

## WHAT SPRYKER DOES WELL

- Strong C-level marketing for B2B
- Free cloud software based on open-source development model
- Framework approach supports individual agile developments
- Innovations/extensions can be quickly Implemented
- No transaction costs
- Well documented interfaces
- Focus on scalable, cloud native architecture

## HOW SRYKER SELLS AGAINST SHOPWARE 6?

- Technical ownership - no dependency on the manufacturer; you can develop without making any compromises
- Over 750 modules for a unified commerce solution build the backbone of the Spryker solution set
- Greater flexibility through microservice approach (no standard components)
- Best in professional B2C, B2B & marketplace (one platform approach)
- Unrestricted further development of individual components
- Spryker's headless and API first architecture is "truly composable" and allows various interfaces and touchpoints
- Very strong committed team with a unique mindset
- Customer support of Spryker is outstanding

### ELEVATOR PITCH AGAINST SPRYKER

*With its modular approach, Spryker offers a flexible framework for the agile implementation of complex digital processes. However, due to the limited number of use cases, Spryker's technology is far less tested and as a result, requires a high amount of developer resources on the customer side and is very cost intensive. Shopware, on the other hand, offers maximum freedom and flexibility and has proven to be a stable and innovative eCommerce system for years. The system relies on standard based technologies, therefore projects can be implemented in a very short amount of time with significantly reduced complexity.*

## GUIDING QUESTIONS

- How much time have you planned for the shop relaunch/digitization process, and would you like to be able to quickly add new sales channels?
- What is the available project budget?
- What are your internal developer resources?
- What will your business model look like in the coming years and where will your touchpoints be?
- Do you know what the scrutinizer-score is?

## HOW SHOPWARE 6 SELLS AGAINST SPRYKER

- Spryker offers a needlessly complex solution which requires longer onboarding times
- Shopware offers a much faster rollout due to more standardized components
- Versioning is very uncomfortable; upgrading is always a pain – even for patch releases
- Shopware has way lower investment costs
- Spryker's flexibility overloads the organization of the company, requires its own developer resources, and reduces efficiency
- While the core of Spryker is very stable, all fronted-facing features are less developed and refined
- Spryker has poor SEO capabilities
- Shopware offers nearly two decades of eCommerce experience with countless B2C and B2B reference customers in every vertical