Your ecommerce solution

shopware®

Shopware 6

Greater flexibility. Less complexity.
One technology.

With Shopware you enjoy the maximum flexibility and freedom to grow. We continuously work on creating exceptional software so that you can focus on crafting the perfect customer experience – across every imaginable channel, now and in the future. Shopware offers the perfect conditions to let retail take place where people are, independent of location, time and device.

New technologies

Technological standards of the future

With Shopware 6 we count on proven and reliable technologies such as Symfony and Vue.js. The new architecture is high performance, standards-based and flexible, making it much easier for developers to get started.

- Less Shopware-specific knowledge necessary
- Aligned with technology standards
- Improved testability
- Greater scalability
- Perfectly prepared for internationalisation

Open source

Owing to its high degree of flexibility and freedom, we are convinced that open source technology should be the foundation of any successful ecommerce strategy. That's why Shopware 6 uses the MIT license, making it even easier for our global community to modify, share and redistribute Shopware without any restrictions.

API-first approach

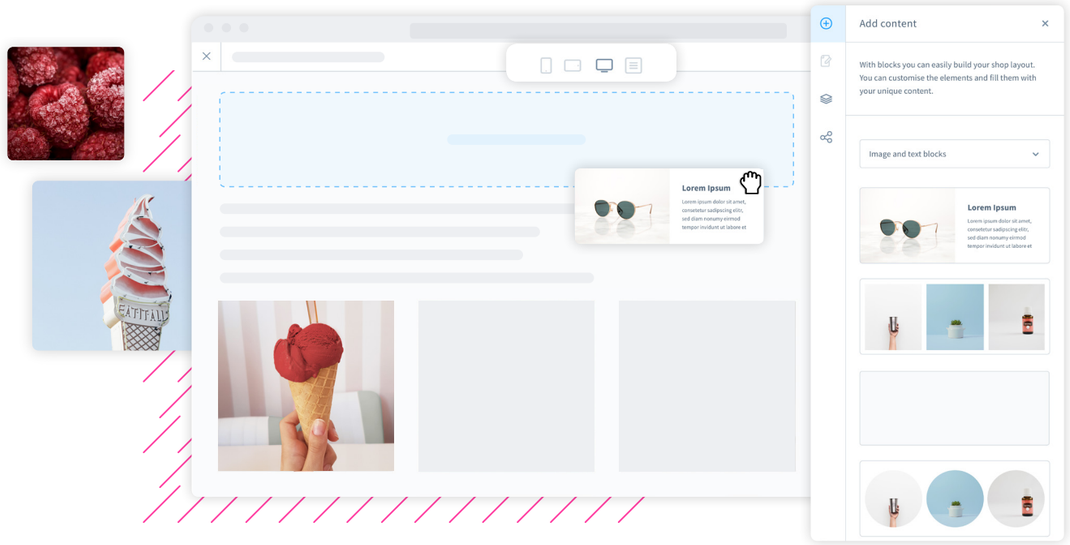
We want to make it possible for retail to take place wherever people are – regardless of the place, time or device. This is only possible with a solution that can be flexibly adapted to the requirements of ecommerce. Shopware 6 and the API-first approach are the ideal platform for this purpose.

You can seamlessly integrate Shopware 6 into your existing ecosystem and infrastructures. Would you like to connect your ERP, PIM, CMS or a PWA to Shopware? Thanks to the flexible core of Shopware 6, you are able to easily integrate various components and systems, thereby creating the basis for entirely new business models.

The APIs from Shopware 6 offer everything you need to stay up to date in the constantly changing world of ecommerce. Regardless if your business is just picking up speed or if you are regularly handling complex processes: Shopware 6 provides the same conditions for everyone to reach more success. You are therefore able to quickly react to any changes in the market, grow flexibly and create multi-channel customer experiences.

»Every aspect of our business is becoming increasingly more complex; from the customer journey and the supply chain to designing communication with our customers. Due to the increasingly interconnected nature of our business, everything has to work perfectly on new devices.«

Manuela Bürger, Springlane



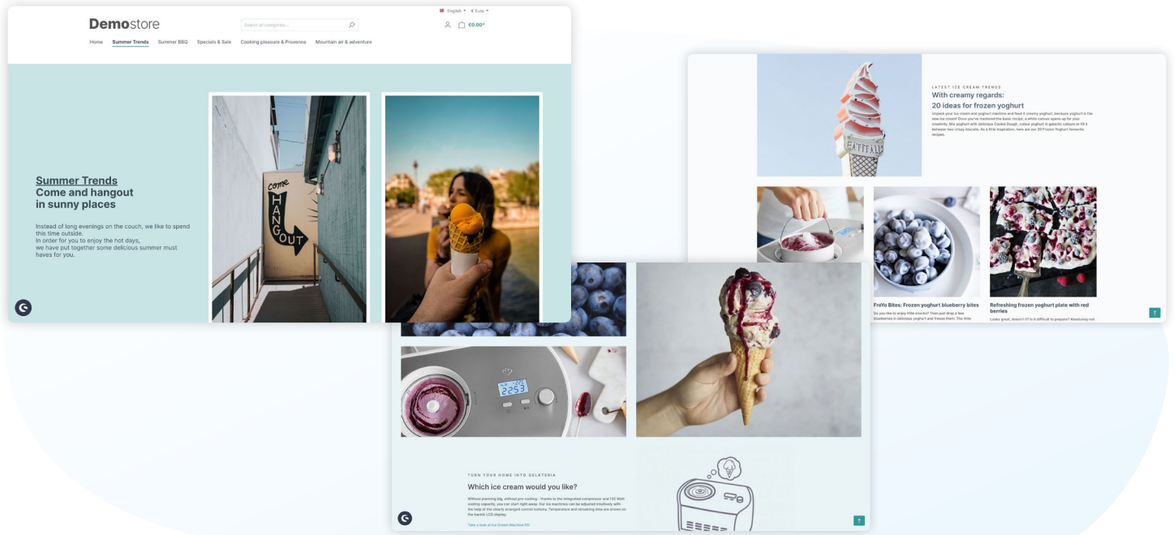
Shopping Experiences

Where content & commerce unite

Ecommerce continues to enjoy steady growth – and with it, increased competition. An engaging, market-oriented presence is therefore ever more important in order to stand out and win over loyal customers.

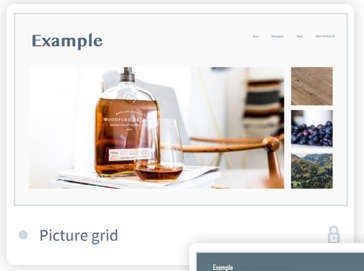
One key to success is to merge content and commerce. Attractive, individual content that is tailored to your target group allows for emotional shopping experiences and enables you to impress your customers with your product range and unique corporate identity.

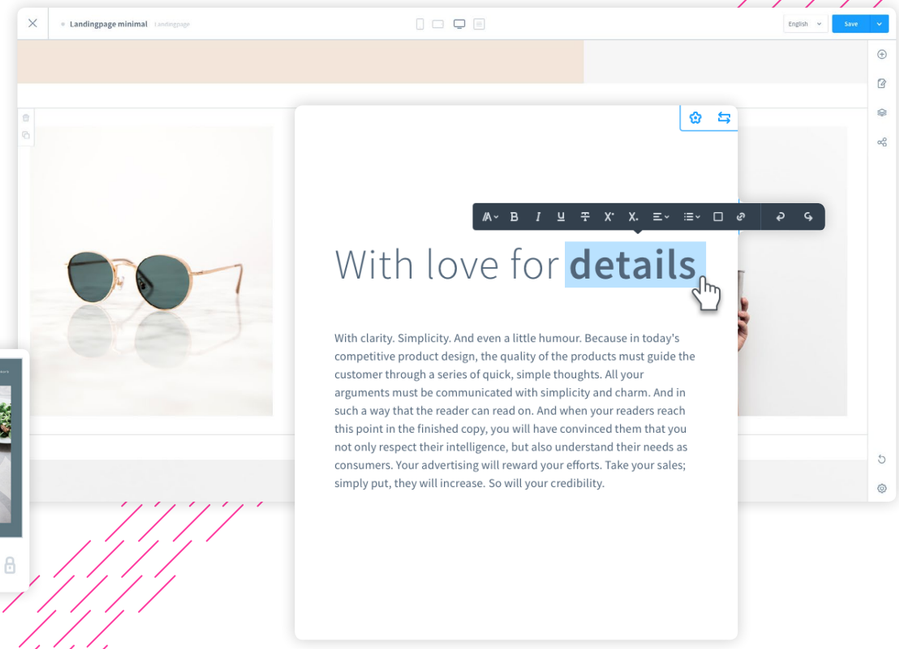
With Shopping Worlds in Shopware 5, we ushered in an era of emotional shopping in online retail. The successor, Shopping Experiences, improves upon this underlying idea to bring about the ultimate fusion of content and commerce.

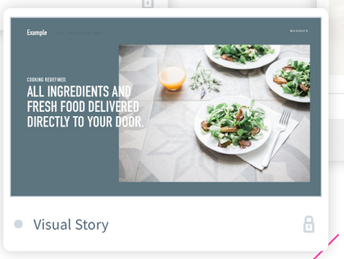


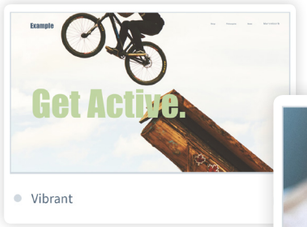
»With Shopping Experiences, Shopware helped us integrate content and commerce more effectively. We can now better address our customers on an emotional level and win them over with our products. The high degree of usability enables us to manage brand content, and our IT team is able to focus on developing new features.«

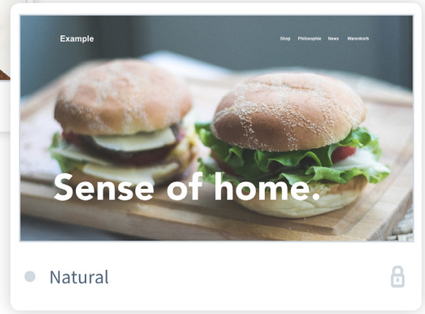
Joachim Franz-Höfle, Springlane

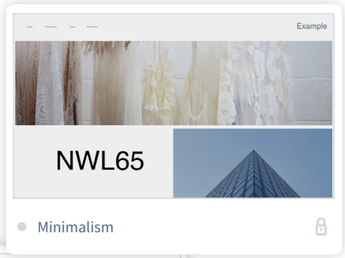


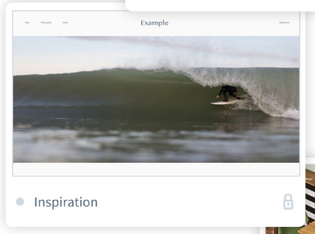


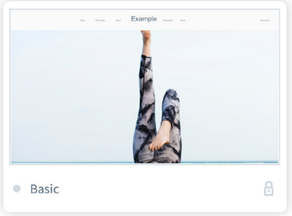


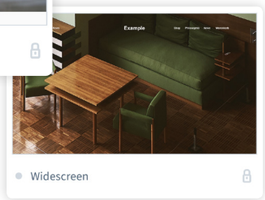


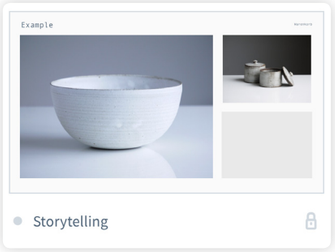












For the first time, Shopping Experiences makes it possible for customers to truly have a unified experience across channels, regardless of content or end device. You are therefore able to create a unique brand experience and win over your customers through emotional storytelling, without any time-consuming template adjustments.

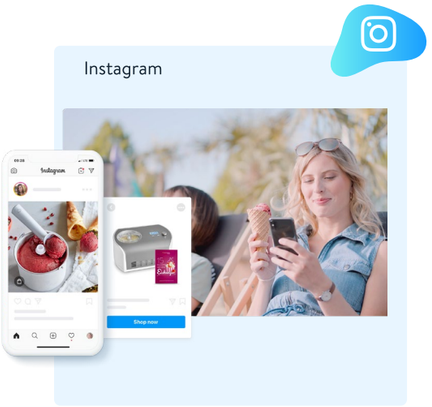
Years in the making, Shopware 6 is the perfect basis for combining content and commerce.

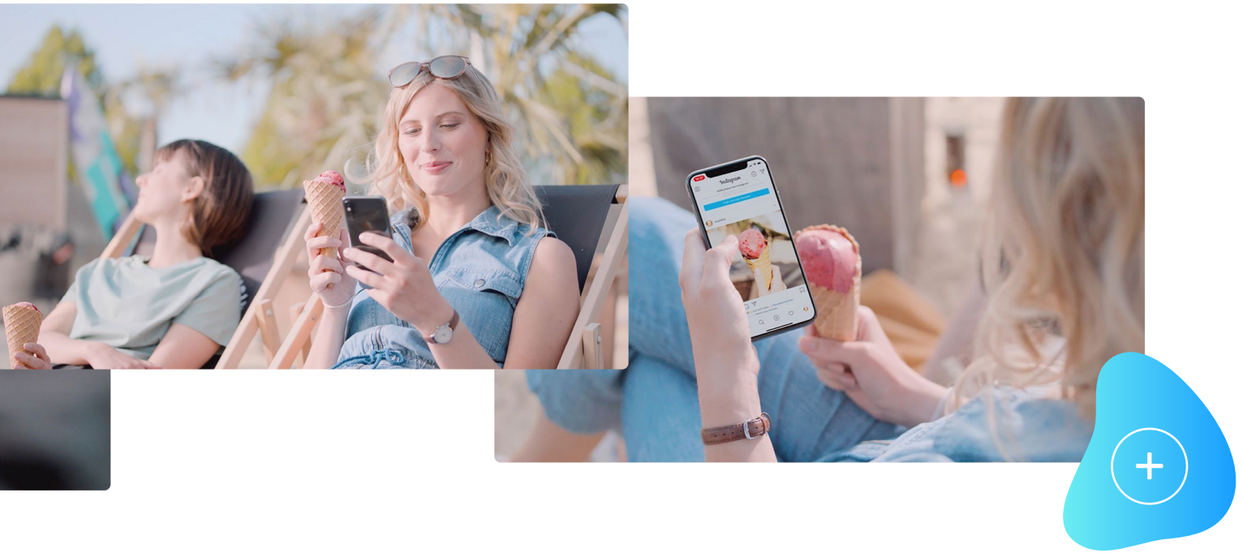
- Getting started is easy thanks to the intuitive user interface
- Designing shop pages made simple: landing pages, category pages, product detail pages, listings
- Content can be managed and displayed for various sales channels

Sales Channels

Sell where your customers are

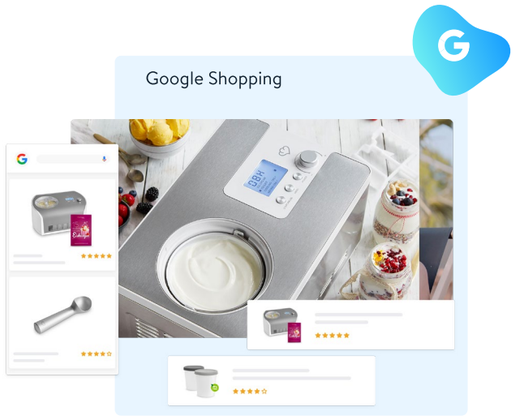
Whether classic online shop, social media platform, marketplace or POS, with Shopware 6 you can create engaging cross-channel customer experiences and control every sales channel from one central solution. Effortlessly list your products on the channels that are most relevant for your target groups.

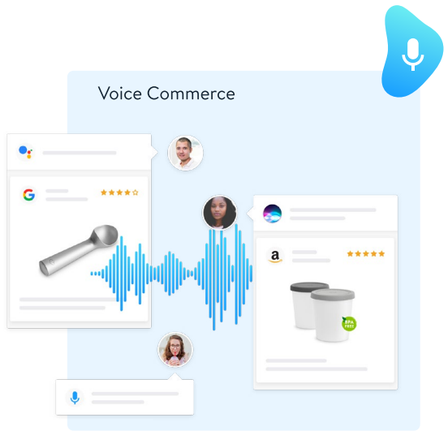


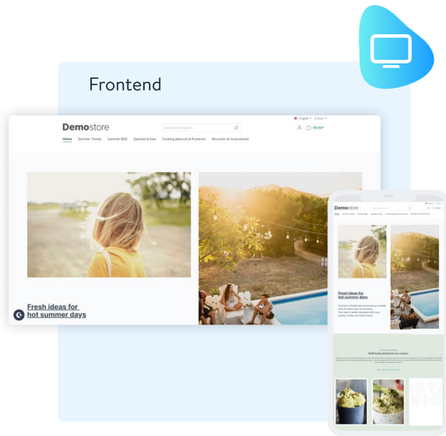


Sales Channels can differ in product range, as well as currencies or languages. In addition to the default channels, you can connect other sales channels via the API at any time and effectively reach your customers wherever they happen to prefer shopping most.

Shopware 6 allows you to use as many different frontends as you like. A traditional online shop, a separate storefront, an app or country-specific multishops: you can realise any ecommerce scenario from one single platform.







Internationalisation

Thinking globally right from the start

Expanding your business and entering new markets is an important growth lever – and one that comes with added complexity. In developing Shopware 6, we clearly focussed on Shopware's international usability. There are now fewer obstacles that retailers have to overcome when going international.

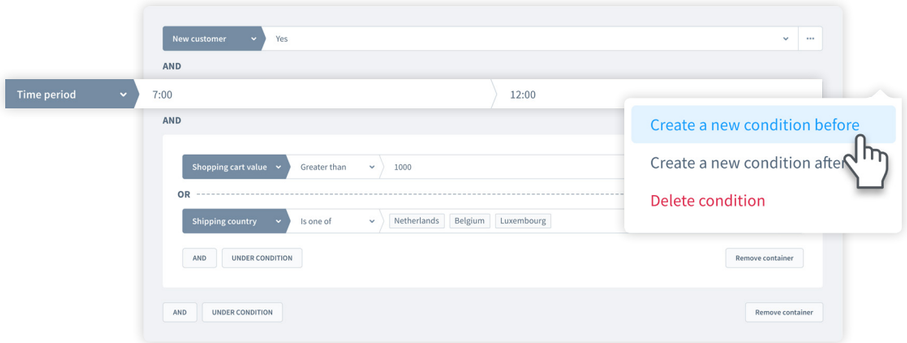
Internationalisation is not only about translating your shop, there are many other aspects. This is where Shopware 6 comes in and offers the necessary flexibility and security to effectively cross borders:

- Adjusted to the legal situations of various countries
- Rule-based prices and checkout configurations for different markets
- Optimised for multiple currencies and languages
- Country-specific sales channels
- Configurable tax calculation to allow for international scalability

Rule Builder

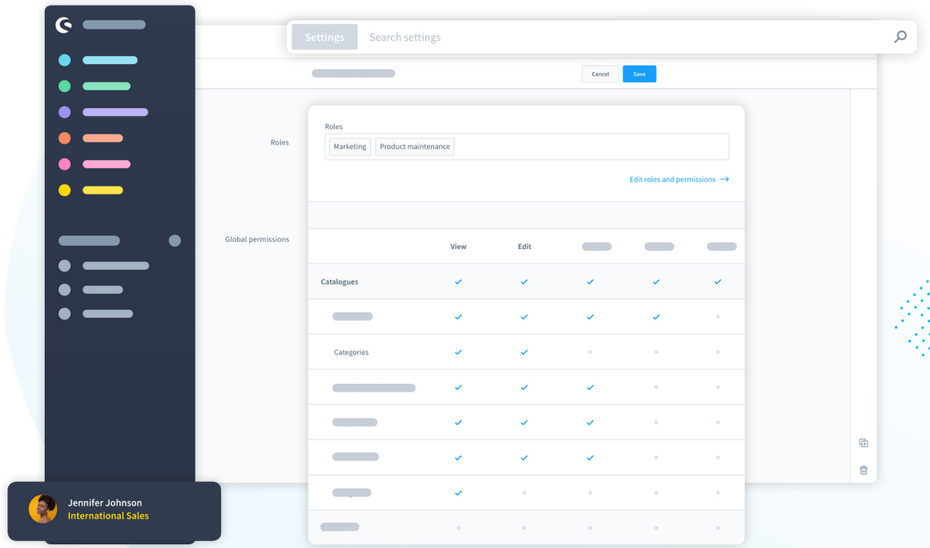
Make your own rules

Unlimited freedom guaranteed: design your business model without needing to adapt to your software. The Rule Builder enables you to create, manage and use rules to make aspects such as prices, Shopping Experiences or shipping costs available only to particular user groups. The Rule Builder is Shopware's central logic that paves the way for complex business models.



Successful B2B commerce

The requirements of B2B commerce call for a high degree of flexibility, individuality and the seamless integration of existing workflows and processes. In addition to the possibilities provided by the powerful, flexible core and API-first approach, the Shopware B2B Suite has been developed to cater to the complex needs of B2B business models.



»Shopware allows for plenty of freedom when it comes to the design and presentation of technical products, professional content and services. In our rather technical product sphere, the option of telling stories and presenting subjects in an emotional manner is a new and interesting design approach for us, as our industry is relatively conservative.«

Wolfgang Klemme, Project Leader Ecommerce,
Wocken Industriepartner GmbH & Co. KG

Rights and roles management

Especially in large organisations, it is crucial that responsibilities and roles are defined to be able to comply with specified procedures. Rights and roles management enables you to precisely define the rights of your own staff members. The hierarchical organisation of roles allows for a clear definition of responsibilities within the company.

Easy sales force management

Sales force management is an area that has to be integrated smoothly in any ecommerce business model. The Shopware B2B Suite enables you to identify staff members that have access to multiple customer accounts. This is an important tool that allows for existing sales structures to be implemented in Shopware. It also makes customer-specific consultation and sales activities easier.

Individual pricing

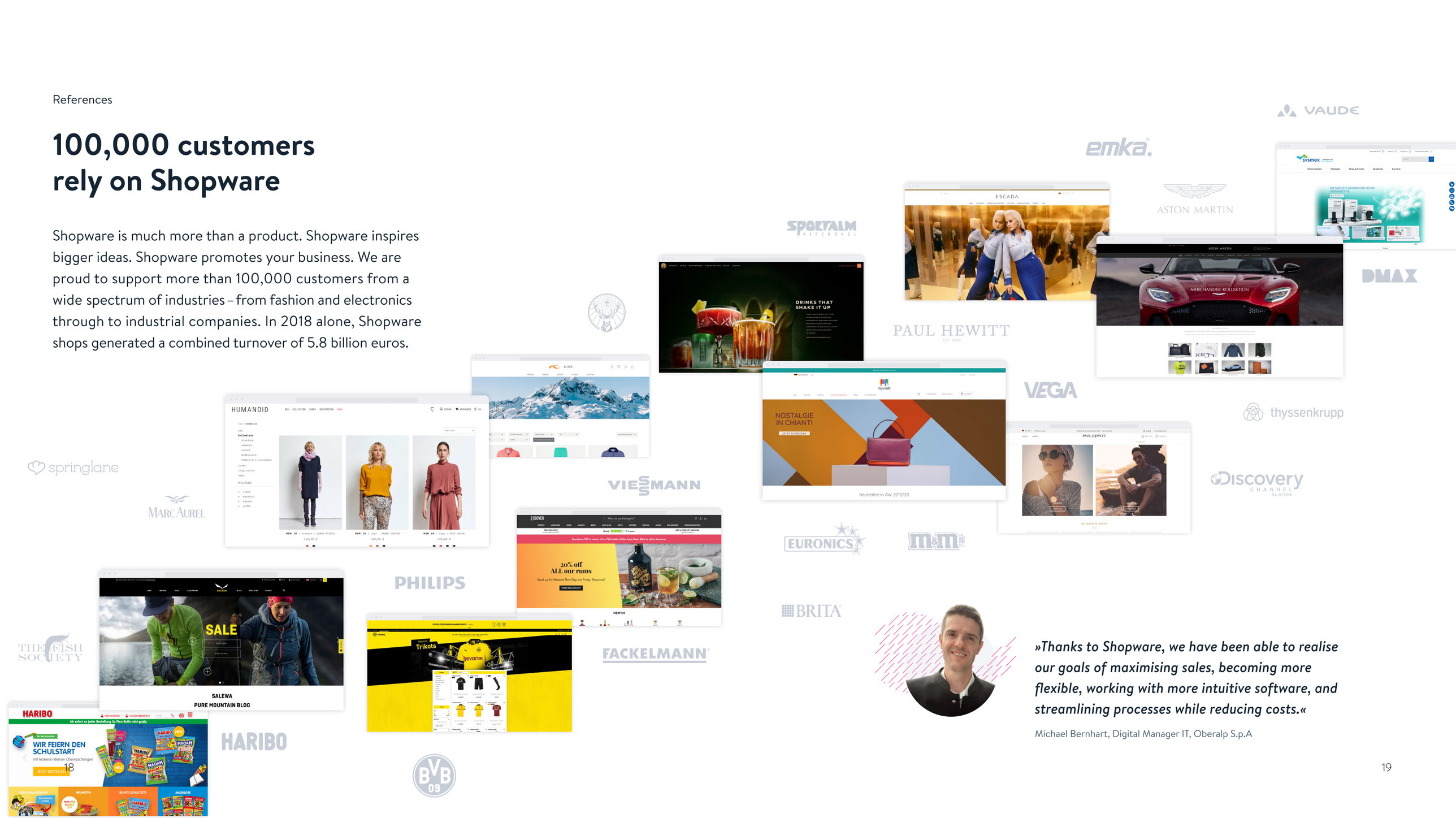
Shopping conditions in the B2B segment vary greatly from those in B2C. Aspects such as individually graded discounts, different customer groups or ordering quantities can play a decisive role when it comes to pricing. Shopware enables you to draw up highly individualised pricing information.

Placing orders made simpler

Unlike consumers, business customers mostly tend to place similar repetitive orders at regular intervals. It is therefore extremely important that the ordering process is made as straightforward as possible. This process is made much easier thanks to the option of placing orders quickly via a CSV or XLS file or via a product mask.

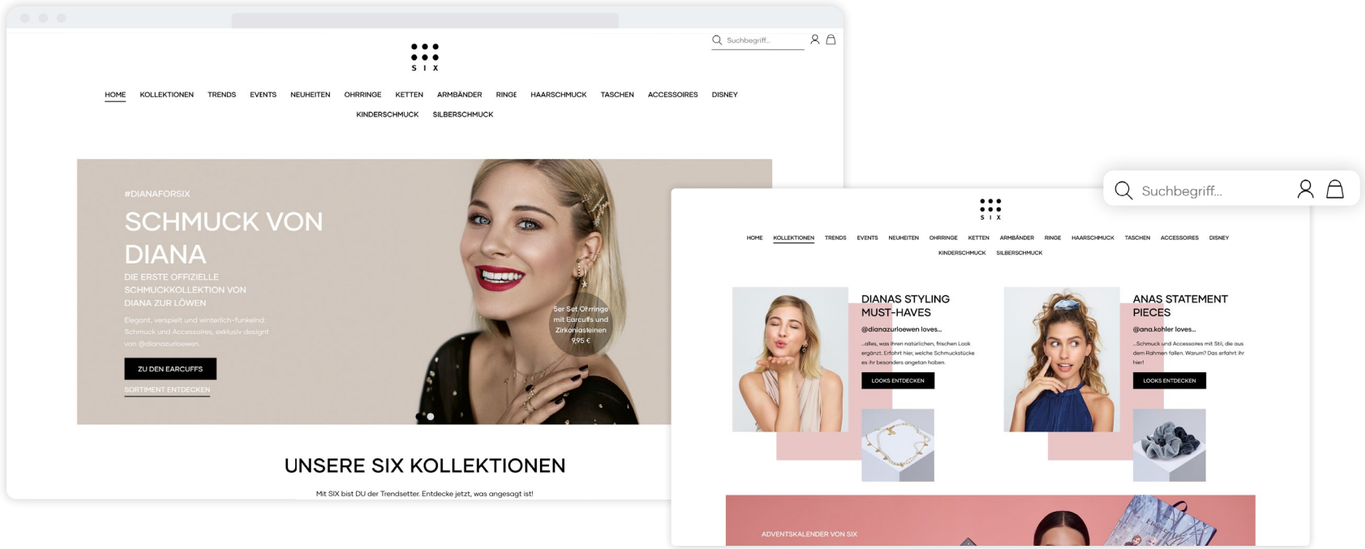
100,000 customers rely on Shopware

Shopware is much more than a product. Shopware inspires bigger ideas. Shopware promotes your business. We are proud to support more than 100,000 customers from a wide spectrum of industries – from fashion and electronics through to industrial companies. In 2018 alone, Shopware shops generated a combined turnover of 5.8 billion euros.



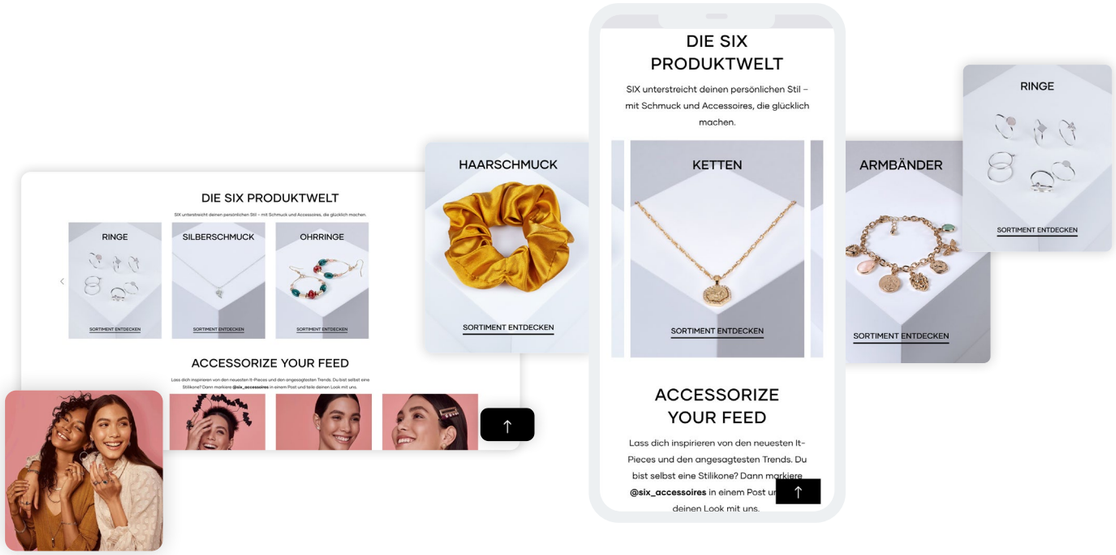
»Thanks to Shopware, we have been able to realise our goals of maximising sales, becoming more flexible, working with more intuitive software, and streamlining processes while reducing costs.«

Michael Bernhart, Digital Manager IT, Oberalp S.p.A



»With Shopware 6 we have been able to take the leap towards a future-oriented shop software. We benefit from considerable time savings every day, thanks to features like Shopping Experiences and the Rule Builder in Shopware 6.«

Kati Lu Kuehnberger, Head of Ecommerce, beeline GmbH



Case study

beeline relies on Shopware 6

beeline GmbH develops the product range for the three popular jewellery brands: SIX, TOSH and I AM. The jewellery seller's product range includes around 30,000 products sold in 25,000 stores worldwide.

The retailer relies on Shopware 6 in the B2C segment. The shop software enables the company to further unleash its international growth, all while placing the customer at the centre of their expansion.

Shopware 6 stood out for its strength in a number of areas:

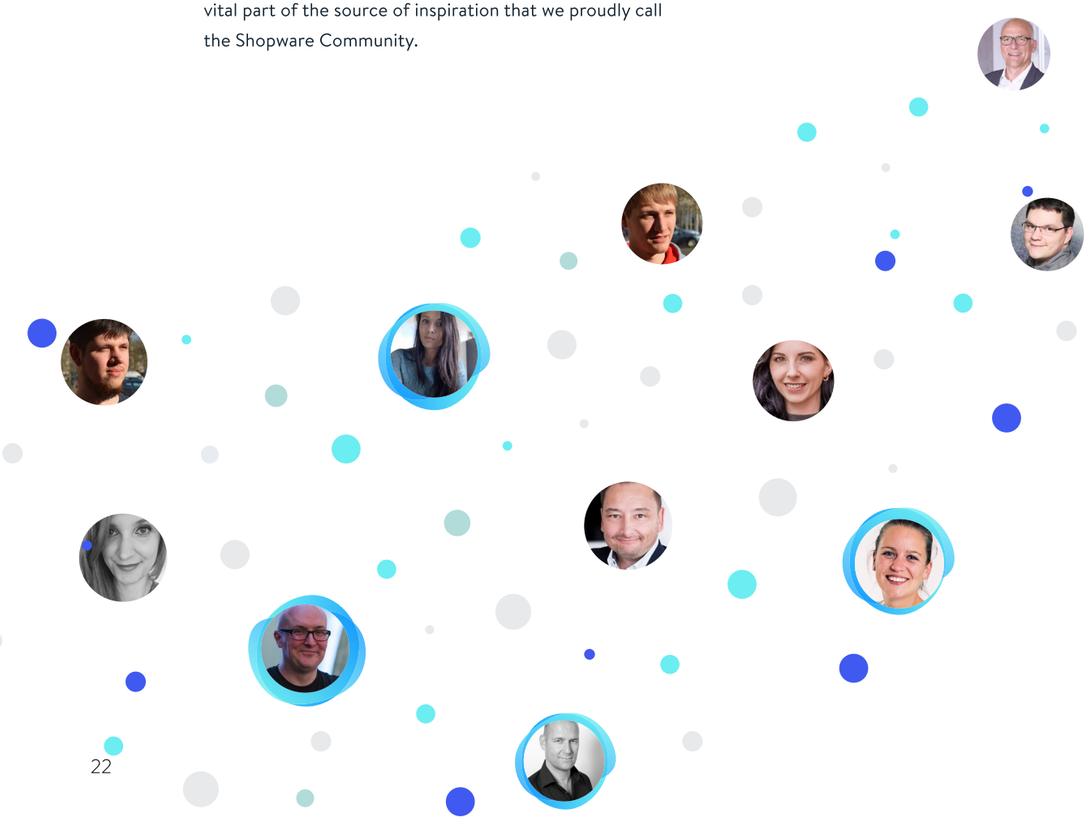
- Country-specific sales channels
- Configurable tax calculation
- Rule-based prices and checkout configuration
- Quick and easy content output via Shopping Experiences

Shopware Community

Growing together

Shopware is an open source solution that is fuelled by the ideas and inspiration of its community.

Our community of developers, plugin manufacturers, partners and shop operators contribute their unique ideas to make Shopware a little bit better every day. Everyone involved is a vital part of the source of inspiration that we proudly call the Shopware Community.



Ecosystem

Benefit from the Shopware ecosystem

Shopware 6 is a lean and extremely flexible product that can be effortlessly extended and adjusted to fit your business model.

A powerful ecommerce software paired with a large ecosystem forms the basis of sustainable success. In the Shopware Community Store you will find thousands of extensions that you can use to realise your individual requirements.

Licences

Your Shopware ecommerce journey

From the initial business idea through to the enterprise project: Shopware is always by your side, supporting you on your journey towards success.

The help of a flexible ecommerce solution and a reliable partner enables you, as a retailer, to grow smoothly in the highly dynamic world of online trading.

Our editions

Shopware has a suitable solution for you, regardless of the scale and complexity of your ecommerce project:

Community Edition

The ideal solution for a quick start into the world of ecommerce

Professional Edition

For an exceptional brand presentation with comprehensive services

Enterprise Edition

The solution for high performance ecommerce projects featuring maximum scalability

shopware Business Partner

shopware Solution Partner

shopware Enterprise Partner

Network of partners

Shopware partners by your side

Our more than 1,200 partners are specialists for a wide range of services and are available to help you at every project phase of your online project.

Our partner agencies provide an extensive portfolio of services around Shopware. Ranging from professional consultation and conception to tailor-made solutions and the integration of third-party systems: our partner agencies cater to your specific needs and are always work in close cooperation with us.

We are Shopware

Since Shopware was founded in 2000, we have been committed to a distinct goal. We are an owner-operated family business that does not settle for simply making good software. We want more. Here at Shopware, we are now more than 250 idealists, unconventional thinkers and researchers, who are driven by a clear mission. Every day we work passionately, innovatively and with great attention to detail, striving to revolutionise digital retail and create future-oriented ecommerce solutions.

»Our mission is to provide our retailers with flexible and future-proof ecommerce solutions that enable them to realise their growth potential quickly and easily.«

Sebastian and Stefan Hamann, CEOs and founders of Shopware

100,000+
customers

authentic

established in
2000

100%
equity-financed

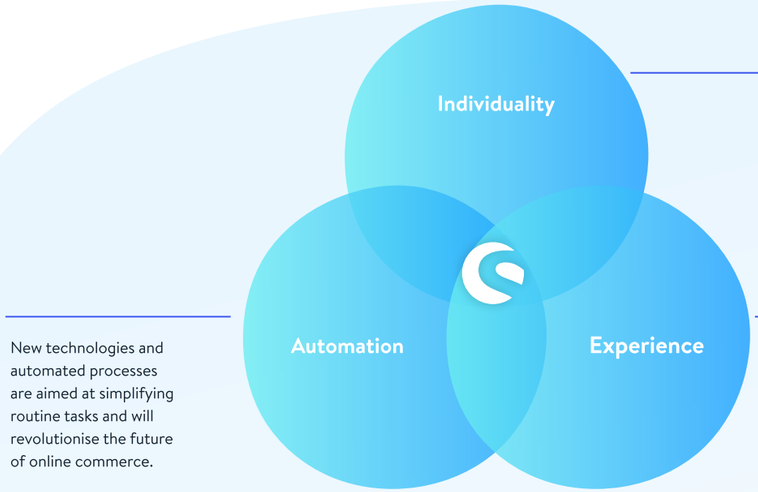
open

visionary

Our vision of tomorrow's ecommerce

In an increasingly complex world marked by unstoppable growth in connectivity, ecommerce constantly faces new challenges. That's why it's more important than ever for retailers and manufacturers to be prepared for all possible future scenarios.

New technologies are continuously transforming our everyday lives and user behaviour. With all new and further developments, we believe it is particularly important to always place people at the centre of all considerations. For retailers and manufacturers this is all about the aspiration to offer their customers a shopping experience that is as close to perfect as possible. We believe that there are three pillars that are going to determine the success of future retail activities:



People don't want to be boxed in drawers or stereotypes. In the future, consumers will focus on individualism, optimism and values when shopping.

New technologies and automated processes are aimed at simplifying routine tasks and will revolutionise the future of online commerce.

In an increasingly digital age, unique and engaging experiences are gaining in importance. Tomorrow's online shopping is not going to be all that different from a visit to a shopping mile.

We are here for you

Do you have any questions about our software or would you like advice on finding the right solution for your needs? We are happy to help!

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