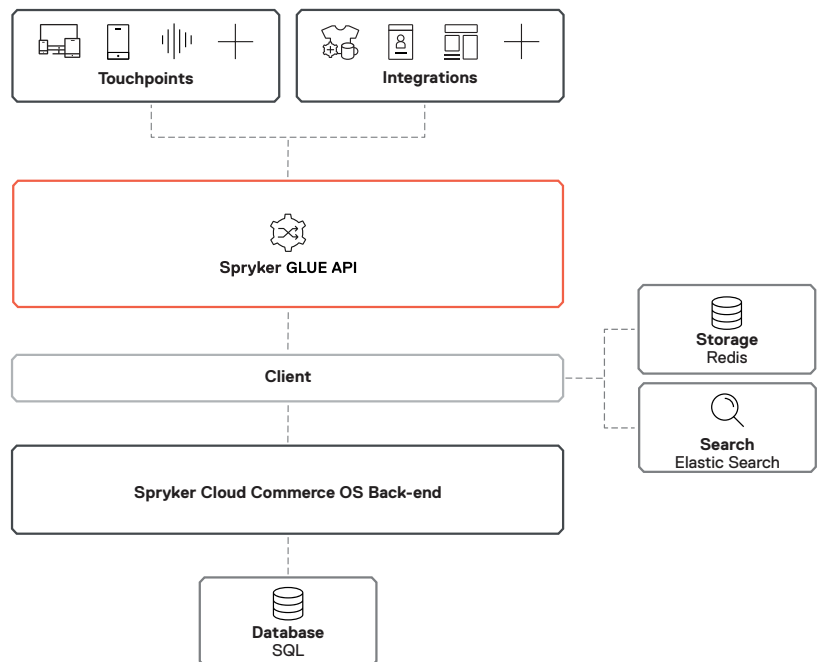
Headless Commerce enabled by Spryker GLUE API

Spryker GLUE API is the newest application on top of which our APIs are built. It follows our **headless and API-based approach** to help you keep up with the ever-changing e-commerce universe.

Easily develop new front-ends like mobile apps, dash buttons, voice skills, chatbots and smart devices customized for your and your end-users' distinct needs.

– Customize any front-end using REST API

– Stay flexible and adjust to customers wishes by building new touchpoints

– Access any back-end resources to customize management processes

– Modular & decoupled structures for maximum efficiency

– No Vendor Versioning to avoid constant rebuilds & updates

– Easy software documentation

Touchpoints

Integrations

Spryker GLUE API

Client

Storage Redis

Search Elastic Search

Spryker Cloud Commerce OS Back-end

Database SQL

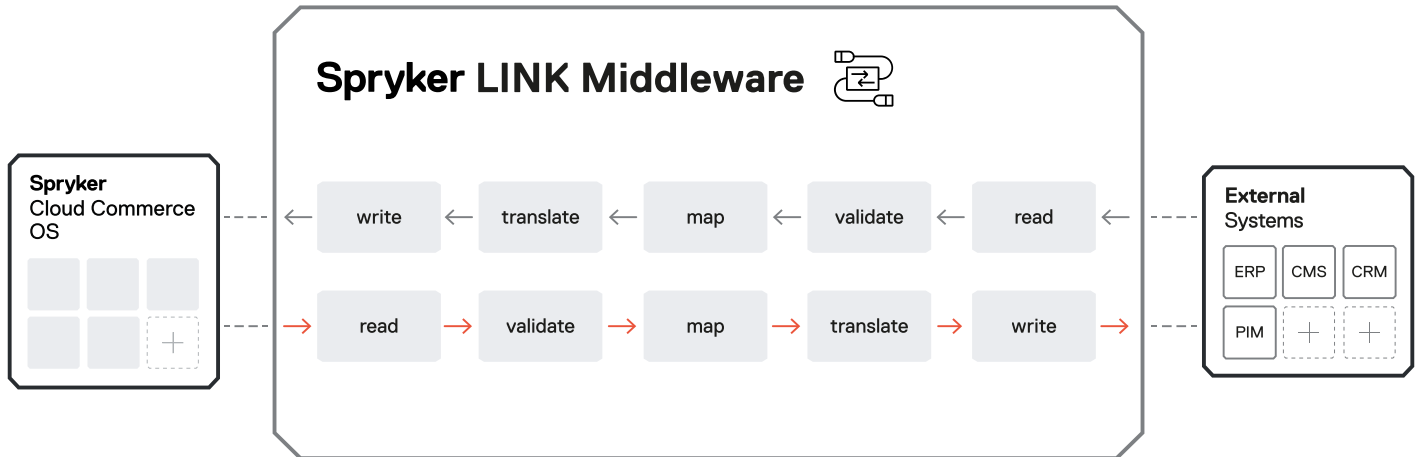## Smooth integrations with the Spryker LINK Middleware

The **Spryker LINK Middleware** eliminates the need for time-consuming rebuilds or integrations with data-intensive third-party systems like ERP, PIM, or CRM through a linear data processing flow. The import and export of prices, stock, orders, customers, products and more are processed in a smart, streamlined way.

– Reduces integration times by up to 80%
– Streamlines data processing patterns
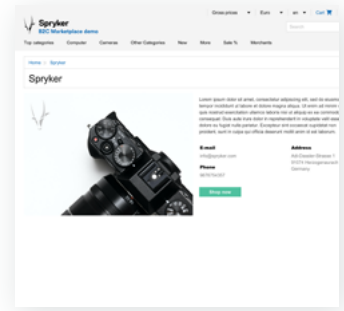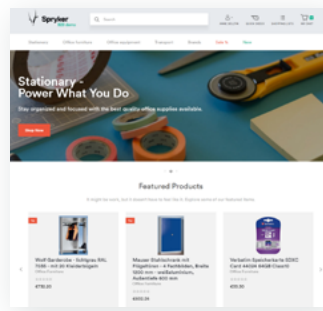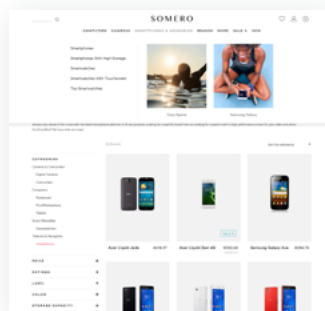– Flexible data transformation & processing system

More benefits of Spryker LINK Middleware

– Reduces support & maintenance cost up to 50%
– Provides a boost of 40% in performance & time
– Common integrations like batch processing & logging

Spryker LINK Middleware

Spryker Cloud Commerce OS ← write ← translate ← map ← validate ← read ← External Systems

read → validate → map → translate → write →

External Systems: ERP, CMS, CRM, PIM

Point 03

Complete range: B2C & B2B shops and marketplace solutions

	B2C	B2B	Marketplace
Immediately usable	✔	✔	✔
Go-live in < 1 week	✔	✔	✘
Hosting on-premise	✔	✔	✔
Hosting on Cloud	✔	✔	✔
Fully customizable	✔	✔	✔

Point 04

State-of-the-art technology: Launch scalable commerce solutions that pay off

The Spryker Cloud Commerce OS offers a **high-performancing and scalable** foundation for the implementation of ambitious projects. The MVP-first approach allows the **fastest possible time-to-market**, especially since the separation of front-end and backend allows developers to work in parallel. This not only allows you to react to the rapid development of customer interfaces at any time, but also to implement new features quickly and easily while always relying on the **highest technological standards**.
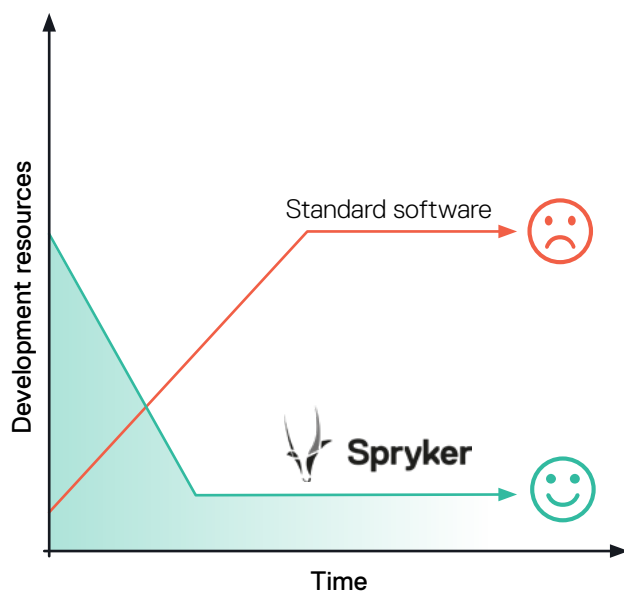
Breakdown of development resources between Spryker & standard software

Sustainable scalability

✔ High scalability with low development effort

Unique customer experience

✔ Seamless customer journey across different channels and systems
✔ Innovative and intuitive processes from 3-click-checkout to multi-channel and voice commerce

Highest technological standards

✔ 100% uptime on Black Friday
✔ Outstanding code quality: Scrutinizer score of 9.81 (out of 10 points)

Point 05

Measurable success: Spryker customers write success stories

The average Spryker customer...

✔ ...builds their new solution in 100 days
✔ ...works with at least 2 touchpoints
✔ ...has 2x faster page loading time than its competitors

SLV

SLV Case Study:
MVP in 4 months

✔ Order growth of 40%

FOND OF

FOND OF Case Study:
7 brand shops under one roof

✔ Faster page loading speed (by factor 3-4)

JUMBO
DO IT · DECO · GARDEN

Jumbo Case Study:
Omnichannel approach in the online DIY market

✔ Maximum convenience
✔ Head of Retail: "All sales targets exceeded"

ESA⁺ TECAR

ESA Case Study:
Replatforming of a B2B service all-rounder

✔ 70% of sales via the online shop
✔ Up to 8,000 orders per day

ROSE

ROSE Bikes Case Study:
Technology ownership and configurable bikes

✔ Lower cart abandonment rate
✔ Average page load time reduced from 5.9 seconds to 1.8 seconds with relaunch

TOM TAILOR

Tom Tailor Case Study:
Solid performance across shops in different countries

✔ 240% order growth during peak event like Black Friday

[Discover these and many more success stories on our website.](#)

You're in good company

More than 100 B2B and B2C companies from various industries are already transforming, scaling and optimizing their digital commerce with Spryker.

ALDI SÜD · METRO|NOM · ⚓ KAPTEN & SON

HORNBACH · HILTI · TOYOTA · und viele mehr...

Leading ecosystem:
Extensive partner network for successful implementation

Thanks to our network of leading implementation agencies (Solution Partners), the **fast and professional implementation** of Spryker projects is easily within reach. And our Technology Partners enable the **smooth integration** to all modern technologies required in the commerce ecosystem.

Over 70 Technology Partners

Help you run your commerce platform successfully

Over 40 Solution Partners

Help you launch and scale your commerce experience successfully

Want to learn more about your opportunities with Spryker Cloud Commerce OS?

Website

spryker.com

Get in touch

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Spryker