

Inspiration

Is what drives us forward.

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.

17

Years in business

100%

Equity financed

60,000+

Satisfied customers

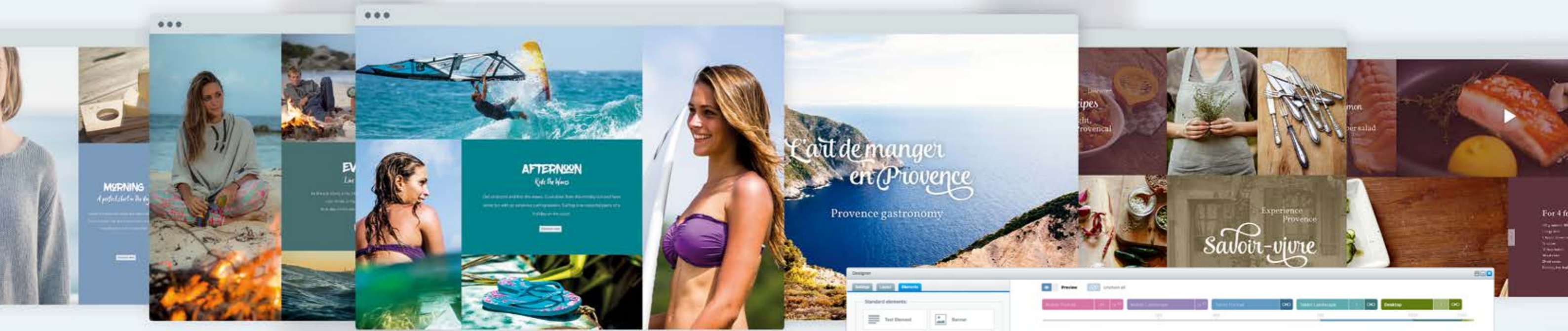
*Emotional
Shopping ^{on any} Device*



Shopware 5

The trendsetting eCommerce platform
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 backend, 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.



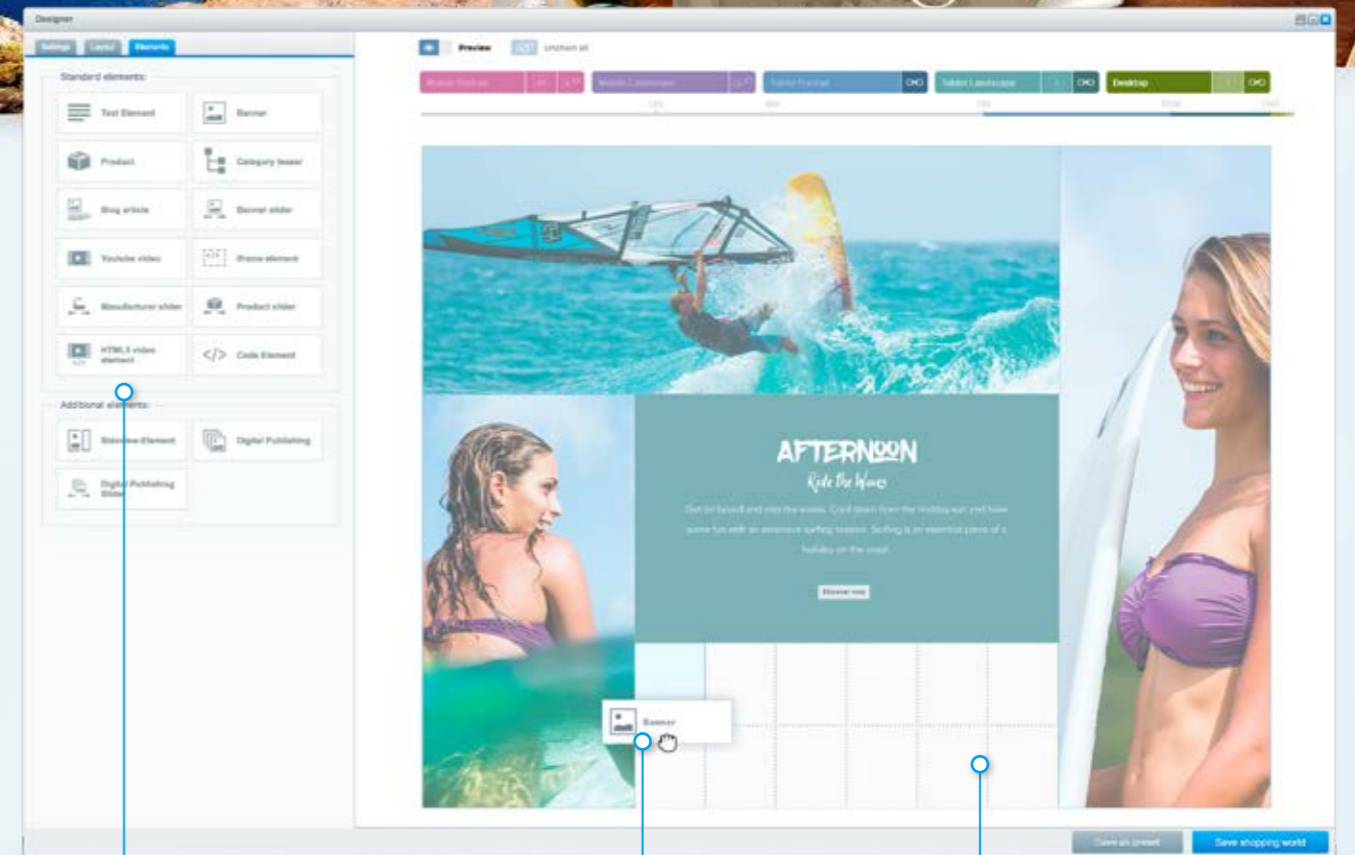
Device allocation

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.



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.

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.

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.



Provence

The perfume of citrus and lavender in your every inhale. The view grazes over rock walls built long ago to expose glistening fields, bending to greet neighboring embankments. The warmth of the sun-aged wood can be felt where you rest. On the tongue, the flavors of herbs and fresh fish intermingle with savoir-vivre: the good life

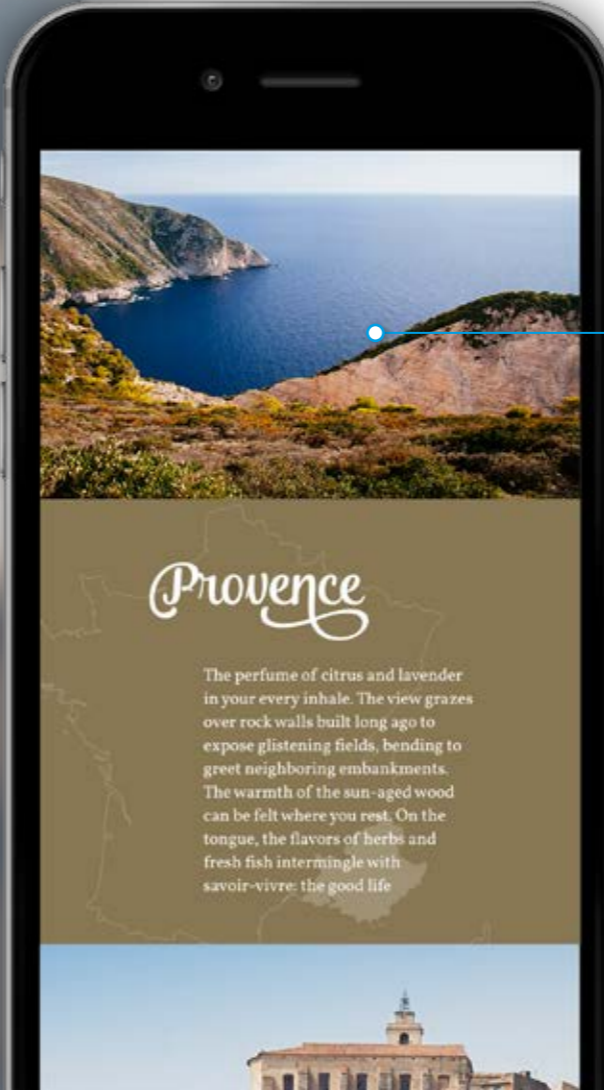
Regional & Seasonal

Fresh vegetables and aromatic spices are fundamental to provincial cooking. Whether straight from the market around the corner or your personal garden, a surplus of flavorful ingredients is always within reach. With a mild climate yielding delicious vegetables in every season, "artificial" is unheard of in this taste of paradise.

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

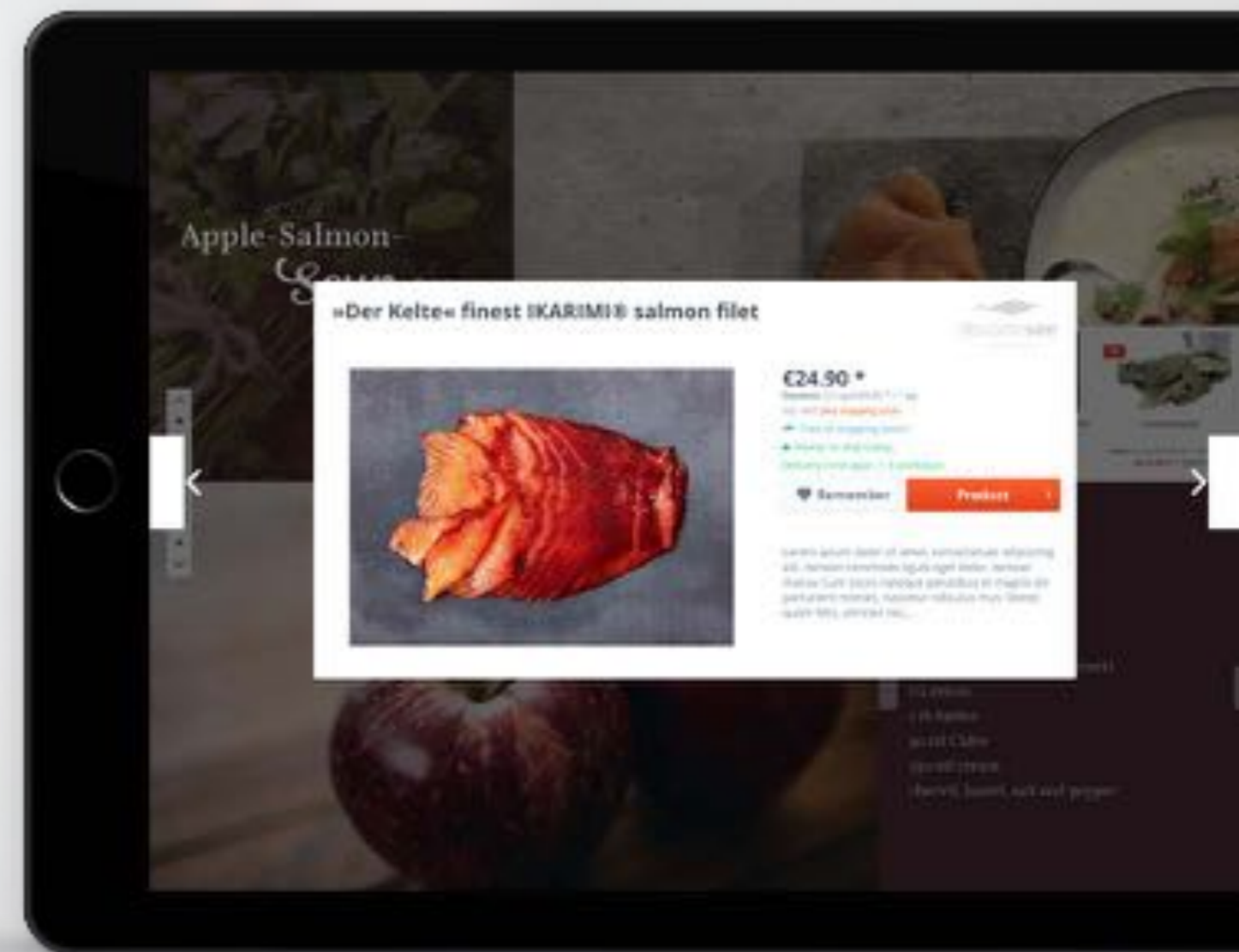
Let curiosity take control.

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.



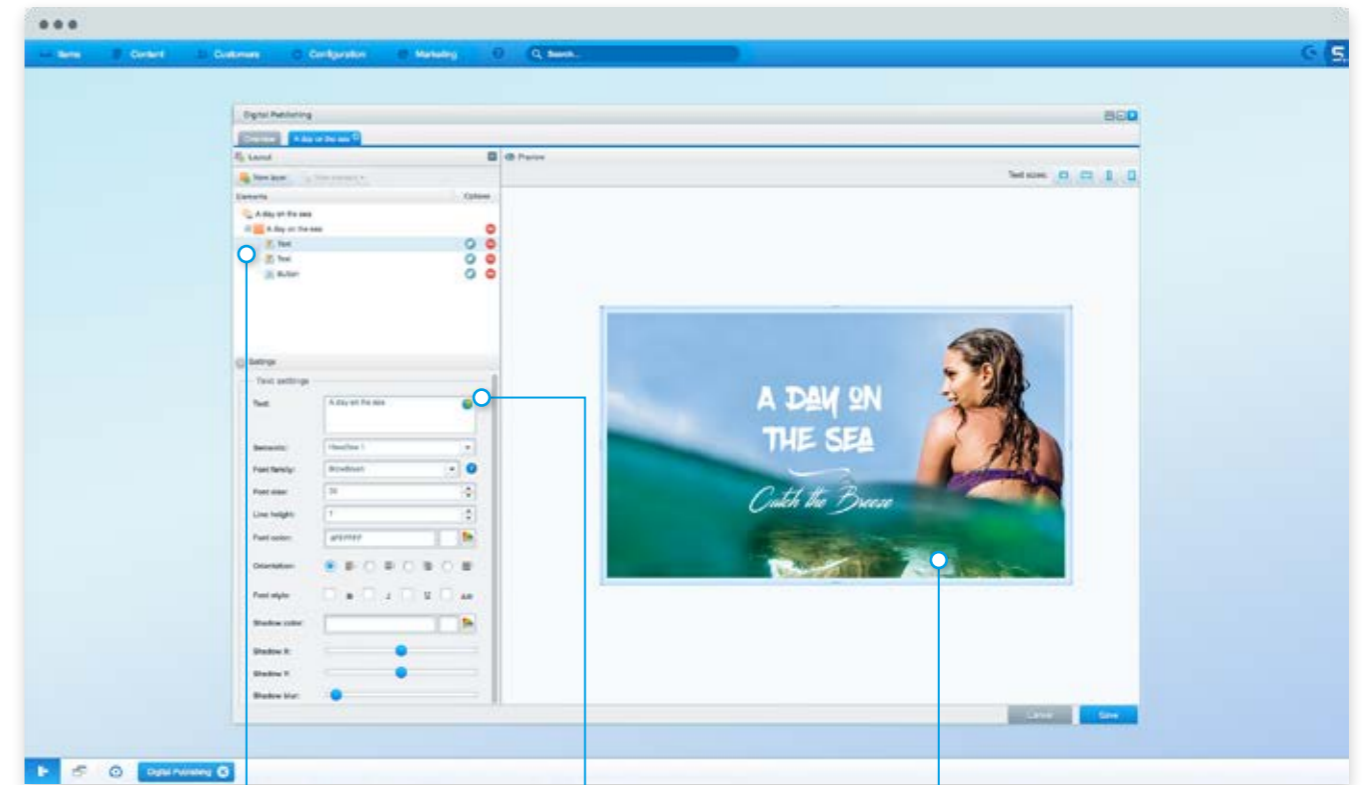
Fully responsive

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



SEO 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

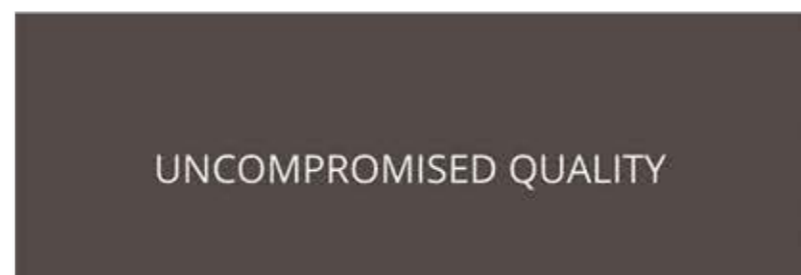
Place text, images and buttons on different layers. These allow you to work flexibly, much like other well-known, professional design programs.

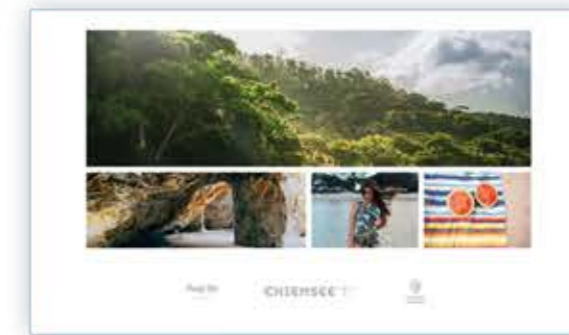
Direct translation

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.





Shopping Worlds presets

Emotional shopping in just a few clicks.

The new Shopping Worlds presets make it even easier for you to create an emotional shopping experience in your shop. Presets are already included in Shopware by default and are compatible with various applications. Transform your company description into an exciting story or present your products through Storytelling. Of course, you can let your creativity run wild and design your own presets to use in your shop. You can also transfer Shopping Worlds and their content to other shops using the import/export function. In no time at all, you can offer your customers a seamless, emotional shopping experience that they will remember for a long time to come.



Ready-made designs

A selection of well-designed presets come included in Shopware as standard for various applications, so you can get started straight away.



Complete package

Presets not only include Shopping Worlds screens, but also settings and all media. Simply adapt text and replace images – and you're ready!



Import/export

Shopping Worlds presets can not only be saved but also fully exported. They can then be easily imported for use in any Shopware shop.

Overview
The preset manager gives you an initial overview of all presets you've installed and designed yourself.

Details
Here you will find more detailed information and a preview of the selected preset.

Customization
After you've selected a preset, you can replace placeholder text and images with your own content. You then have the option of publishing the finished Shopping World online or saving it as a new preset.

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 Worlds. 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.



Dynamic streams for categories



Streams play out in critical cross and up-selling areas



Seamless integration with Shopping Worlds



Send your target group newsletters based on their buying behavior.



Offer customers individual vouchers and keep them coming back to your shop.



Address regular customers more directly with content tailored to them on your landing pages.

Customer Streams

For increased targeted appeal.

Cater to your customers with personalized offers using the new Customer Streams. With this function, you can filter customers based on the criteria you define and send them offers that are perfectly tailored to their needs. Here is an example: all female customers who bought a red summer dress from the current collection last spring are brought together in one stream. Shopware then gives you numerous options for filling this Customer Stream with attractive content; for instance, the upcoming collection. With newsletters, vouchers or homepage content that can be adapted specifically for the relevant stream, your customers see products they are actually interested in, increasing the likelihood of them making a purchase.



Personalized content

Offer your customers content that is tailored to their interests. Increase their desire to make a purchase with attractive offers on your shop's homepage.



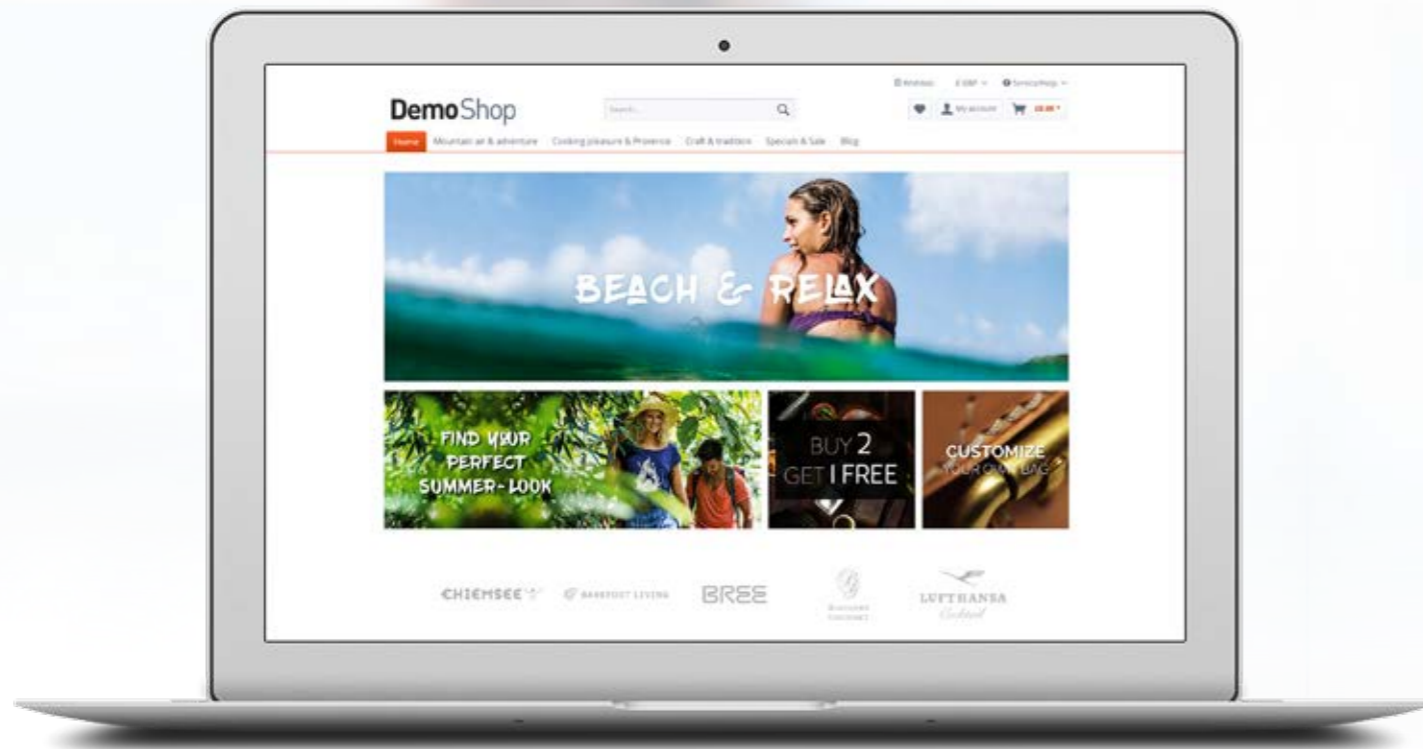
Targeted campaigns

Send newsletters with personalized content for specific Customer Streams and keep customers coming back to your shop with enticing vouchers.



Perfect Product Streams

Product Streams are perfect for presenting products that are appropriate for your target groups in a dynamic and appealing way.



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.



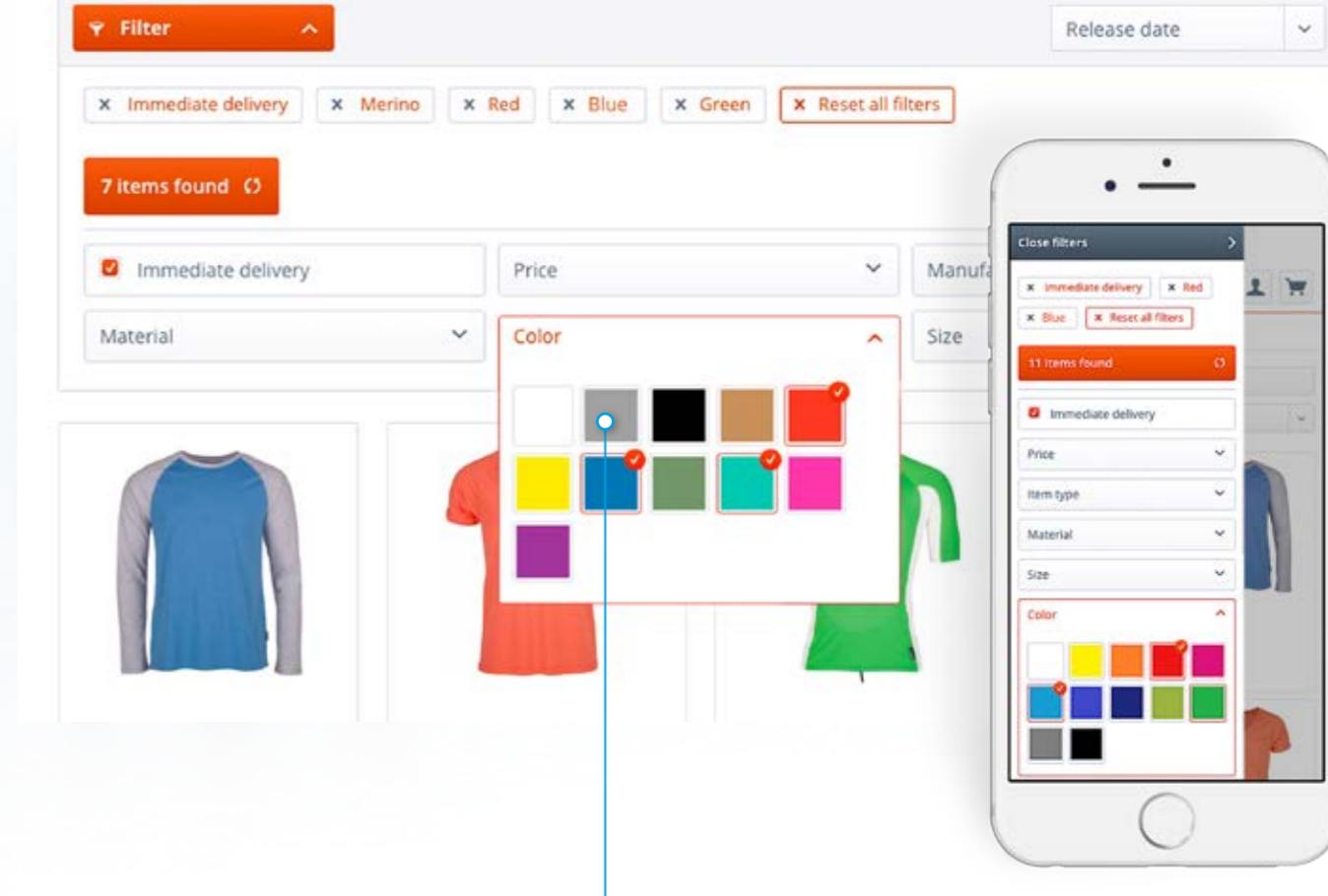
Responsive design

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.

Shopware ERP
powered by PICKWARE

ERP directly integrated in Shopware:

- Supplier management & ordering
- Stock management, incl. protocol & assessment
- Partial cancellations & returns processing
- Analyses of turnover and revenue, sales ratio etc.

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

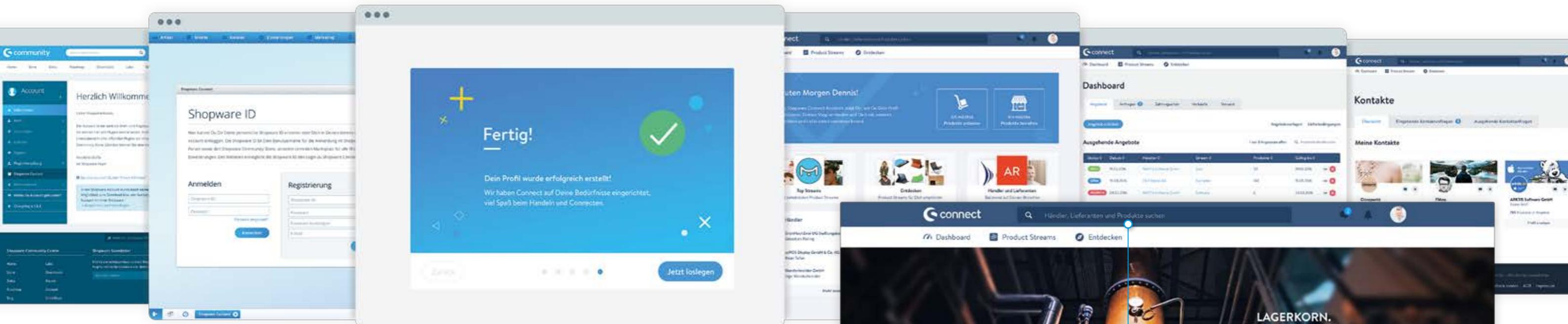
Simply enter keywords or properties of an item, customer or order, and Shopware will quickly return the appropriate result.

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.



Shopware Connect

Use the Shopware ecosystem.

Shopware Connect* is one of many options for maximizing the potential of your shop. The platform is integrated directly in Shopware, free of charge, and makes it possible for all users to quickly and easily network, exchange portfolios and reach more joint success together. As a Connect user, you can offer product data from your own shop via Product Streams to the platform, or in reverse, integrate products from other merchants into your shop with minimum effort. Merchants who import products therefore have the opportunity to extend their portfolio and try out special products without any risk. Users who offer their own products can increase their coverage with Shopware Connect and boost their own sales. All users benefit from drop shipping – only the product data is transferred to your shop.

Orders are sent directly to and processed by the original merchant.



Integrated free of charge

To concentrate the power of our large community and maximize the potential of the platform, Connect is already integrated in our software free of charge.



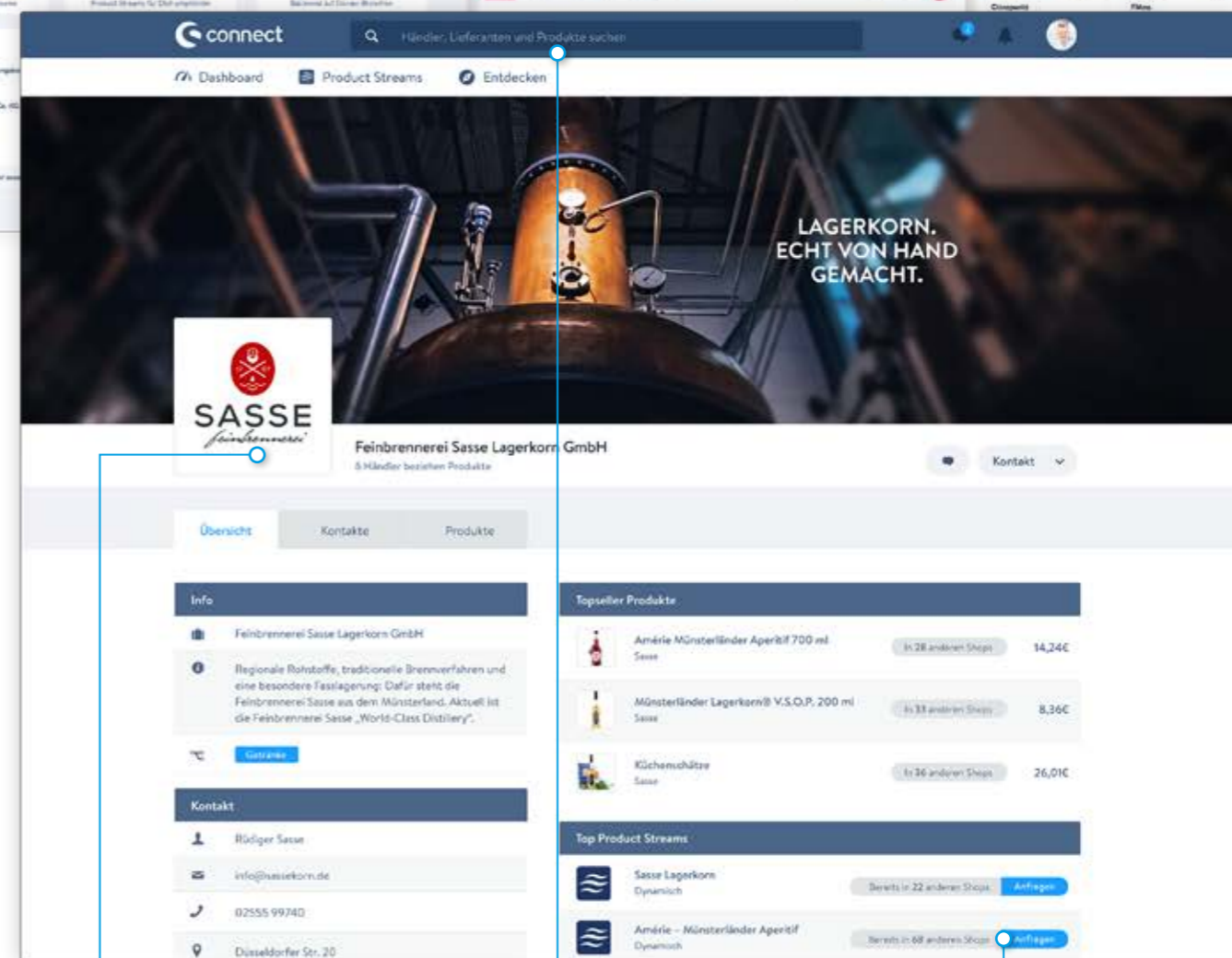
Establish contacts

Find suitable business partners and send requests using the intuitive navigation system. It's a quick and easy way to develop trade relationships.



Extend portfolios

Merchants are able to find the perfect products to complement their shop or try out completely new product lines to round off their portfolio.



Advertise with your profile

Present yourself and your products. Draw attention to yourself with your profile and build trust in your brand. Make sure the community sees your best side!

Use Product Streams

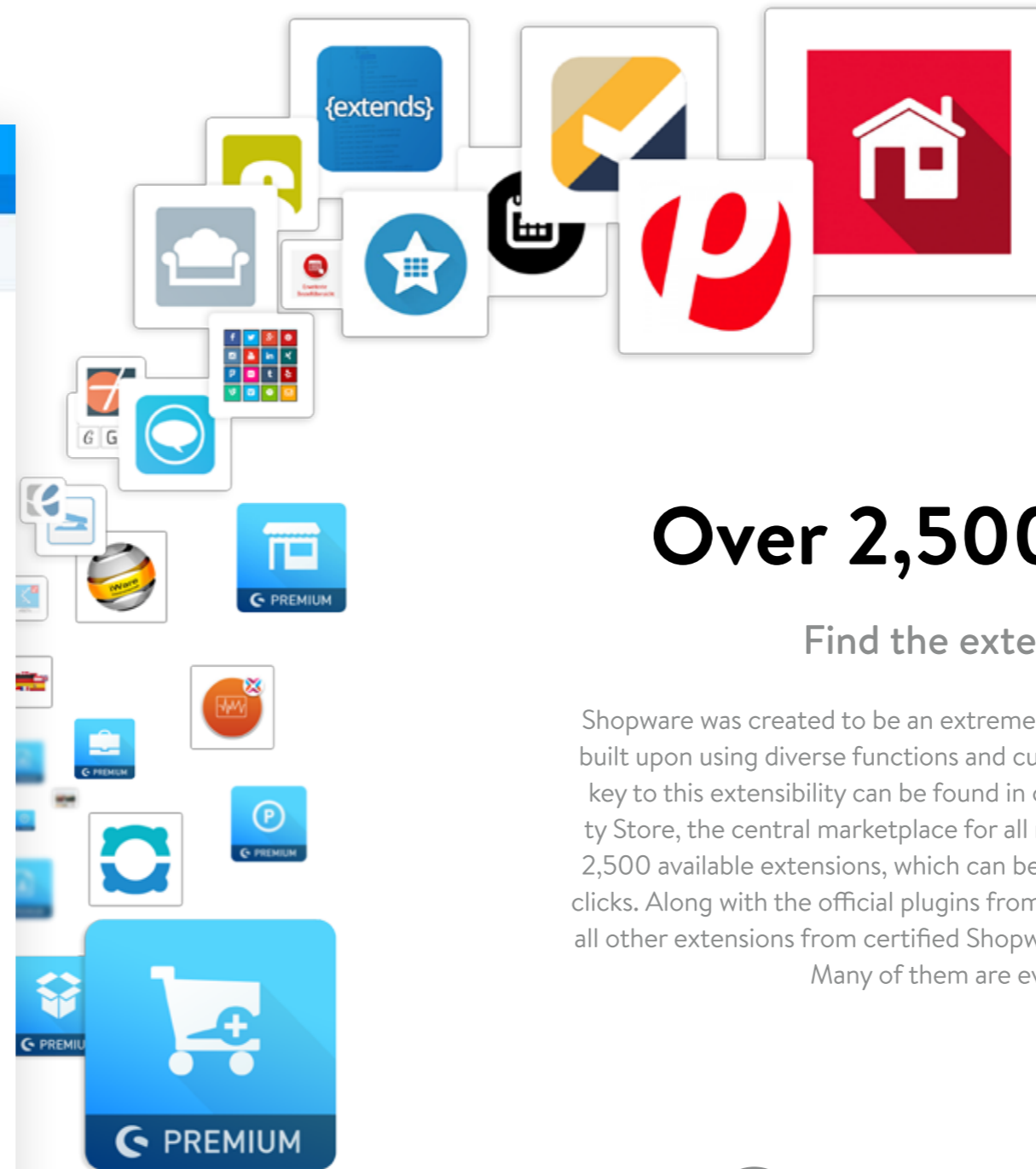
Send and receive offer inquiries via Product Streams. You can make a direct product transfer of your portfolio in just a few clicks.

Find products and merchants

Target your searches for potential partners with whom you want to network, or let yourself be inspired. You will find what you are looking for with the integrated search function.

*Shopware Connect is currently only available in Germany

The screenshot displays the Shopware Community Store interface. At the top, there is a navigation bar with 'shopware' logo and menu items like 'Products', 'Customers', 'Store', 'Resources', and 'More'. Below the navigation is a search bar and a 'Find your theme' banner. The main content area is divided into sections: 'New Extensions' featuring products like 'Codens Google Analytics', 'Codens Facebook Pixel', 'Custom Catalog - Classic - Your individual...', 'Simple Search', and 'Codens Force Login'; 'Professional Edition' with a 'Buy now' button and price 'from 1,295.00 €'; 'New in Store?' and 'Offer your own extensions' sections; and 'New Themes' at the bottom with listings for 'Sphere - responsive Premium Theme', '4in1 Universal Responsive Theme', 'Shopware Fashion Theme', 'minimal. premium template', and 'Horizon - responsive Premium Theme'.



Over 2,500 extensions

Find the extension you need.

Shopware was created to be an extremely flexible and extensible system that can be built upon using diverse functions and customized to meet your individual needs. The key to this extensibility can be found in our powerful plugin system. Our Community Store, the central marketplace for all modules, interfaces and templates, has over 2,500 available extensions, which can be added to your shop using only a few mouse clicks. Along with the official plugins from Shopware, the Community Store also offers all other extensions from certified Shopware partners and our enormous Community. Many of them are even completely for free.



Plugin Manager

In your backend, the Plugin Manager is your main support for easily extending your online shop. Install or update extensions from the Community Store using just one click of the mouse.



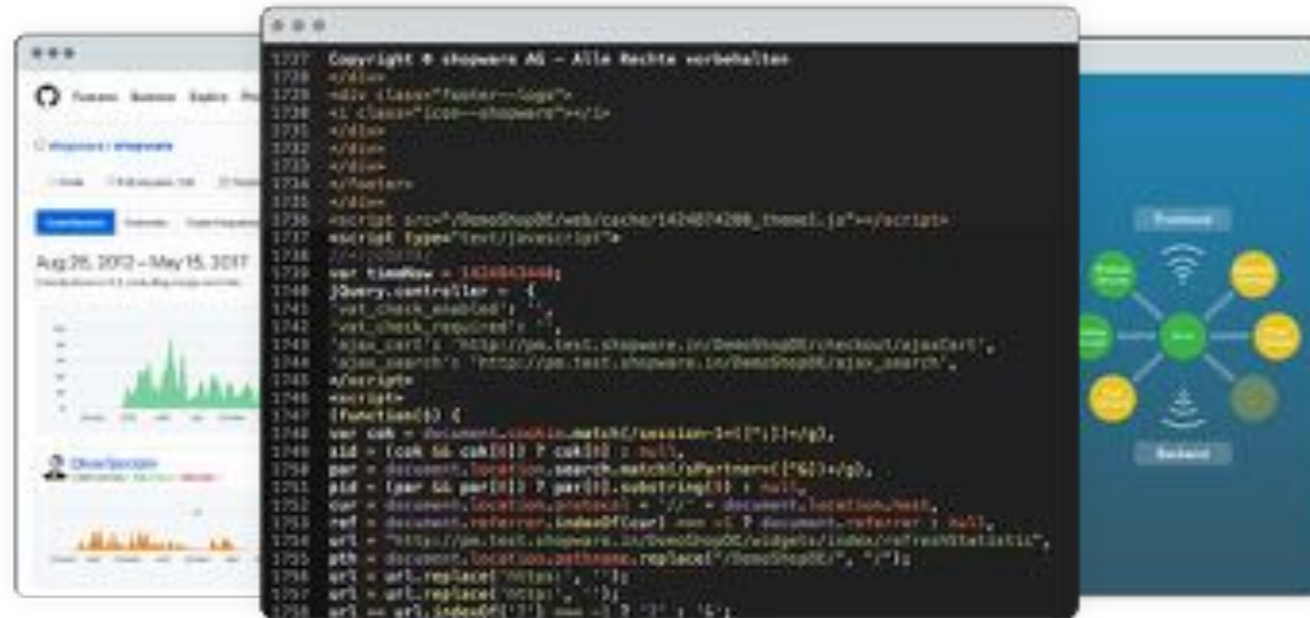
Premium-Plugins

Our Shopware Premium Plugins are marketing features developed and certified by us, the manufacturer. They enrich your shop with useful and clever functions.



Self-developed plugins

Use our Community Store as a sales platform for Shopware extensions you've developed on your own and quickly access the market of our extensive Community.



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.

“We are confident that our open source strategy is the right way. Only when we work in close collaboration with our community can we reach the necessary innovative strength, flexibility and transparency, that is so important for survival in our industry.”

Stefan Hamann, founder & CEO, Shopware



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.



PHP 7

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

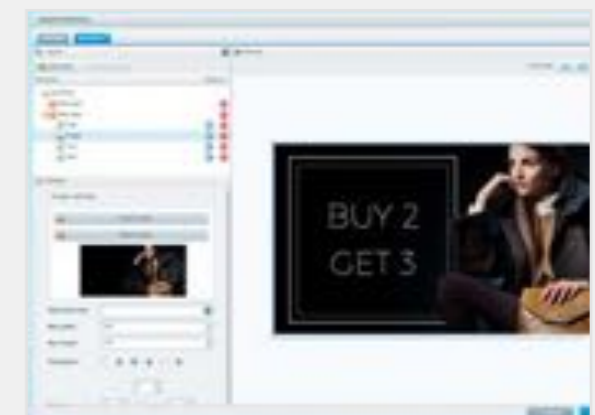
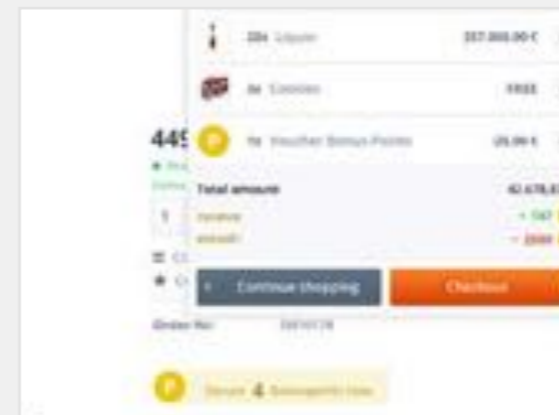
Search engine friendly

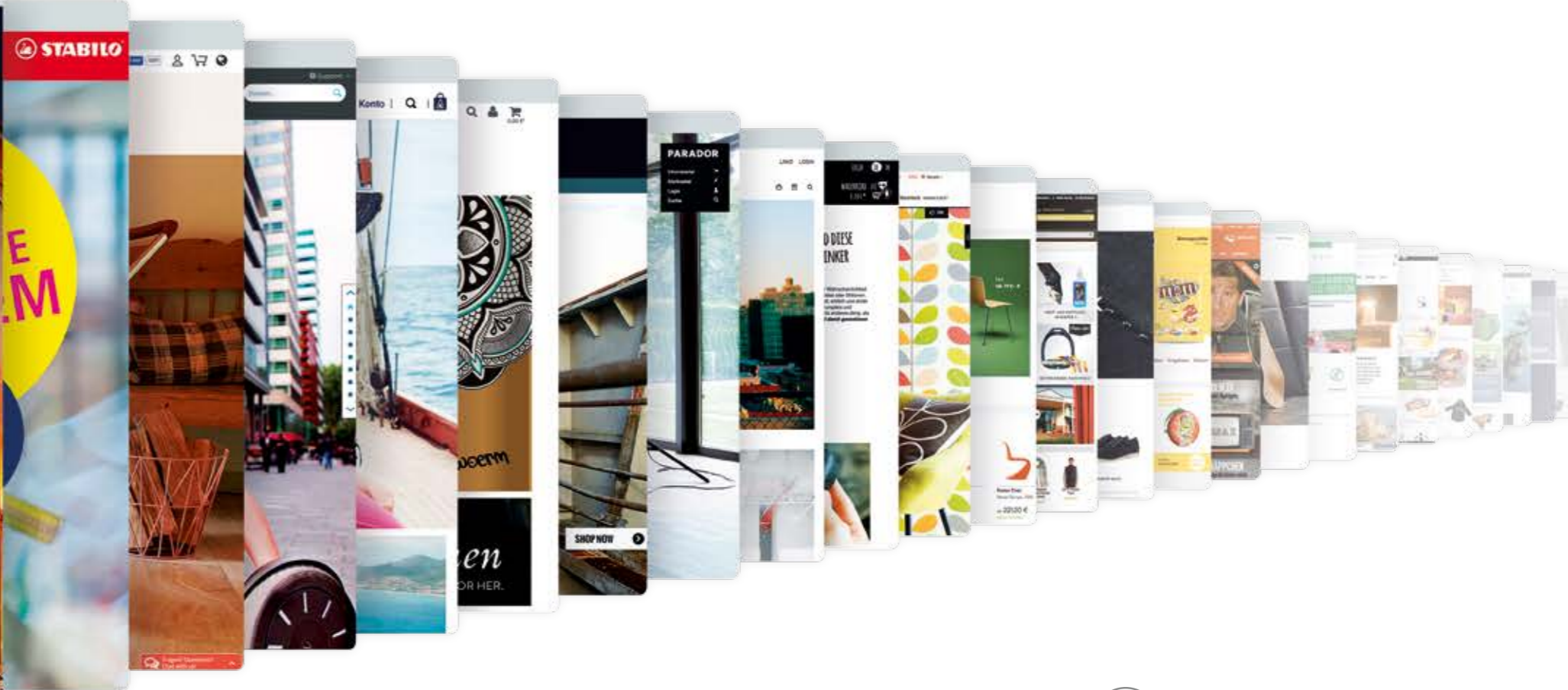
We have adjusted our software to comply with known Google ranking factors, offering you optimal search engine rankings.



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.





60,000

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 2,500 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

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