**Unified Commerce -
Click&Collect, Delivery, Shipment
for Groceries, DIY, Pharmacies, etc.
Feature Catalog**

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## Introduction

Spryker Cloud Commerce OS has built numerous unique features for Unified Commerce. From mobile responsive e-commerce sites, to a Fulfillment App that offers picking, packing and handover capabilities, our features are designed around the way modern business takes place. We also take into consideration the methods by which stores operate in the contemporary landscape; multiple regions and branches that may differ in legal and operational contexts, product offerings, stock levels, or prices.

## Features

- Multi-Region, Multi-Country, Multi-Locale, Multi-Store
- Mobile Responsive Online-Shop
- Service Points (Store Branches)
- Hierarchical Navigation
- Category Pages
- Filters & Search by Category
- Full-Site Search
- Dynamic Filters & Facets
- Product Detail Page
- Product Options
- Product Labels
- Dynamic Product Labels
- Cart Functionality & Calculations
- Cart Thresholds
- Login & Registration Forms
- Customer Accounts
- Password Management
- Multiple Wishlists & Shopping Lists
- Named Wishlist & Shopping Lists

- Convert Wishlist & Shopping List to Cart
- Multi-Step Checkout
- Shipment Methods & Delivery Types
- Payment Provider Integration
- Order Processing
- State Machine Modelling
- Invoices
- Partial Fulfillment
- Order Management System (OMS) Matrix
- Manage Transactional Emails
- Exceptional Performance
- Back Office
- Permission & ACL Management
- Manage Tax Rates & Sets
- Picking Lists
- Warehouse Users
- Back-end API
- Fulfillment App (PWA) - Picking

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| **Multi-Region, Multi-Country, Multi-Locale, Multi-Store** | Many businesses, including grocery, pharmacies, and DIY retailers, operate in multiple locations across a wide range of cities, states, and even countries.<br><br>Spryker technology allows your outlets, both e-commerce and brick-and-mortar, to operate independently or with common rules, depending on their location. Currency, taxation policies, shipment, payment methods, and other criteria may be configured identically or independently to other outlets, depending on the locale. Product assortment and prices can also differ by region.<br><br>In order to allow for smooth omnichannel processes we fully support multi-store products, product descriptions in various languages, as well as independent set prices. |
| **Mobile Responsive Online-Shop** | Customers visiting your store from a mobile device will be able to smoothly navigate and experience a seamless shopping journey, thanks to the high-end responsive design of the Spryker Cloud Commerce OS. |
| **Service Points (Store Branches)** | Stores that can offer various delivery types can be represented as Service Points, with Click & Collect, delivery from store, shipment from a warehouse, or other available delivery options.<br><br>In densely populated areas with multiple branches, your customers can freely choose which Service Point to order from. Based on the store's address, customers can find their closest Service Point and choose the most convenient delivery method for them.<br><br>Once the customer has selected a Service Point, they will be informed of the available delivery options. You can control how many, or how few, delivery types each Service Point offers, depending on factors such as the local area or business type. For example, in rural areas, Click & Collect may be the only option available to customers. |
| **Hierarchical Navigation** | The Spryker Cloud Commerce OS Navigation is built in a tree structure to support multiple levels of linking, e.g. to categories, external links, search results and CMS pages. Breadcrumbs help your customers navigate through your shop more easily by highlighting the path to the page they are on. They appear on product details, catalog and checkout pages. |
| **Category Pages** | In order for you to handle your complex category structure, you can easily add multiple top- and sub-category grid overview pages before drilling down to the product level. |

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| **Filters and Search by Category** | To help your customers locate items in your shop easily you can add customizable Category Filters to the catalog pages or simply fall back to the standard Category Filters. In the Administration Interface you can add, rearrange and define filters for any given parameter in the category tree, such as price or brand. |
| **Full-Site Search** | Give your customers the opportunity to search all product, category or content pages with powerful search functionalities. Whether a recipe page or a certain product is needed. autocompletion and autosuggest helps customers by predicting the rest of a search string and offers a list of matching options. The search also includes a "did you mean" suggestions plugin that offers typo corrections for the search string. Additionally, a fuzzy-search feature suggests search results that do not exactly match the search request. |
| **Dynamic Filters & Facets** | You can freely define facet filters for any Product Attribute. The design, placement on page, quantity of filters, content and order by which they are listed in your shop are completely customizable. Your customers never have to worry again about finding the products that fit their dietary needs. They can just filter for lactose free, gluten free, vegetarian or bio products. |
| **Product Detail Page** | The Product Detail Page highlights all relevant product information to your customers, including product options, variants, warranties, images, and Service Points from where this product can be ordered. Customer reviews can also be displayed, along with up- and cross-selling opportunities. |
| **Product Options** | Additional Product Options, which are not part of the physical product itself, can easily be added to products in your inventory. Product Options can have their own set prices and will be added to the total cart value. 'Bottle Deposits' is one scenario where this is useful, where varying deposit values are attached to different beverages. |
| **Product Labels** | You can assign Product Labels to highlight specific products in your shop. Any category or theme can be made into a Product Label, with the ability to freely customize the wording used. Examples include food-specific labels, such as 'Bio' or 'Vegan', or time-sensitive labels such as 'Sale' or 'Christmas'. <br><br> You can add validity dates to labels, sort them by importance or relevance, and allow your customers to search and filter them in your shop. |
| **Dynamic Product Labels** | Easily add dynamic labels to products, such as 'Sale' or 'New'. Products that are new in your shop can automatically be marked with the Dynamic Product Label 'New' for a pre-defined time range. |
| **Cart Functionality & Calculations** | The extensive Cart feature allows customers to add and remove products to their Cart by simply selecting the desired quantity. Inside the Cart, the customer can change the quantity of items, switch between different Variants of the product, add personal notes, and apply vouchers. The total price is immediately adjusted whenever changes are made to the Cart. Calculations include subtotals, the grandtotal and of course the tax calculation. Mixed carts with items that have different VATs are covered as well. Additionally, logged-in customers can see and edit their Cart from any device. The Persistent Cart functionality also lets logged-in customers store their Cart across multiple sessions. |
| **Cart Thresholds** | Easily set a minimum and maximum order value for any of your products where the customer cannot proceed to checkout unless the value is reached, or the difference is added as a special fee to the total sum. This threshold can always be changed. Cart thresholds are flexible and can exclude certain products, thus ensuring the purchase of special products that extend the maximum order value. |
| **Login & Registration Forms** | Tailor the customer registration to your needs. A customer can simply register with an e-mail address and a password or you can choose to ask for more details. Once a customer enters the required information, a customer account is created. |
| **Customer Accounts** | Let your customers create an account to save their contact details, addresses, order history and preferences, including their preferred Service Point (Store Branch). After placing an order, customers are also able to cancel up until a set time through their account. <br><br> In the Back Office, you can view and edit customer account details, order history, and view the status of their orders. Each Customer Account can be enhanced with notes for internal reference. <br><br> The required customer information can also be customized to business needs, with options to request additional details such as date of birth, to meet all legal sales regulations, and a phone number, to ensure smooth delivery and interaction with delivery personnel. |
| **Password Management** | All accounts are password protected. Passwords can easily be restored with a restore-password link. |
| **Multiple Wishlists & Shopping Lists** | Help your customers track and save items for later purchases through Multiple Wishlists & Shopping Lists (based on whether the business model is B2C or B2B). Wishlists & Shopping Lists are connected to customer accounts or business units. |
| **Named Wishlists & Shopping Lists** | Customers or company users can easily keep track of their Wishlist or Shopping Lists by choosing custom names for each list. |

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| **Convert Wishlist & Shopping List to Cart** | The direct-to-cart function enables your customers to add items from their Wishlist or Shopping List to the Shopping Cart with a single click.<br><br>There are no restrictions to product quantities in the lists, with the same quantity of products from the Shopping- or Wishlist applied to the cart when this process is executed. |
| **Multi-Step Checkout** | The Checkout workflow is a multi-step process that can be fully customized to fit your needs. The standard steps include customer registration & login, shipping & billing address, shipment method & costs, payment method, checkout overview, and checkout success.<br><br>Using our step engine, you can easily design the process to accommodate various checkout types and adapt to different preferences, including one-page checkout or an invoice page replacing the payment page. An important validation step has been added to ensure the customer is logged in and the correct store is assigned to the order. |
| **Shipment Methods & Delivery Types** | During the checkout process, customers can easily select their preferred delivery type, such as Click & Collect, delivery from store, or shipment from a warehouse. You can manage your delivery types in the back-end and define their availability per Service Point. |
| **Payment Provider Integration** | The Spryker Cloud Commerce OS offers integrations with several payment providers that can be used in checkout and Order Management. You can easily define the availability of a provider based on customer preferences and local regulations, as well as specify the order in which payment providers are displayed during checkout.<br><br>During checkout, the payment flow ensures payments are authorized before precise monetary amounts are processed during transactions. |
| **Order Processing** | With the Spryker Cloud Commerce OS customers can place orders from your online store through various external touchpoints, such as mobile apps. |
| **State Machine Modeling** | State Machines help you define, execute and visualize predefined and automated complex processes. It can model events that involve performing a predetermined sequence of actions, for example in the order process, e.g. order is being shipped if the payment is successful or a sophisticated picking and delivery process. You can tailor the State Machine to your needs to trigger certain processes automatically or execute them manually. Errors or bottlenecks can be determined easily with states machines and processes can be optimized with little effort. The State Machine is used to model every process from payment, sending out the right emails at the right time to handle picking, collecting and delivery. |
| **Invoices** | Spryker Cloud Commerce OS allows you to automatically create and provide invoices for your customers. |
| **Partial Fulfillment** | Each product purchased by a customer is stored as a separate line item in the database. In this way, every individual item can be processed separately, meaning orders with insufficient stock can still be fulfilled, with unavailable items flagged as "Not found".<br><br>This is useful in scenarios where a customer has ordered more than one of an item but there isn't enough in stock for the complete order to be shipped. The amount of stock that is available will be processed whilst the unavailable items will be marked as "Not found" during the picking process. |
| **Order Management System (OMS) Matrix** | The OMS Matrix gives you a quick overview of all orders and their current statuses, taken from the State Machine. It allows you to see how many order items currently exist in each status and for how long they have been there. From this overview you can easily go into a details per status and order. This overview allows you to see when orders are stuck in a delivery status or any other part of the supply chain needs optimization. |
| **Manage Transactional Emails** | Keep your customers updated with a variety of emails you can either send via the internal SMTP system or an external email provider of your choice. Automated emails regarding order status, shipping or transactions are just a few examples of how you can support the purchase process and increase brand loyalty. Emails that can be send out:<br>– Registration confirmation<br>– Password forgotten<br>– Orders is ready to be collected<br>– Order confirmation<br>– Items are missing and could not be picked<br>– Your order was collected<br>– Invoice<br>– Refund/ order was not collected<br>– Email to the store branch with the next day's orders |

**Exceptional Performance**

Spryker Cloud Commerce OS is a high performing solution that has a proven track record of exceeding client expectation in flexibility and speed. Benefit from <1 second loading times which improves indexing, and aid in new customer acquisition through improved SEO features. Customer acquisition and retention should be top of mind, and Spryker makes this easy with the ability to boost SEO ranking by adding meta data information to content like titles, keywords and descriptions; Improve customer retention by creating landing pages for marketing campaigns, product promotions, categories and other purposes like weekly shopping deals; Increase search visibility overall using URL Redirects which link your in-store items to an external site, playing a major role in search engine ranking, just to name a few.

**Back Office**

Manage all Back Office tasks in the Administration Interface. Here, you can extend your catalog and navigation, create content, maintain price, tax and currency options, check orders and much more. Furthermore, you can manage user and administrator accounts as well as stores, warehouses, shipment, and payment methods.

**Permission & ACL Management**

Clearly define access permissions and roles of all Administration Interface users where needed and set initial passwords. Easily control who has access to the Administration Interface and which tasks they can perform by defining custom user permissions, roles and groups. Roles for picker and delivery personnel are created.

**Manage Tax Rates & Sets**

Align your business with international tax standards by defining tax rates and sets. Determine country-based tax rates for products, options, and shipments that will automatically be applied to the respective shops. Group and name a set of tax rates that apply to certain product groups and countries, and easily import predefined tax rates and sets.

**Picking Lists**

In order to support different types of order fulfillment - including single-order picking, multi-order picking, or zone-based picking, among others - Spryker utilizes Picking Lists. These are different from customer orders in that Picking Lists are generated based on a strategy that makes the most sense for the picking of items in any given customer order. This strategy can be customized and defined within your company.

An example of Picking Lists can be seen when products from one order are stored in multiple warehouses. Picking Lists are assigned to the correct warehouse for each product in order to increase picking efficiency.

**Warehouse Users**

Warehouse user assignment, powered by the back-end API, controls and records the Pickers that work in each warehouse. By assigning these users to a warehouse, picking can take place more efficiently.

**Back-end API**

The Fulfillment App works on top of the Back-end (REST) API, with multiple end-points that provide data for the application. The Back-end API provides a multitude of data, including orders, picking lists, and customer details, among other information.
After authorization using the OAuth 2.0 authorization framework in the Back-end API, a token is also needed in order to access a specific endpoint.

**Fulfillment App (PWA) - Picking**

Employees can use the new Fulfillment App to compile digital customer orders ready for their onward journey. The App is built using Progressive Web Application (PWA) technology, so can be viewed via mobile, tablet, desktop, and other devices.

Access to the app is protected by a login to ensure data security, so that only the employee, or Picker, using the App will be able to access order information. In addition, a Picker can only access information relevant to the warehouse or the Service Point (Store Branch) they are assigned to.

Once logged into the App, Pickers can open an order and begin picking items from the picking list. As every store has a different layout and product location, the system can provide insights to assist Pickers in carrying out their role.

Pickers can search through picking lists on their device by a number of criteria, including order ID, product attributes, or desired time of delivery or collection.

Product information tiles within the App provide useful details such as product location in the warehouse, the temperature at which the product should be stored, and whether or not this product is age restricted. The information displayed in these tiles can be customized dependent on your business need.

Pickers can also check customer notes on the App to ensure any specific requirements are met during the picking process.

If stock is not available for all items in an order, the Picker can note that only partial pickup was possible.
To ensure an error-proof picking process, pop-ups requesting input from the Picker are displayed at specific points during picking. In addition, only one Picker is able to handle a specific picking list at one time.

# About Spryker

**Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterpriseready 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, and 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. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh. Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack.**

**For more information about Spryker please visit Spryker.com.**

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