

A dark blue industrial robotic arm is shown in motion, with a network of white lines and dots overlaid on the scene, suggesting a digital or data-driven environment. The background is a dark, textured blue.

SHOPWARE ENTERPRISE

*The extremely fast, powerful and agile eCommerce platform
for the sustainable success of your business models.*

SHOPWARE ENTERPRISE

Whether your business is focused on B2C (business to consumer), B2B (business to business) or a combination of both, Shopware Enterprise is an extremely powerful and highly agile platform that is suitable for your unique eCommerce model.

With the Enterprise platform, you can make use of individual extensions and realise highly complex business processes within one standardised system solution. The modular software architecture enables cross-channel sales solutions, extensive retailer integration and makes it possible for marketplace models to be implemented alongside the traditional requirements of eCommerce.

In order to quickly and successfully implement the individual requirements of your projects, you can rely on a variety of Enterprise catalysts, or “accelerators”. These are highly robust extensions that help you take advantage of Shopware’s modular structure in order to expand the functions of your project according to your unique requirements.

ENTERPRISE ADVANTAGES

✓ ***A powerful, agile and pragmatic eCommerce solution***

Shopware Enterprise provides a consistent, well-designed solution, that through its high functionality enables an extremely short “time to market” for your project. Many business models can therefore be devised from the standard model, resulting in significant reductions in project run times and costs.

✓ ***Scalable and modular architecture***

Shopware Enterprise has a expandable and highly scalable system architecture that is designed to meet the most demanding performance requirements, ensuring that your eCommerce solution can grow alongside the success of your business. The modular platform enables a high degree of customisation, making it possible to implement even the most complex eCommerce projects while guaranteeing stability and performance at all times.

✓ ***Low TCO and implementation costs***

The Enterprise licence model is unbeatable in a direct market comparison with other framework solutions. The functional scope available in the “standard solution” and “one-time licence purchase model” allow for a comparatively low total cost of ownership. Moreover, the short time to market and modular design keep implementation costs relatively low.

✓ ***High investment security and full service***

Shopware has been on the market for 17 years, and the company has a comprehensive network of partners across Europe. Every day, thousands of developers in the Shopware ecosystem actively work on our customer’s projects. Over 20% of our annual turnover is dedicated to Shopware’s research and development. All of these factors guarantee complete security for your investment. Our comprehensive services provide you with personal support for the duration of the project.

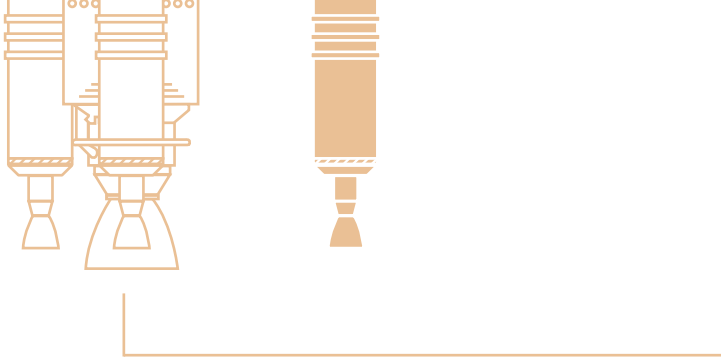


SHOPWARE CONSULTATION

Shopware Enterprise focuses on providing a comprehensive and powerful eCommerce solution as well as close and personal support. With the Diamond Support for Shopware Enterprise, you benefit from a 24/7 support network as well as a training programme developed specifically to keep your project secure at all times. Moreover, a direct contact person and experienced eCommerce expert will assist you through the duration of the entire project cycle. Your dedicated service number guarantees minimum response times.

- ✓ *Exclusive Diamond Support (24/7)*
- ✓ *Shopware expert as a personal contact*
- ✓ *Specifically developed training programme*
- ✓ *Individual support for the duration of the project*





SHOPWARE ACCELERATORS

Shopware Enterprise already offers an extremely comprehensive range of standard functions. You can expand Shopware Enterprise further using the accelerators to effectively map project-specific and global requirements. In addition to the extensive standard features offered by the Enterprise environment, accelerators represent independent functional units that extend Shopware Enterprise to fully support every area of your business.

ENTERPRISE SEARCH

B2B SUITE

MERCHANT INTEGRATION

MARKETPLACE

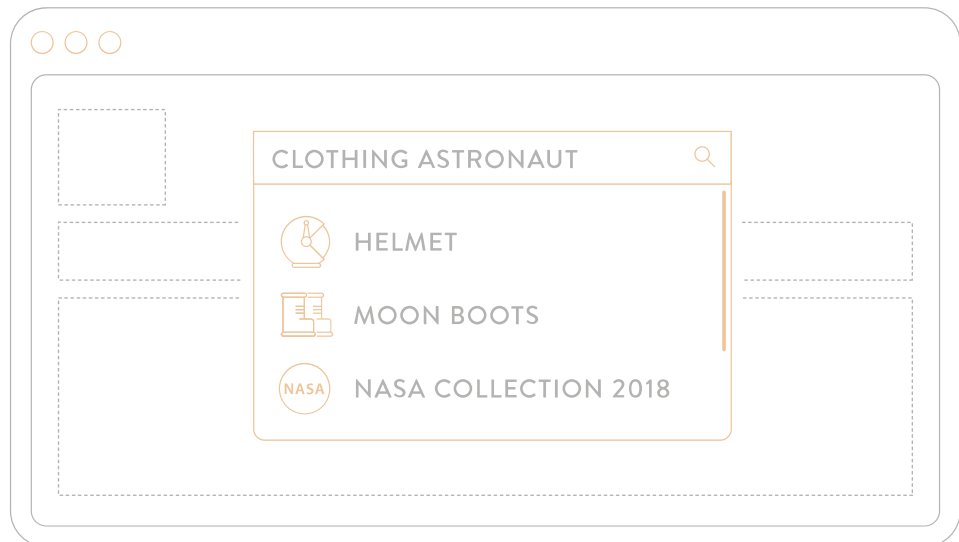
CLIENT MANAGEMENT

ACCELERATOR ENTERPRISE SEARCH

The powerful search for your Enterprise project



- ✓ *Highly scalable search based on Elasticsearch*
- ✓ *Stable performance for hundreds of thousands of products*
- ✓ *Perfect search results using various search metrics*
- ✓ *Accurate search control through campaign functions and configurability*

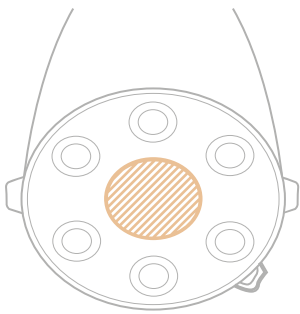


FUNCTIONALITIES

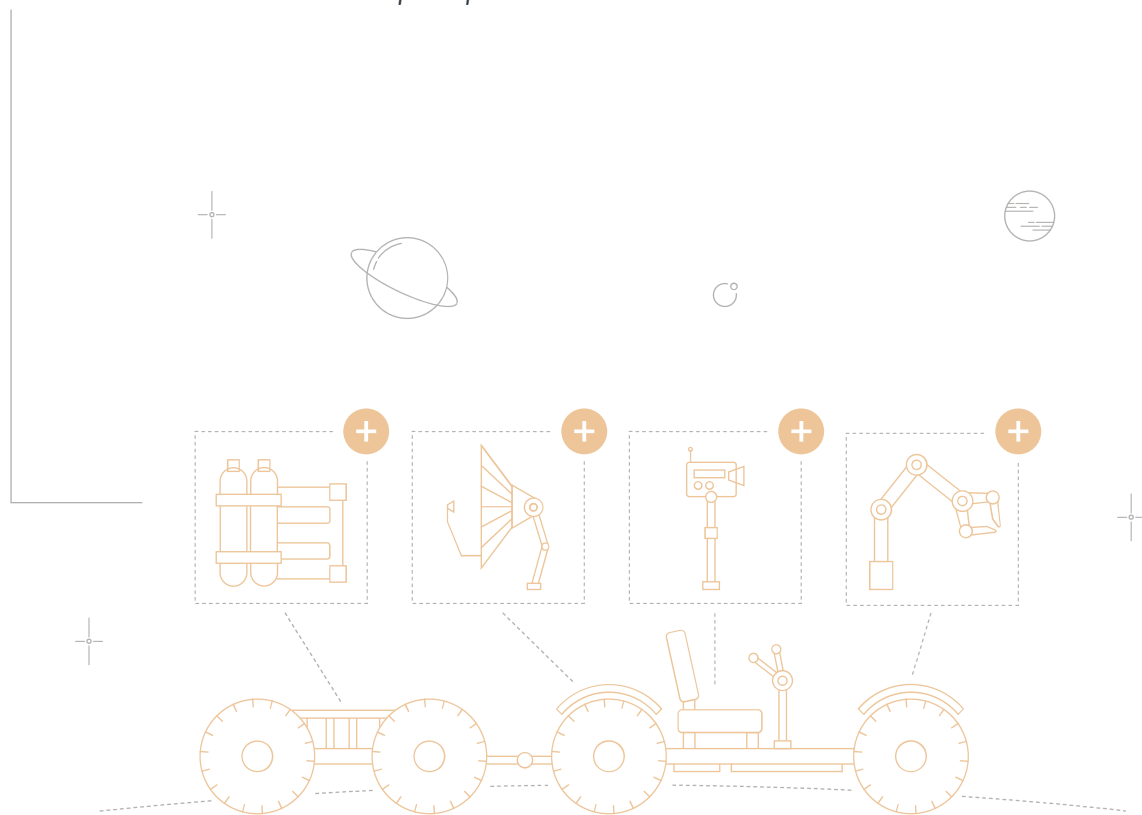
The Shopware Enterprise Search extends the existing search functionality of Shopware using a highly configurable content search, which is based on Elasticsearch. This accelerator is already available in the standard scope of the Shopware Enterprise services. In addition to the standard search functionality, which includes dictionaries, basic form reduction and fuzzy string searches, Enterprise Search offers a comprehensive feature set, which brings a multitude of valuable elements to every eCommerce project. The Enterprise Search is not only limited to the product level, but also searches content from categories, blog contributions and CMS elements from Shopping Worlds. The search results can be influenced by extensive configuration options, and Enterprise Search provides a perfect search experience based on a variety of search metrics, such as cardinal form reduction, N-gram, dictionaries and stop words. Keywords can be synonymous with Shopping Worlds, Product Streams or redirects. Using the campaign function, you can adjust the settings in advance to coincide with a timed schedule. With the powerful boosting rule system, you are able to define comprehensive rules to upgrade products in the search.

ACCELERATOR B2B SUITE

The framework for your B2B model



- ✓ *Powerful B2B framework with an extensive feature set*
- ✓ *High degree of integration through the framework approach*
- ✓ *Tight control of rights and roles, budgeting and approval processes*
- ✓ *Targeted customer approach through a customer-specific price function*



FUNCTIONALITIES

The often complex requirements for representing B2B functions in eCommerce call for a high degree of individuality and integration with traditional business processes, and the B2B Suite was designed and developed with this precise task in mind. You can expand the standard Shopware Enterprise functionality with the B2B Suite using a comprehensive and very powerful B2B framework, which ensures a seamless integration of the B2B Suite into existing workflows and processes.

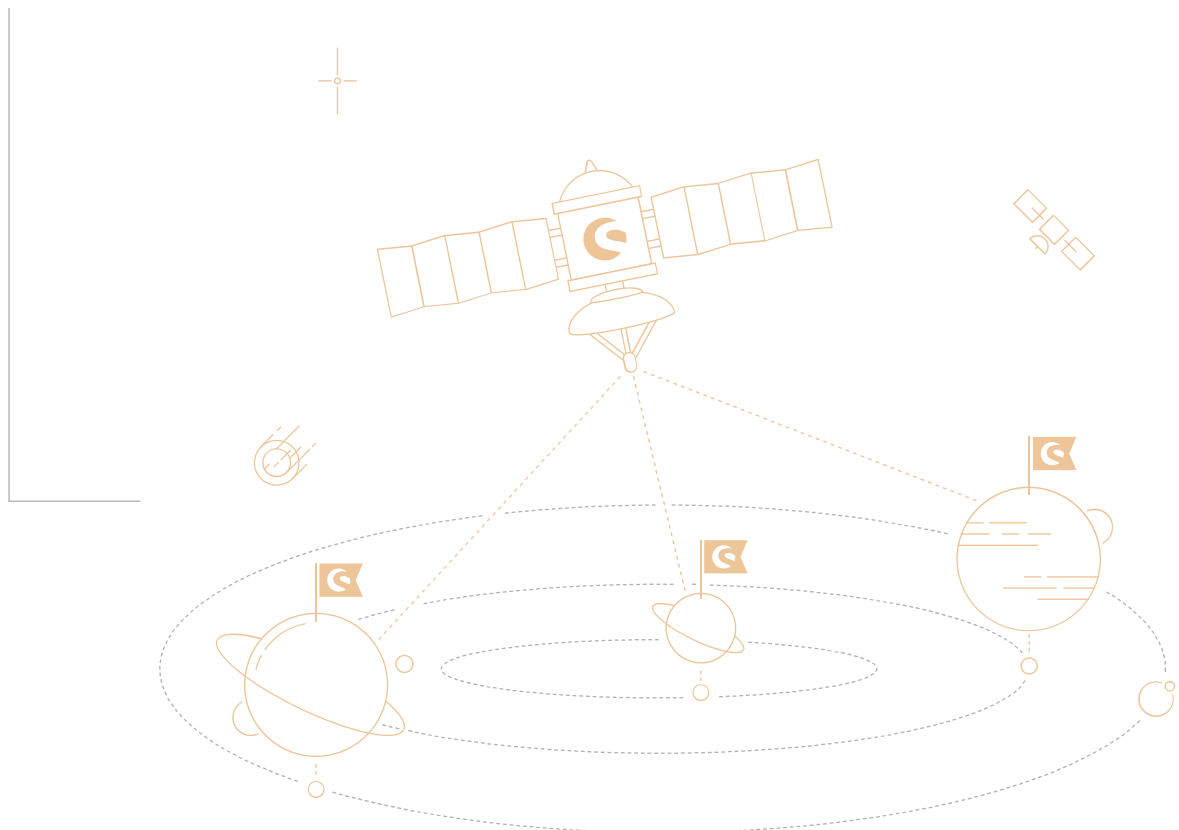
The B2B Suite provides a comprehensive set of features, including rights and role management, approval processes, budgeting and quick ordering. As a framework, the B2B Suite can be adapted to individual customer requirements and also provides some of these functions in the form of a Shopware plugin as part of a reference implementation. These and other features make the Shopware B2B Suite a high-quality framework that can be used to professionally implement individual and complex requirements for your B2B business.

ACCELERATOR MERCHANT INTEGRATION

Digital sales over a wide distribution network



- ✓ *Own distribution network with connected merchants*
- ✓ *Highly scalable system landscape with rental shops*
- ✓ *Product range control based on individual supplier assignment*
- ✓ *Considerable time savings owing to a high automation potential*



FUNCTIONALITIES

The Shopware Enterprise Merchant Integration allows you to implement a distribution network in which dealers and suppliers can be connected and integrated into an existing system landscape. So the online shops of an unlimited number of commercial dealers can be connected to and integrated with a master shop by means of Shopware's middleware technology. You can also make pre-configured shops available for dealers. The Dealer Integration thus automates numerous work processes within large and complex distribution networks and helps you efficiently handle product distribution.

The Dealer Integration allows you to bundle product ranges, distribute them using different filters to specific dealers and finally push them through the respective shop. Dealers benefit from operating their own Shopware shop, where product ranges can be imported using a pre-installed plugin. At the other end, orders can be returned to the master shop or processed by a dealer. The Dealer Integration offers you a high level of automation for several processes where product ranges are grouped using complex filters.

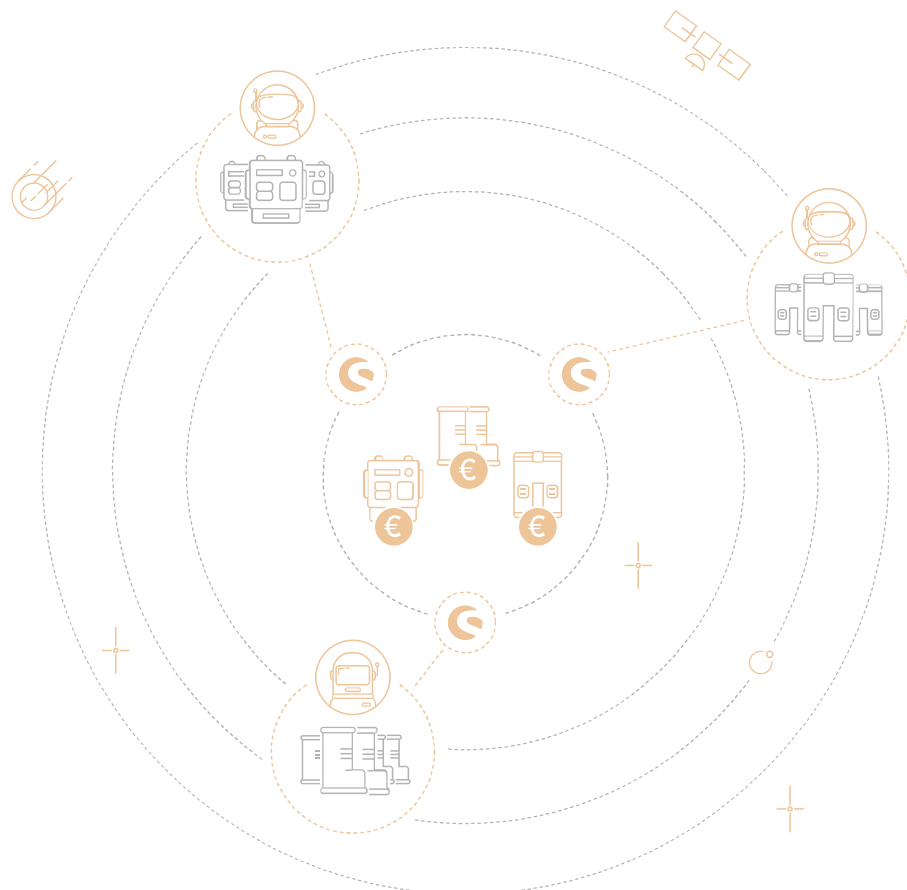
If new products match these filters, the ranges are automatically updated and the new products are added. Product ranges assigned to the dealer's shops can therefore be made available separately or activated automatically in the shop.

ACCELERATOR MARKETPLACE

Digital B2C trade for an affiliated retailer network



- ✓ *Customised marketplace solution with connected suppliers*
- ✓ *Enhanced brand awareness due to a high degree of customisation*
- ✓ *Flexible fee control through data provision*
- ✓ *Constantly updated data due to automatic product updates*



FUNCTIONALITIES

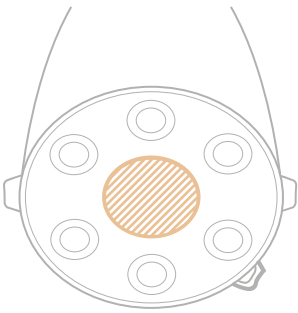
Similar to those found in city centres, you can build your own marketplace where online shops are linked to various retailers. Here your shops are able to distribute the products of your connected retailers through one central B2C online shop.

Shopware's middleware technology receives the product data from all connected shops, which is then imported into your marketplace. The connected retailers do not necessarily need a Shopware shop, as product data can also be provided via a CSV file. A real-time update in the central global store's checkout process ensures that product data, including stock and prices, are always up-to-date and orders from retail items are automatically forwarded to the respective ERP or shop.



ACCELERATOR CLIENT MANAGEMENT

The central organisation of your eCommerce projects



- ✓ *Central management environment for your eCommerce projects*
- ✓ *Detailed analysis using relevant shop metrics*
- ✓ *Considerable time savings through the central user management*
- ✓ *Easy and efficient licence control for registered shops*

A screenshot of a management interface showing a grid of shop licenses. The grid has three columns representing different shop types (A, B, and a plus sign) and two rows representing different user roles (represented by icons of a person and a computer). The interface includes window control buttons (three circles) in the top left corner.

	A	B	+
Person	✓	✗	+
Computer	✓	✓	+

FUNCTIONALITIES

Enterprise Client Management is the ideal management environment for your project. Client Management allows you to manage the connected shops via a central interface and view all the relevant metrics clearly and centrally so that you can monitor the user management for many different online shops. You benefit from useful, predefined roles including “Product Editor”, “Marketing Manager” and “Admin”. Various users can also be assigned to several shops and configured individually so that the number of user profiles are always clear and easy to use. The Client Management also provides a quick and clear overview of the relevant statistics of all shops, including conversion and all data on current orders. The accelerator is directly linked to your Shopware ID, so the central distribution of licenses or the installation of the Plugin Manager are automated. Another advantage of the Client Management is the ability to copy Shopware instances in development environments with just a few clicks, making it very easy to set up test or development instances. These features make the process of managing complex projects extremely clear and efficient.

GET STARTED WITH **SHOPWARE** **ENTERPRISE**

Let us advise you without any obligation.

We look forward to hearing from you.

shopware AG

Ebbinghoff 10
48624 Schöppingen
GERMANY

Worldwide: 00 800 746 7626 0

UK: +44 (0) 203 095 2445

F: +49 (0) 2555 92885 99

enterprise@shopware.com

enterprise.shopware.com

