

Hoi & Hello

Rotterdam



Sebastian

Co-Founder & Co-CEO

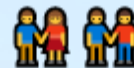
an



Sebasti an

Co-Founder & Co-CEO

Dad of two set of twins



Where we come from

Why Community matters

Where we are

Our Position in the market

Where we go

The Future of Commerce

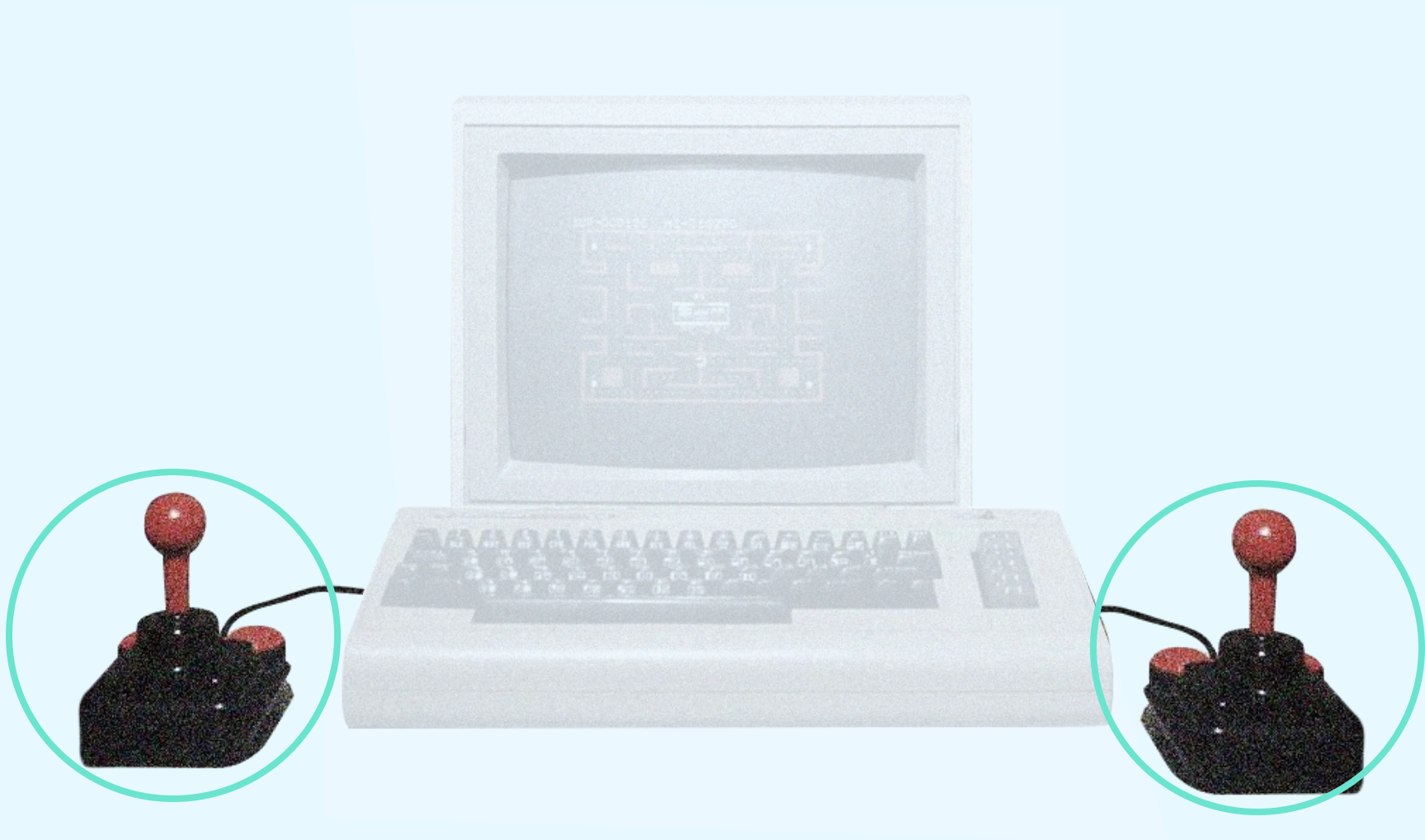
Where we come from

Why Community matters

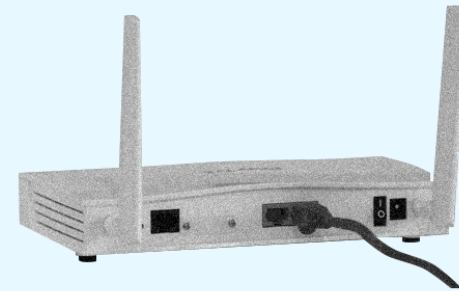




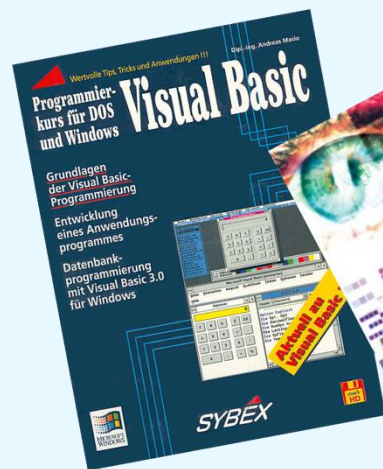


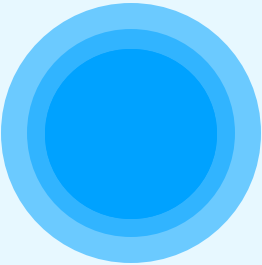




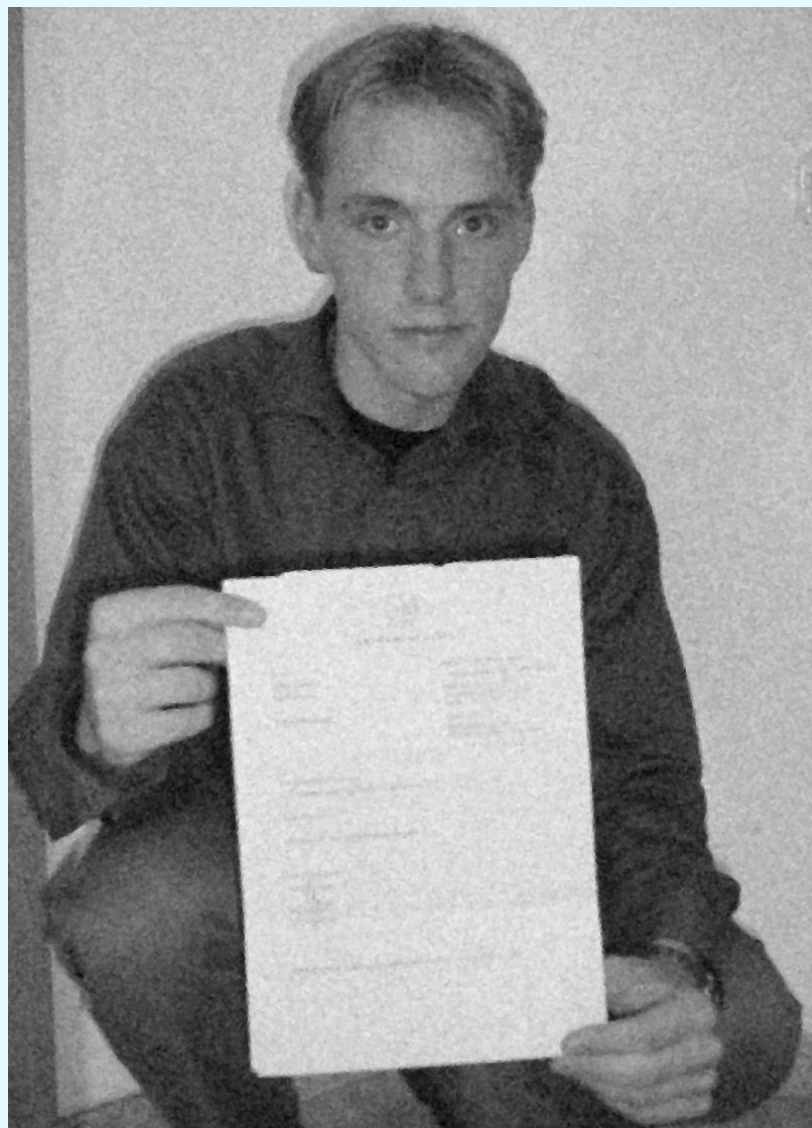




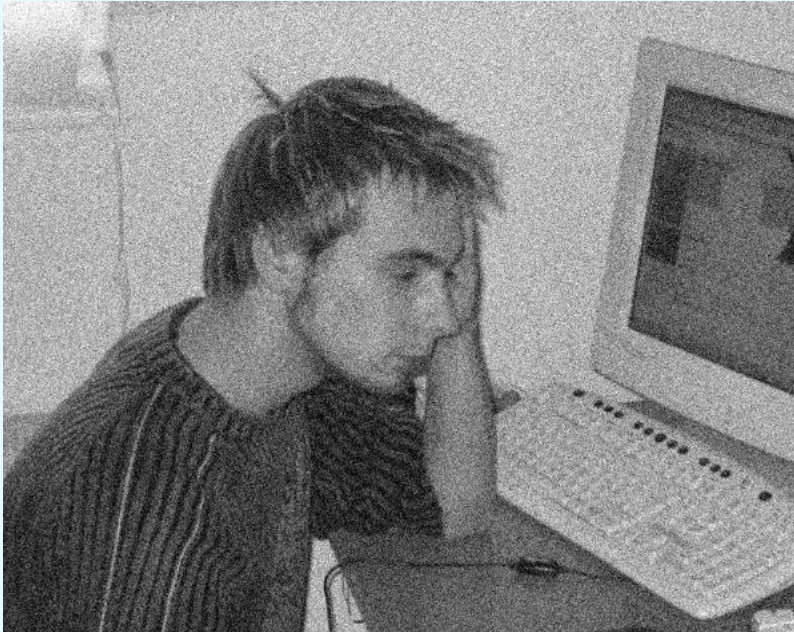


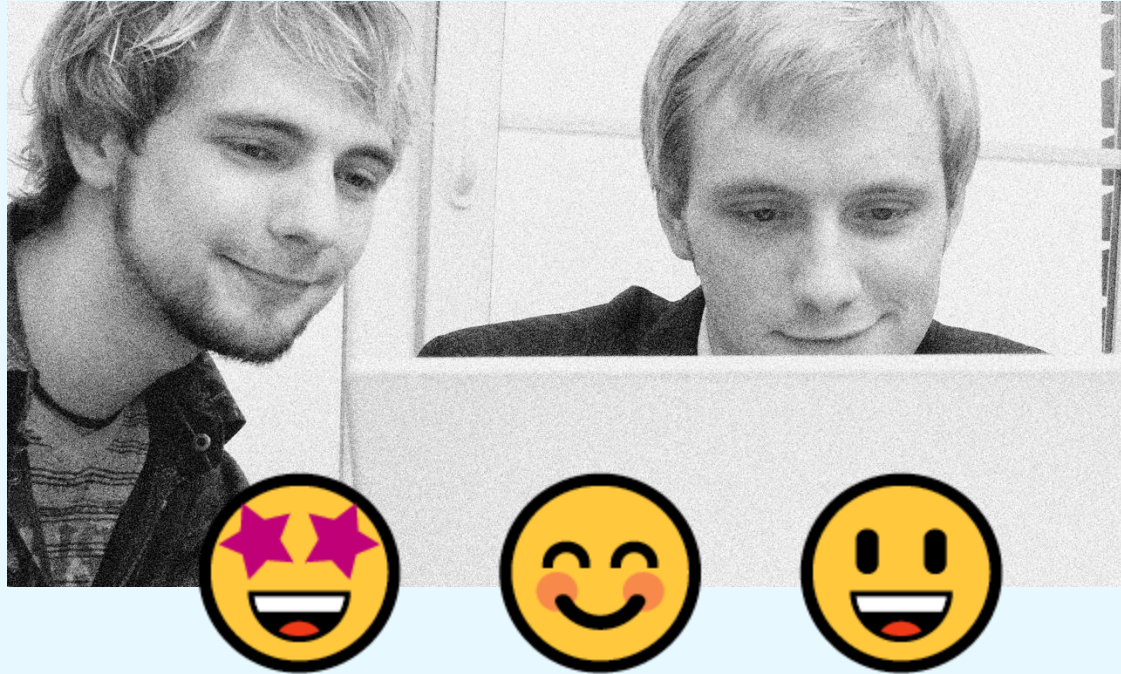


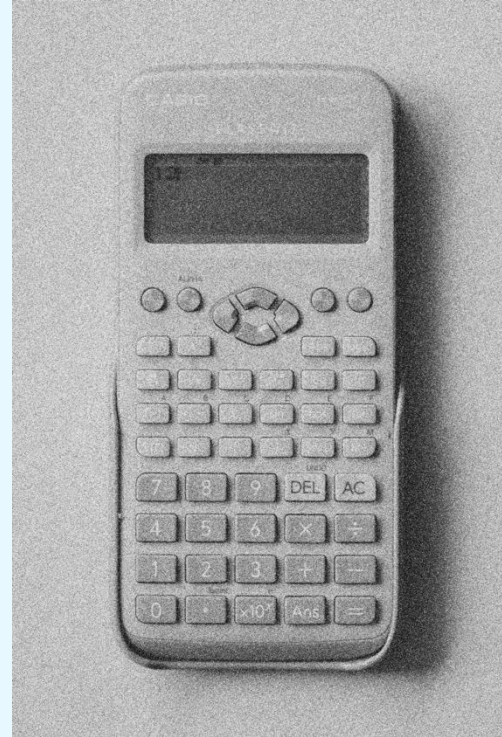
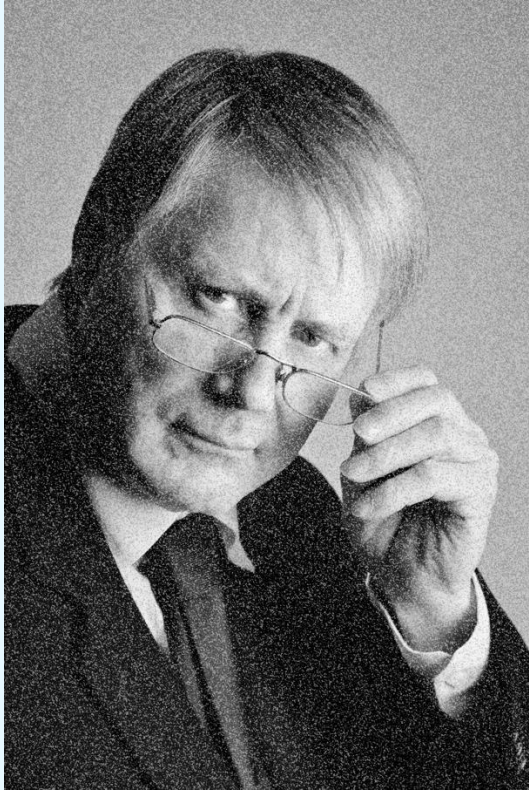
2000













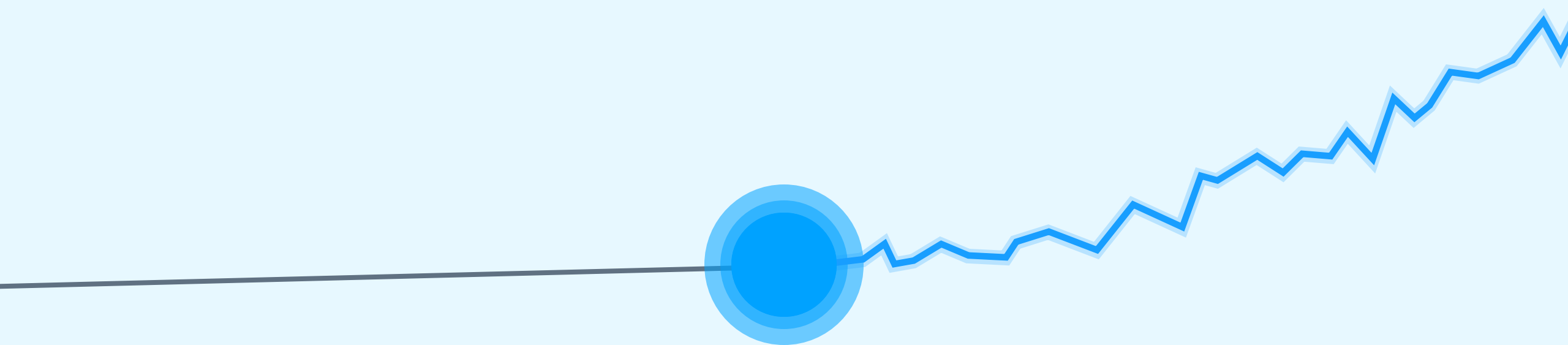
=



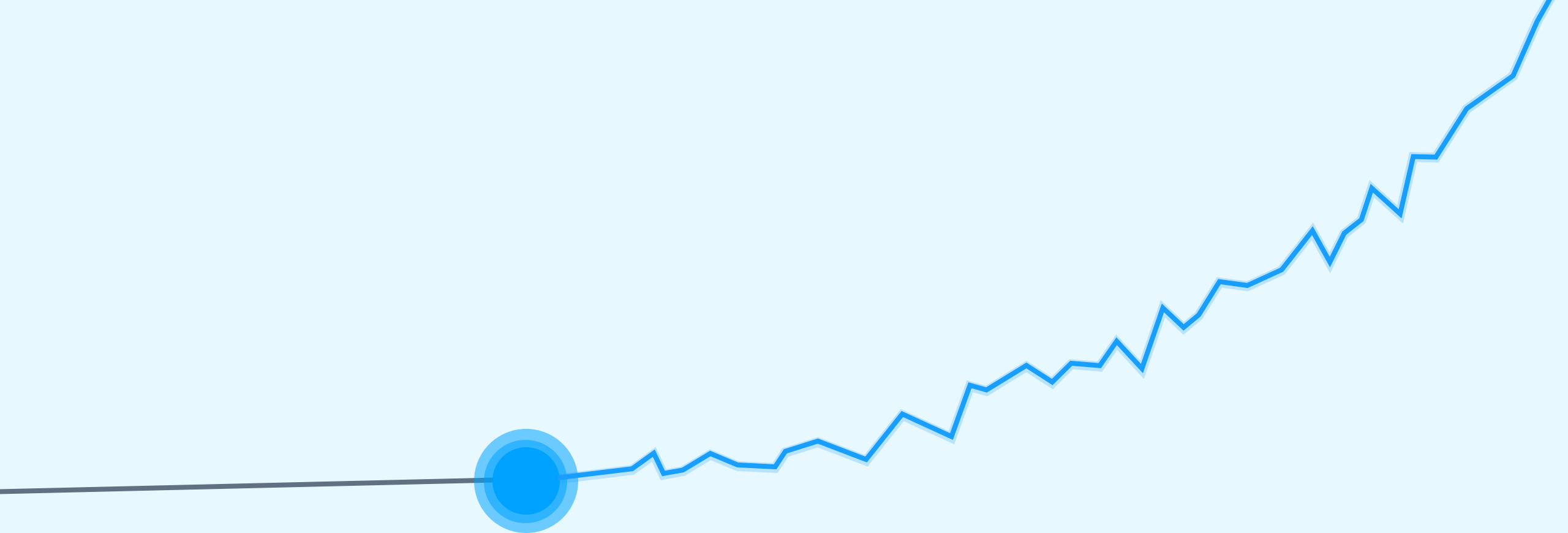
Emotions are driving us



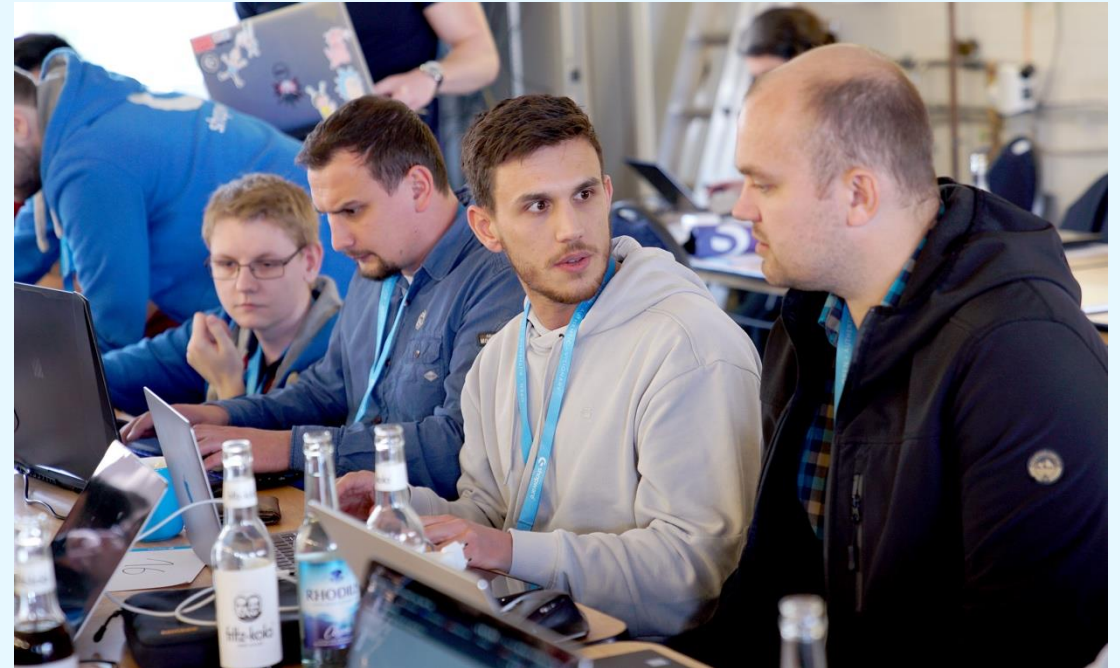




2010



2010

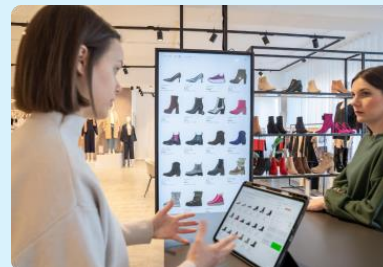


Shopware Today

Our Position in the market



Empowering the Midmarket



45k

Shops worldwide

22bn

Total GMV € in 2023

#1

No. 1 Open
Commerce
Platform

EMERCE
BESTE E-BUSINESS
REPUTATION 2024

100



B2C+B2B

>60% of our customers
using B2B capabilities

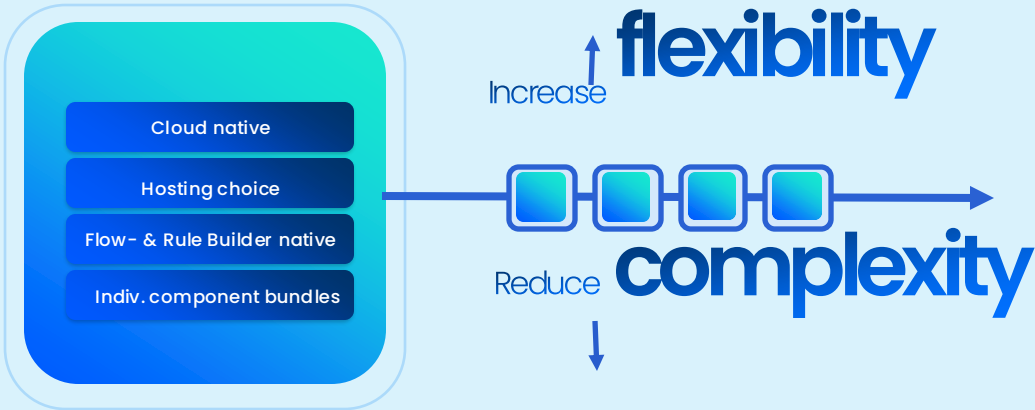


Connected B2B

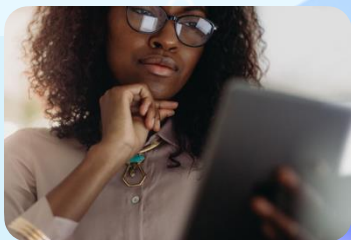
Seamless Self-service & Assisted buyer experience



B2B Components

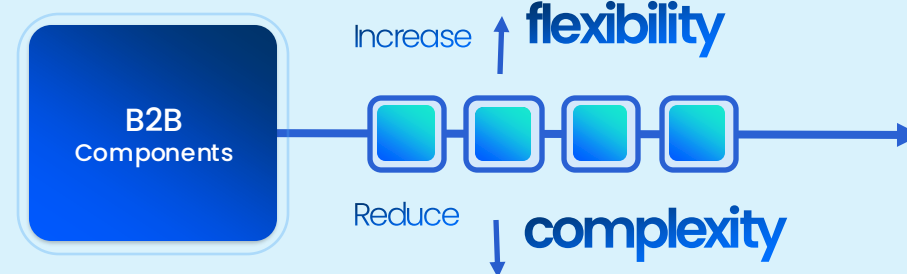


	Digital Sales Room	Shipped
	Quick Order	Shipped
	Company Account	Shipped
	Quote Management	Shipped
	Order Approval	Shipped
	Shopping Lists	Shipped
	Sales Agent	Shipped



Unified B2B

Seamless Self-service & Assisted buyer experience

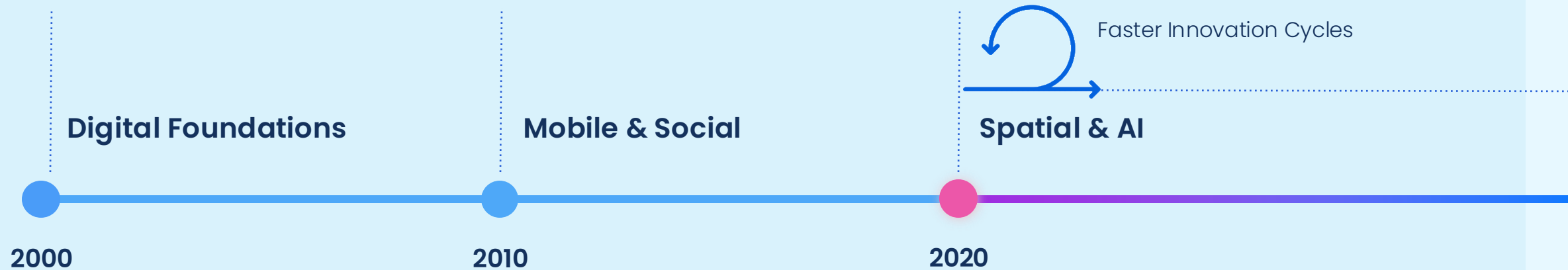


Commerce tomorrow

Empowered with Shopware

Evolution of Commerce

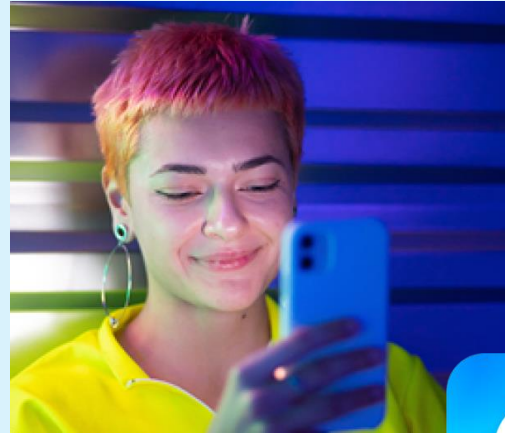
10x



Assistant

Led Commerce

Highly automated
for rational buying
decisions.



**Save
time**



**Spend
time**

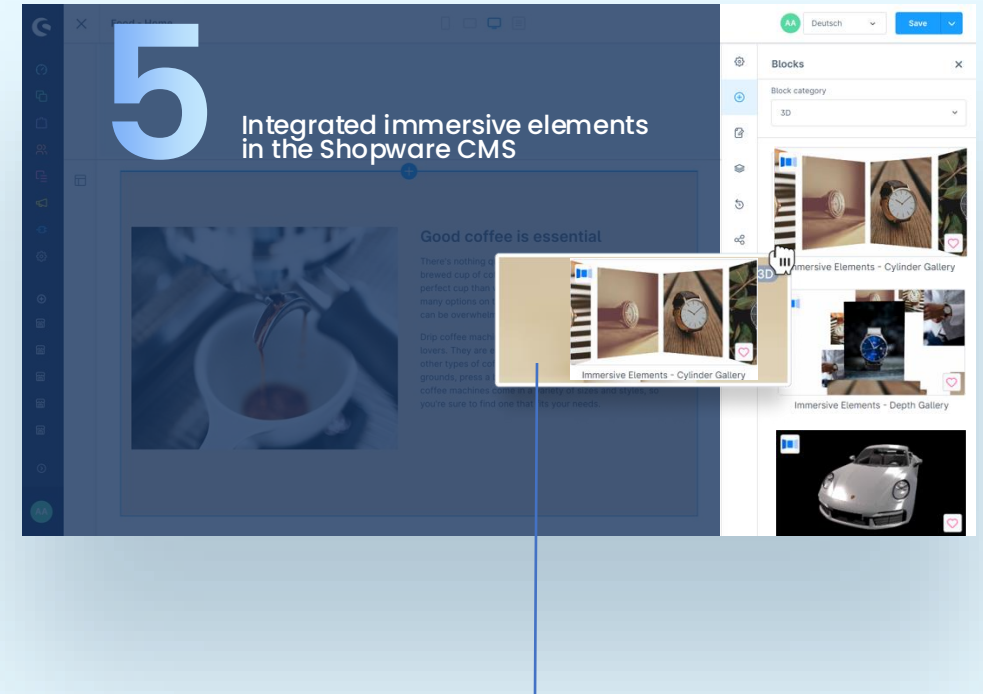
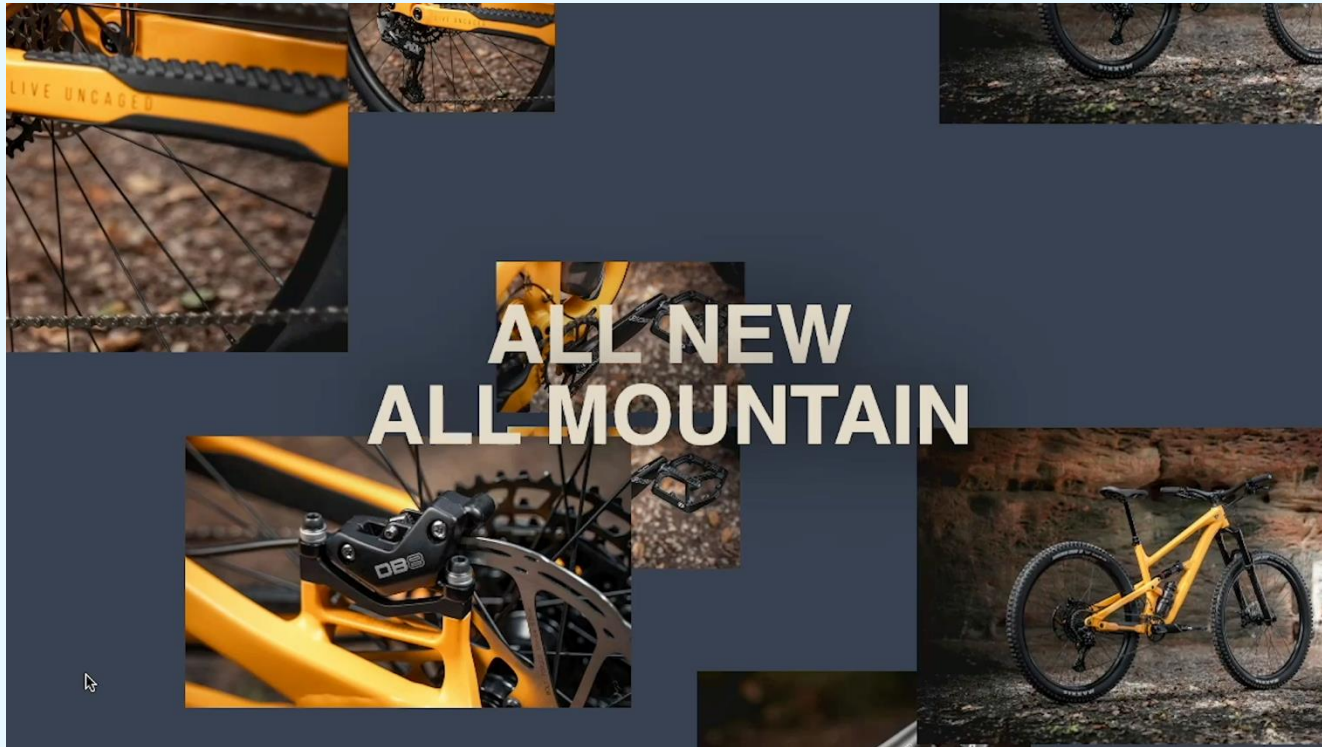
Experience

Led Commerce

Highly interactive and
engaging shopping
experiences.

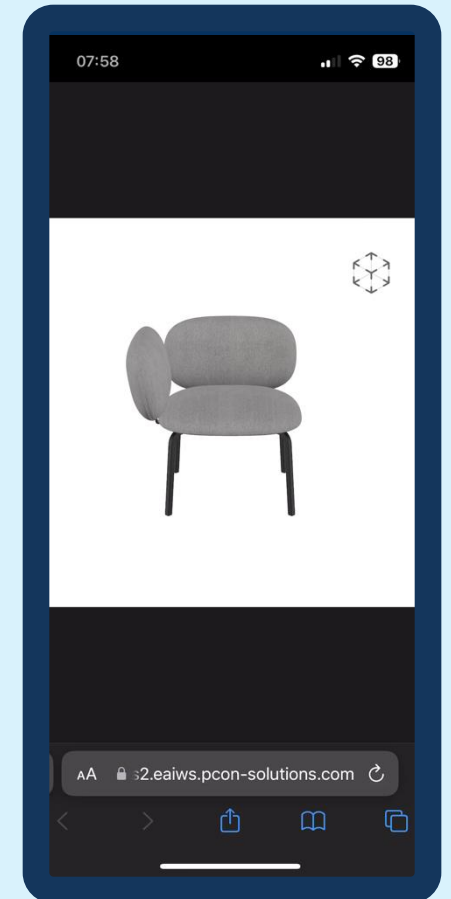
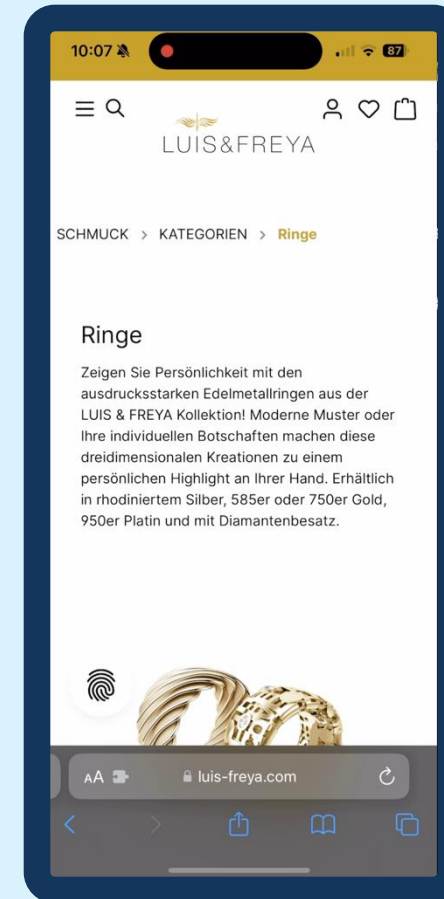
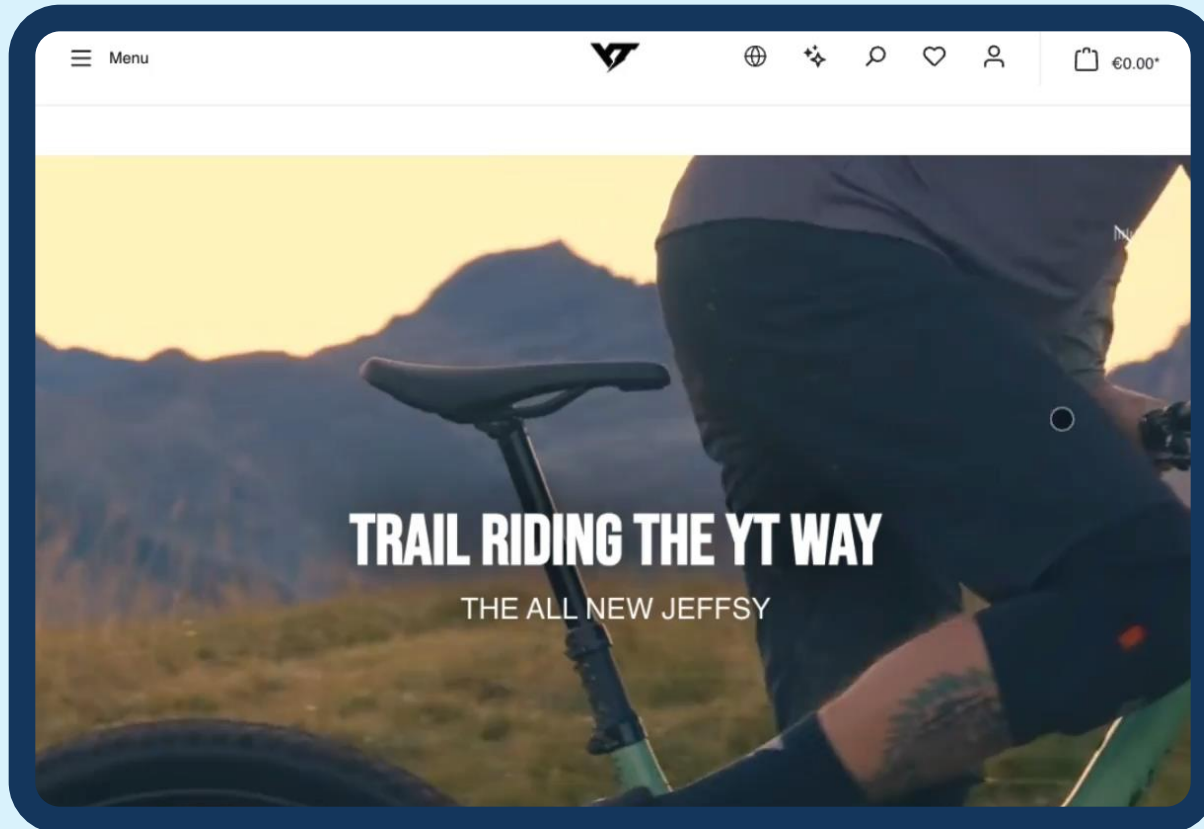
Immersive Elements

New spectacular storytelling experience

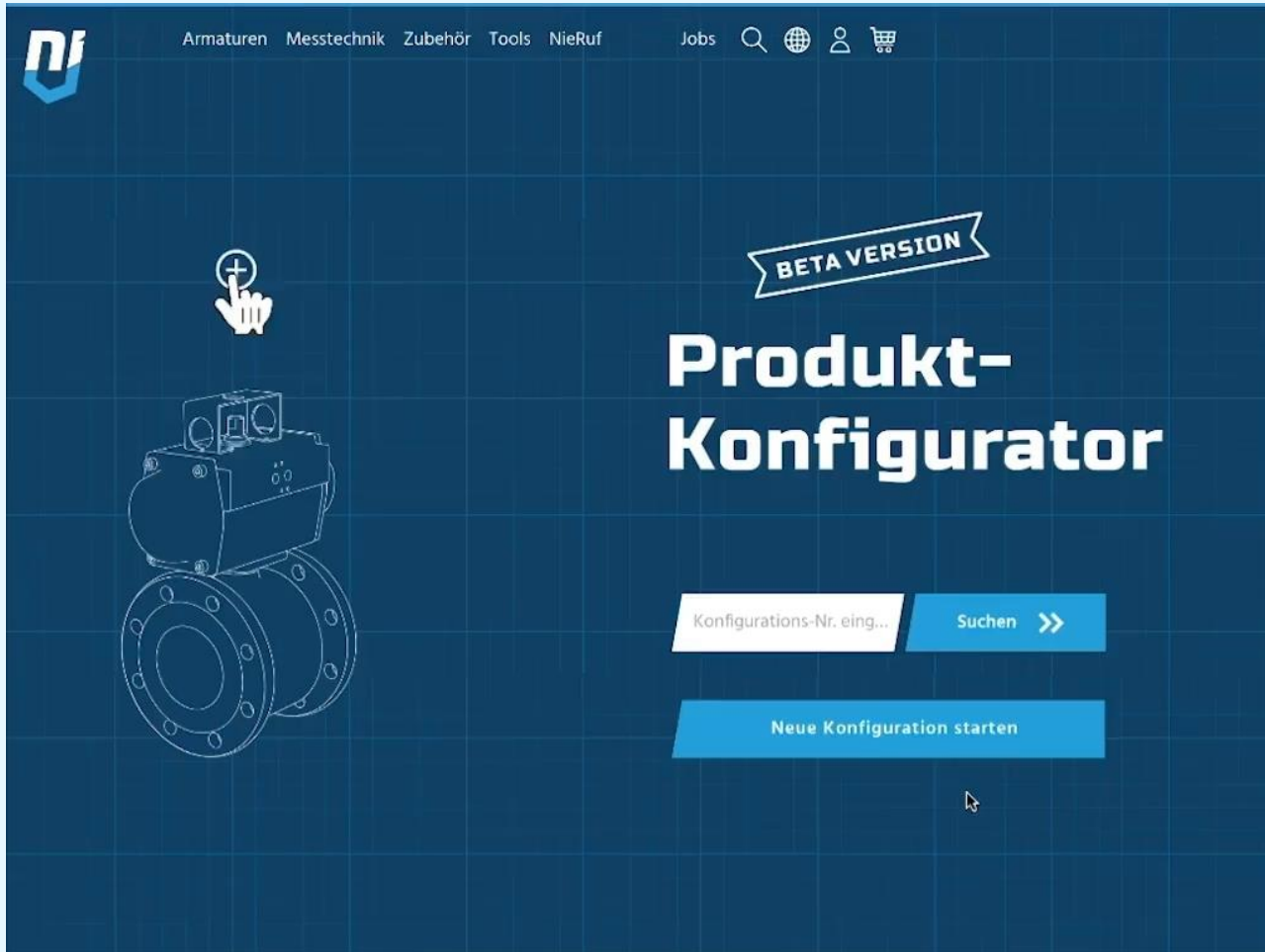


Natively support for
Apple Vision Pro and
Meta Quest Apps

Some Usecases



B2B Use-Case Showing complex products via configurable 3D

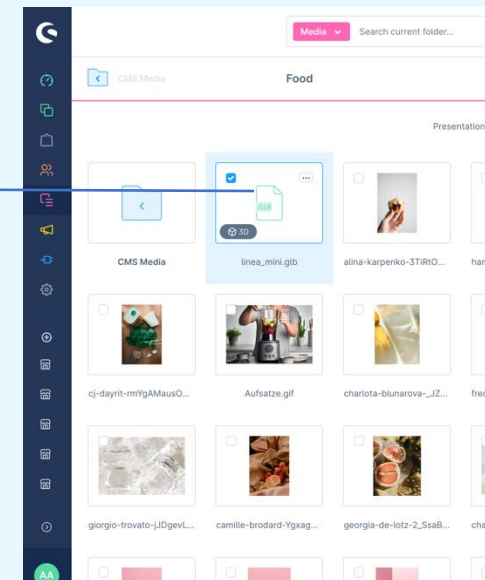


Communicate actual product dimensions in realtime

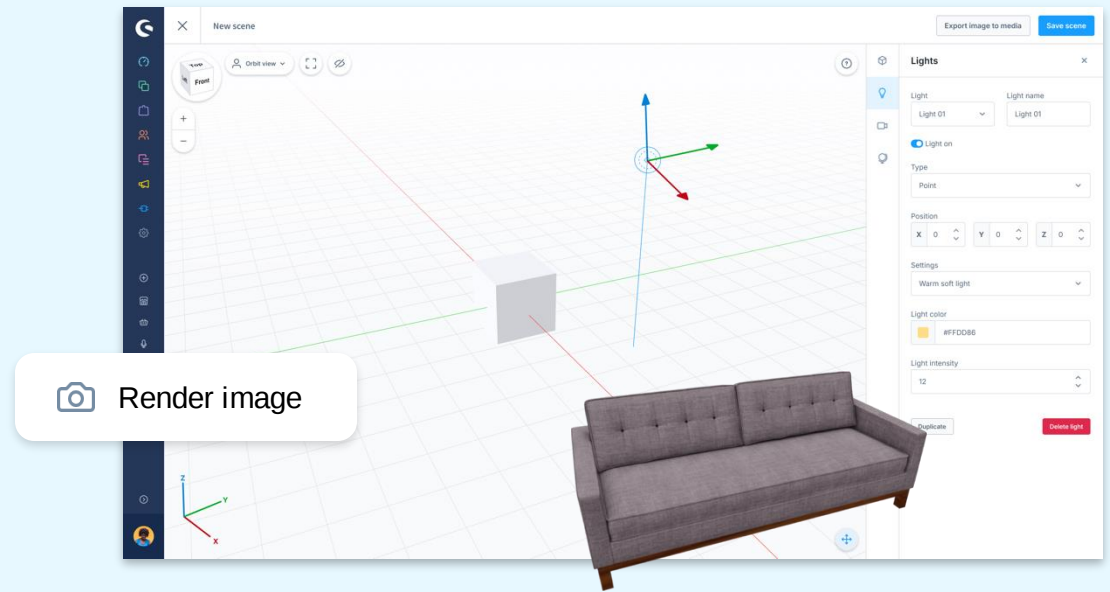
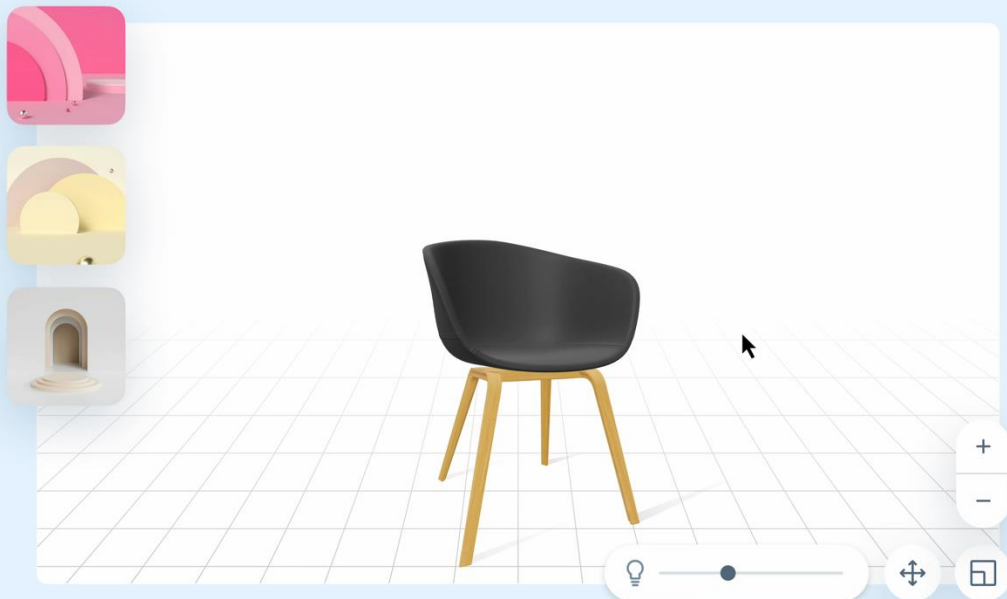


Create web-ready 3D data from existing CAD files

Upload and use natively 3D Files in Shopware Asset Manager



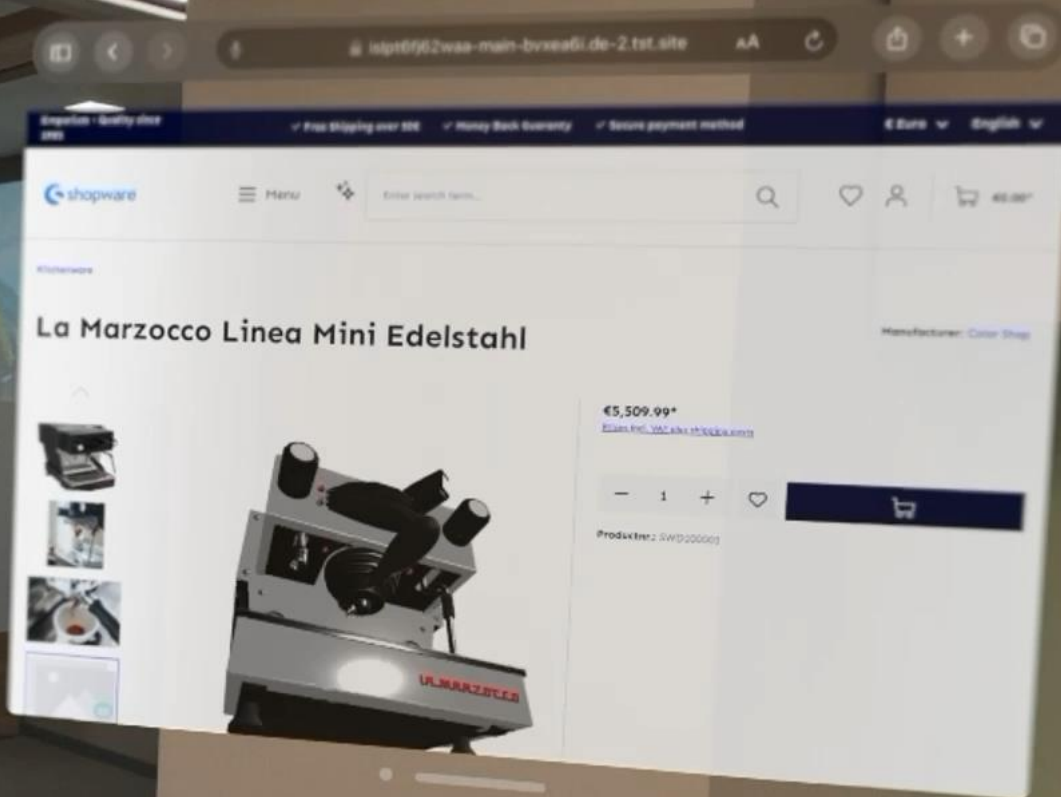
Spatial commerce Scene Editor



Leverage the full potential of 3D

**Visual asset rendering:
Save time and money**

Speed up GTM for your products





Southern Italy and its a

The southern Italian landscapes offer a variety of experiences, from the Amalfi Coast to the rugged beauty of the

Write a short blog post about wea

⚠ AI responses can be inaccurate

Content with Ease

Product Description

General information AI Copilot

Title

Elli - Ice cream machine

Product description

Ice cream is one of the most popular desserts in the world, enjoyed by people of all ages and cultures. In this blog post, we will be discussing one such machine, the Elli ice cream machine, and its features.



Image Keywords

Review Summaries & Translations

Review summary AI Copilot

For size 30/32, a 29/32 is recommended. Robust pants with high quality

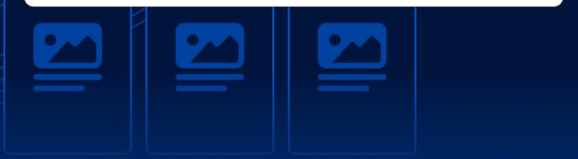
Personalized Checkout Message

Minimalistic, calm and blurry background



Text to Image

"A birthday present for my mum"



Search by Context & Image



Customer Classification

AI Copilot 25 Customers found Export

- ACME Corporation
- Teun Johnson
- Terrance Brown
- Teo Miller

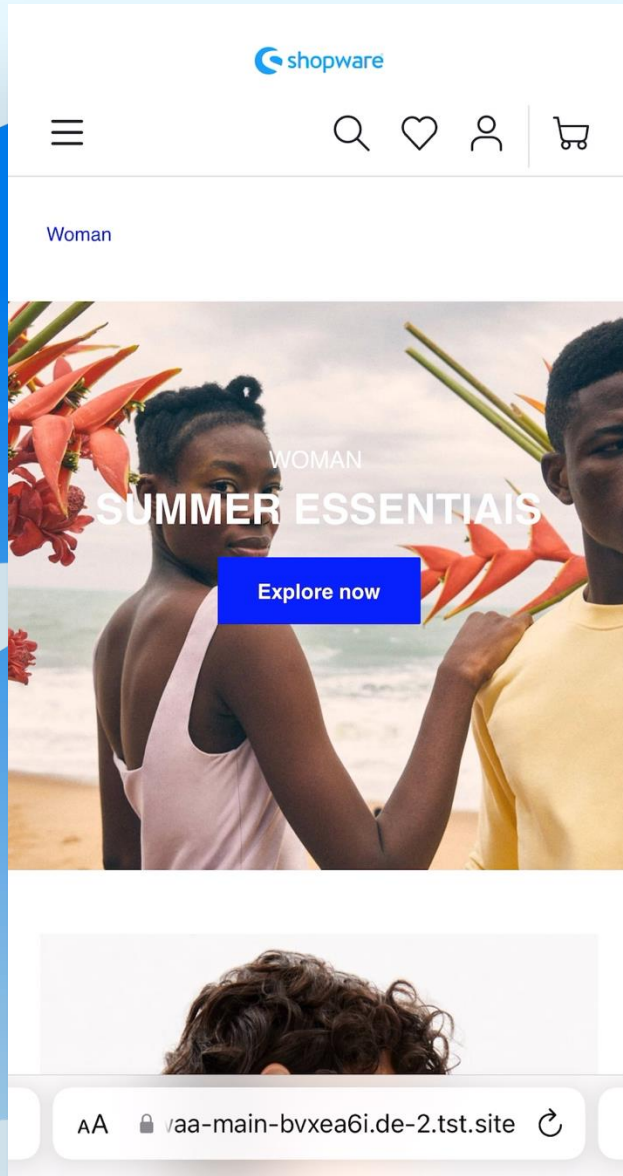
Export Assistant

Properties AI Copilot

PROPERTY	OPTIONS
Fit	Regular Slim Large
Color	Blue Orange Red Black

Product Properties

AI Copilot



AI Copilot Search by Context

Search in natural language

Use on any device

Promote search queries

Leverage cross-selling

AI Copilot

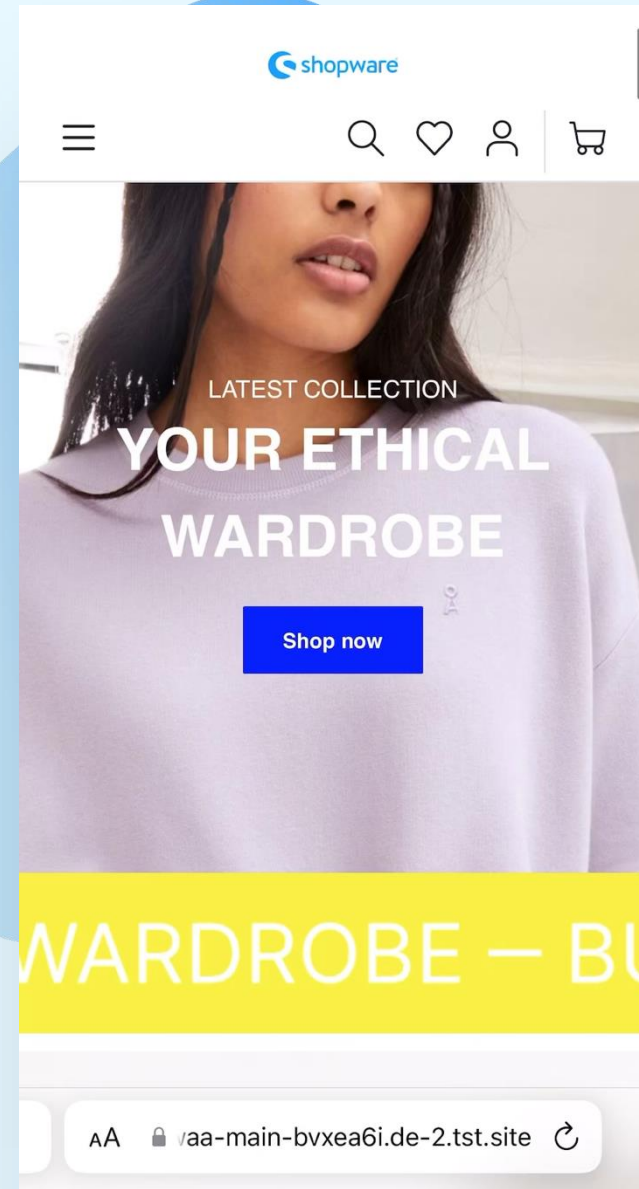
Search by Image

100% brand support

Upload an image or take a photo

Considers material and context

Perfect cross-selling opportunity



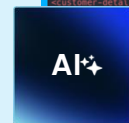
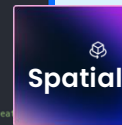


48%

increased activity across all community channels in the past year

Incubator

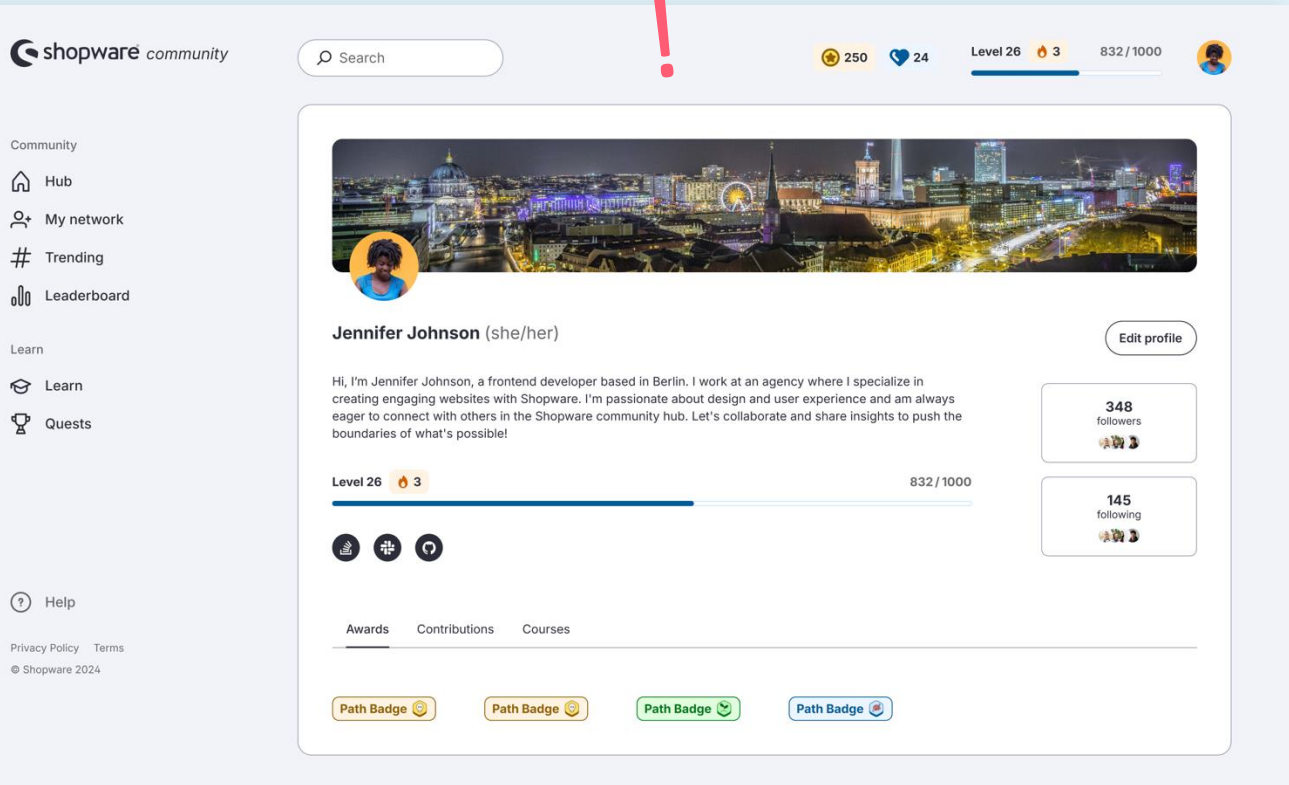
```
... Customer[id].von ...  
<script setup lang="ts">  
...  
await switchCustomerContext(customer.id, salesChannel.id);  
loadCustomerAddresses();  
loadOrders();  
...  
</script>  
  
<template>  
...  
<button @click="$router.push('/customer/${customer.id}/order/create')>  
  Create order  
</button>  
</template>  
</script>
```



YoY Growth in Open Source
free Shopware Community
Edition



Coming soon!



Learning Paths

Explore new learning paths for your Shopware success

Role ▾

Experience Level ▾

Stack Overflow ✕

COURSE



Familiarize yourself with Shopware

Beginner

Intermediate

Learn the basics of how to start your own Shopware shop and to set everything up in a way that you can develop new features, themes, and more.

Earn rewards for completing this learning path

+40 XP

Path Badge 



2,541 others have already completed this course

View course

Continue where you left off

These learning paths are awaiting your attention.

■ LEARNING PATH

Familiarize yourself with Shopware

Beginner

Intermediate

Learn the basics of how to start your own Shopware shop and to set everything up in a way that you can develop new features, themes, and more.

Earn rewards for completing this learning path

+40 XP

Path Badge 

 2,541 others have already completed this course

View course



Course Overview

● COURSE

Shopping Experiences

 4 / 8

● COURSE

Shopping Experiences

 4 / 8

● COURSE

Shopping Experiences

 4 / 8

● COURSE

Shopping Experiences

 4 / 8

Thank You

Rotterdam

