Spryker B2B Suite

B2B expectations

Data & System Security

ERP, CRM, PIM Integration

Large amount of Data

Gartner & Forrester
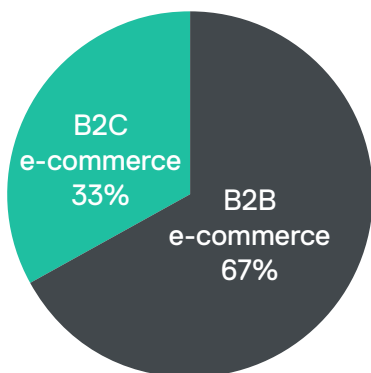
Complex Business processes

ROI & TCO optimization

B2B Market Trends

B2C e-commerce 33%

B2B e-commerce 67%

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, Configurable Product, Product Sets, Product Relations, Product Options, 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

Catalog Management
Features: Category Management, Product to Category Association, Product Catalog Management, Category Pages

Navigation
Features: Navigation

Search & Filter
Features: Filters & Search by Category, Full-Site Search, Filters

SEO
Features: SEO tools

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

Media Management
Features: Asset Management

Internationalization
Features: Multiple Store Setup, Multiple Currencies per Store, Glossary Creation

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

Tax
Features: Manage Tax Rates & Sets

Promotions & Discounts
Features: Discount Engine, Product Promotions

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

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

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

Shipment
Features: Shipment Carriers & Methods, Split Delivery

Payment
Features: Payment Provider Integration, Refund Management

Gift Cards
Feature: Gift Cards Purchase & Management

Checkout
Features: Multi-Step Checkout

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, Multiple Login blocker, 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 Status, Reorder, Reclamations & Refunds, Return Management, 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,Manage Customer & Company Accounts, Dashboard, Identity Manager

SDK
Features: Development Tools, Spryk Code Generator, Data Exchange, 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

API

Middleware

Cloud

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