

Spryker

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White Paper

## Becoming an Intrapreneur with Spryker

Start being the driving force behind your businesses' change and grow personally along the way



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*Before you read: What is an “intrapreneur”?*

### Definitions

**intrapreneur** / ˌɪntɹəpreˈnɔː / *noun*

1: A person within a company who promotes innovative product development and marketing; someone with a sense for existing business challenges and the need to use their creative mindset to develop projects and initiate change; a risk taker that leads the path for a better future of the organization

2: A person who seeks to get the most out of their working life for personal growth motives

## Introduction

**Did you know that a tiny invention from 1974 changed the way we memorize and communicate today?**

Roughly 40 years ago, the company 3M introduced a policy that allowed employees to spend 15% of their working time on personal projects. During that time, the two 3M engineers Spencer Silver and Arthur Fry collaborated to create the first Post-It, which until today counts as the flagship product of 3M. Looking back, this can be described as one of the very first examples of intrapreneurship.

Most companies greatly need more people like Spencer Silver and Arthur Fry - especially in the digital field. Finding them can be difficult, so why not start by being one yourself? This whitepaper talks about becoming the creator of your own ideas and gaining experiences that you wouldn't have in your normal working day. We'll address the “Why” and “How” of becoming an intrapreneur and convince you of the fun and many personal opportunities it brings, like boosting your own career, especially if you choose the right partner.

On the following pages, we'll focus on intrapreneurship in e-commerce, but you can of course apply it to every other business field. Mostly, we want you to take away the motivation and incentive to start being the accelerator of, first and foremost, your success as well as your company's. Because we think that everyone should know how to improve something in their immediate business environment if they try.



01

# Where to take your intrapreneurial spirit from (identifying the problem)

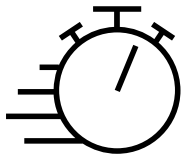
The value of an intrapreneur is based in their deep understanding of the unique challenges that their company faces. To become more intrapreneurial, the first step is to spend ample time re-searching a specific problem within your area of expertise so that you will have insight into what needs fixing.

Recently, the areas that let businesses struggle are quite clear, especially in the commerce sector. The COVID-19 crisis has led to online shopping reaching levels in 2021 that weren't projected until 2025. While in the US, retail and food services sales between February and April 2020 were down to 8%, industries like consumer electronics, furniture and home supplies, fitness, grocery and other non-store retailers (mostly e-commerce providers) started to thrive by 16% and 14.8% respectively. In general, in the US the revenue from ecommerce is expected to reach \$502.6 million by 2022. The resulting shifts from brick-and-mortar retail to e-commerce are likely significant across countries. Covid-19 has given a strong push to digitization in many areas but also still challenges companies to improve their digital business models, especially in e-commerce.

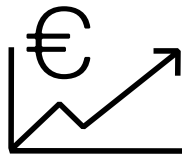
Regardless of the pandemic, every business needs to constantly innovate. If anything, the importance of innovation and therefore intrapreneurship in the post-pandemic world has only shot up. As market trends continue to shift, and new business models emerge, it is companies with a flair for innovation that can stay relevant and competitive. Now, this is something that a culture of intrapreneurship can drive.



Even taking Covid-19 aside, If you and your business are anything like the average enterprise, you struggle with digital transformation on one end or another, now is your time. A [Deloitte study](#) from before the pandemic showed that fostering an intrapreneurial culture translates directly into tangible business benefits including:



Quick go-to-market



Driving top line growth



Cost savings



Improving business processes

We know, we know, we could talk about the needs for change all the time. But let's be real: Even if the market gives you hundreds of reasons to think intrapreneurially, why should you *personally* do it and what do you need to do?

Working in the commerce sphere is fast, sometimes even hectic, and depending on the company it can also be monotonous from time to time. Hence, fueling your intrapreneurial actions can be rewarding in many ways. Besides being a top solution against monotony you can also see it as an option to finally find your creative outlet, maybe even test your boundaries. The innovation or project you're pursuing could potentially make your and your colleagues' lives easier. And if you ever get the feeling that the commerce world would still spin without you, it is your chance to "put a dent in the universe". Ask yourself: Do you want to be the one who had the idea that made your work life, your career and digital business take off? If yes, this is what it takes:

To become an intrapreneur, start with creativity. And creativity begins with a good measure of curiosity. Always consider how things could be done better, whether these things are related to your businesses performance or your immediate work environment or both. Be prepared to experiment. Expect small failures and consider them learning experiences. Invention cannot happen without trial and error. By doing so, not only your business benefits but also you and your personal development can get to the next level.

If you've known Spryker for quite some time, you know that we love to refer to two of our past keynote speakers for guidance, especially when it comes to topics related to business innovation and personal development:

**“ Any product that helps people is a good product.”**

Arnold Schwarzenegger  
Multi-Talent, at Spryker Excite 2021



**“ Great innovators change their minds. Changing your mind is a sign of intelligence and courage.”**

Guy Kawasaki  
Technology Evangelist, at Spryker Excite 2021



Keep in mind that there is no magic formula for smart innovation nor the one idea that always works. But if you know your business and try to keep an open mind, you probably already know things worth changing or have ideas worth implementing. It's that little tingle that you probably already feel when you think of your dream work, your career goals or the one difference that you always wanted to see.

Spend time getting to know your company's unique pain points and how those might impact customers, as well as colleagues in other functional areas and yourself. Build your business knowledge and insider relationships to gain allies, resources and support for your ideas. Grab the problem by the roots and use your chance to make a difference! Your business will thank you.



02

## What intrapreneurs in e-commerce aim for (Finding the right solution)

As per definition, intrapreneurs are solution finders and problem solvers of which the commerce world needs plenty! Smart intrapreneurs become experts at quickly unearthing the most agile ways to add value to their companies. So, whatever you're planning to improve should match some criteria to ensure it is what matches your company's needs, sustainably supports growth instead of leaving you with a new problem a year later, and is actually fun for you to work with!

### Breaking system limitations

As an intrapreneur you are likely looking forward to changing outdated mindsets. You can convince others by checking if your idea is able to transform static processes into agile ones, increases the focus on customer centricity instead of internal needs and moves away from one-size-fits-all approaches towards flexible solutions. By the way, these are all requirements that are needed in successful commerce as well.

By 2023, organizations that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation. According to Gartner, "Composability helps you keep up with the accelerating pace of business change." Basically, all monolithic systems fall into the contrary category and were built before mobile commerce or open APIs were even thought of. This results in lots of limitations and a massive lack of speed and flexibility, making it extremely hard to fuel real innovation in digital commerce projects and slowing down companies' digital growth, both for technological and organizational reasons. If you're a commerce-intrapreneur this could be your ideal starting point.

#### How Spryker enables you to break through limitations

The Spryker Cloud Commerce OS is designed to facilitate unlimited use cases at a single cost, helping you improve commerce efficiency, agility, and innovation across your organization. By unifying the commerce experiences within a single solution, you can share data and insights between them, helping you make more informed decisions across all product ranges even if the teams operate independently.



## Long term growth

Ensuring your idea fosters growth is essential to validate it once you reach the next point of pitching it to your management and start looking out for solution partners. Especially in the highly competitive and fast moving world of commerce, growth is the number one goal to always keep in mind. Therefore, try to not only aim for quality improvements, but also how your idea can increase your company's relevant KPIs.

### How Spryker helps to drive long-term growth

The architecture of the Spryker Cloud Commerce OS is modular, API-based, and headless, which enables businesses to start fast, improve over time and provide extraordinary customer experiences. You can easily translate your digital project idea into a concept that can be implemented, tested and optimized in a fast, data-driven, and functional way. By that, you can efficiently validate the potential of new ideas and even entire business models, enabling you to continuously win new customers, stay close to them, and keep them happy.



Already got your idea but don't think you're ready to pitch it yet? Check out our [guide on how to pitch to your C-Suite here](#).





### **Spryker's vision for true agility and innovation is supported by Gartner**

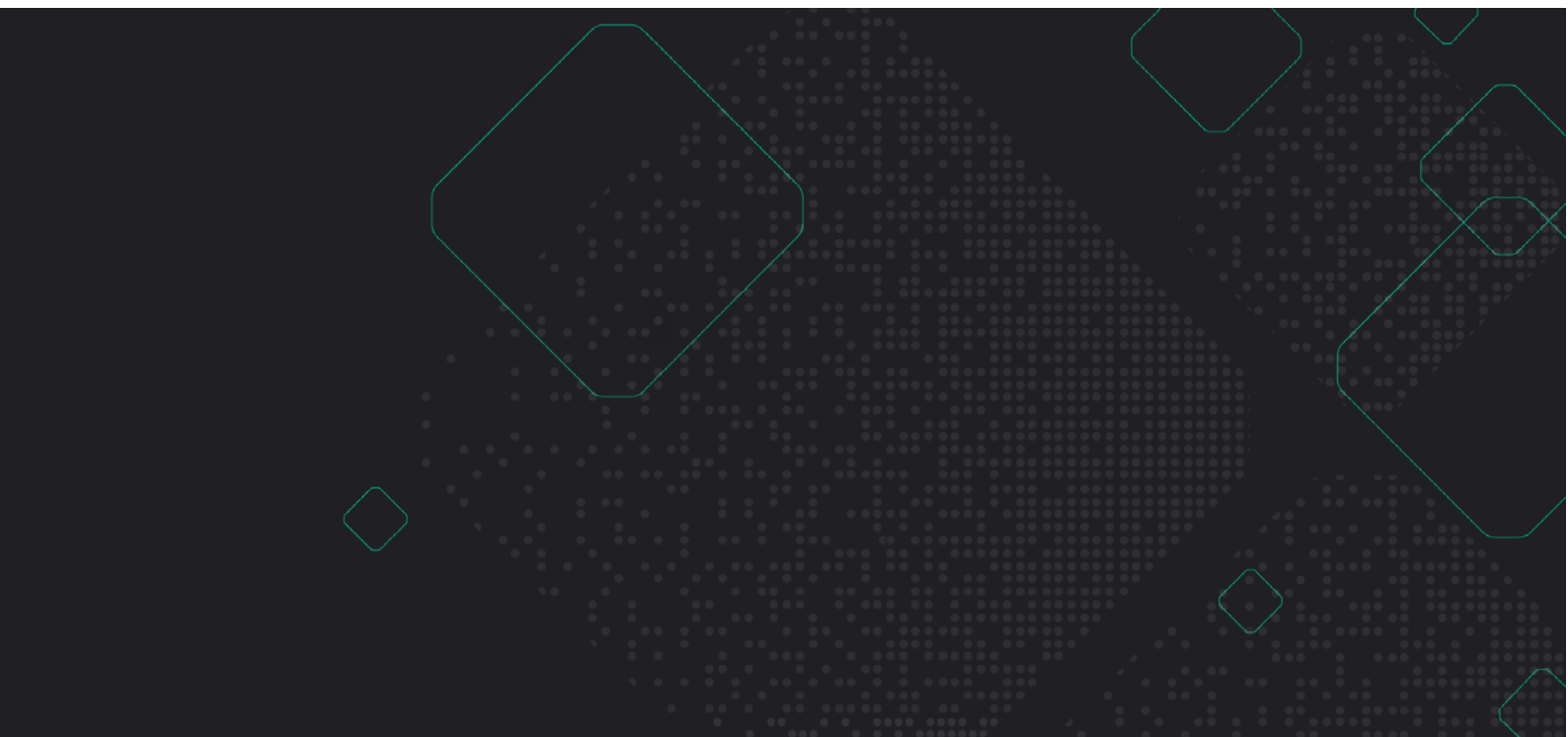
"The pace of change in digital commerce and evolving customer preferences requires agility, which we define as a combination of speed to market, hosting options, adaptability to expansion and change, automation, and ease of use.

- Ability to deploy and update the commerce solution quickly
- Ability to use cloud deployment models
- Ability to support and extend customers' business models
- Ease of integration with ecosystem capabilities."

## **Constant innovation & fast adaptation**

Usually, characteristics like faster innovation capability, greater agility, highly digitalized products and services are strengths that are often associated with commerce startups. Big, established companies on the other hand have the advantages of greater access to capital, a trusted brand, and large customer bases. While this put them in a position of power in the past, the balance of power starts to shift in favor of these more agile traits. See this as an opportunity to bring your idea forward. In this type of emerging environment your chances to get into the process of becoming an intrapreneur, start ideation and getting heard are significantly higher.

Nevertheless, there also comes the point in any intrapreneurial process of making things actually happen. If your idea or approach is slow to adapt, requires constant effort to maintain the status quo, or does not support emerging digital commerce trends, it is not suitable for an innovative environment required by the fast-moving market we're in. Make sure your ideas are based on existing experiences, seek consensus from your colleagues and other employees or even customers, and always have some next steps in mind.



## Your personal challenge

Right, and what does that do for you? Besides the goals intrapreneurs have in mind for their business, the whole process of course also aims for some personal development. What might seem as a huge amount of challenges to tackle at first has the potential to evolve into your own growth journey. These are attributes the business world has always valued, and they are nonetheless important today in our job economy.

### Your personal opportunities as an intrapreneur:

- Enlarge your network with partners, mentors, new customers
- Gain tons of new knowledge from cross-functional working
- Practice your leadership skills
- Take actions for your own happiness in the workplace
- Steer your career through project experience
- Gain self confidence and the ability to focus





03

## Find the right peers and technology to inspire and support you

We can guess what you are thinking right now: “I have a ton of work already. How would I find the time for intrapreneurial tasks?” The good news is that you’re not alone in this.

Now you’ve reached the point where your intrapreneurial spirit hopefully meets the right people to help you. After beginning in their own backyard, intrapreneurs extend a hand to cross-functional peers and management to elevate the design and delivery of products and services for the ultimate benefit of all involved.

As we believe we have some intrapreneurial experience ourselves as well as the knowledge to help others move forward, like being the best product for e-commerce platforms, we like to put ourselves out there as your potential peer. [This is how Spryker enables you to become the owner of digital value creation:](#)

At Spryker we aim to support our clients with both approaches. Either coach and enable internal staff or support with our expert services or outsource to our extensive network of high-quality solution and technology partners. In addition, we cooperate with leading consulting firms like Accenture, PWC, Roland Berger, KPS and Digitas Pixelpark as our consulting partners, which may help you to significantly accelerate digital developments and new market access for retailers and manufacturers on a strategic level. We are dedicated to our customers’ success at all stages of the project lifecycle and provide all the support they need to keep the project on track with their goals and vision. At the same time, we also learn from our customers what challenges they have to overcome, which trends are emerging and how we can make use of our internal resources to provide the maximum business value to our clients.

But we’re biased - so we like to let others speak on our behalf...

TRUSTED BY TOP COMPANIES FOR THEIR DIGITAL COMMERCE NEEDS

RICOH



TOYOTA

SIEMENS  
Healthineers



HILTI



G2 bestowed Spryker with the High Performers Europe for Winter 2022 award, which is based on customer satisfaction and market presence.

★★★★★ [see the 93 reviews](#)



Trust Radius has announced that Spryker Cloud Commerce OS is one of the top-rated eCommerce solutions of 2022.

8.1/10 score, [browse the 64 reviews](#)



OMR Reviews awarded Spryker as one of the best shop systems of Q1 2022 for its high usability, fulfillment of customer requirements and customer support.

★★★★★ 69 reviews - [discover a full review here](#)



“ We wanted to go beyond the market standard, not just offering a polished e-shop. Our goal was to achieve a one-stop shopping experience for our customers and Spryker delivered on our promise.”

Mark Wever  
Global Chief Digital Officer at STAUFF







“ Even though we had little time to make a decision, it should still offer a long-term perspective. And it quickly became clear to us that Spryker would provide us with the greatest innovative power and flexibility in the future.”

Daniel Richter  
Director Multichannel at Globus



For the second year in a row Spryker got recognized in the Magic Quadrant™ for Digital Commerce

“Spryker scored highest for overall growth of any vendor in this Magic Quadrant, with both customer and revenue growth nearing 100%.”

(2021 Gartner Magic Quadrant for Digital Commerce)

“ Last year, Spryker celebrated being a first-time-entrant in the Magic Quadrant. Since then, we grew by another 100%, and are now already recognized as a Visionary. I’m beyond proud of this recognition, and more than excited to keep this growth.”

Alexander Graf  
CEO, Spryker



## Besides our business achievements, Spryker is more than the SCCOS product. We're a community and an entire ecosystem

Spryker derives from the word “spry”, meaning active; nimble; agile; energetic; all words that describe us: our product, our mindset and the way we work. Spryker is built out of true innovation to create the most flexible and agile commerce software on the market. This requires a special mindset, relentless human effort, and lots of collaboration within our team, which we proudly call “our herd”.

Not only are we more than just a set of departments, we also always remember that our customers are the reason for our business to operate - even to exist. Our customers put trust, loyalty and commitment in Spryker, which we take extremely seriously. We often talk about B2B and B2C, but in our world only one model really matters:

**“ We're not just B2B or B2C, but P2P - people to people, as our customers are our number one priority.”**

Chris Rauch  
Chief Customer Officer at Spryker

The intention with P2P lies in creating a business based on cooperation. So our business competence is not only fully reliant on technology, flexibility or strategy, it is centered around people, advocacy, shared enthusiasm and even education.





# Conclusion

The right time to become an intrapreneur in commerce or anywhere else is now! Of course, intrapreneurship doesn't have to involve a complete new invention or impact lives for centuries as by the two engineers from 3M. Also, if you want to position yourself for advancement and make a large impact, you don't need to leave your current role and start your own company or hire someone hoping for the change they might never bring. You can make significant changes inside every very traditional, very operational organization in the commerce sphere, for instance. It can start right at your feet, in your realms and also with your personal goals in mind. How? By leveraging intrapreneurial behaviors and counting on the right partners.

We believe you can do it and with Spryker all doors are open for you to implement your ideas. Try out your freshly gained power as an intrapreneur and contact us for a quick chat or **check out our new [Spryker Project Management handout](#)** with a collection of the most important project templates. Let's think "new" together.



## About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at [spryker.com](https://spryker.com)

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**Do you have feedback for us?**

**Please feel free to contact us!**

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