![shopware logo]

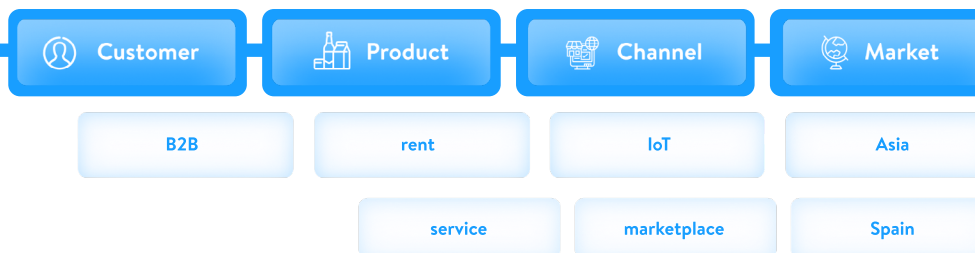# Make ecommerce effortless. Build the exceptional!

Shopware is a highly customisable, future-oriented open commerce platform that turns ambitious business ideas into inspiring success stories. Set your own rules, innovate fast, and stand out with an expertly executed brand strategy and a powerful, extendable platform to support your vision. Based on our unique approach to open transparency, we have built Shopware 6 on three core pillars. With these, we give you the necessary edge to stand out in today's highly competitive market conditions:

1. Independent: Open commerce platform

Steer every aspect of your business with the collective power of open commerce

With Shopware you control your destiny. Always having access to the source, you own it. No lock-ins, no compromises, no limits. Your freedom to grow! Open commerce empowers you to seize the collective force of both our own innovations as well as of our community and partnerships. You benefit from a worldwide network of established developers, looking into the future of ecommerce and continuously advancing the platform in order to meet the latest market developments.

Customer	Product	Channel	Market

physical · Social Media · USA

B2B · rent · IoT · Asia

service · marketplace · Spain

2. Limitless: Business model composer

Plug and play your business model: Grow stronger, faster!

Selling online is not just about shipping products from A to B anymore. In a fully digital and increasingly automated world, consumer demands are changing rapidly. Open commerce allows you to innovate beyond boundaries. Benefit from countless possibilities to scale your business and create an all-encompassing brand experience for your customers. Shopware 6 offers you highly advanced automation processes that make even the most complex business models easy to implement. And all this without having to write a single line of code!

3. Outstanding: Composable customer experience

Engage your customers across all channels with the perfect harmony of content and commerce

We help you to rise up, reach your customers organically, and build a profitable, sustainable business in today's competitive market environment. Our headless core is always prepared for the next-level user experience. Customise your business with the most innovative features from our pioneering open community, grow continuously across all channels, and create unforgettable customer experiences to establish lasting brand loyalty.

shopware®