



# Inspiration

Is what drives us

Our software is developed for the people who use it. That is why we encourage the spirit of an open, global community. They enliven us with the passion, innovation and attention to detail required to revolutionize digital trade and create trendsetting eCommerce solutions.

16

Years in business

100%

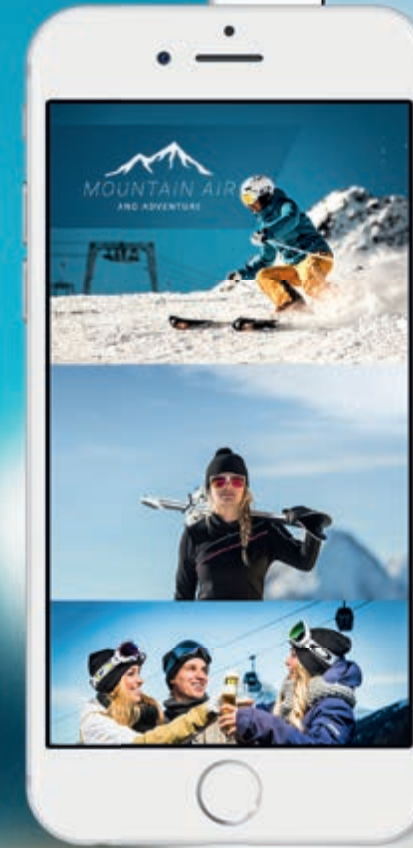
Equity financed

54,000+

Satisfied customers



*Emotional  
Shopping <sup>on any</sup> Device*

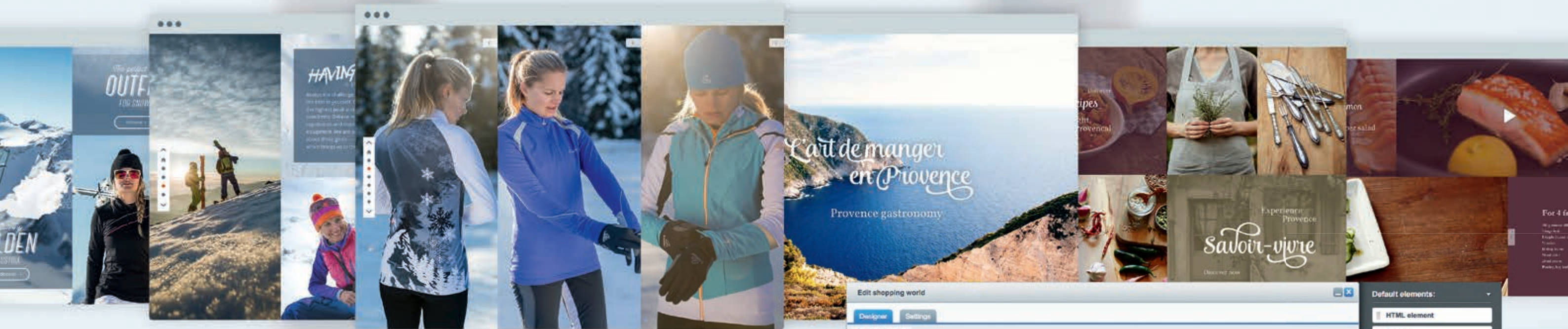


## Shopware 5

The trendsetting eCommerce software  
to power your online business

Awaken the inspirational side of eCommerce. With Shopware 5, we want to paint online shopping with brighter colors, ignite more personality and nurture greater diversity. We are proud to offer a platform that emphasizes meaningful interaction through personalized involvement. Gone are the days of bland, uniform online shops – the time has come for more inspirational, emotionally appealing shopping environments. Celebrate expression and positively charge your brand. All of this, combined with the advanced technology behind Shopware 5, offers the perfect symbiosis of beauty and brains you need in a modern eCommerce platform.





# Shopping Worlds

A memorable impression

Transform online shopping into an experience to remember. An exclusive feature of Shopware, Shopping Worlds is designed to rouse the emotional component of online shopping, increase customer involvement with your brand, motivate interest for buying and secure your competitive edge. Create and edit various impressions of your shop using one design module in the backed, where you can freely position products, images, banners, HTML text, videos and much more. Your customers will remember how your shop made them feel – offer impressive landing pages, valuable content and vibrant shopping atmospheres, all without any programming experience. Unlock even greater potential offered by Shopping Worlds with the extensions available in the Shopware Community Store.



## Responsive Images

Upload the images in your shop only once to comply with different devices – the resolution is automatically resized to compliment the device being used.



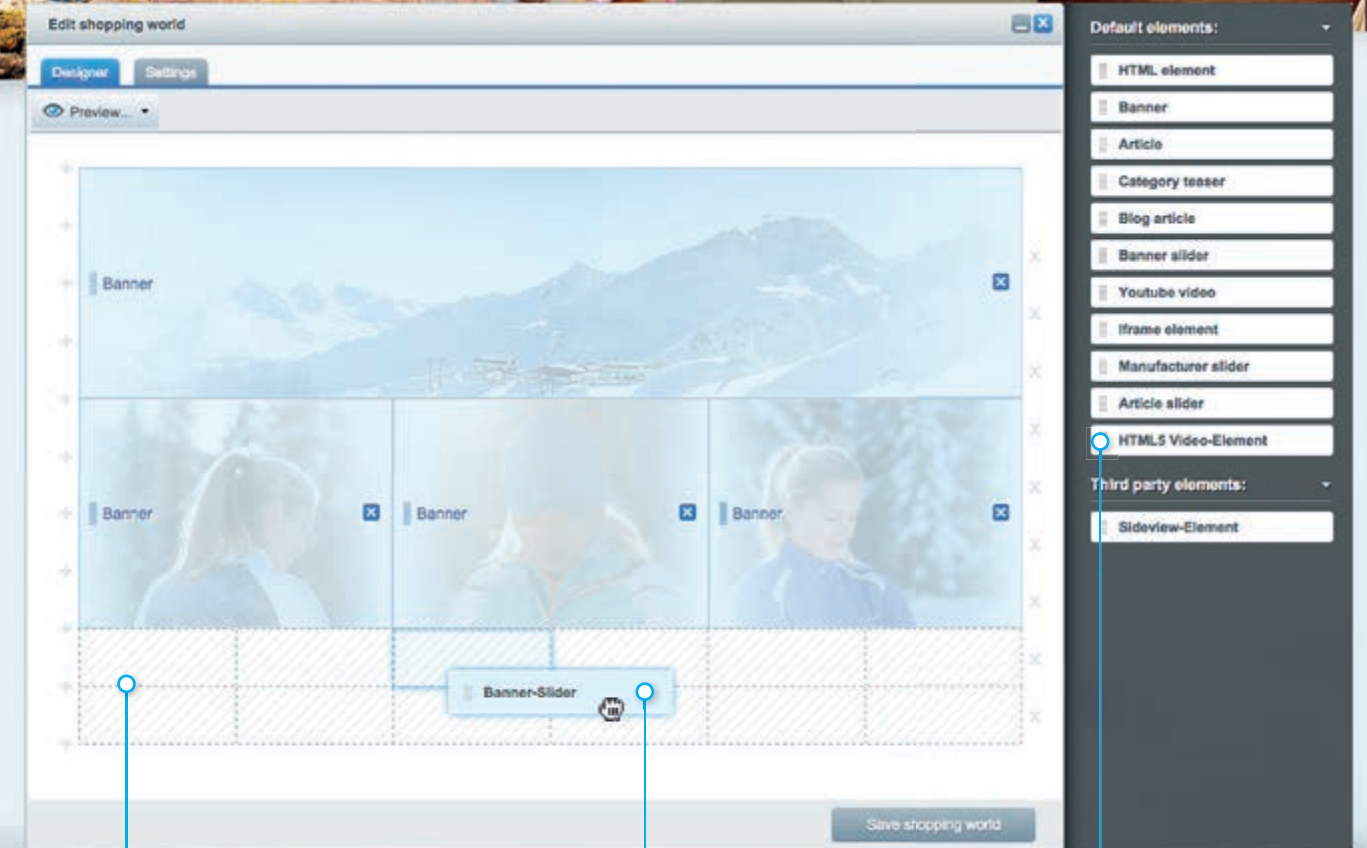
## Device allocation

You can assign Shopping Worlds to specific devices – define and perfect on which devices particular elements should be displayed.



## Foolproof usability

Creating impressive sites could not be easier. Shopping Worlds helps you bring concepts and designs to life – no programming experience required.



## Design grids

Shopping Worlds elements are positioned using a grid system in the backend. The layout of each grid can be customized for every Shopping World.

## Elements Library

Freely decide which elements to include in your Shopping Worlds. Whether item slider, video, blog teaser or premium item; every available element is easily accessible in your library.

## Drag & drop precision

There are no rules or limitations within a Shopping Worlds grid. You can resize, define, arbitrarily combine and shift every element with the simplicity of drag & drop.

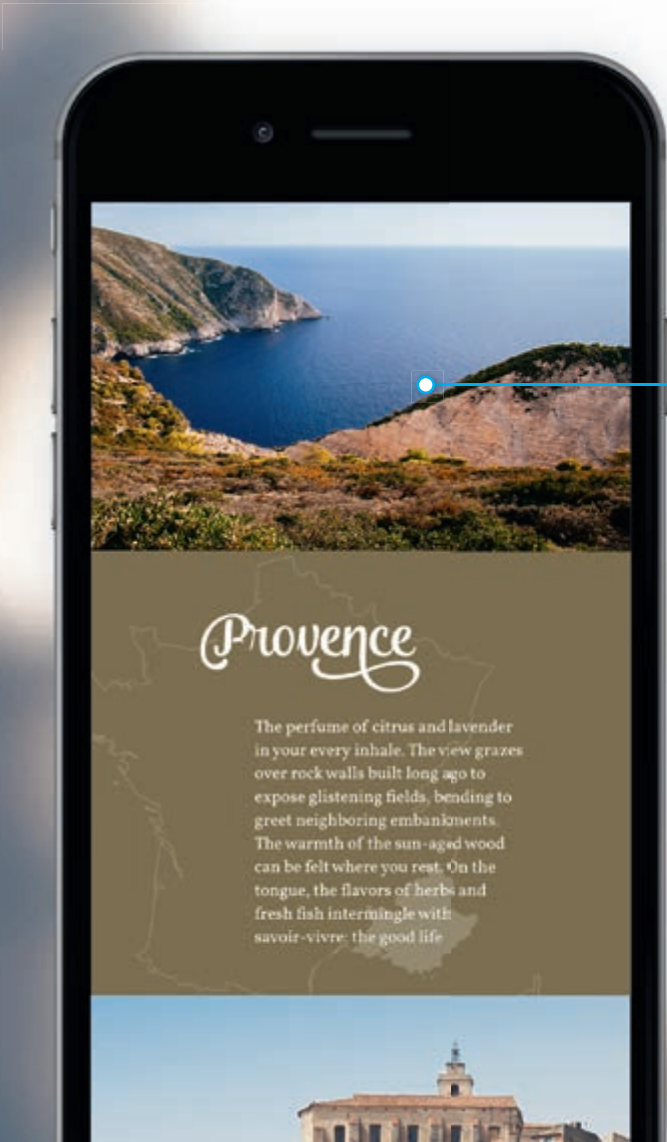




# Storytelling

Tell your own story

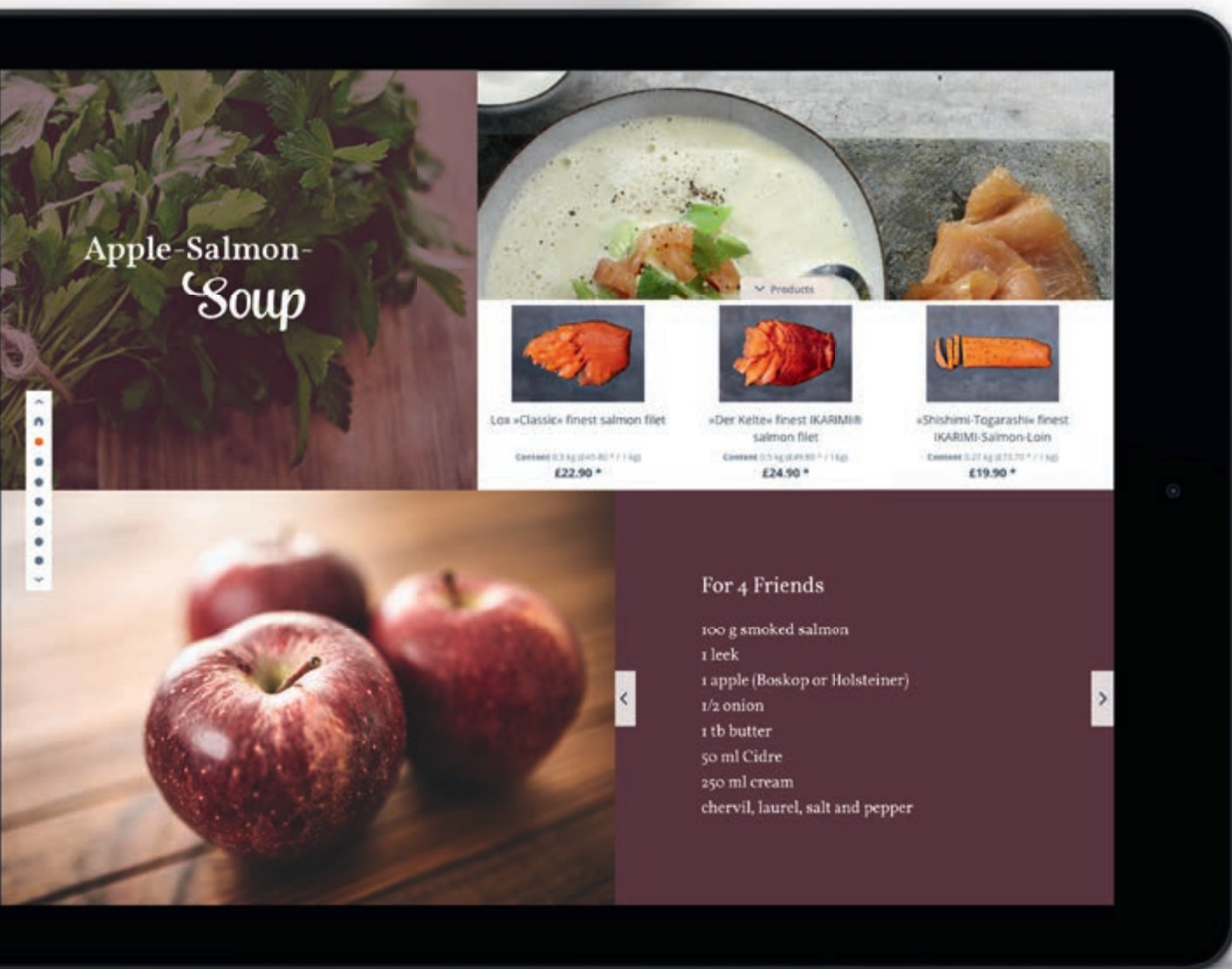
Nothing lasts quite like a good story – a completely new and novel feature, Storytelling sends customers on personalized voyages in your online shop. Through engagement on a personal level, customers are able to develop completely individual ties with your brand. Modeled after the experience of exploring a physical store, Storytelling transfers the emotional impact of discovering that “perfect item” to an online scenario. This feature takes the presentation of your items to the next level – with personalized feedback from your customers, items are not only presented, but also tailored to coordinate with the context of their discovery, moods and values.



Seamless and atmospheric

Storytelling creates coherent shopping experiences across several devices – the voice and style will not be lost by changing the device.





## Sideview

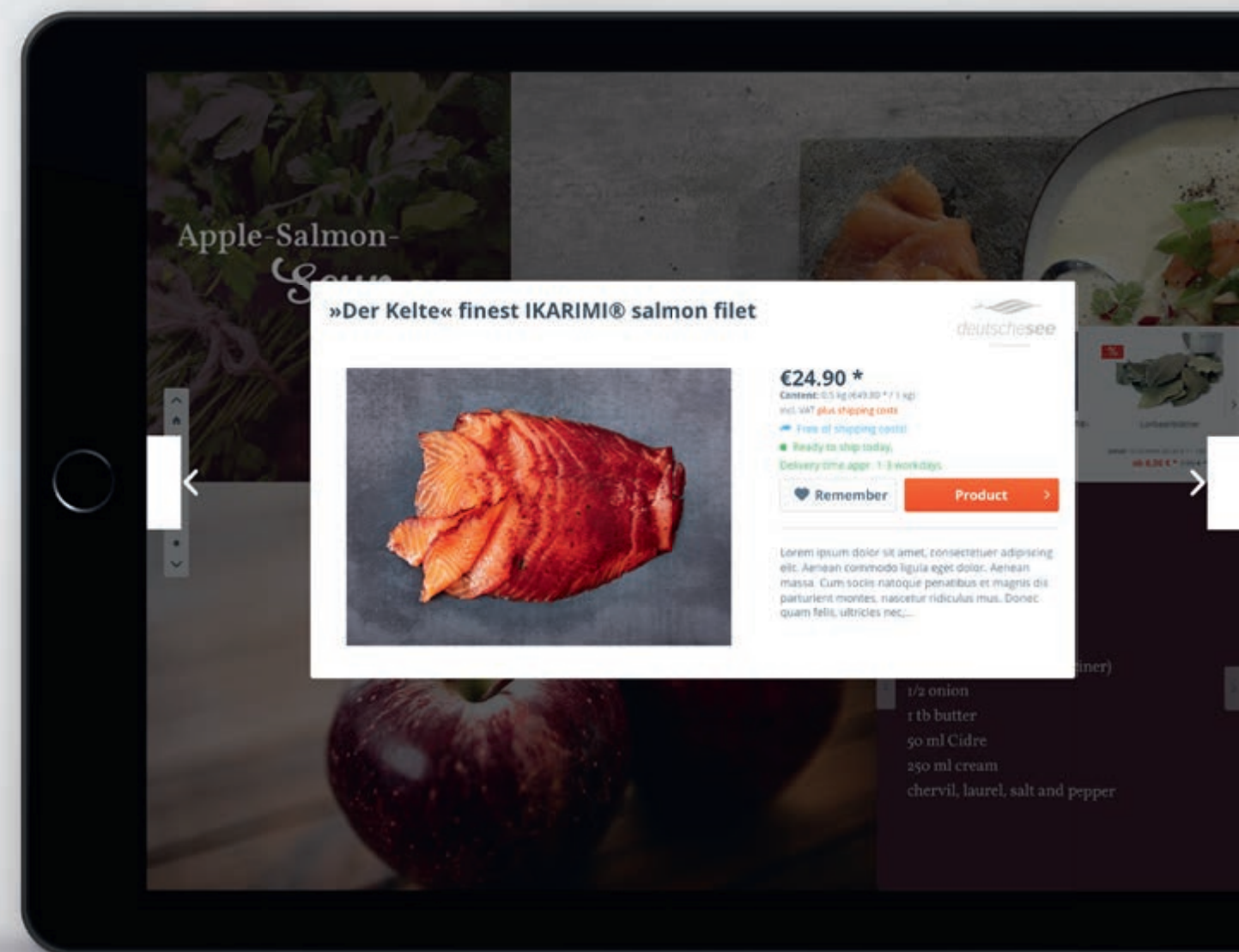
Let curiosity take control

An emotional catalyst, Sideview is an additional element of any balanced, inspired shopping experience. After clicking or touching an image that sparks their interest, the customer is presented further details of the items contained within the image. This engaging approach to browsing and discovering new treasures not only creates a truly memorable shopping experience, but also contributes to exceptional usability.

## Quickview

A never-ending experience

With Shopware 5, customers are more likely to remain in your online store due to the deep emotional involvement experienced during their visit – an essential relationship that is further supported by Quickview. When a customer clicks or touches a banner or product, an information page with further details is displayed. With interest, the customer is free to save the item to their personal wish list or purchase directly. Your customers can close Quickview whenever they choose and return to the same place in your online shop. Nothing disrupts the unity of the Shopping World, narrative and emotion - neither navigation nor the device being used during the customer's journey.





# Digital Publishing

## Design your own graphics in the backend

Since nothing speaks louder than the images and graphics in your online shop, we want to give you every possibility to live up to your design potential. Digital Publishing is an intuitive tool for creating attractive banners for your online shop, all without leaving your Shopware backend. Using this innovative feature, you can easily place text or call-to-action buttons over a background, then position your banner in Shopping Worlds or Storytelling environments in order to appeal to your customers in a more emotional way.



### Various building blocks

Like professional design programs, you have different design elements to choose from when building your banners, including images, text and buttons.



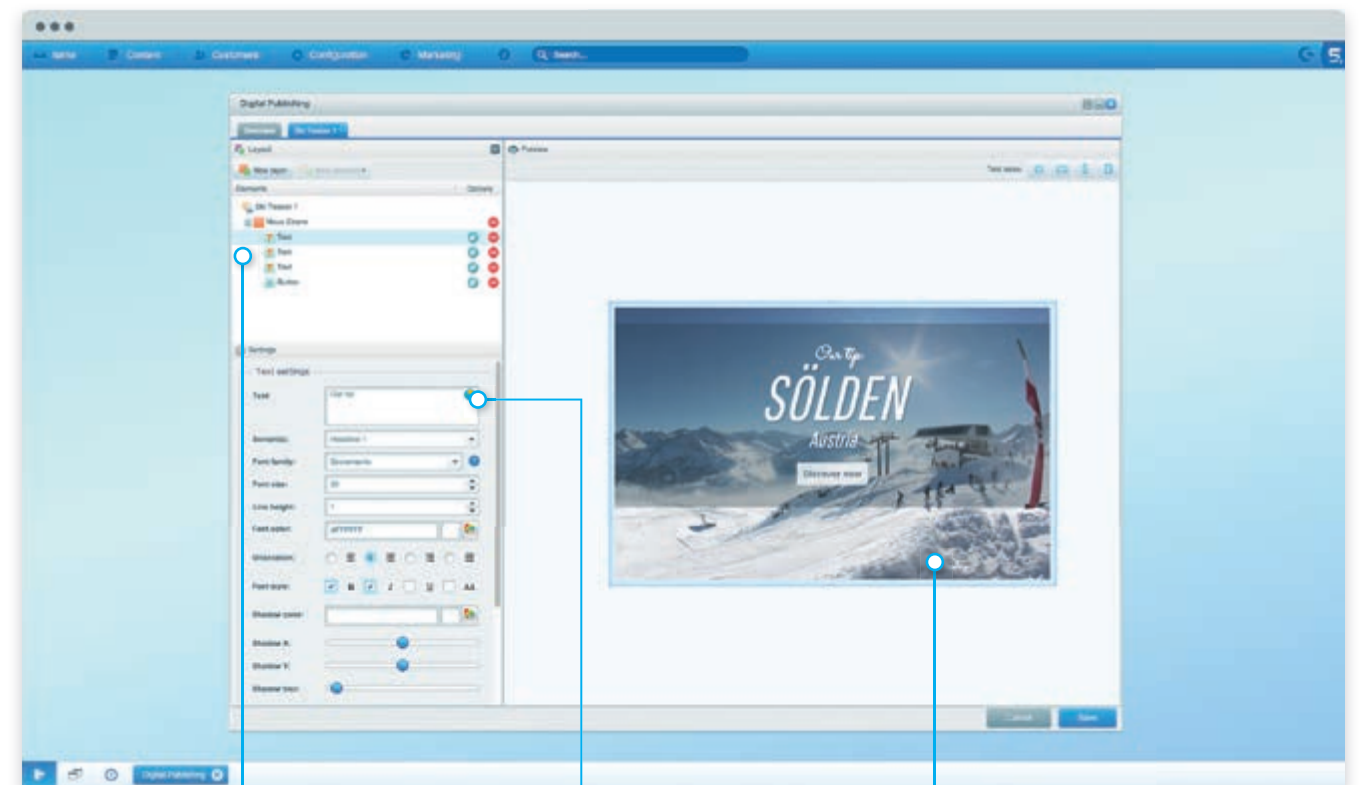
### Fully responsive

Say goodbye to cut-off text and misplaced buttons – your banners are completely responsive and behave perfectly on different devices.

### SEO

### SEO text

Text is displayed as HTML text, making it relevant for search engines. This means when you create banners, you're also doing search engine optimization.



### Creative design layers

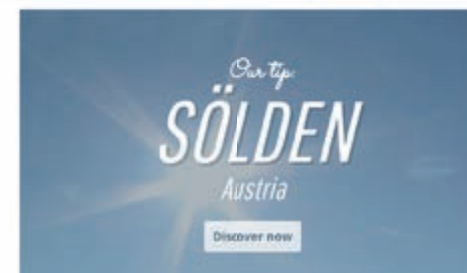
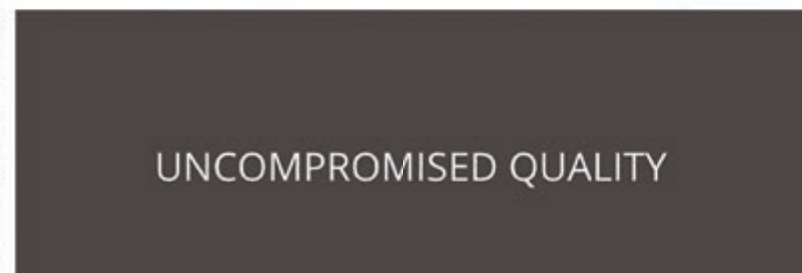
Place text, images and buttons on different layers. These allow you to work flexibly, much like other well-known, professional design programs.

### Direct translation

Digital Publishing actively supports you in internationalization. You can translate all banner text independently or by using the integrated translation tool.

### Live preview

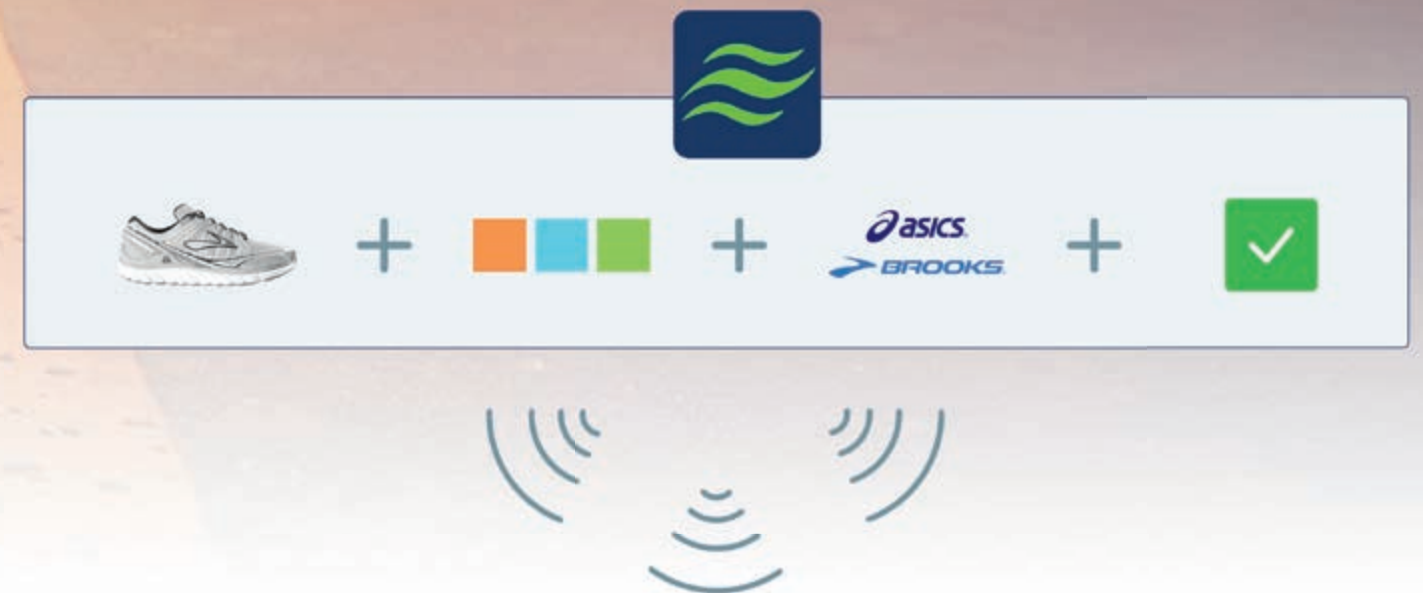
Test how your banners behave when they appear in different sizes in a clear, live preview. Creating a responsive campaign has never been easier.



# Product Streams

## The modern age of product assortments

Product Streams offers a unique path for drawing your customer's attention to specific product assortments. You define the criteria in the backend – such as a category, manufacturer, property, price, etc. – which are used to build a particular stream. Using only a few mouse clicks, you can create sophisticated groups of products, which are then streamed in decisive places in the frontend, such as category pages, product detail pages or directly in Shopping Words. Whenever a new product is added to your shop that meets the defined criteria, the stream will update itself without you having to lift a finger.



### Combine conditions

Specify and combine any number of filter conditions in the backend, including brand, price, manufacturer, property, rating and much more.



### Automatic product payout

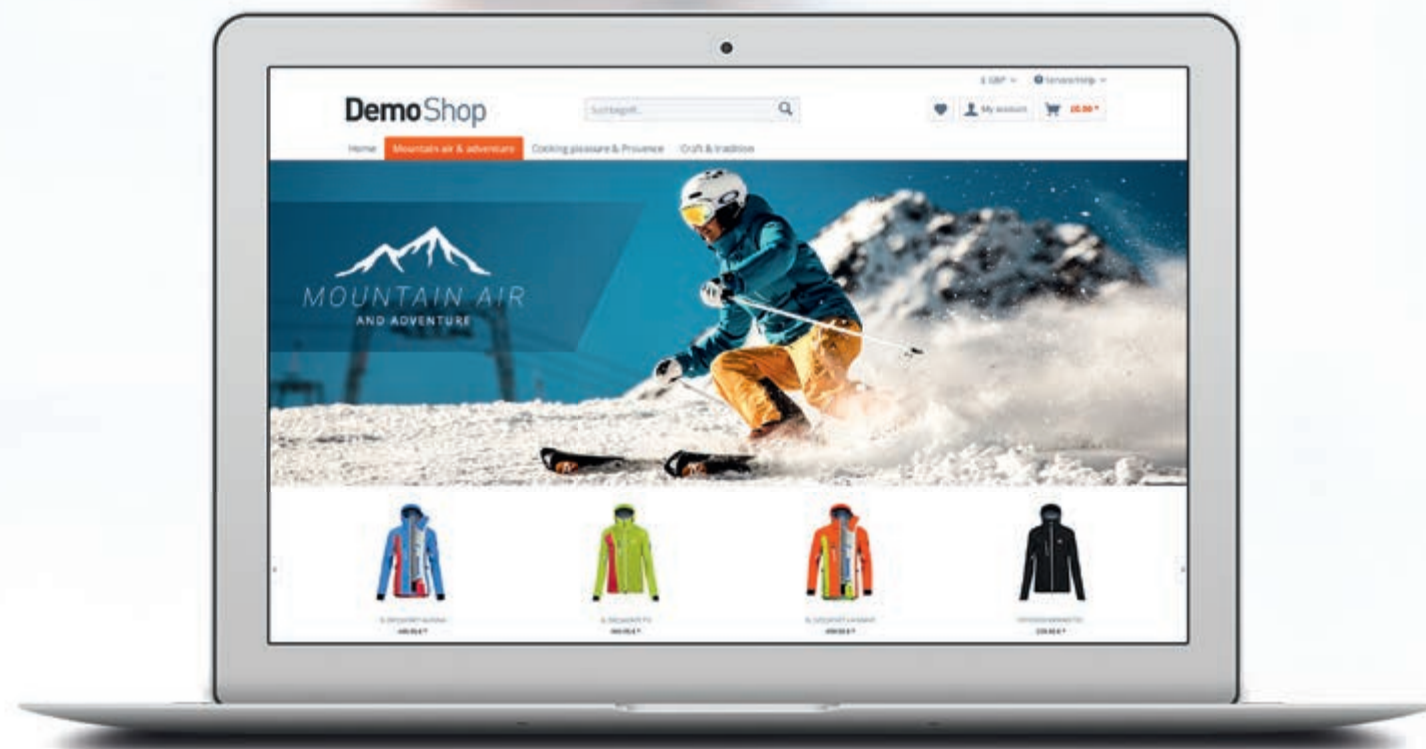
Filtered products are listed on category pages, product detail pages or in Shopping Worlds and update themselves automatically with any new products.



### Entirely new possibilities

Open new doors for product marketing: make your customers aware of a large number of relevant products and increase your conversion.





# Design and Usability

High standard. Flat design.

Shopware 5 has a streamlined and approachable look due to its minimalist, flat design. Despite their experience level, users will find working with essential elements in the backend both intuitive and enjoyable. To make information as clear as possible, elements are displayed only when being used. To provide a consistent design language, we implemented a natural, organic look and feel to every animation and element detail. We took “form follows function” to heart when designing this highly usable and sleek interface.



## Individually customizable

Thanks to an open template basis, Shopware is completely customizable. Many adjustments can be easily implemented in the standard Shopware backend.



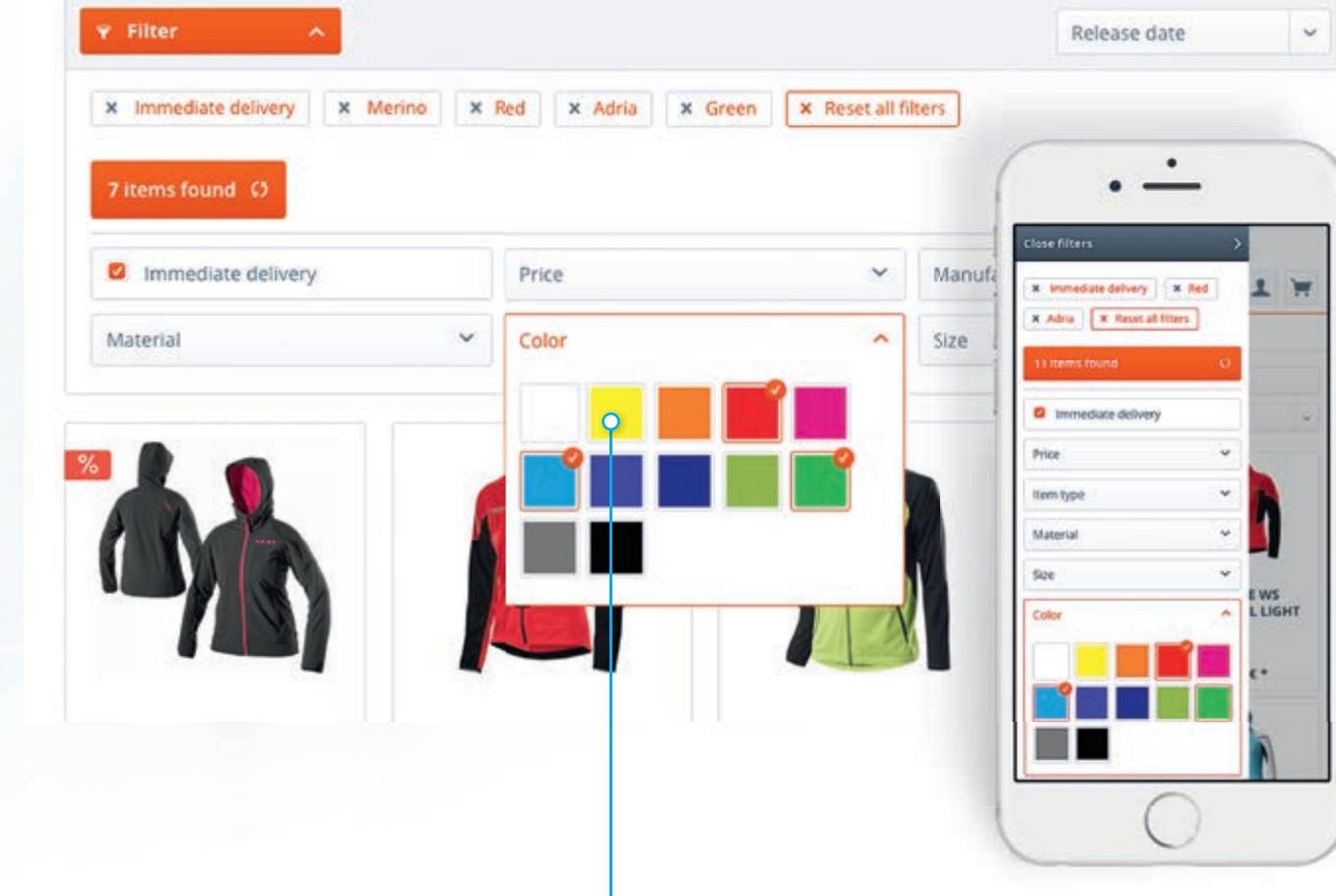
## Responsive design

A standard feature of Shopware, every detail of our responsive design has been carefully considered in order to provide a uniform experience across every available device.



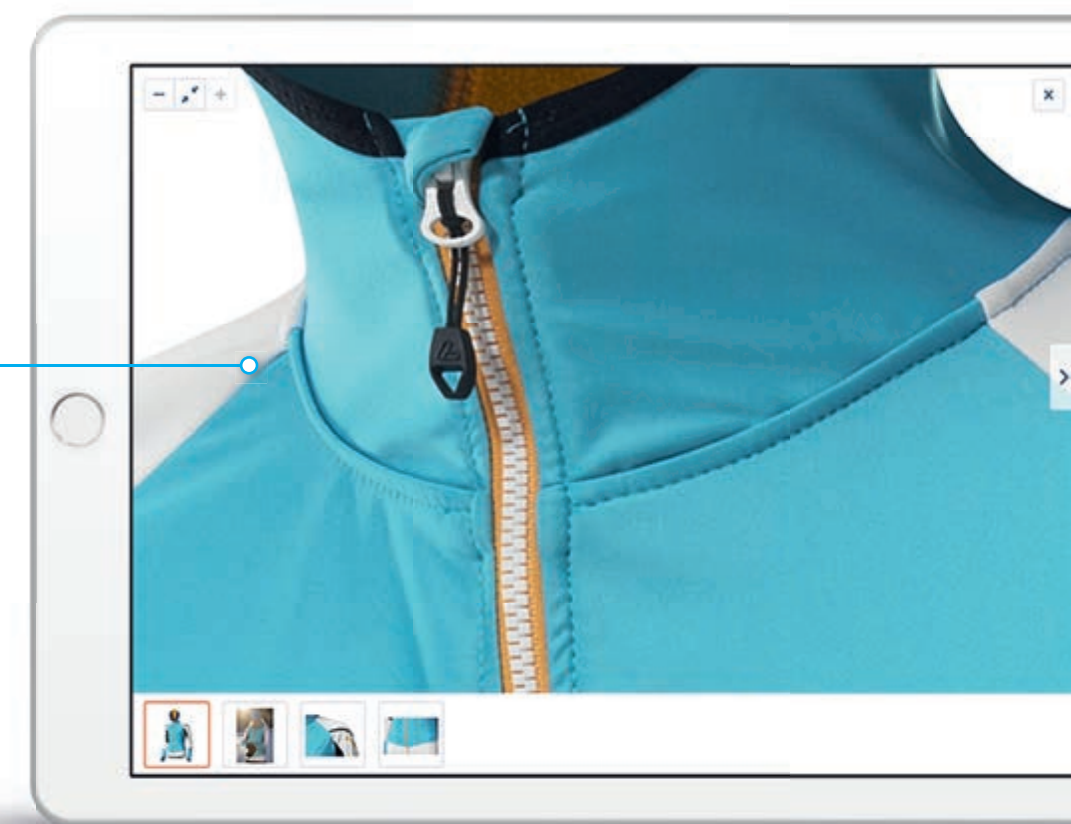
## Higher conversion

We brought in a team of experts to perform thorough usability tests. Our optimized checkout process is proven to increase conversion rates for the long term.



## Command the overview

In the frontend, your customers can filter item properties by color, material, manufacturer, shipping cost, shopping method, price or review. Multiple filters can be used simultaneously. Unbeatable clarity and usability also apply for mobile shopping. Filters can be collapsed or expanded in an off-canvas menu. This paves the way for convenience and comfort while navigating large product selections.



## Perfect gesture recognition

We invested a great deal of time and dedication in order to offer seamless usability on every device. Off-canvas menus and touch controls, such as finger-friendly buttons, pinch-to-zoom galleries or sliders with momentum scrolling, provide the perfect mobile shopping experience.

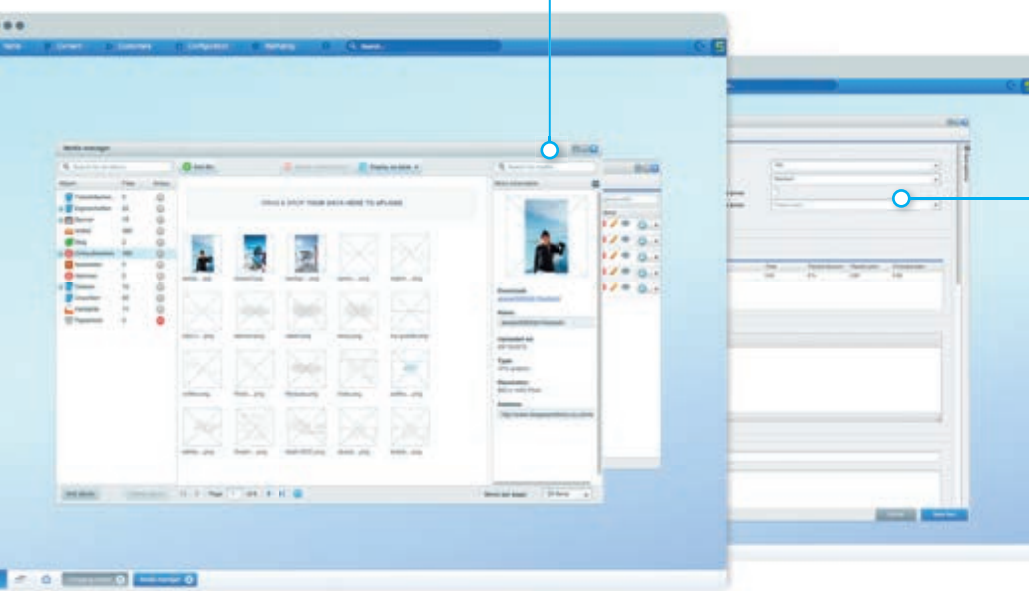
# Administration

## Everything you need under one roof

Shopware is enjoyable and approachable not only for online customers, but also the merchants who use the software daily. The result is one of the most intuitive administrative interfaces imaginable. The Shopware backend is compatible with any browser and operating system for on-the-go use. There's no need to adjust to a new system, as Shopware offers familiar features such as drag & drop, double click and more. Thanks to several windows, you always have an organized and clear overview of the information relevant to your business. The clarity of Shopware's administration will save you time and money, which can be invested in other core aspects of your online business.

### Multiple windows

The clear layout of Shopware's administration is as comfortable to use as a Windows desktop.



### Intuitive data entry

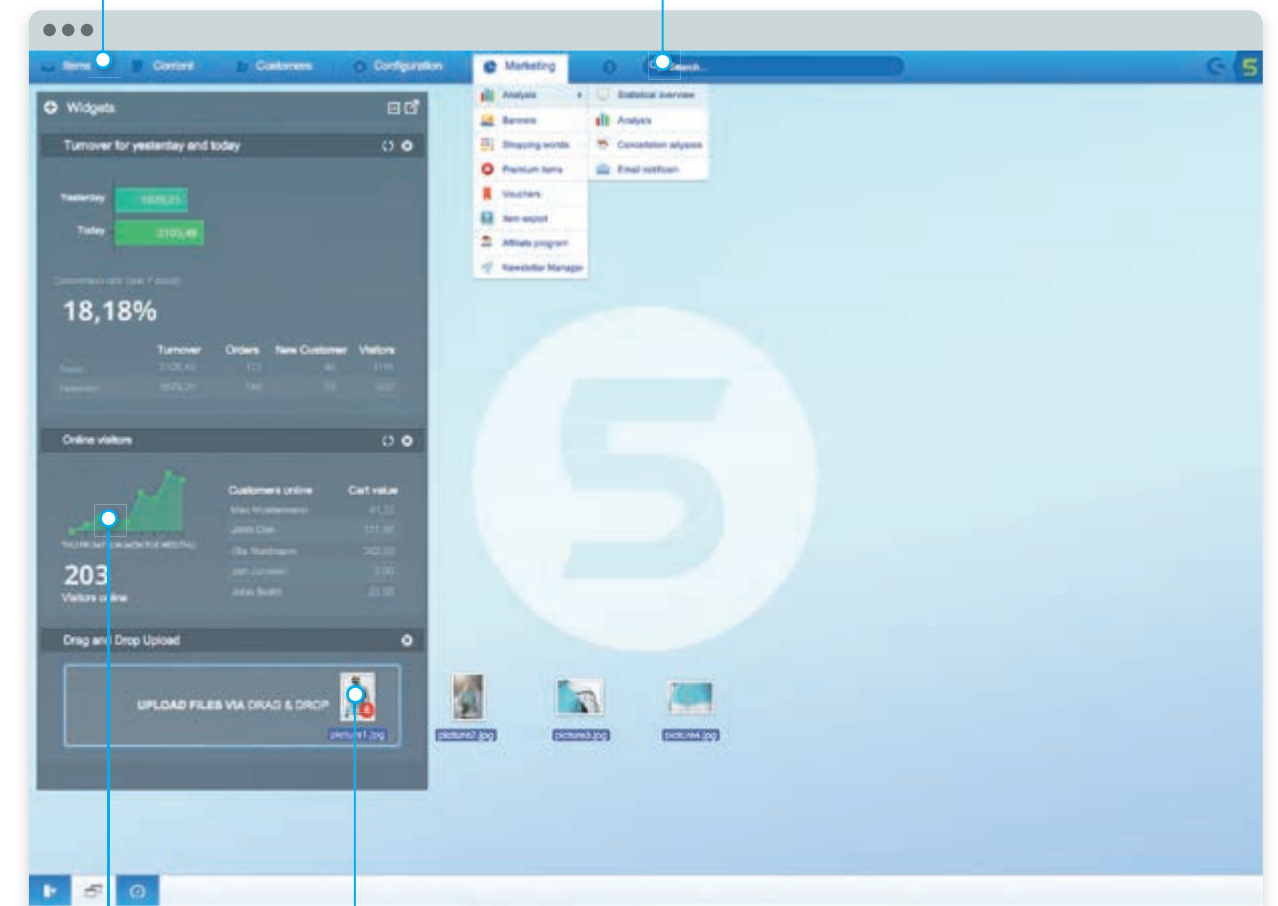
Designed for maximum user friendliness with improved usability and clear data entry forms.

### Simple navigation

In the backend, not only are features and data conveniently contained within one view, but also opened and collapsed with only one click.

### Global search

Simply enter keywords or properties of an item, customer or order, and Shopware will quickly return the appropriate result.



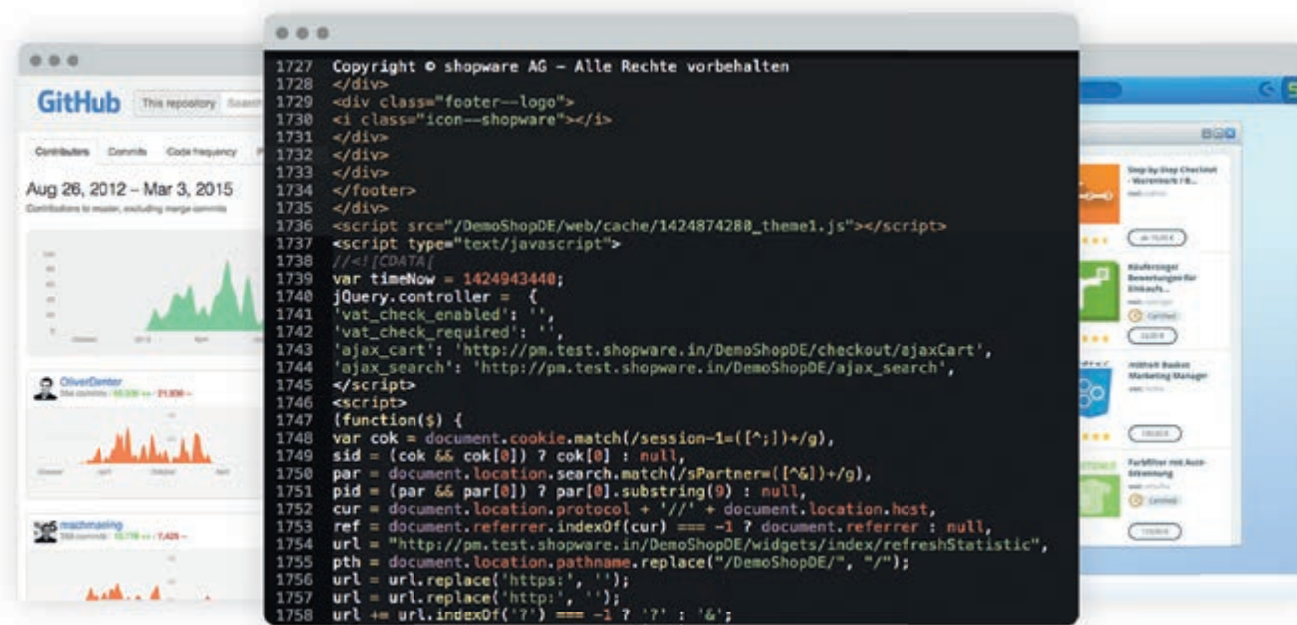
### Financial highlights

Shopware analyzes your data, such as amount of visitors and conversion rate, so that you can optimize the performance of your shop.

### Faster upload times

Click, drag, release, done – import all essential data and statistics with the simplicity of drag & drop.





# Modular and extendable

Subtle yet packed with power.  
The Shopware technology.

One of the most stunning features of Shopware 5 cannot be seen from the surface. It must be observed, first-hand, under the hood: the completely overhauled technology. Shopware's software architecture is comprised of the most powerful, modern technology available. The code basis is lean, efficient and has a direct impact on the performance of the system. Shopware is an open source product, that includes the input of thousands of developers, each making improvement of the system. Shopware meets the highest standards and guarantees your investment is secure. The plugin system makes it possible to extend both the front and backend to meet your requirements, all without losing the ability to make software updates/upgrades. Shopware can be shaped and extended, without any restrictions or reservations, to satisfy the unique requirements of any business.



## Open Source

The Community Edition is open source and licensed under the official open source (AGPL) license. Shopware meets the highest standards, thanks to the contributions of an extensive Community.



## State of the Art

Shopware is packed with the most forward thinking and modern technology. Shopware's external libraries have also been updated to their most current versions.



## Certified quality

Our ongoing test-driven development guarantees even the smallest update is held to the highest standard of quality. So you profit from a highly secure investment.



## High-end architecture

There is no secret behind our robust shop system - an elaborate software architecture, coupled with a modern, sturdy core, offer high performance under the hood.



## Open API

Shopware's open API is one titan of an interface, allowing you to connect with any third-party solution, create an individual connection or perform advanced customizations.



## Plugin-System

Shopware is modular, versatile and flexible, thanks to an advanced plugin system. Extend the functional reach of your shop and perform updates without making any compromises.



## PHP7

Shopware takes full advantage of the advancements made by PHP 7; the most noticeable being an increase in performance, which doubles in areas such as theme generation.



## Elasticsearch

Elasticsearch now works together with MySQL to deliver even faster performance for larger product assortments. This is available in all versions, including the Community Edition.



## Additional frameworks

Up until now, programmers relied on ExtJS to develop extensions. Now an additional interface makes it possible to use other frameworks, such as jQuery, AngularJS or Ember.js.

# Marketing and SEO

## More than just the basics

Realize unprecedented heights of exposure and promotion with the marketing functions provided by Shopware. Our system has always been developed to fulfill one purpose: effective online sales. To ensure Shopware users achieve their online goals, numerous marketing tools come standard in every version of our software. Users of any experience level can easily execute strategic marketing campaigns. Using our advanced SEO optimization tools, you have the best conditions for achieving high search rankings. Among other things, we have perfected our standard and responsive template on the basis of Google's on-page optimization guidelines.



### All hands on deck

A wealth of marketing features come default with our system, allowing you to hit the ground running from the moment Shopware is installed.

### SEO

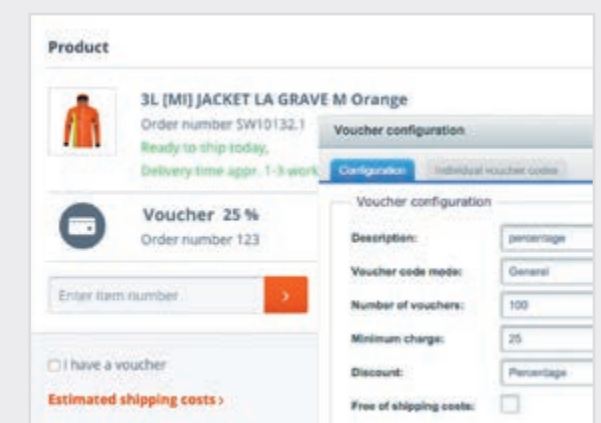
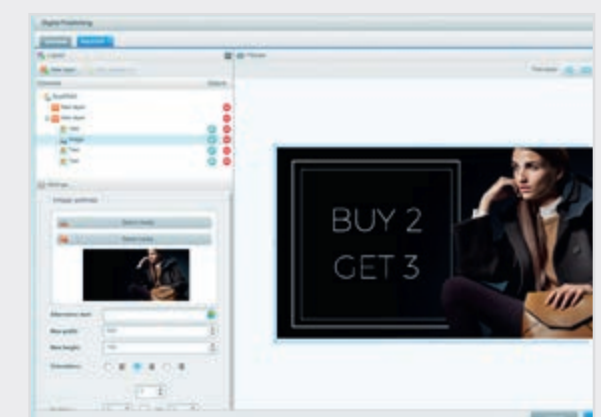
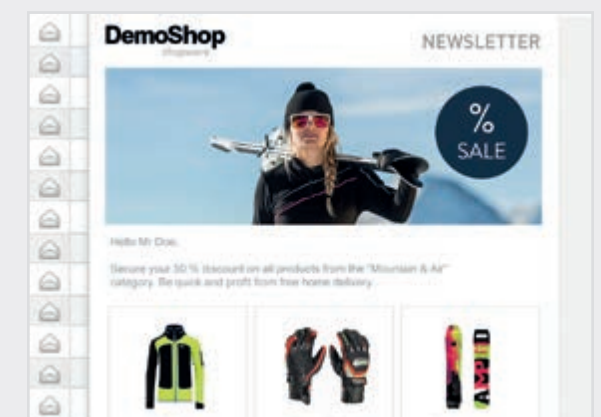
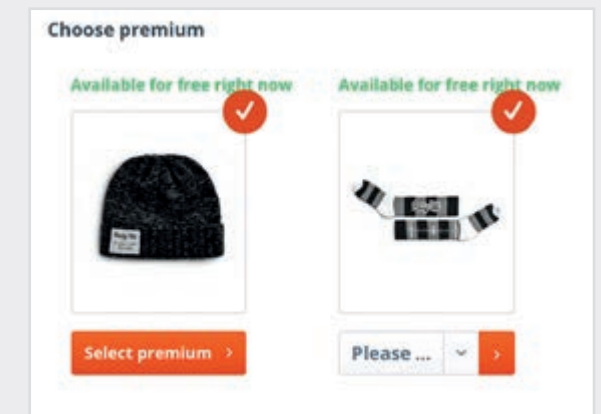
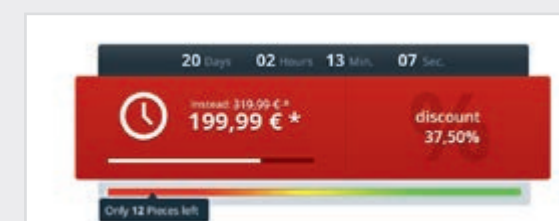
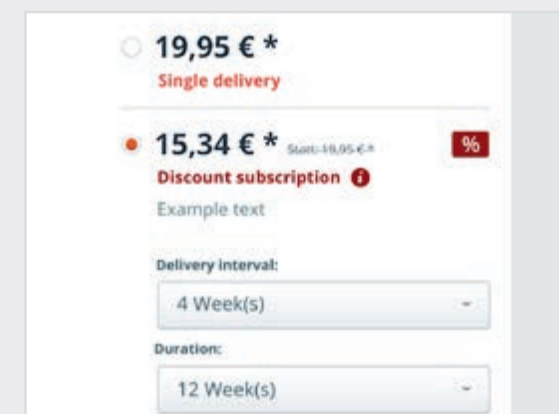
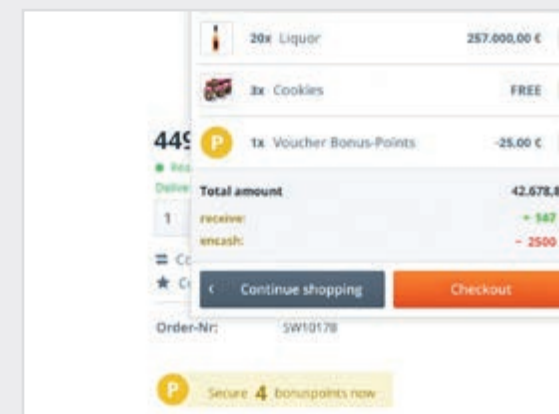
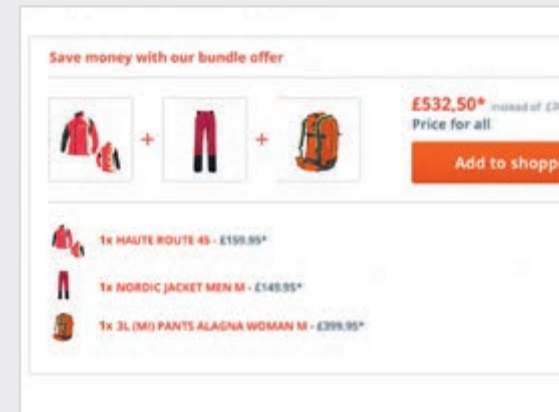
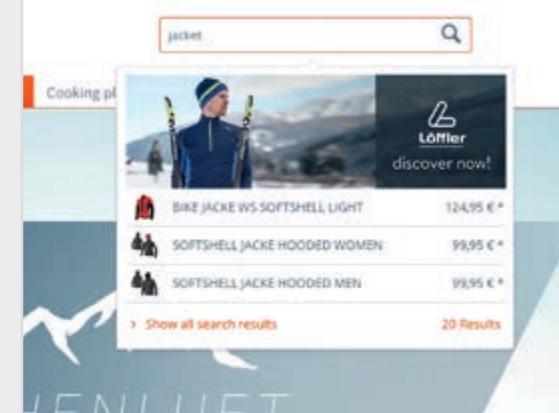
### Search engine friendly

We have adjusted our software to comply with known Google ranking factors, offering you optimal search engine rankings.



### Further tools for success

With thousands of extensions offered in the Community Store, you are able to construct the perfect system for your business requirements.





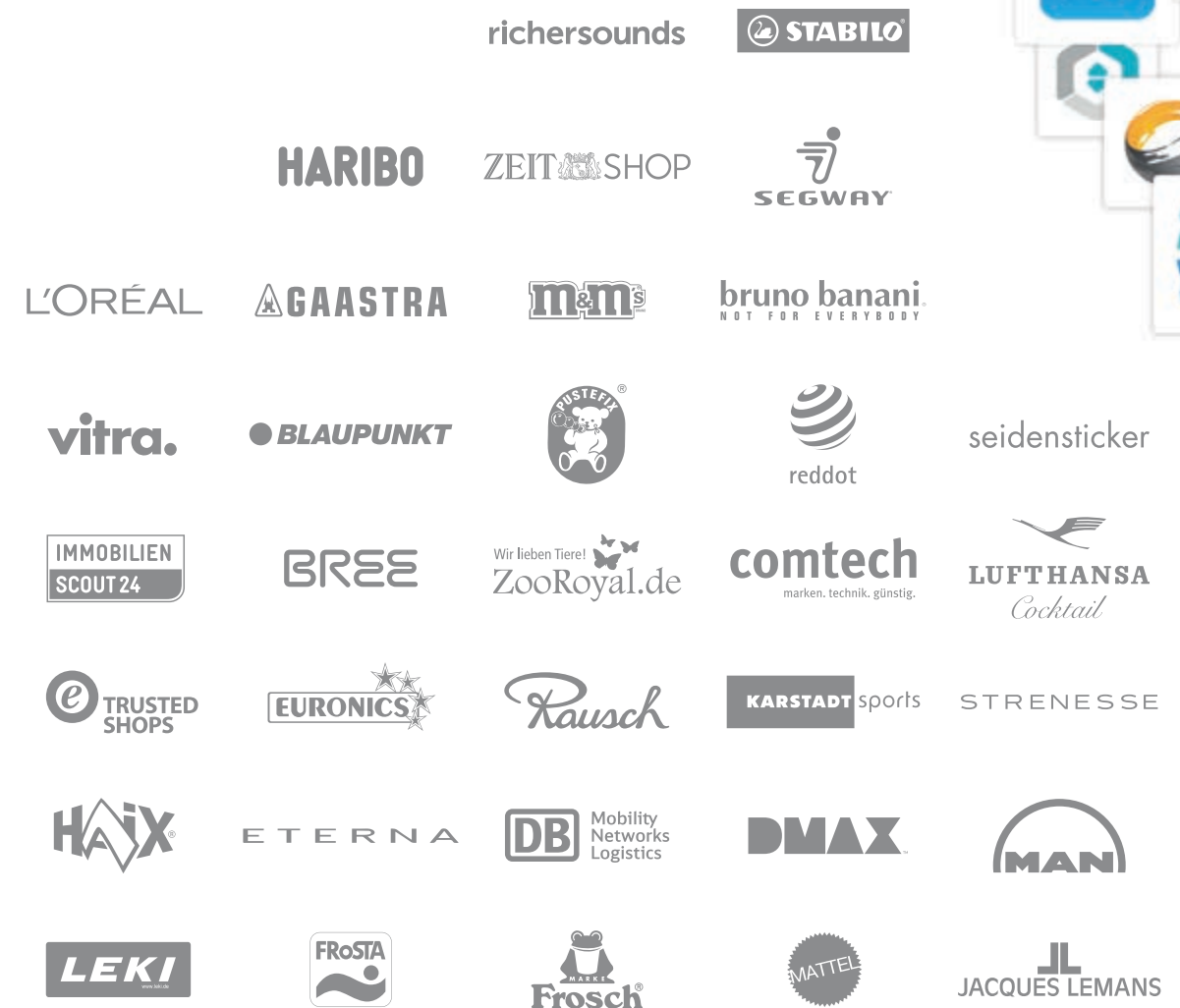


COLORFUL IS  
OUR FAVORITE  
COLOR!

# 54,000

Loyal Shopware customers.  
And trust is our most valued asset.

Shopware 5 is one of the most impressive eCommerce platforms on the market. The sophistication of our system lies in the ability to effortlessly support vibrant ecosystems. This can be seen in the involvement of our expanding Community, who see the value of openly sharing ideas and fostering creativity. This expansive family is comprised of thousands of members, developers and more than 1,200 partners from all corners of the world. Without this foundation, Shopware would cease to be. Aside from contributing to the 2,000 plugins already in our Community Store, every day our invaluable Community lends their talent to the betterment of our open source product.



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“Shopware offers the complete eCommerce package with a focus on emotional shopping that tells a story. That, combined with all the crucial basic features, makes us glad to have Shopware as our partner.”

Piet Kruijt, Segway



