



” We decided to go with Shopware because it is a modern shop system that fully satisfies our demands for an international presence.

Christian Debski, Wacom Europe GmbH

” The modern, innovative shop components give us significantly better flexibility when mapping out our short-term targets. A fine example of this includes the fully customizable shopping worlds.

Uli Schonhardt, Söhne Mannheims GmbH

” Shopware provides optimal opportunities for individually setting up online shops for both B2C and B2B customers. Naturally, we’ve taken advantage of these. The shop is very attractive and well-organized and includes much more than just the standard features. It’s the right shop for innovative concepts such as shipping frozen foods.

Andrea van Bezouwen, Frosta AG

” Shopware is a highly organized and user-friendly system which also promotes higher turnover. Since we started using Shopware, sales have increased dynamically.

Andreas Kaiser, Fortuna Düsseldorf

” We chose Shopware because we were searching for a shop system that offered development opportunities while being relatively fast and easy to use, which is especially important for our customers who aren’t using high-speed servers. We are completely satisfied with the results.

Joachim Ehmman, Comtech GmbH

SHOPWARE 4

THE NEXT GENERATION OF SHOP SYSTEMS



Shopping over the internet is now easier than ever before. Shopware 4 is one of the most efficient high-performance shop systems on the market. Complete with a vast range of features and marketing tools, attractive design and effortless operation, Shopware 4 has everything you can hope to expect from a shop system, and so much more. Come take a closer look...

26,000+
satisfied customers

800+
certified partners

1300+
available plugins

THE BACKEND

EASY TO USE, INTUITIVE, FULLY CUSTOMIZABLE

Inspired by the intuitive feel of well-known operating systems, Showpare's comprehensive backend offers the latest in web technology. Experience both the convenience of performing advanced functions with only a single click and the ease of creating personalized pages via the drag & drop function. Showpare

can be managed from any browser or operating system, which means the administration can be accessed from virtually anywhere. You can effectively organize all of your data via widgets and unlimited desktops. The result is a high-performance system which is instantly familiar to both beginners and experts alike.

EASY TO USE BACKEND

The Showpare administration is as easy to use as a Windows desktop.

INTUITIVE USE

A streamlined interface provides user-friendly operation.

SIMPLE NAVIGATION

Every function, and all your info with a single click.

GLOBAL SEARCHING

Just enter a few keywords and let Showpare do the rest!



WIDGETS

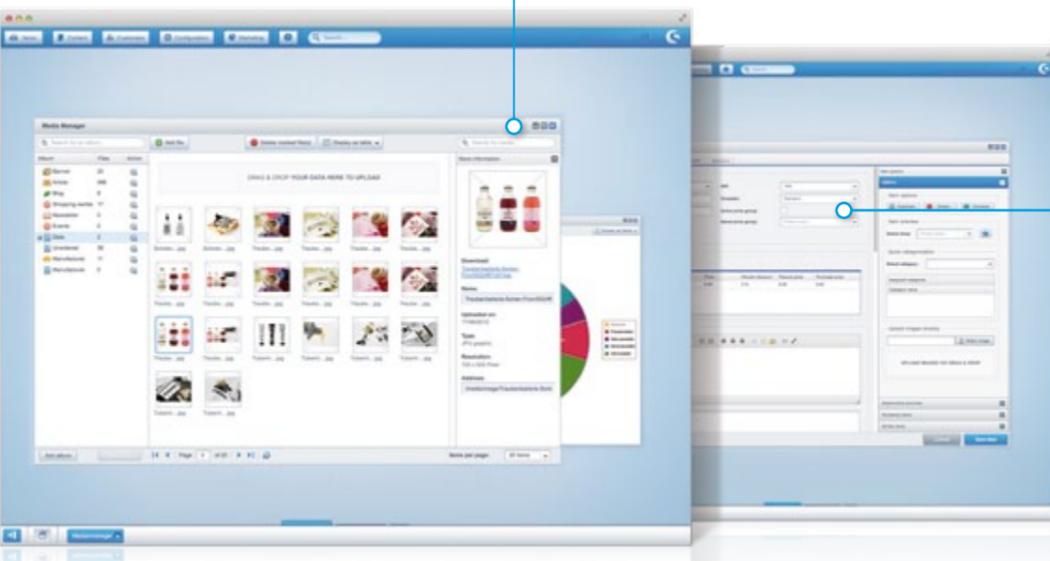
All business data and statistics can be conveniently displayed via Widgets.

UNLIMITED WORKSPACE

No more clutter! Just create new tabs as you need them.

EASY DATA UPLOADING

Drag, drop, done. - Importing files couldn't be simpler.





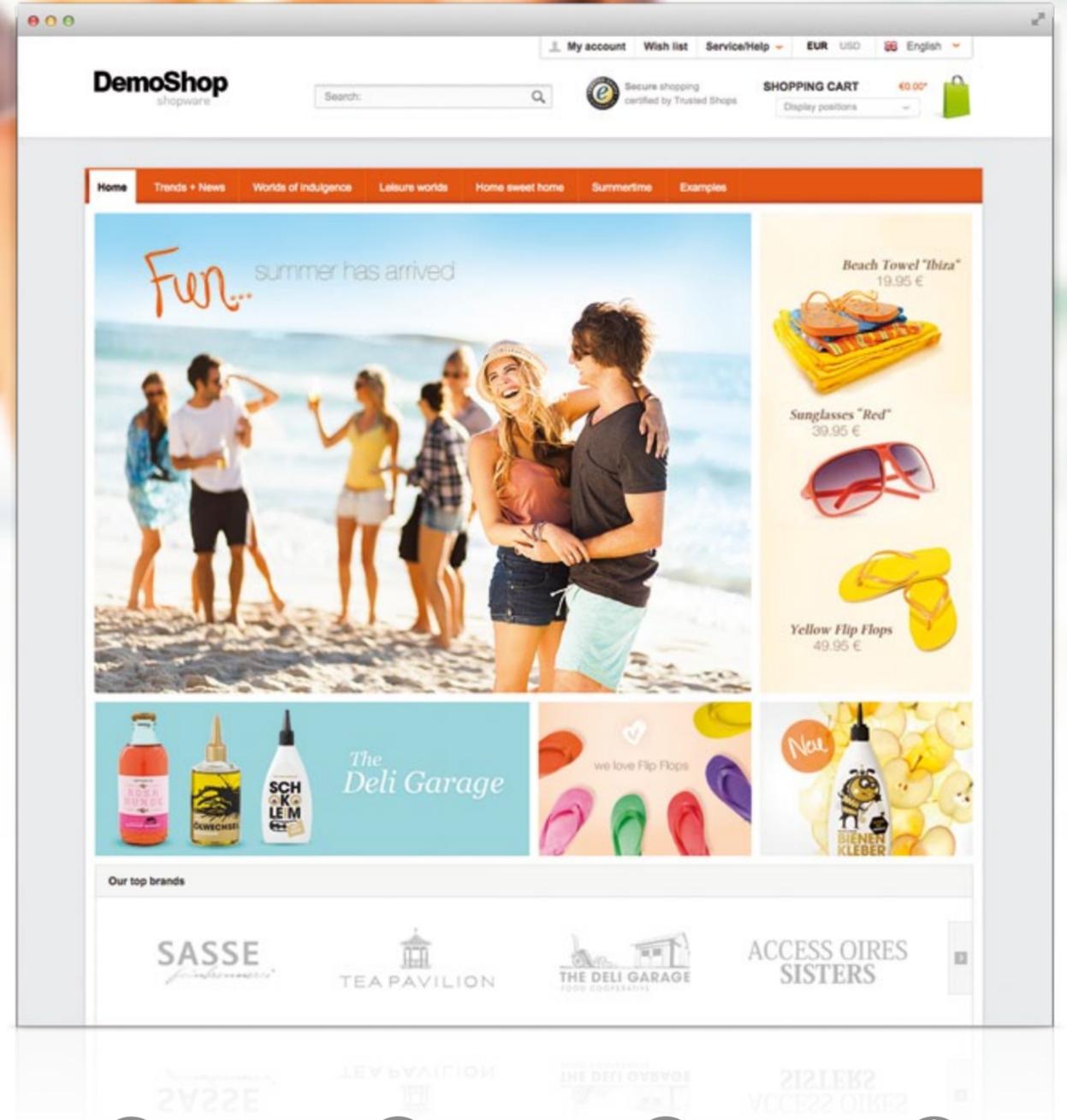
THE FRONT END

MAKE SHOPPING AN ADVENTURE

The frontend of your shop is essential for attracting customers and building your business. So while your shop needs to both appear legitimate and intriguing, it must also be intuitive and easy to use. Luckily for you, Shopware is designed for precisely that. Moreover, Shopware is

pre-certified by Trusted Shops and has been praised by top professionals and publications in the eCommerce industry. Choose from an assortment of design templates, all of which can be individually customized. Further enhance the unique image of your shop by including your

corporate identity in custom-designed newsletters and invoices. When you implement modern Shopping Worlds and special offer pages, you provide a delightful shopping experience for your customers. The result will keep them coming back again and again.



*Personal demo access
Register for your own personal Shopware
test environment and try out the system
for 30 days, totally free of cost with no
commitment.
> www.shopware.com !*



DESIGN TEMPLATES

Shopware offers a wide selection of templates which can be easily personalized according to your wishes.



USER-FRIENDLY LAYOUT

The look and layout of the frontend is well-respected in the industry for its usability and easy navigation.



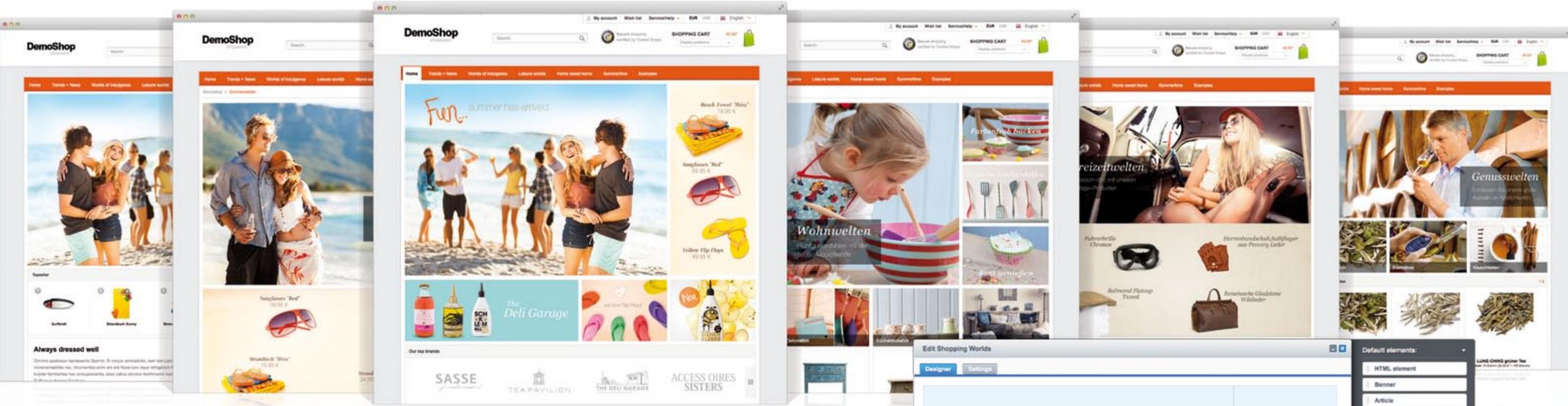
FULLY CUSTOMIZABLE

Every aspect of the frontend can be customized, allowing you to have complete control over the look of your shop.



TESTED & CERTIFIED

Every aspect of the frontend can be customized, allowing you to have complete control over the look of your shop.



SHOPPING WORLDS

THE DISPLAY WINDOW FOR YOUR SHOP

With the new Shopping Worlds feature, an array of unique marketing tools are now at your disposal. Gain a distinct competitive edge in your industry and inspire the interest of your customers while boosting sales at the same time. Images, banners, HTML text, videos, and much more can be implemented and adjusted through the backend. Give each of your pages a

professional look and feel while providing a complete shopping experience for your customers. Further enhance your pages with plugin features and functions, which can be downloaded from the Shopware Community Store. The Shopping Worlds feature offers virtually limitless freedom and potential - and all without requiring any programming experience.

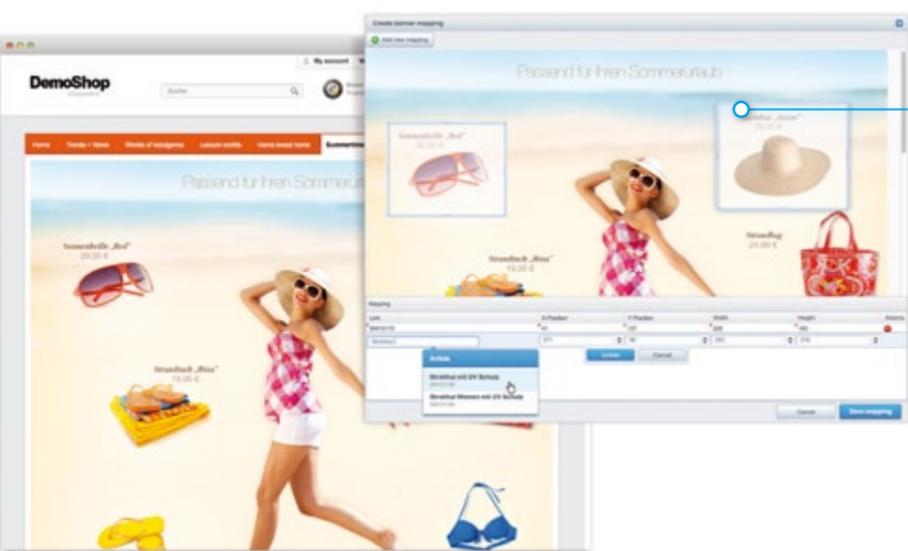
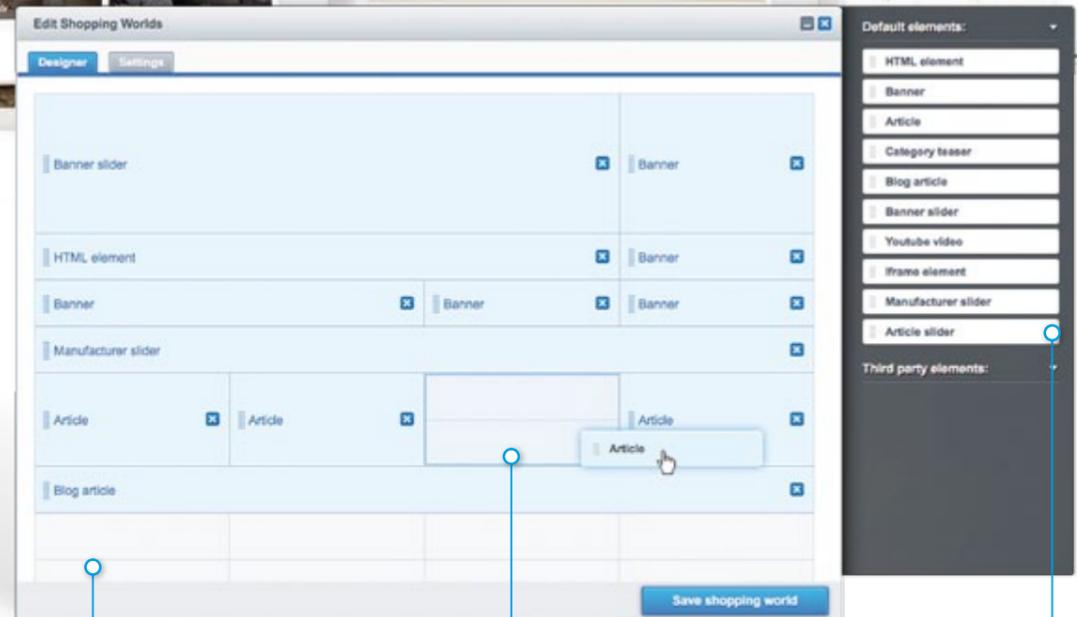


IMAGE MAPPING

Mark the area you would like to directly link to your items.



LAYOUT

You are also able to add and reposition as many elements as you wish through the backend.

ELEMENT LIBRARY

From a freely expandable library, you can choose to implement sliders, banners, videos, blog articles and much more.

DRAG & DROP CONTROL

There are no limits! Elements can be freely adjusted and moved or combined via the drag & drop function.

HIGHLIGHTS

MORE THAN THE ESSENTIALS

” The latest Shopware version lives up to the promise for new functions and updates, preparing the competition for yet another headache.



” The technology of Shopware 4 has been completely overhauled. The system has been updated with new features and an even more attractive design.

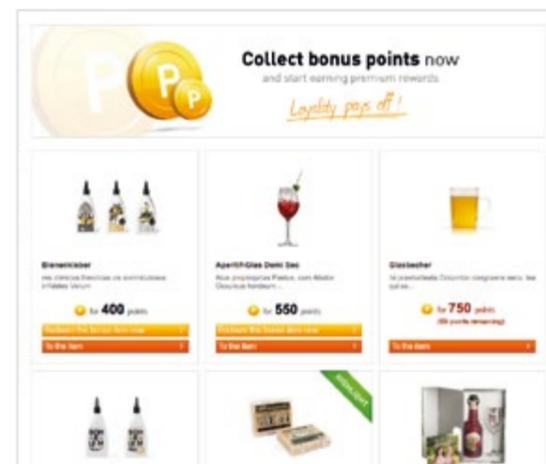
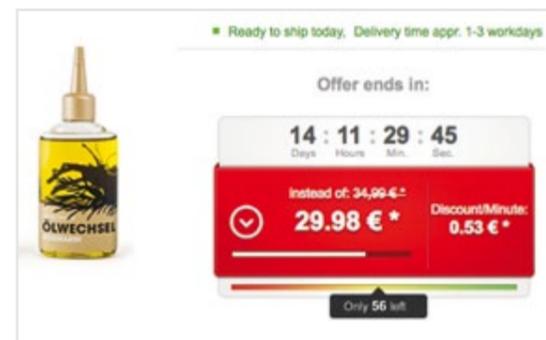


” When all is said and done, Shopware is the most progressive system of its time. [...] Every aspect of Shopware is focused on being customer friendly.



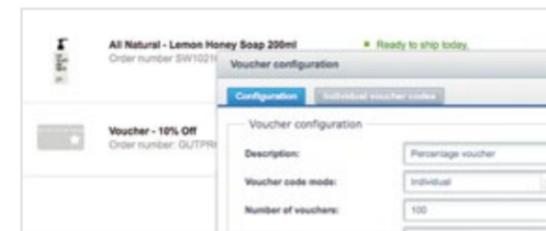
LIVE SHOPPING

Make shopping an adventure when you offer special sales attached to a live countdown. With Live Shopping, you can provide limited time discounts for a select number of items, while the customer watches the inventory fall. Additionally, you can display price increases and decreases on a minute by minute basis. This turns shopping into an interactive experience for your customers and promotes impulse purchases at the same time.



BONUS SYSTEM

So you wish to reward your customers for their loyalty? The bonus system allows your long-term customers to collect bonus points for every purchase of specially marked items. Bonus points values are displayed next to their corresponding items and added to the customers' point totals after the purchase is complete. You're also able to specify how many bonus points each item is worth. These points can later be redeemed for bonus items or gift vouchers. The bonus system is the ideal opportunity for shop owners to really boost sales by turning first-time visitors into returning customers.

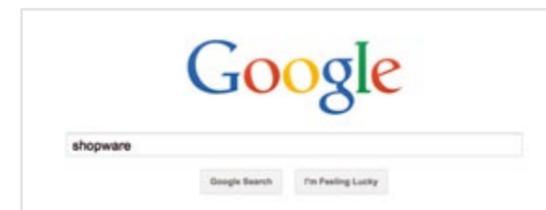


INTEGRATED MARKETING TOOLS

Shopware comes equipped with unique marketing tools. Special offer and landing pages allows you to easily create attractive item sites, which you can use in combination with Google AdWords. This allows you to effectively increase your turnover with gift vouchers special offers, affiliate programs, much more.

SEO OPTIMIZED

An absolutely essential part of having a successful online business is building a shop that customers can easily find. To achieve this, Shopware offers on-site search engine optimization, developed to perfection by SEO specialists. This includes a content-structured XHTML code, integrated sitemap, title tags with navigation hierarchy and more.



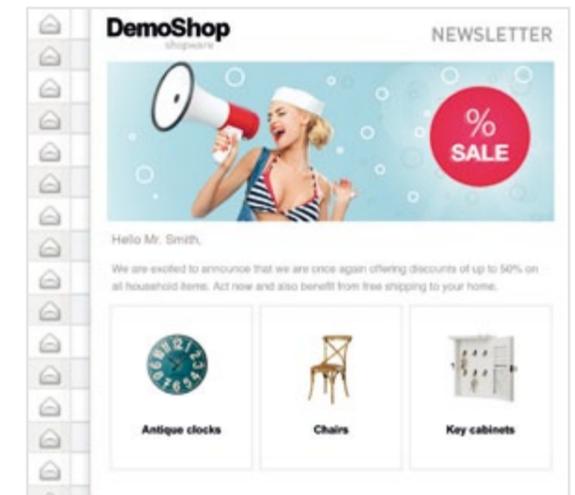
MULTIPLE SHOP CAPABILITY

With multiple shops you can attract a much broader range of target groups with completely different items, alternate languages, or entirely different designs. Every subshop you create is accessible via its own domain, and can have features that are independent from the main shop. Create a virtually unlimited number of subshops, while conveniently managing all data through one centralized backend.



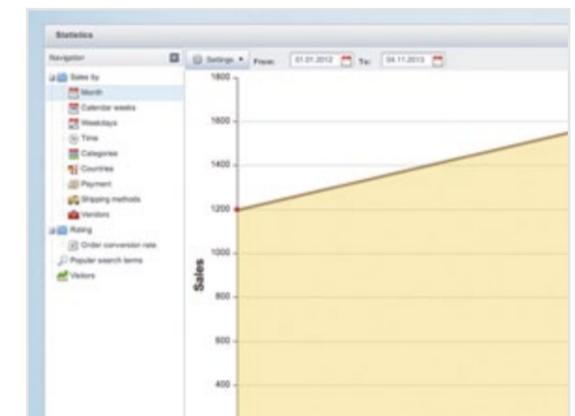
SMART NEWSLETTER

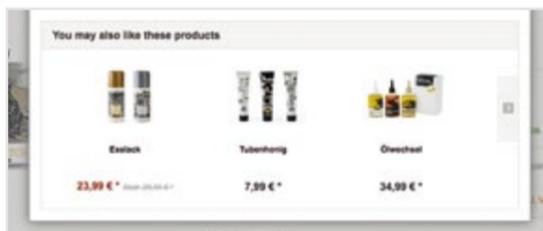
This is a must-have for any shop owner who wishes to automate newsletters for individual customers with special offers. With Smart Newsletter, you can create professional newsletters, which automatically analyze the shopping behavior of your customers and offer accessories that complement previously purchased items. With a simple drag & drop function, all newsletters can be assembled, managed and outfitted with optional gift vouchers.



STAT TRACKER

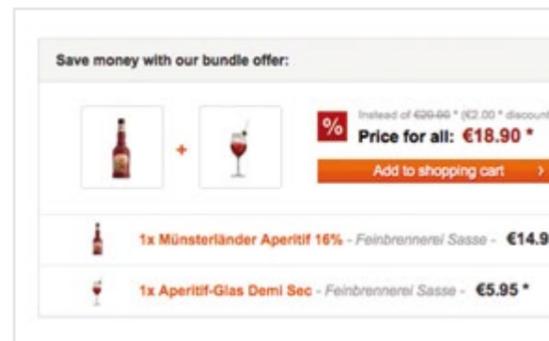
The ability to monitor and evaluate data is important in order to improve sales and boost turnover. All Shopware customers can benefit from the integrated statistical evaluation tools, which range from customer shopping patterns to sales analyses. The result is that your shop is not only more attractive, but your conversion rate is higher as well.





AUTOMATED CROSS-SELLING

Shopware also allows personalized cross-selling. Take advantage of this and other functions to help you increase turnover by automatically recommending similar items and accessories, top sellers, sale items and items that other customers purchased or viewed.



BUNDLES

Use Bundles to create special offer packages. Combine as many items together as you wish, then sell the complete package at an exclusive price. You can either offer entire packages as discounts, or assign discounts for accessories that compliment already purchased items. These discounts can be determined either as percentages or as fixed bundle prices. In the shopping cart, the original price is always displayed first, followed by the discounted price. Highlight the range of your shop's items and reward customers for making larger purchases at the same time.



SMART SEARCH

Effectively increase your sales by helping your customers find items with ease. Smart Search is fault-tolerant and thus yields accurate search results even if the search term contains misspellings, typos or incomplete words. Partial search matches are automatically evaluated and the results can then be sorted according to manufacturer, price, category and much more.

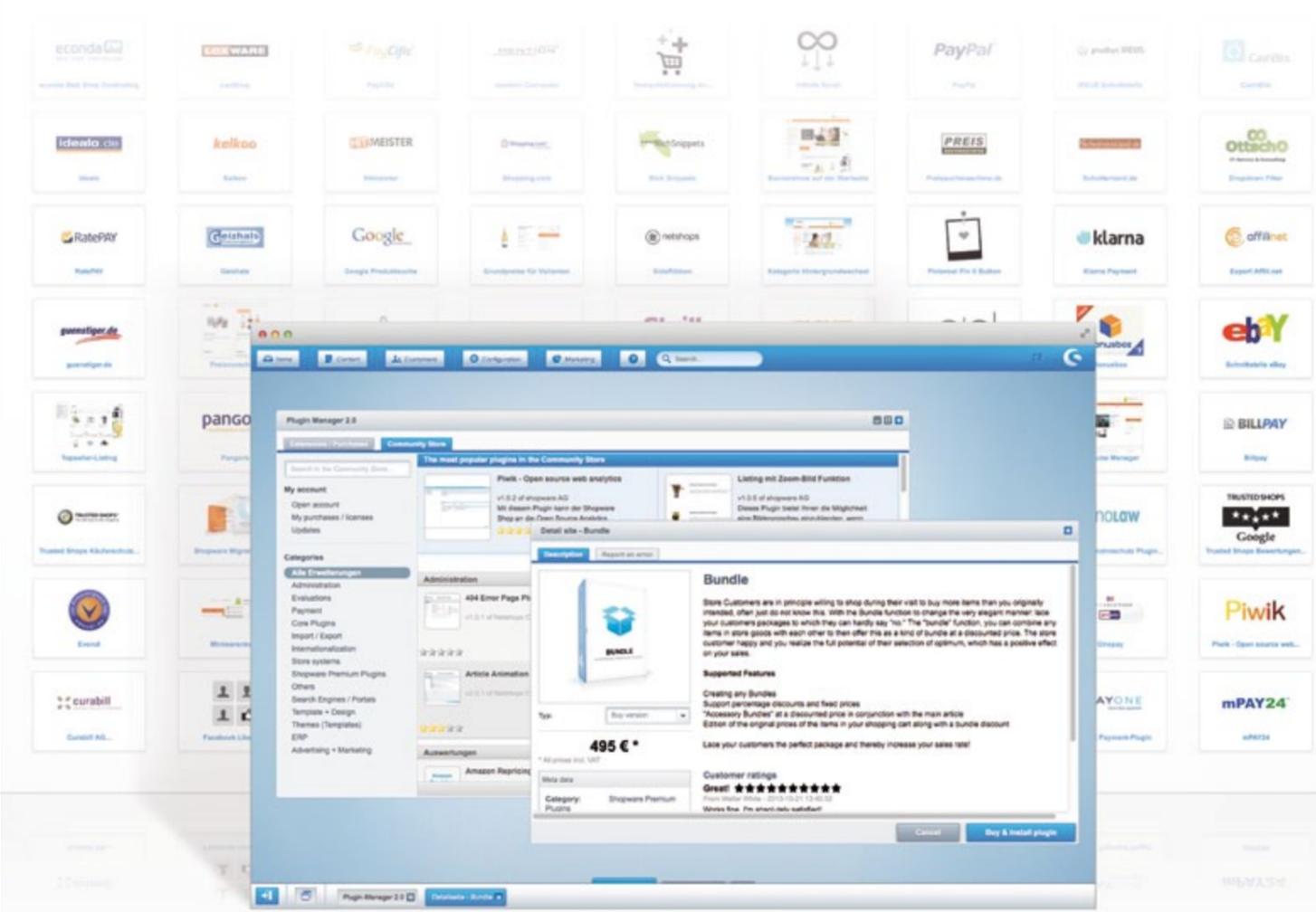
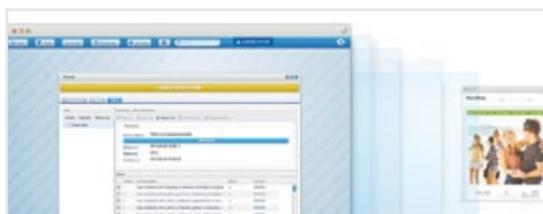
SUBSCRIPTIONS

With Subscriptions, you have all your tools and features for building long-term customer relationships. Automatic orders can be set up for a specified number of items to be delivered at user-defined time intervals. The advantage for your customers is that items which are constantly in demand are delivered on a regular basis without needing to repeat the order process. Payment is also made in intervals, so that your customers don't need to pay everything in advance. An incremental discount feature can also be implemented to grant discounts based on the length of the subscriptions. The longer the subscription, the lower the price.



STAGING SYSTEM

An essential tool for updating and upgrading your shop, the Staging System allows you to perform modifications and expansions independently from your live shop. Once all changes have been tested, you can easily implement the improvements into your live shop.



THE PLUGIN MANAGER

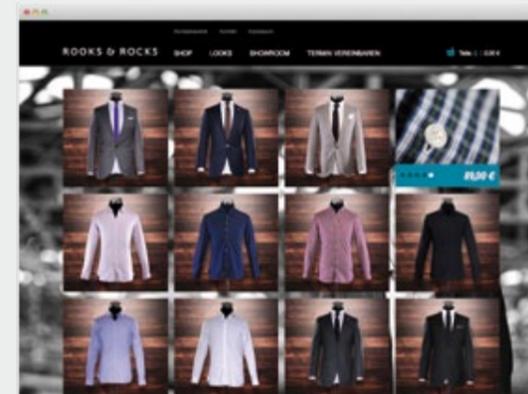
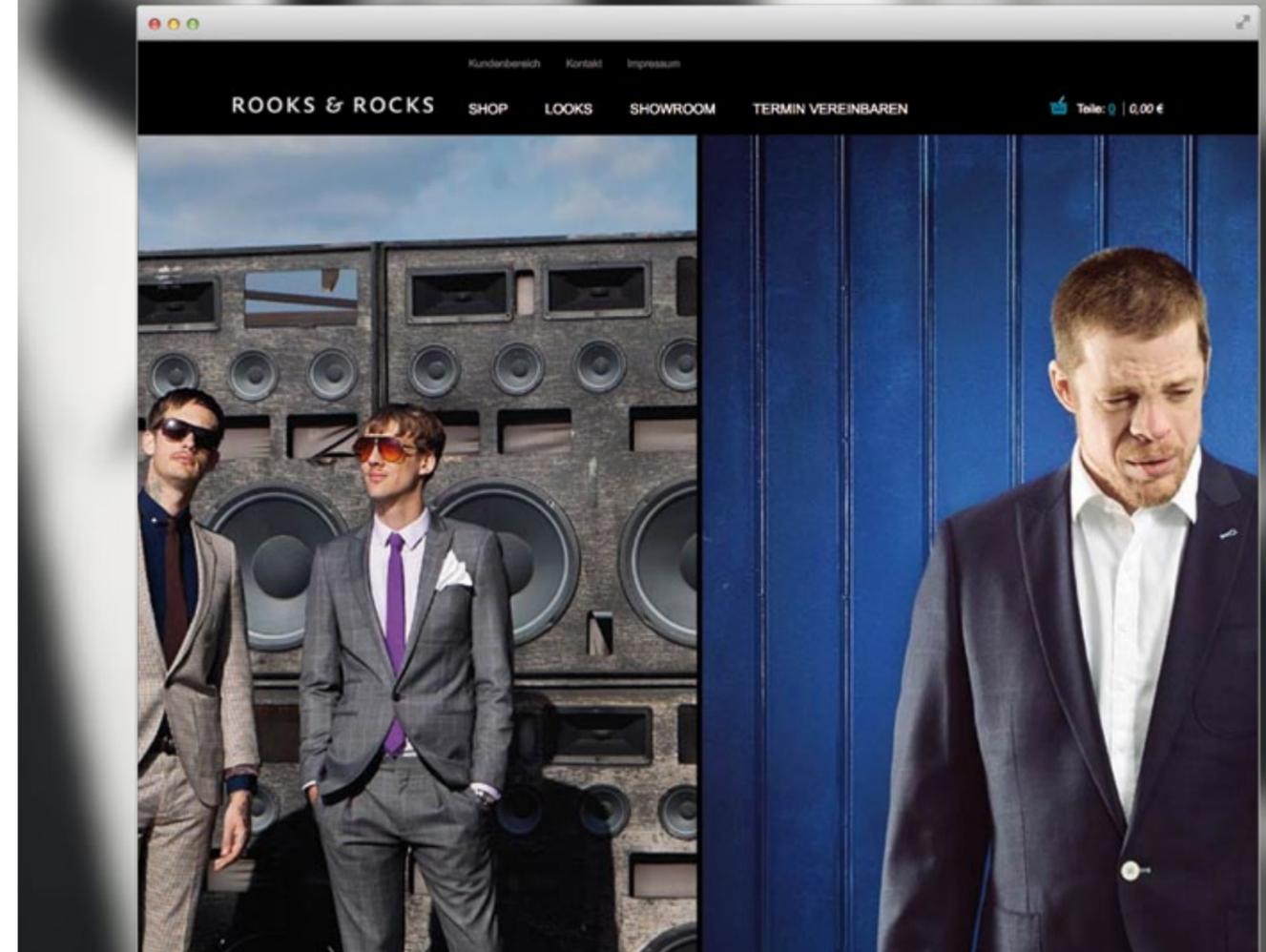
EXTEND YOUR SHOP WITH A SINGLE CLICK

The Plugin Manager is your direct line to the Shopware Community Store, the central marketplace for discovering and adding the plugins that make Shopware infinitely expandable. The Community Store boasts a vast range of features and tools, many of which are available free of charge, to improve both your business and your customer's shopping

experience. All that is required is a simple click, and the plugin will automatically be added to your shop. This organized overview allows you to easily manage all plugin and account activity. The Plugin Manager also conveniently notifies you of any updates, and features helpful reviews and commentary from other shop owners.

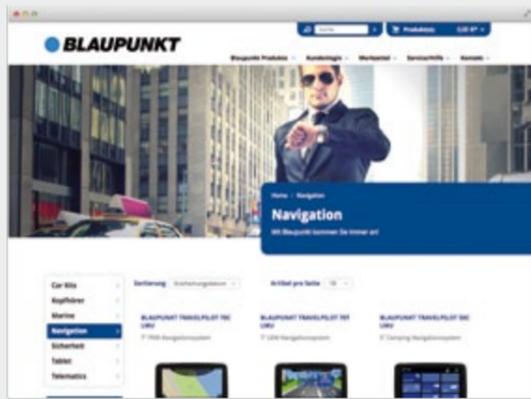
REFERENCES

JUST A FEW

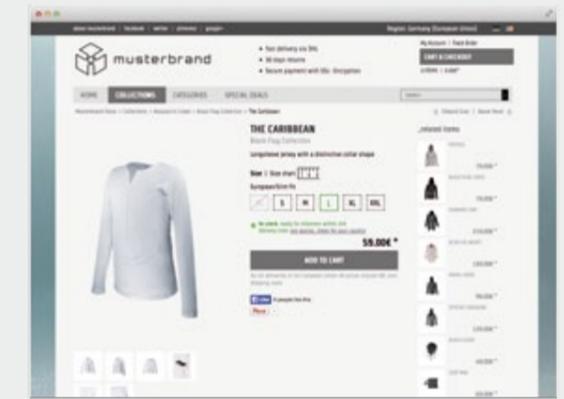
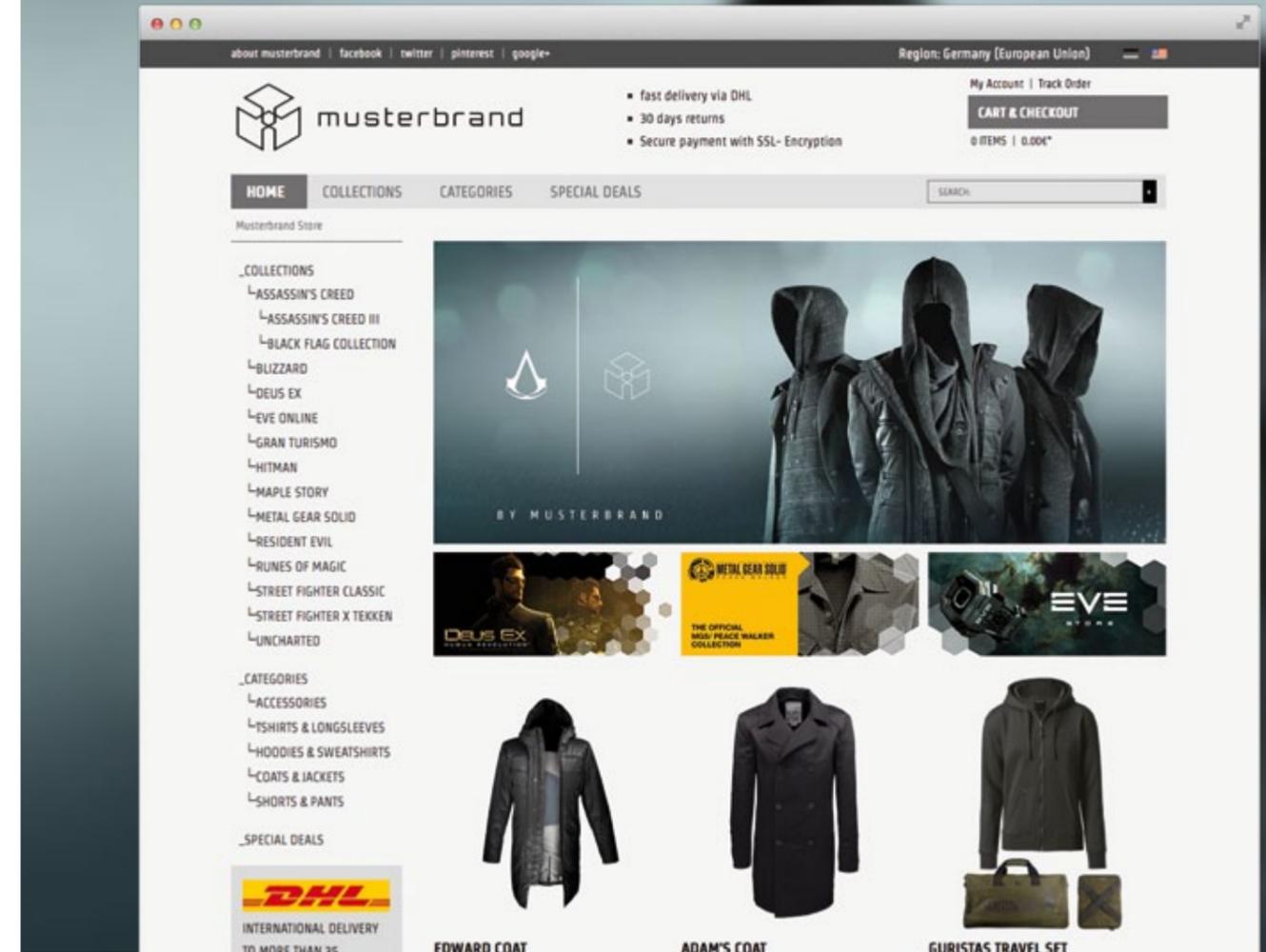


Customer: Rooks & Rocks

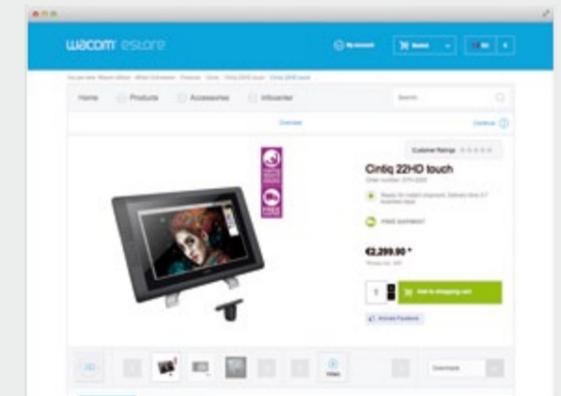
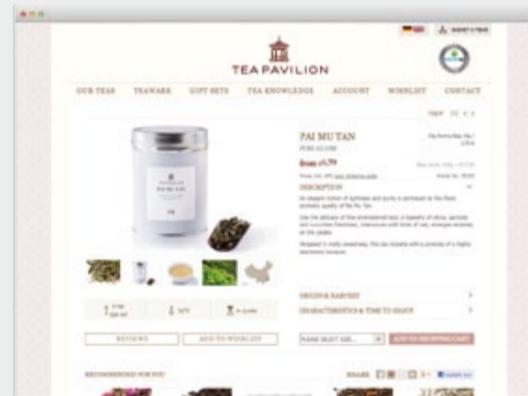
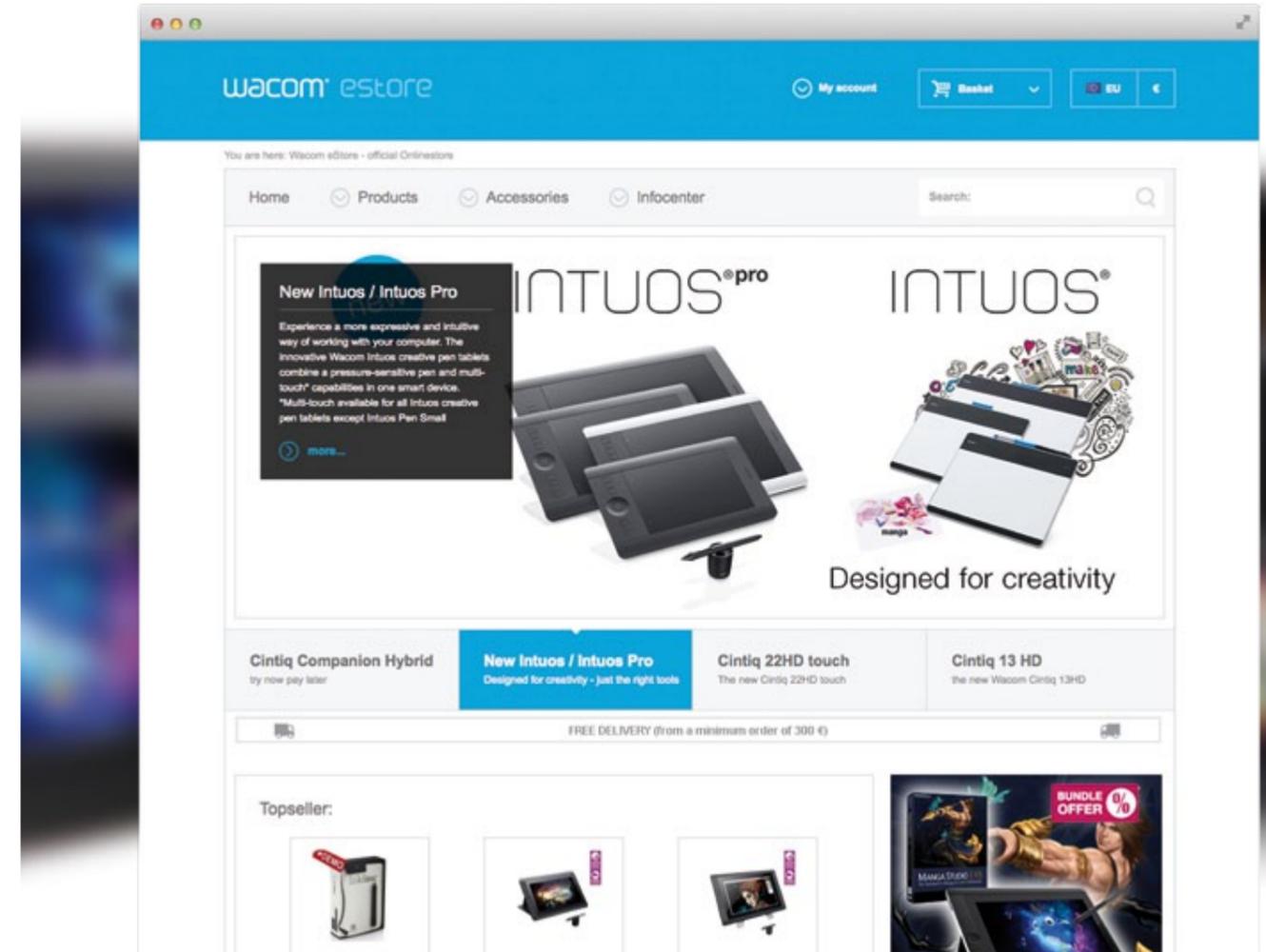
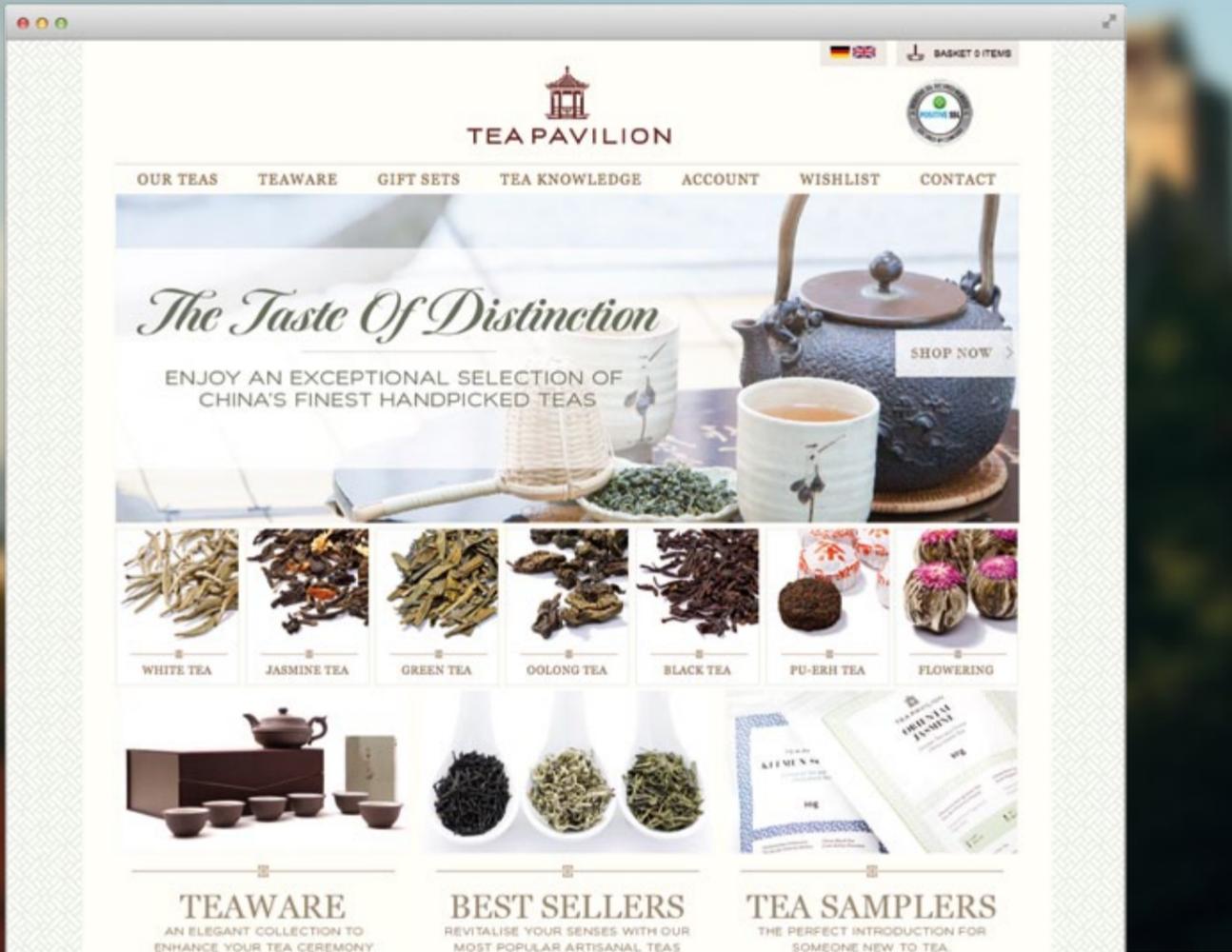
www.rooks-rocks.com



Customer: Blaupunkt
 > www.blaupunkt-store.de



Customer: musterbrand
 > www.musterbrand.com



Customer: Tea Pavilion

➤ www.teapavilion.com

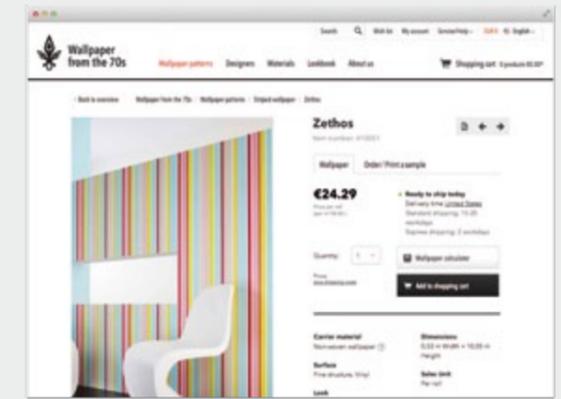
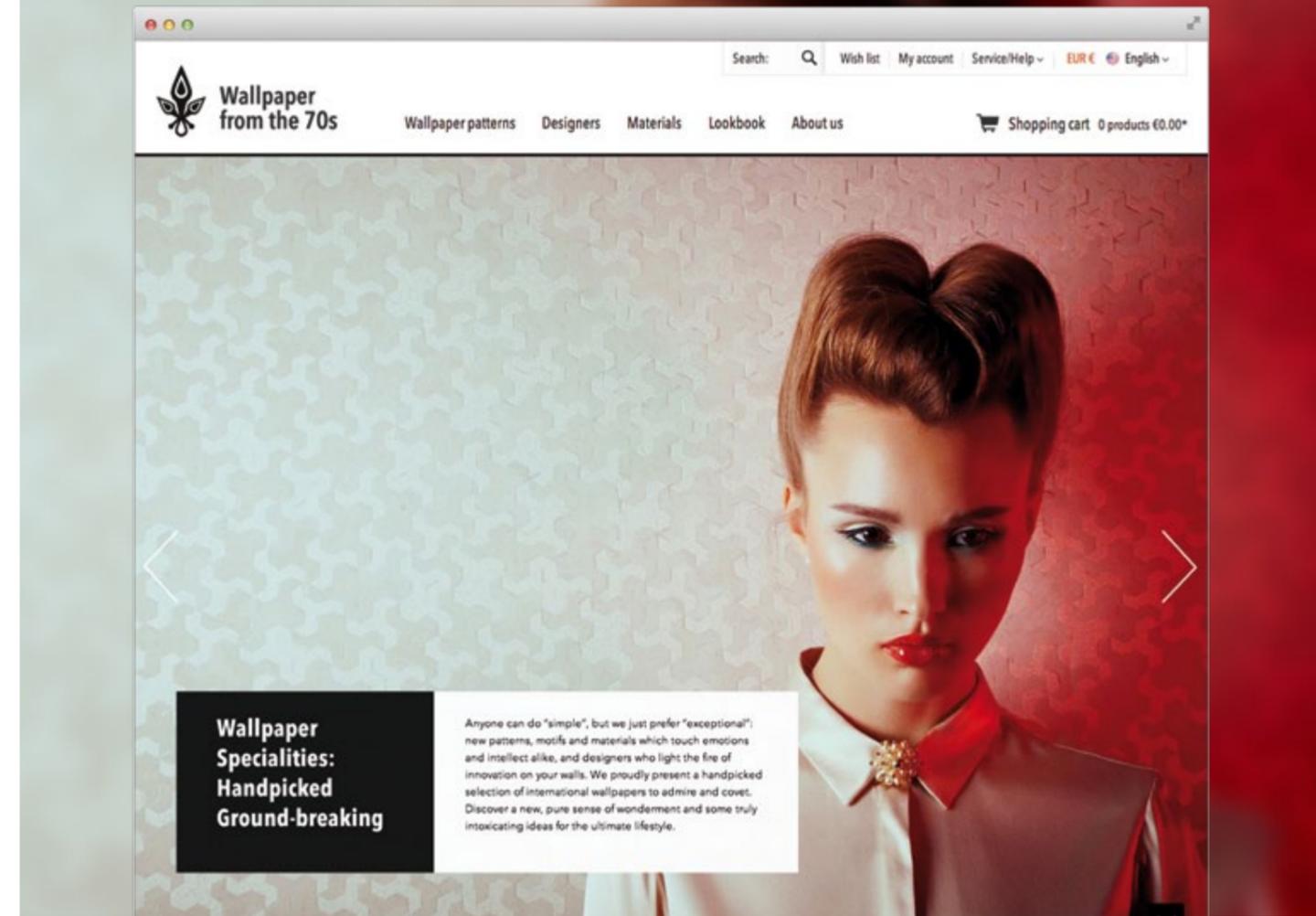
Customer: wacom estore

➤ shop.wacom.eu



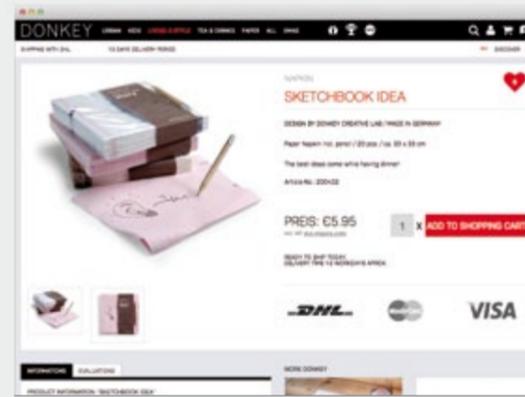
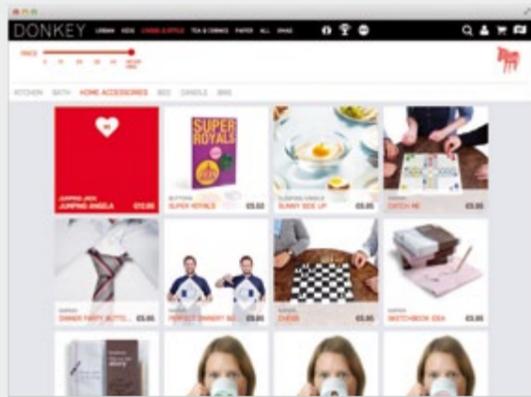
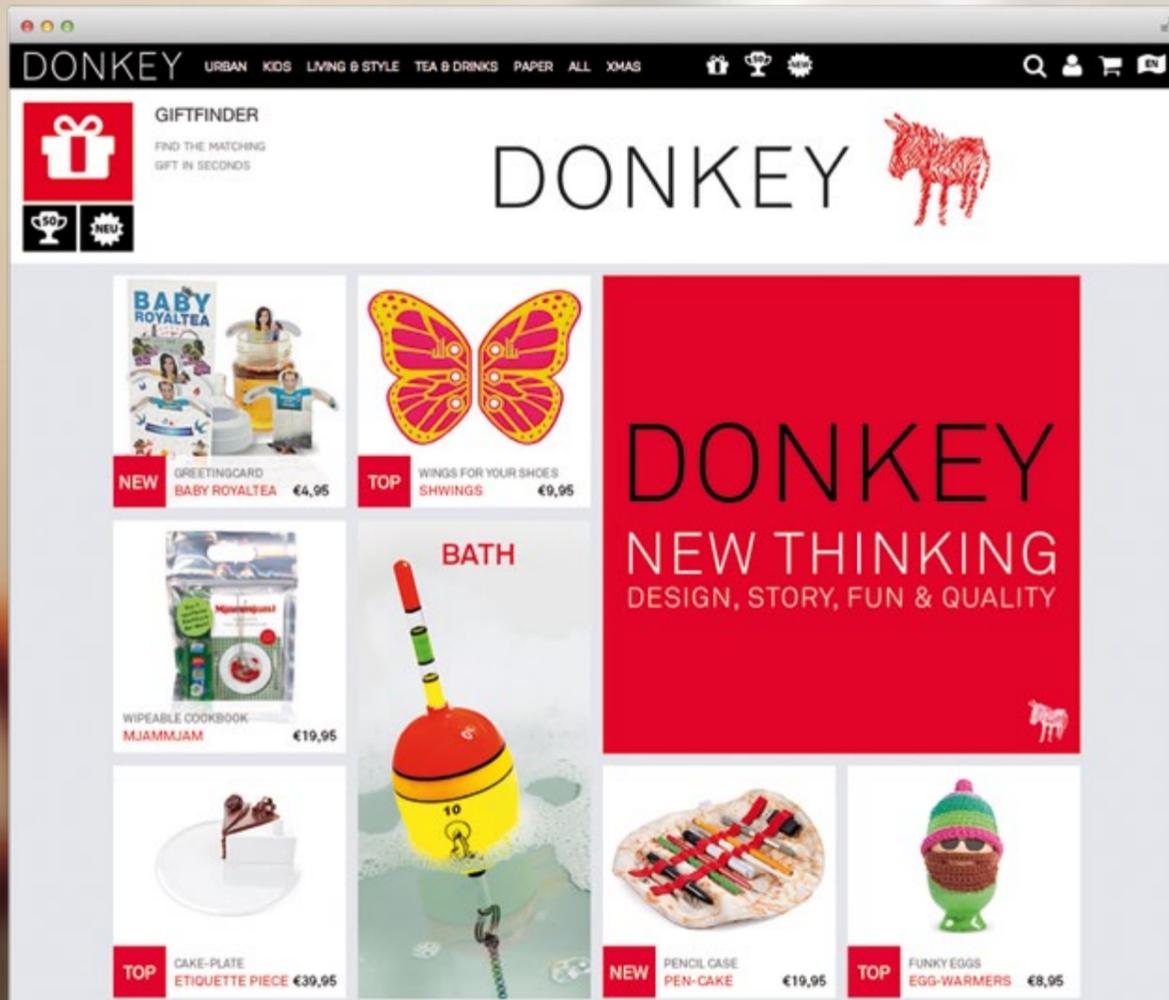
Customer: miacosa

➤ www.miacosa.de



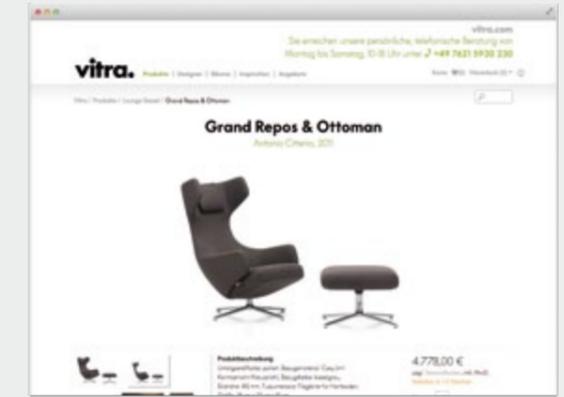
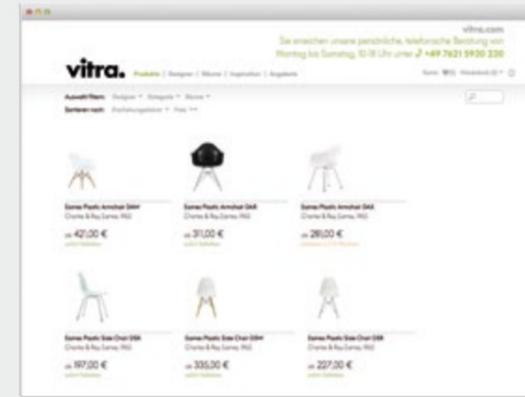
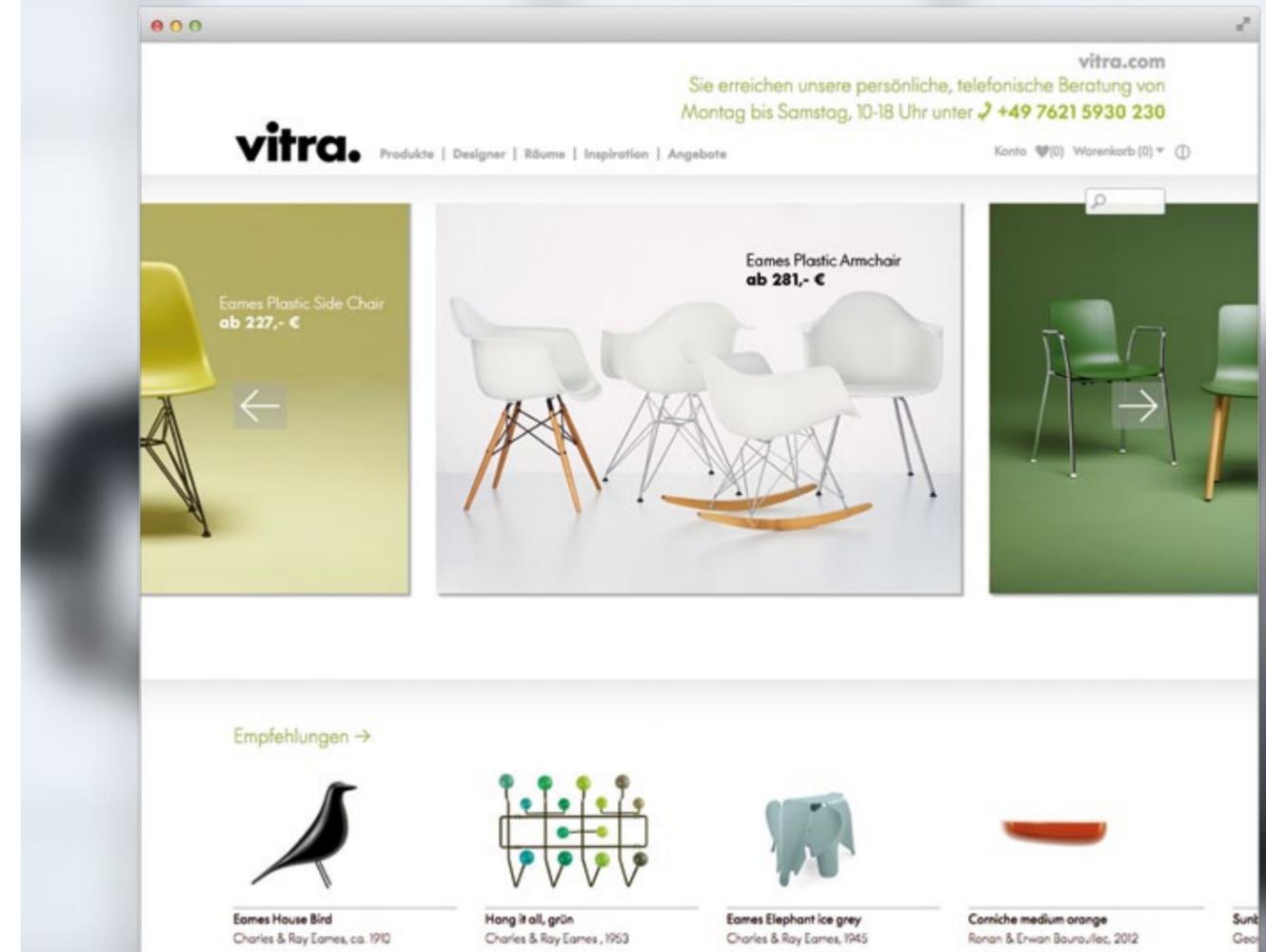
Customer: Wallpaper from the 70s

➤ www.wallpaperfromthe70s.com



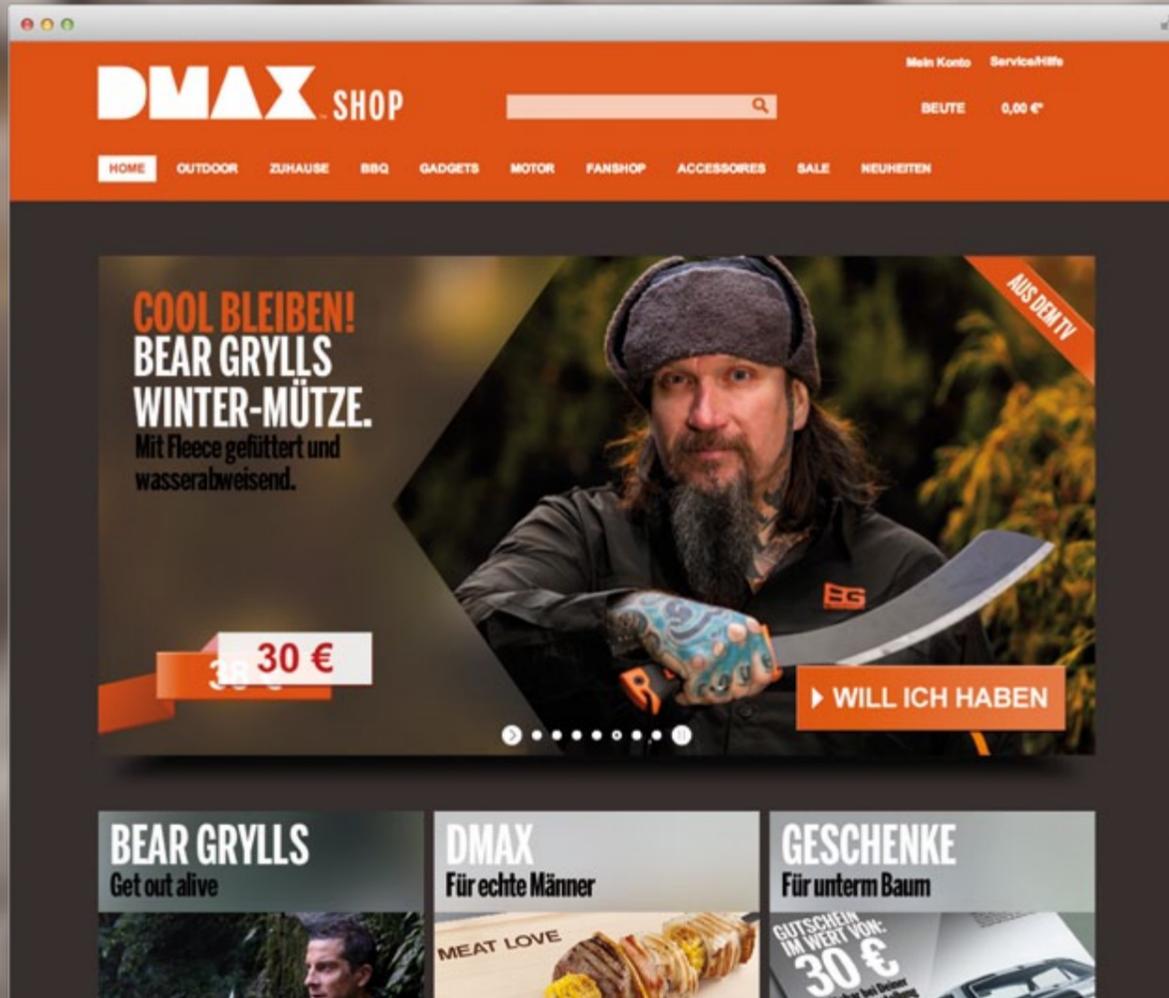
Customer: donkey products

➤ www.donkey-products.com

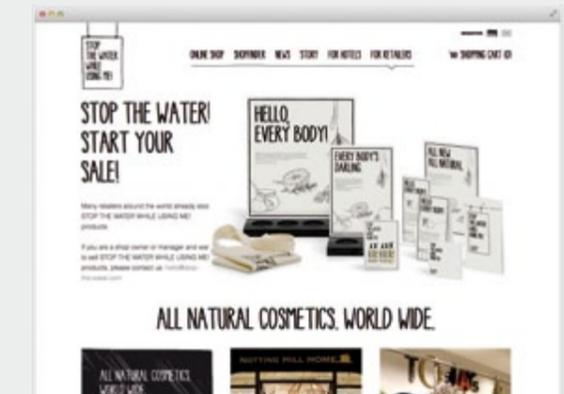
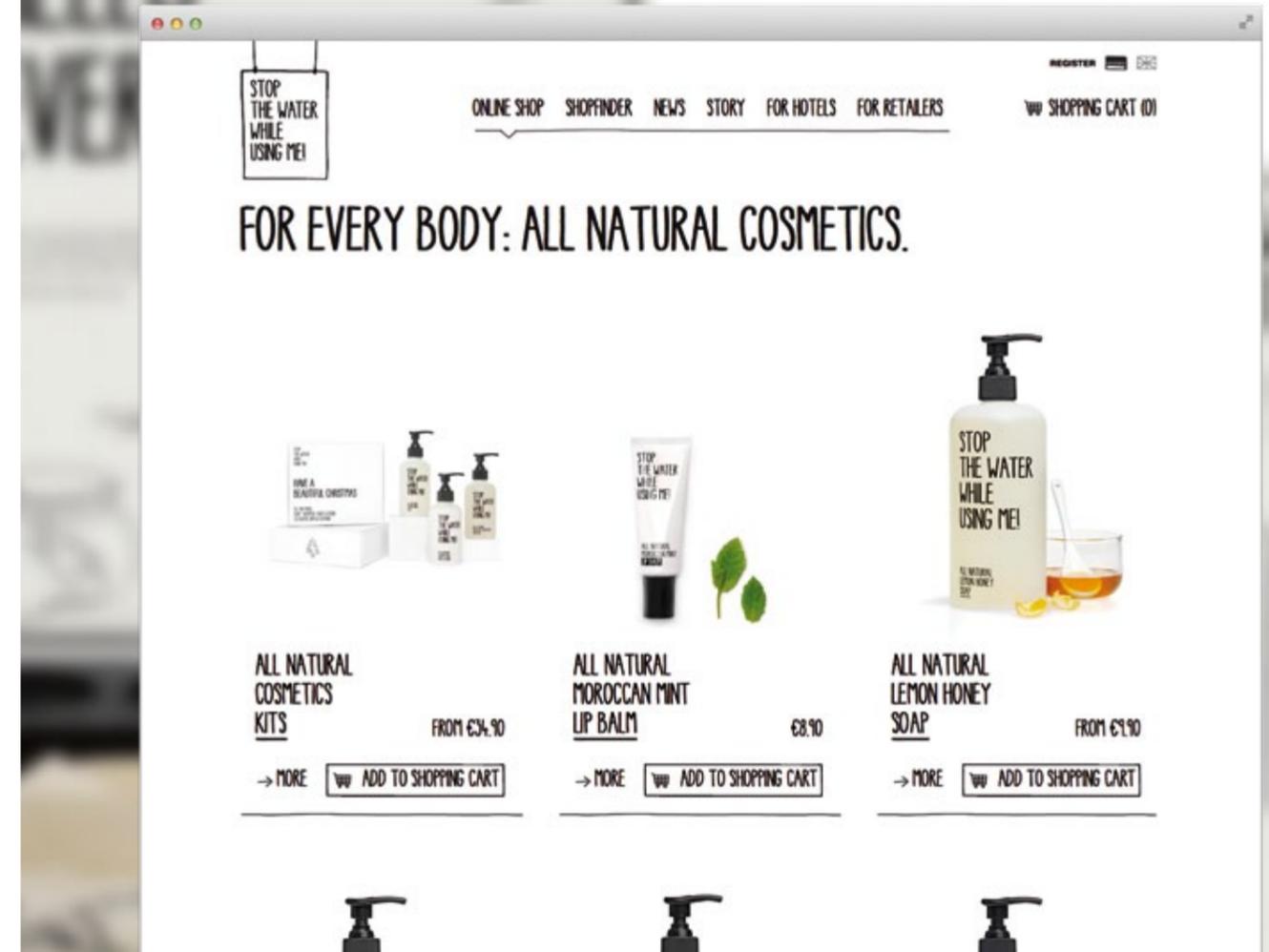


Customer: Vitra

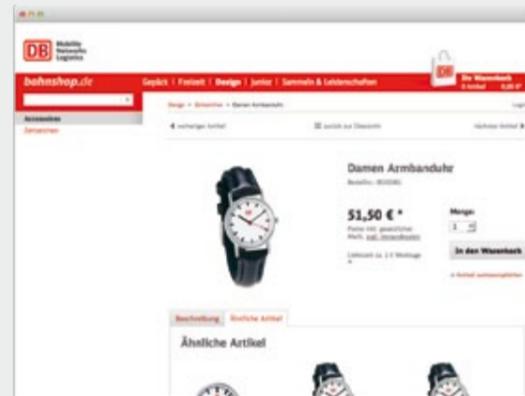
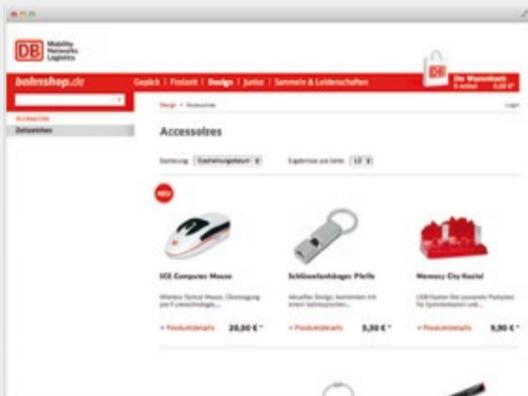
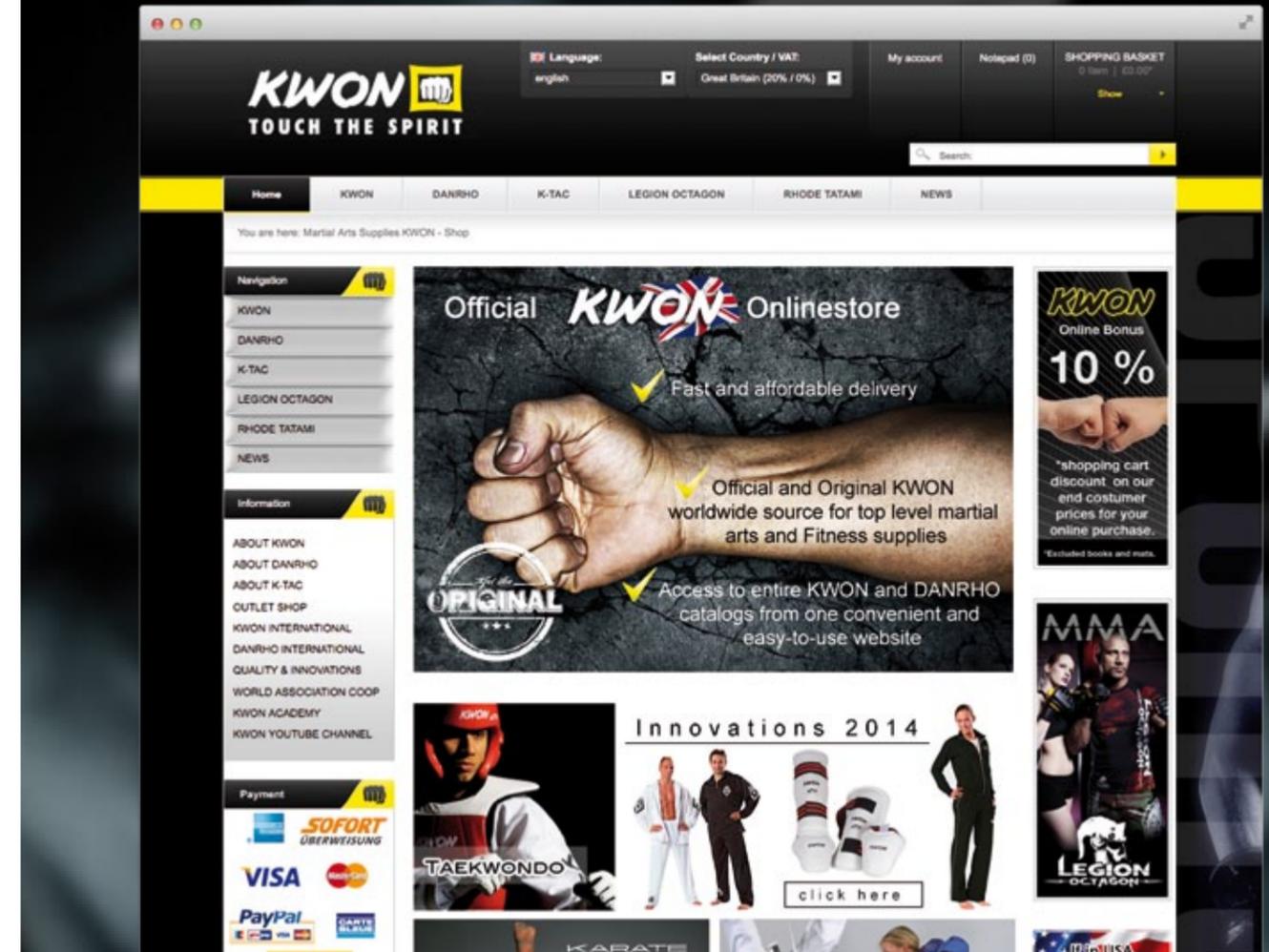
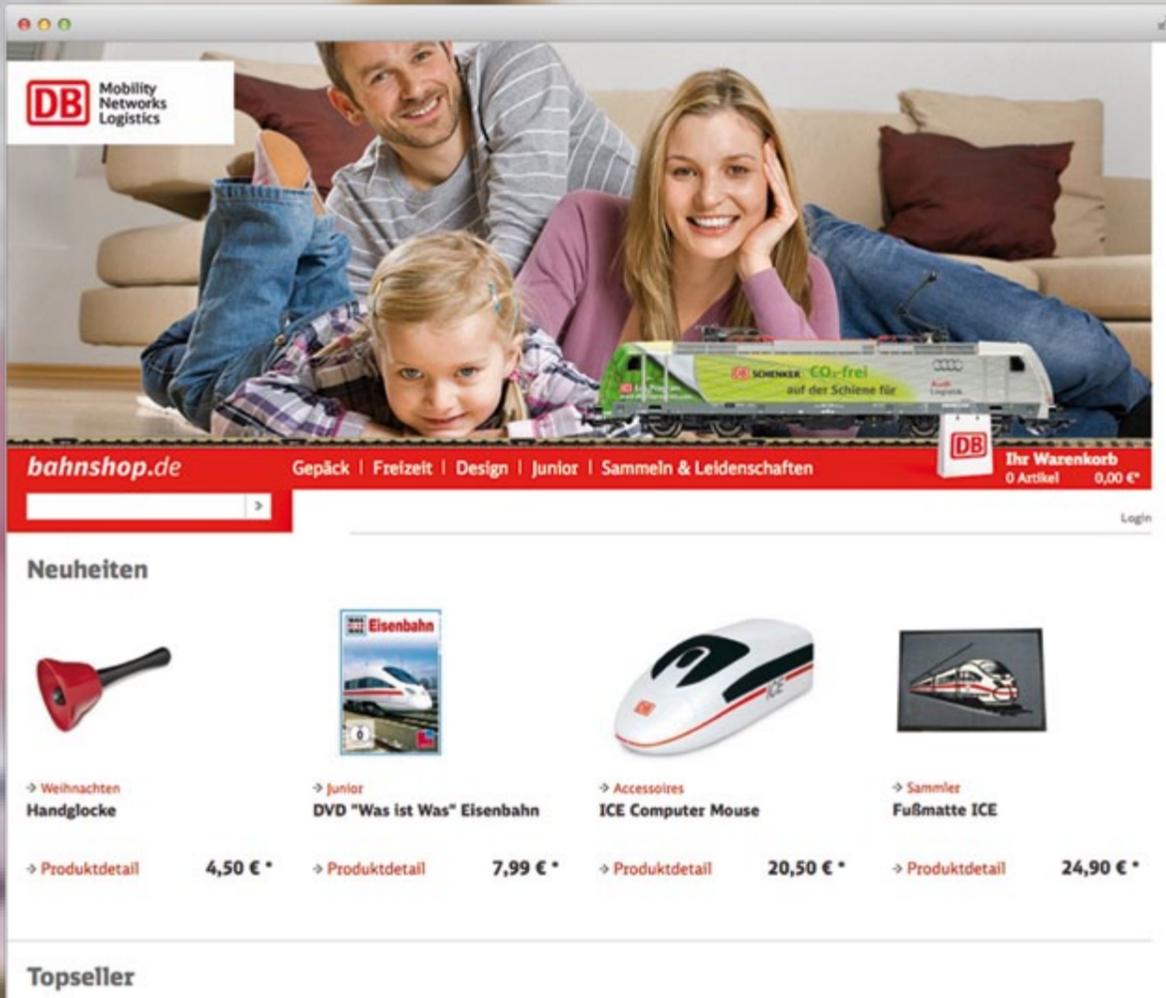
➤ shop.vitra.com



Customer: DMAX
 > www.dmax-shop.de



Customer: Stop the water while using me
 > www.stop-the-water-while-using-me.com



Customer: Deutsche Bahn

➤ www.bahnhof.de



Customer: Kwon

➤ www.kwon.com

