shopware®

Digital Transformation
– The Future of eCommerce Platforms

shopware

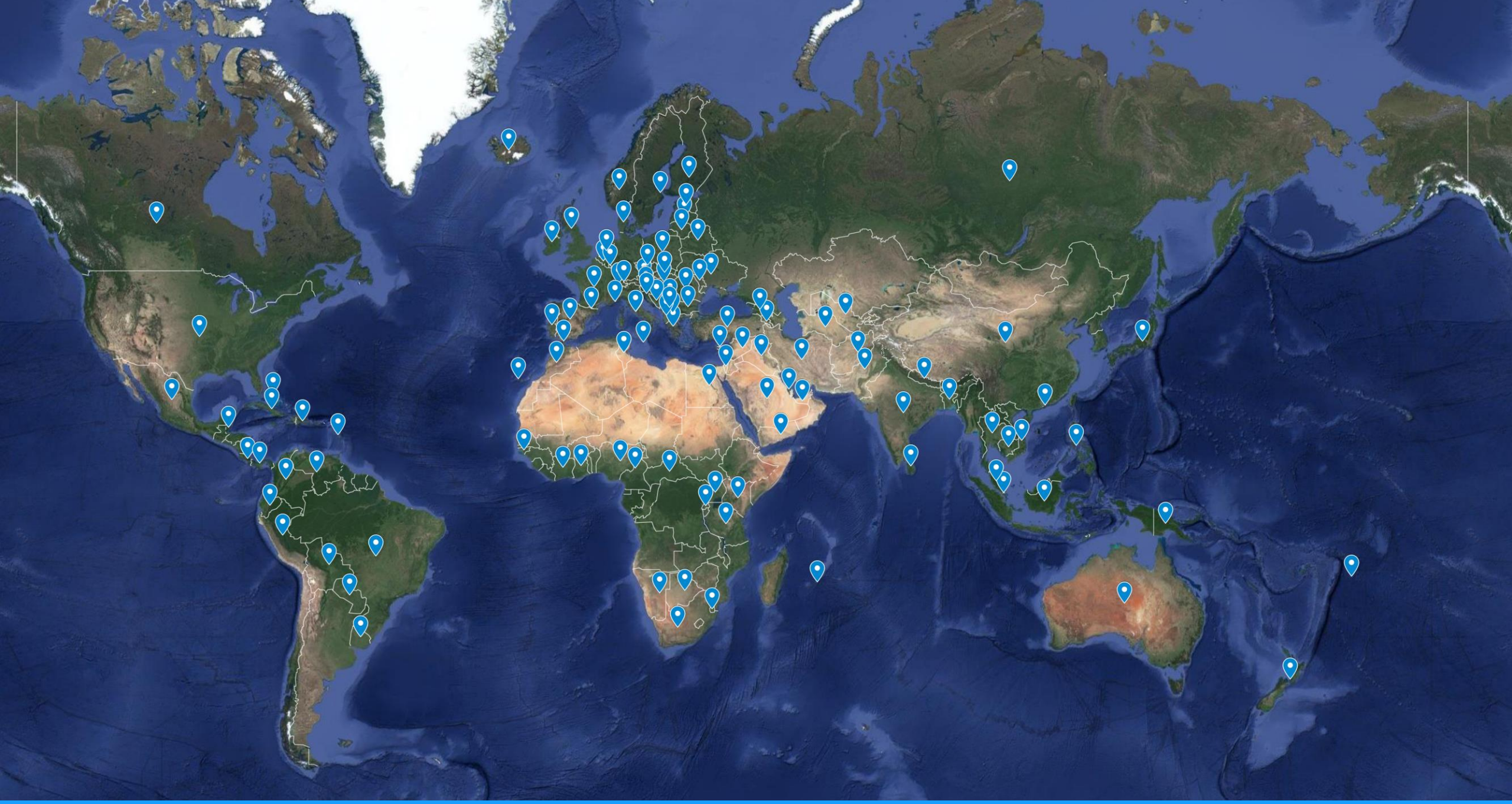
Shopware

19
years

180
employess

1.200+
partners

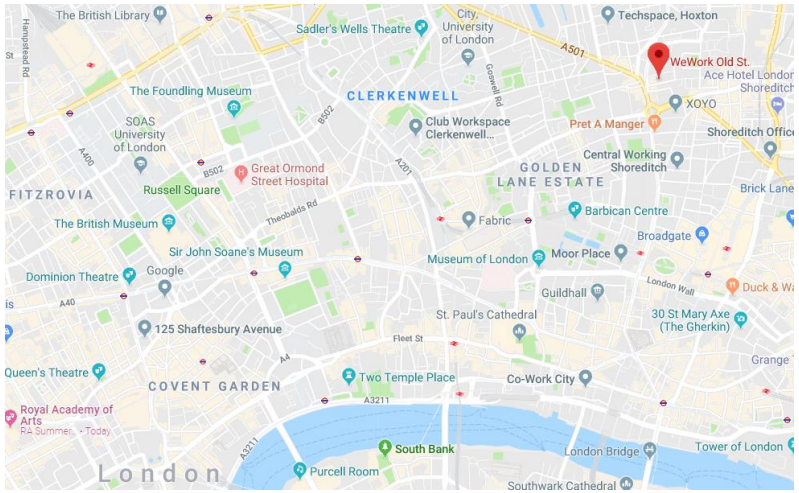
80.000+
customers



OPEN • AUTHENTIC • VISIONARY
SINCE 2000
OPEN • AUTHENTIC • VISIONARY
SINCE 2000

Shopware Campus, HQ

Shopware UK/IRE – WeWork Old Street, London

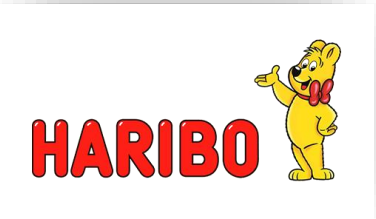


Vorstellungskraft
BEYOND HORIZON

Customer Showcase –
Why retailers trust in Shopware

MAC

BRITA


HARIBO

L'ORÉAL

YOUR DRINKS, DELIVERED.
31 DOVER

DMAX

THE FISH SOCIETY

STABILO

Hughes

BVB 09

EURONICS

thyssenkrupp

Discovery
CHANNEL
EU STORE

LOEWE.

mywalit

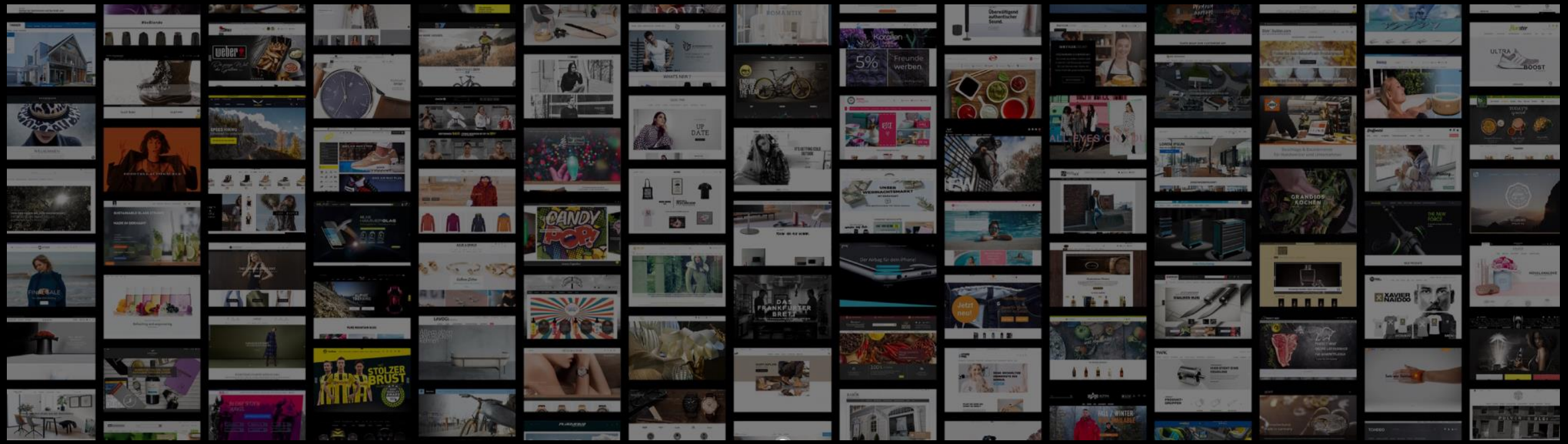
ESCADA

ORTOVOX

Ellisons

ASTON MARTIN
ASTON MARTIN

Irish brands trusting in Shopware


weber
CANDY POP!
STOLZER BRUST
UP DATE
5%
Freunde werben
ULTRA BOOST
GRANDIOS KOCHEN
XAVIER NAIDOO
Jetzt neu!

Emotional Shopping on any Device

Shopware 5

The eCommerce platform to drive your customers' experience.

Case Study: 31 Dover

31DOVER.COM
YOUR DRINKS, DELIVERED.

- 6 years in business
- 20+ employees
- 1600 SKUs and growing
- € 7 m. T/O (€ 4 m. via website/250 orders per day; € 3 m. via marketplaces)
- B2C
- Magento 1 Migration
- Platform options: Magento 2, Hybris, Shopware

Requirements:

- Internal team to flexibly manage shop
- B2B (150 bars, ind. Pricing, 3 warehouses)
- Growth: double 2018 turnover
- Mobile-first, great UX
- Content-driven approach

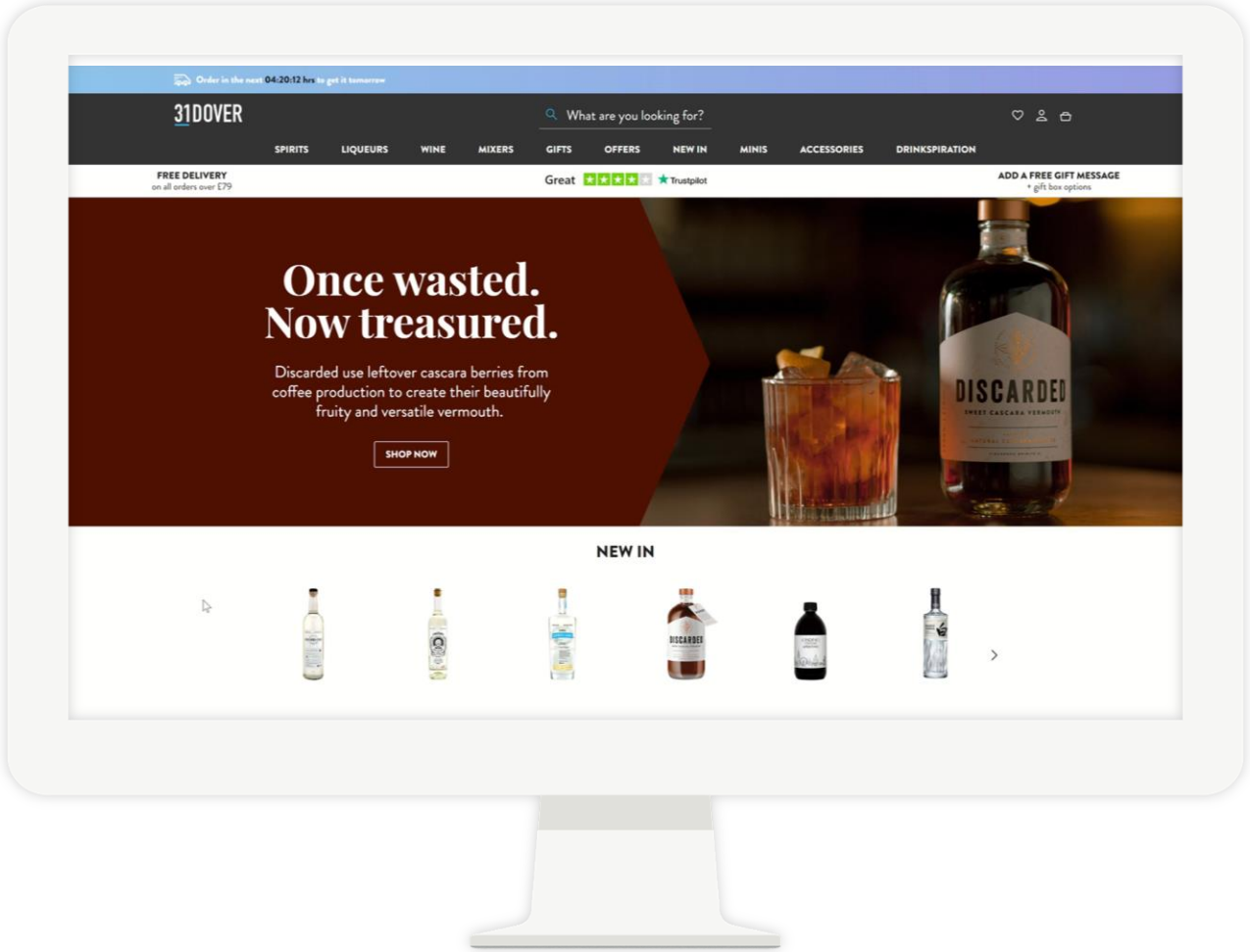
Case Study: 31 Dover

31DOVER.COM
YOUR DRINKS, DELIVERED.

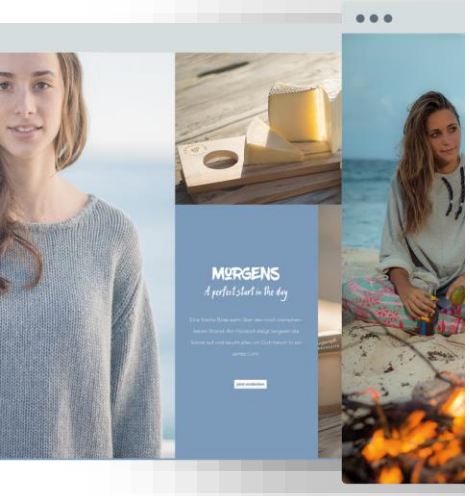
Decision for Shopware:

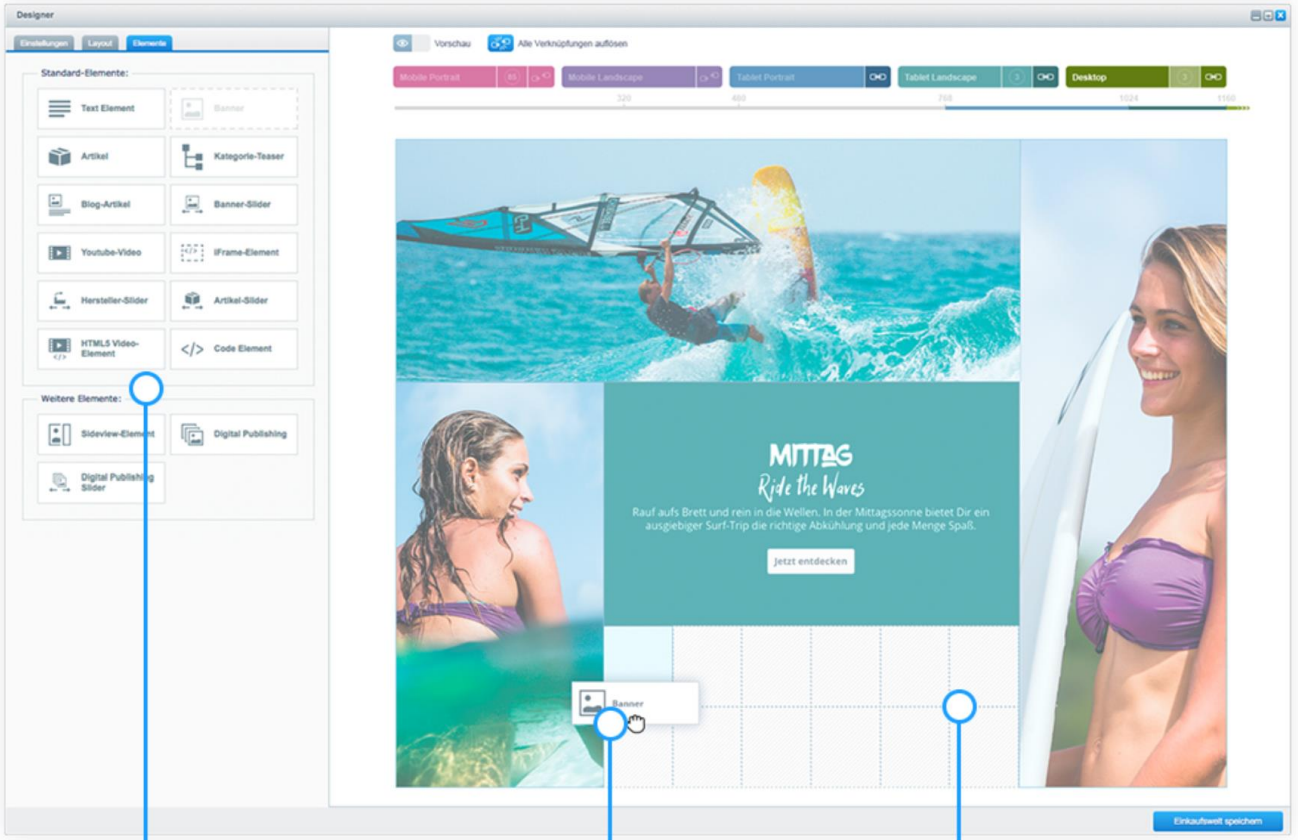
- Quick & easy display of products in right spot (Product streams)
- Segmentation and personalised content (Customer streams)
- Easily create & edit content pages without agency support, tell story behind the products (Shopping Worlds)
- Automised and rule-based promotions (APS)
- Customer specific pricing (B2B Suite)
- Good connectivity to 3rd party systems (API)
- Regular updates & addition of new features/trends (Open Roadmap)
- Close connection with Shopware and the support team

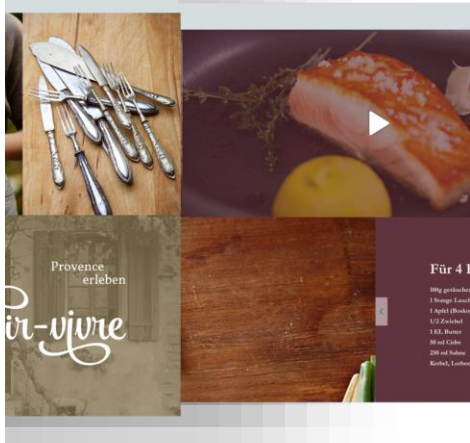
Case Study: 31 Dover



Shopware CMS – Shopping Worlds





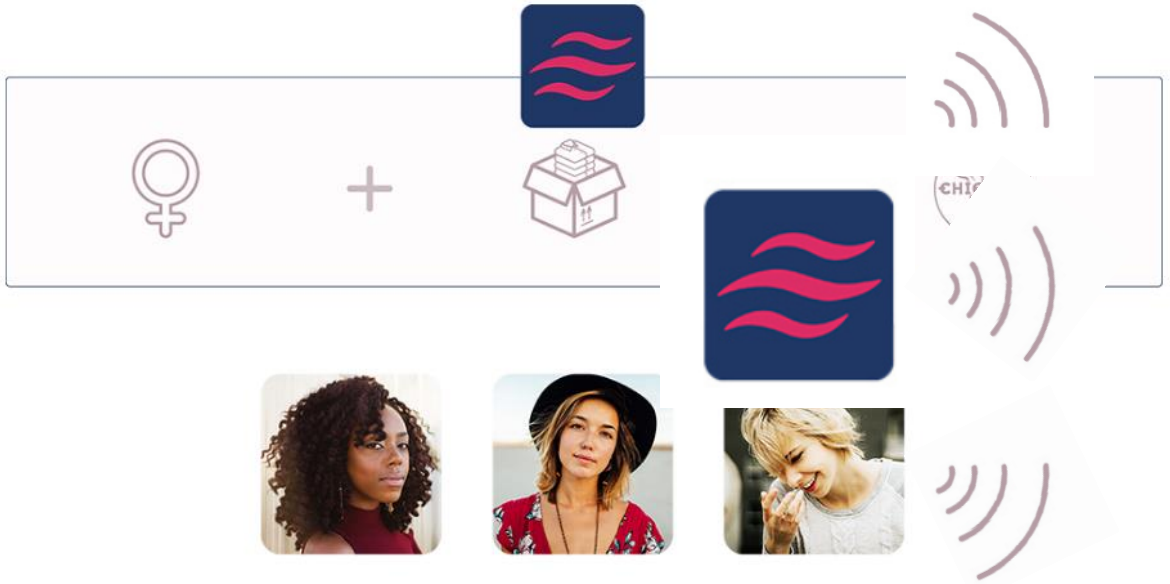


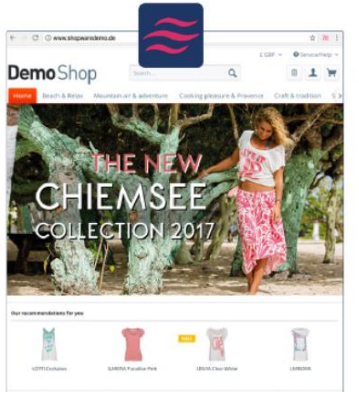
Elements library

Drag & drop precision

Design grids

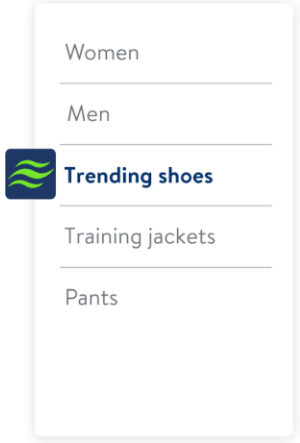
Customer Streams



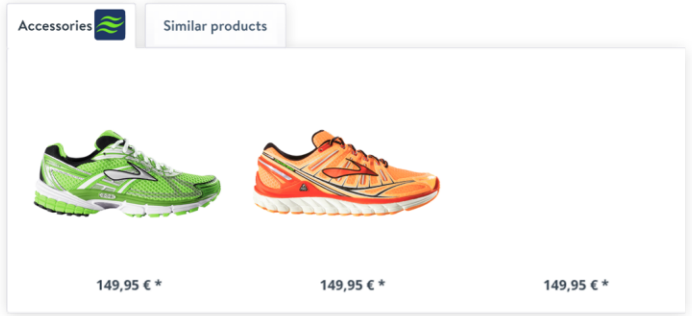


Product Streams

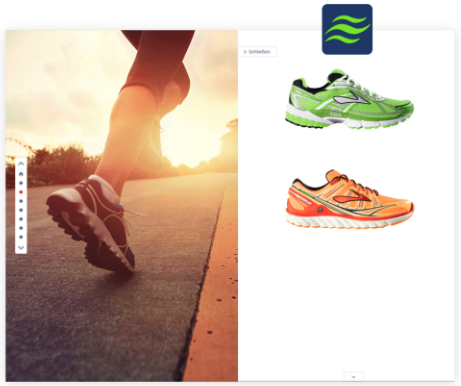
Product Streams



Create dynamic streams within categories



Streams appear in critical cross and up-selling areas



Seamless integration with Shopping Worlds

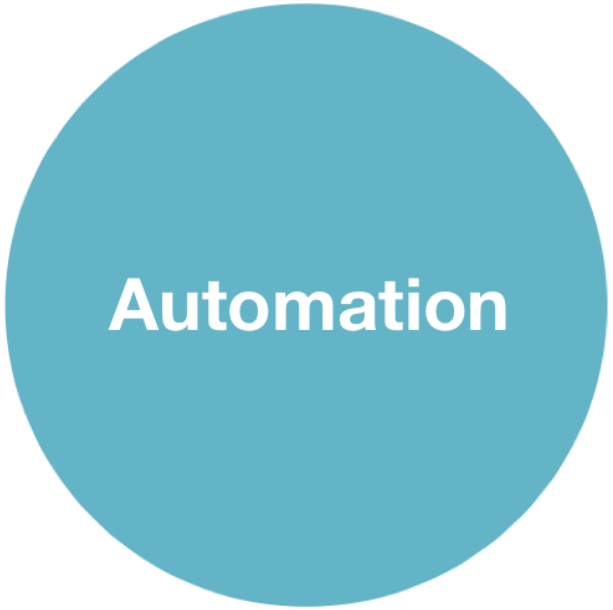
Advanced Promotion Suite

✓ ”2+1” campaigns

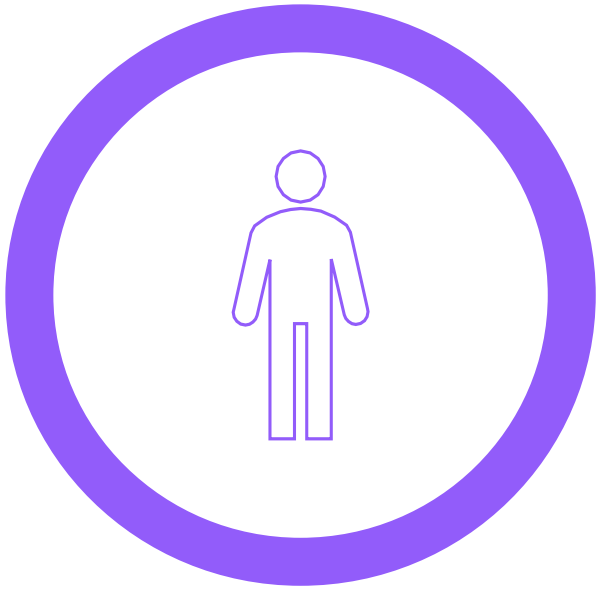
✓ Discount feature

✓ Free items

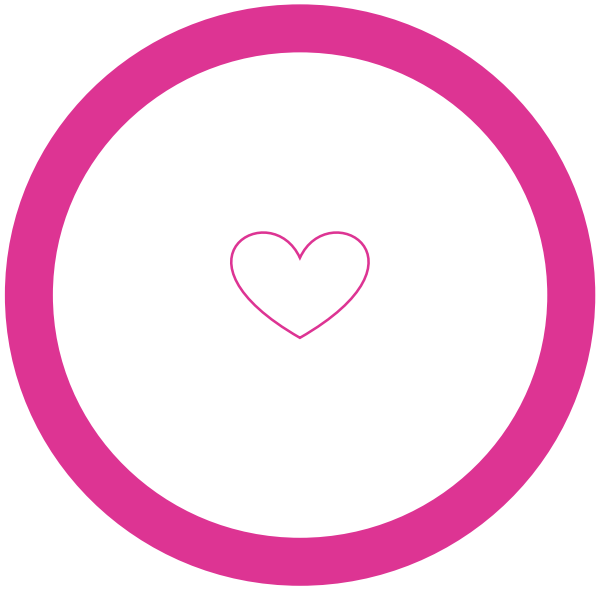
How eCommerce trends will shape shopping behaviour in 3-5 years



Rational processes



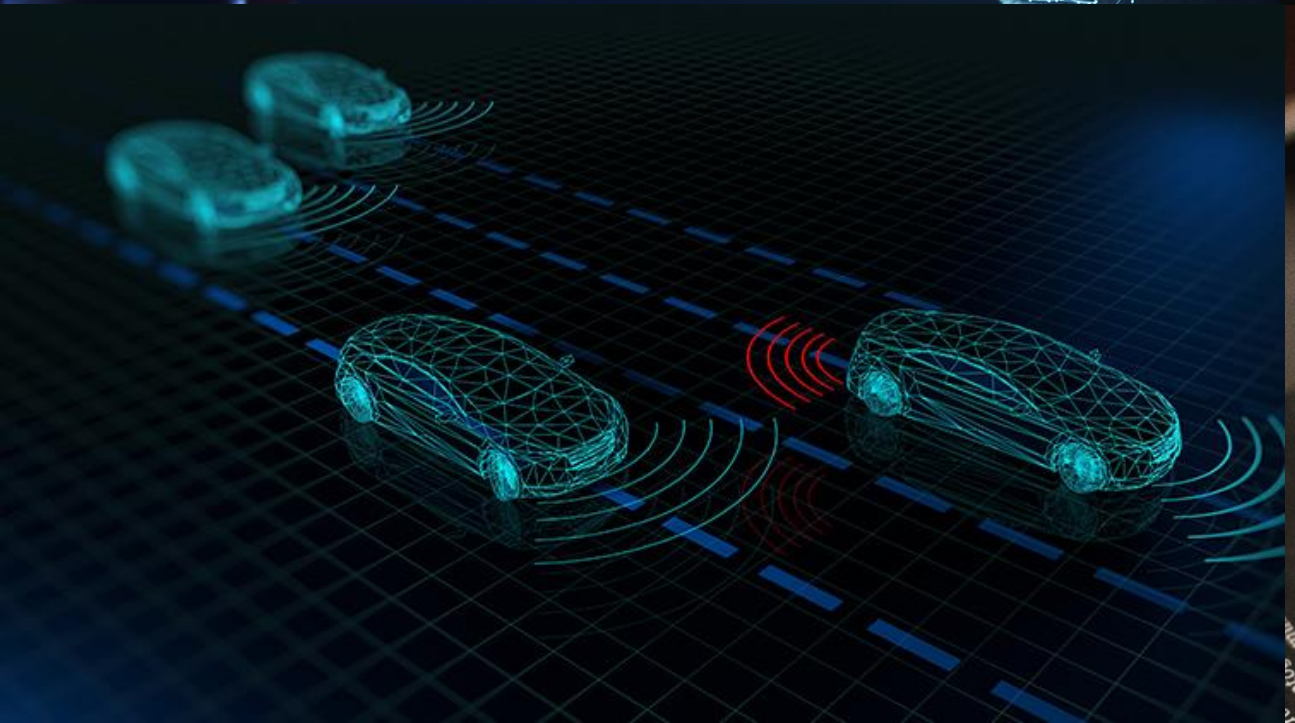
Human beings

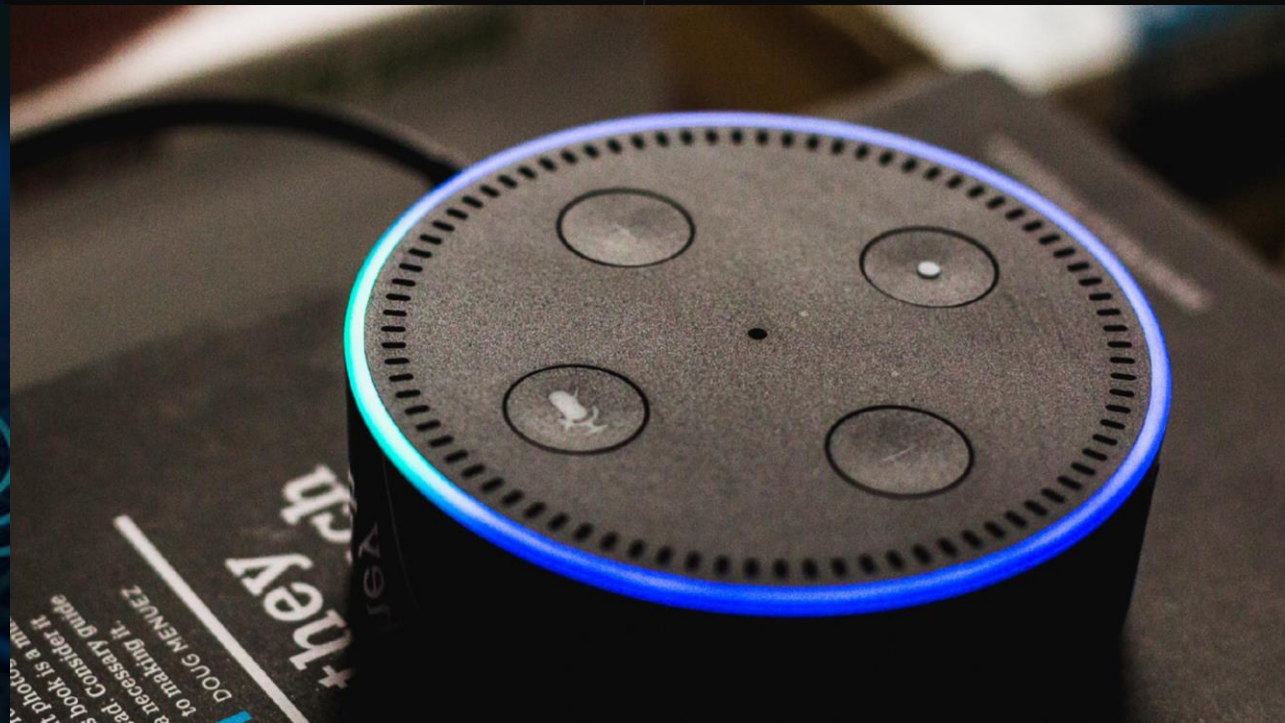


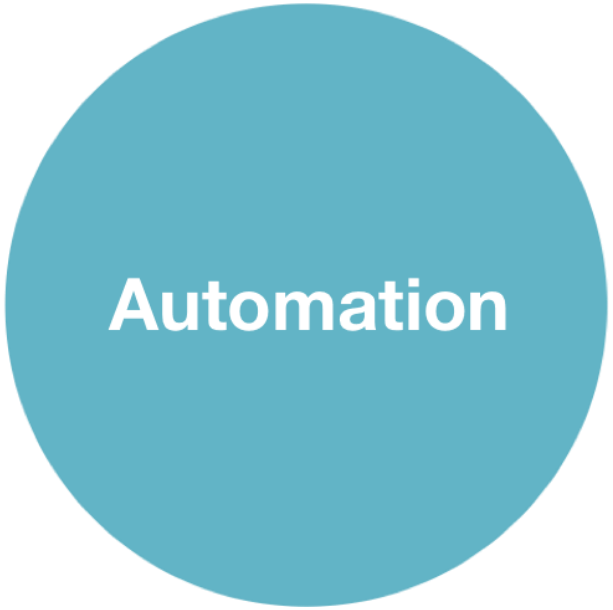
Emotions

Google Duplex

„How long is the wait usually to be seated?“







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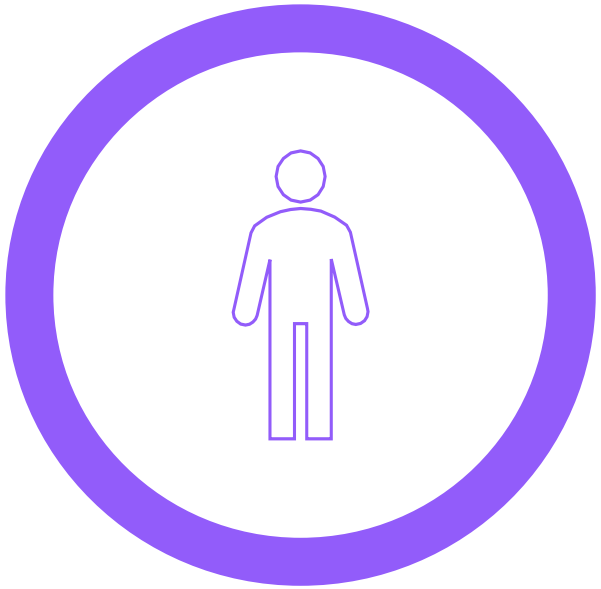

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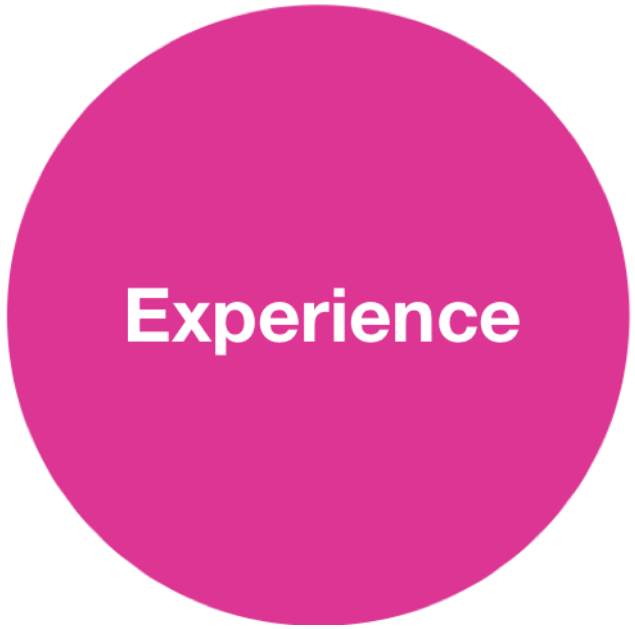

Emotions

Rational processes

Human beings

Emotions

Thank you!

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