Sylius Standard vs. Sylius Plus

Which one is the most effective choice for your project?

Do you ship products from **multiple sources?**

eCommerce businesses gain a competitive advantage by optimizing their shipping and delivery times. For top players, 24h delivery is a standard for the most popular products. This can require using multiple inventory sources. What is more, the industry leaders experiment with combining many business models, like standard B2C with drop-shipping or marketplace.

MULTIPLE WAREHOUSES.

MARKETPLACE.

DROP-SHIPPING.

Standard edition comes with a single warehouse

You can configure a single quantity for each product variant that will be used across all channels.

- A single strategy for availability (Is there enough)
- One inventory for all channels
- Access via API

Plus edition allows configuring multiple inventory sources

You can create many inventory sources and then assign and keep track of inventory for each of them, per product variant. For example, a warehouse in Hamburg and in Paris.

- Customize the strategies for selecting inventory source for each order
- Manage inventory sources per channel
- Ship from many locations in a single order
- Track each shipment status separately
- Split shipments manually
- Access via API

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Recommended use-cases

- Small B2C with simple regional logistics
- Simple virtual products (no need to track stock)
- No plans to expand anytime soon

- Stores selling internationally
- Shipping from more than one location
- Plans to expand warehouses or to new markets
- Working with drop-shippers
- Marketplace models

How do you want to **manage returns?**

Merchants do their utmost to provide satisfactory customer service and it's important to remember it doesn't end once an item is purchased and delivered to a consumer. For users, the quality of customer service is truly tested when it comes to returns management.

RETAIL.

FASHION.

HIGH RETURN RATE
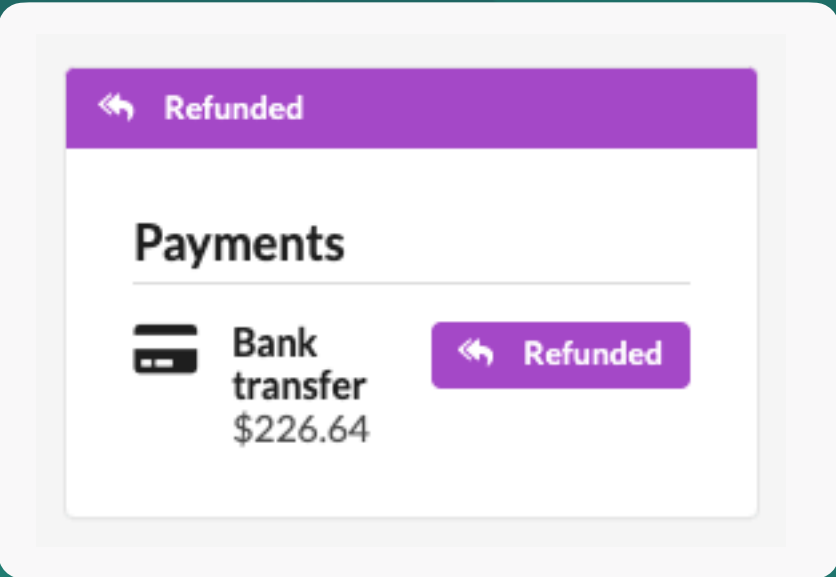
AUTOMATION GOALS

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Standard edition

Allow your customers to submit a refund request on the My Account section and let your staff review it in the Administration Panel.

- Do a refund for a customer in the Admin
- Manage and view customers' refunds via filter in Admin order category

Plus edition

You can allow your customers to request returns (replace, refund, or replacement) from their My Account section and let your staff review it in the Administration Panel.

- Enable your customers to choose from 3 different return resolutions: refund, repair, replacement
- Return items to selected warehouse (full compatibility with Multi-source Inventory feature)
- Process all return requests automatically in a separate category
- Decide whether returns should be allowed per channel/domain
- Change the customer's desired return resolution if needed
- Stand out of competitors with unique after-sale support
- Communicate with customers on the return chat
- Add gifts (free products) to replacement orders
- Monitor your return rate with basic reporting
- Auto generate shipping labels
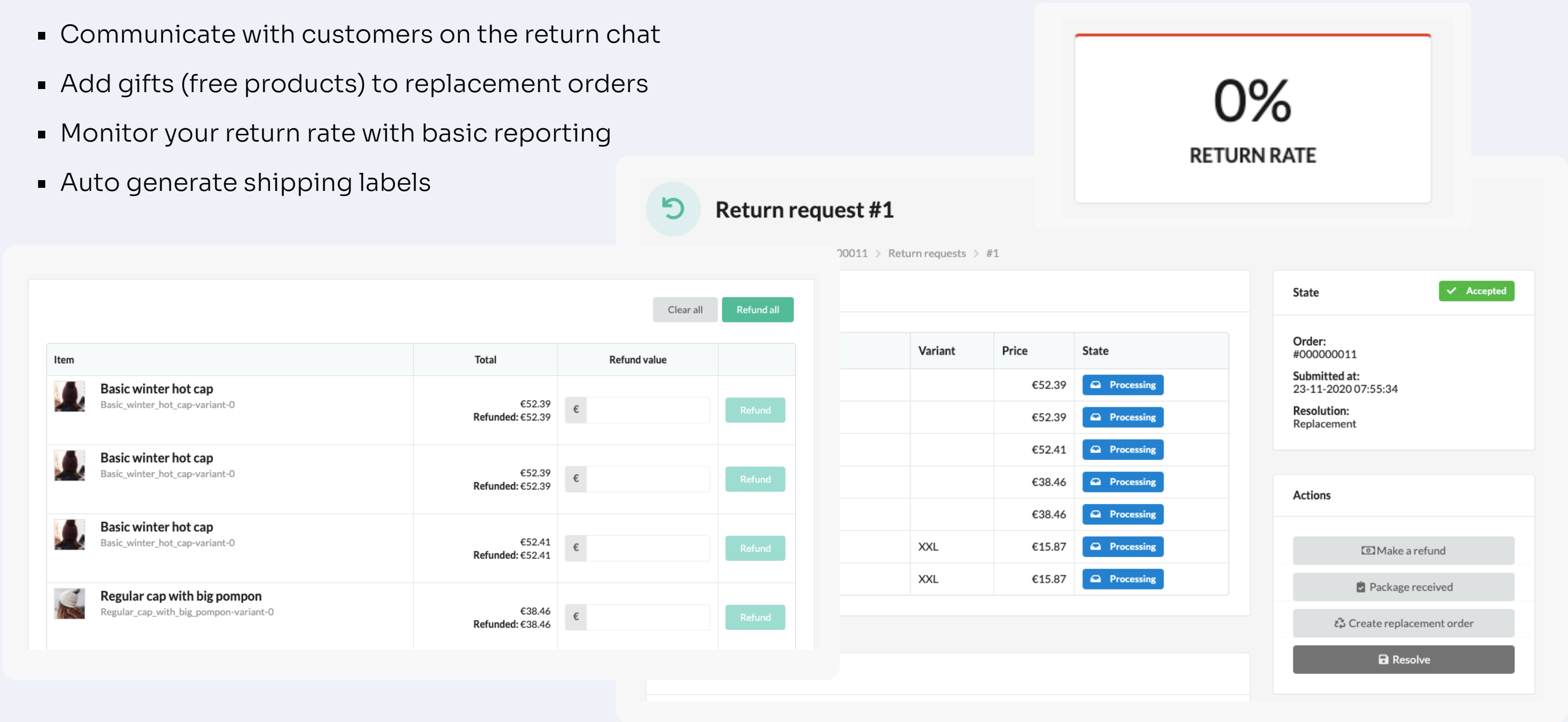
Recommended use-cases

- Stores with small return rate managed via e-mails and Customer Service
- Nothing more than a refund needed in the return options

- Stores with high return rate
- More than one return resolution needed or desired in the store
- Large scale online businesses in need of maximal automation

Do you operate from **multiple business units** or **legal entities?**

Running an international or large commerce operation is not a trivial challenge. If you took it, you might be dealing with multiple legal and fiscal jurisdictions. Also, your company may be a holding with several legal entities inside, servicing multiple business lines. Legal regulations might require having a separate administrator for each business unit or sales channel.

INTERNATIONAL SALES.

MANY BUSINESS LINES.

ENTERPRISE COMPANIES.

REGULATIONS.

Single legal entity and business unit, global admins

You can operate and issue invoices from a single legal entity and the list of administrators is global for all channels.

- A single group of channels
- A single list of admins
- One merchant's billing address on invoices

Plus edition allows managing many business units and assign administrators to each

You can create many business units and have multiple channels for each of them. Administrators can be assigned to a single channel and have a properly restricted view of products, orders, and customer data.

- Channels/domains grouped into many businesses units (i.e. one for all DACH countries, the other for France)
- Administrators per channel
- Advanced Super Admin configuration - i.e. toggling products availability for selected channels
- Different billing address for each business unit/ legal entity

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Recommended use-cases

- Local and standard stores
- Smaller teams and organizations
- Single legal and fiscal jurisdictions

- Stores selling internationally
- Merchants operating with multiple legal entities in different countries
- Or multiple business units spread across the country
- The franchise, resellers, multi-vendor and multi-tenant models

Do you ship all at once or do you split shipments?

Depending on the industry you are in and the complexity of your orders, you might need to split the customer's order and ship it with multiple shipments over time.

HOME & GARDEN.

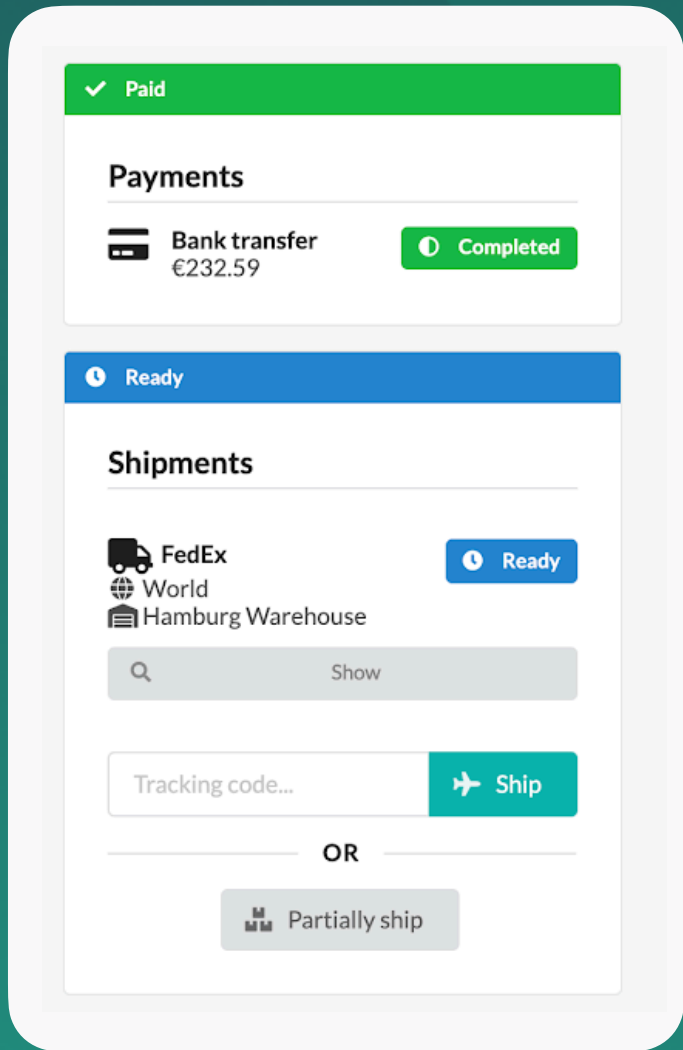**LARGE ORDERS.**

ADVANCED LOGISTICS.

Multiple shipments possible but no splitting logic and UI

The architecture allows for multiple shipments per order but requires additional development of the splitting logic and lacks interface.

- Multiple shipments per order possible from a technical point of view
- 1 order = 1 shipment by default
- UI to ship the entire order

Plus edition comes with API and UI interfaces to split shipments and ship items separately

Ability to split shipments via user interface but also using the API endpoint.

- Ship individual units separately
- Track count of shipped vs pending items
- Administrators/customer service can split items from the admin panel
- ERP integration can split them via API

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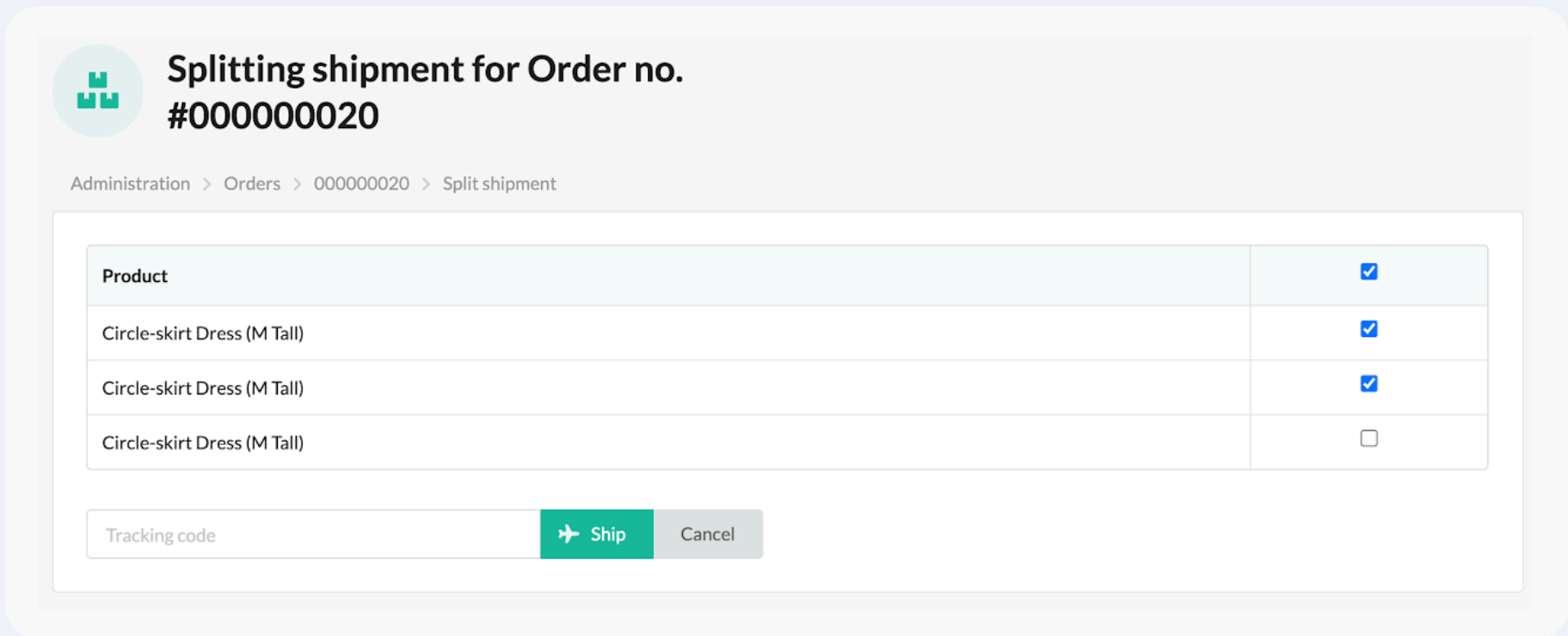
Recommended use-cases

- Local and standard stores
- A small number of items per order shipped all together

- Home & garden industry stores
- Stores shipping orders over time
- A large number of items per order
- B2B stores

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How do you want to **manage your staff members?**

For expanding companies with diverse staff, an improved safety level is essential. General access for all managers and admins is not convenient for the workers and can be a reason for information loss. To give proper protection, store owners need to set adjustable access restrictions based on employee position.

MULTI-BRAND SETUPS.

MULTIPLE ADMINISTRATOR ACCOUNTS PER CHANNEL

Same access for all staff members

No user permissions option

Plus edition custom role permissions to specific staff members

You can easily manage multi-brand or multi-country stores by assigning custom role permissions to specific staff members. Let them see and edit only particular products, categories, and orders.

- Restrict access by store view or channel
- Assign permissions to a specific role via permission tree
- Adjust your internal workflow by setting custom access to specific parts of selected categories
- Delete, duplicate and create new roles

Recommended use-cases

- Small B2C with simple logistics
- Simple internal structure
- 1 brand, 1 country setup

- Stores selling internationally
- Multi-brand setups
- A big internal structure of the company

Do you **separate customer accounts** per domain/country/ legal entity?

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The world of digital commerce is full of opportunities for expansion to new markets, sales channels, and even brands. Companies often end up running multiple eCommerce platforms based on different technologies. This lowers the alignment and generates tremendous technical debt that is painful to pay off. Why not use one webshop instance that is ready for international sales instead?

MULTI-BRAND INTERNATIONAL SETUPS.

MULTIPLE CUSTOMER ACCOUNTS PER CHANNEL.

One customer base for all channels

Every customer that registers is added to all channels.

- Single registration point for all customer
- One customer can log in on all channels, domains, and brands

Plus edition allows many customer pools assigned per channel

You can create multiple customer pools and assign them to channels.

- Newly registered customers get assigned to a customer pool specific to channel/domain
- One customer pool can be used for multiple channels
- Customer can use the same email on many domain of many brands
- Customer accounts can be separated per domain, country or business unit

Recommended use-cases

- Small B2C with basic customer management
- Small customer base and simple structure
- 1 brand, 1 market, 1 country setup

- Multi-store websites selling internationally
- Multi-brand setups
- Cross-continental eCommerce that needs to comply with regulations

Do you have a
loyalty strategy?

RETAIL.

CUSTOMER LOYALTY.

FASHION.

In today's highly competitive eCommerce market, brand loyalty can be an elusive concept. From fast customer service and convenience to product quality and brand values, there are many factors that might help to keep customers happy.

No Loyalty Points provided in the Standard version

Reward Points, working as a loyalty program, will increase your customer engagement.

The more benefits customers see, the more interest they get from your store. This will convert one-time buyers to loyal customers who shop in your store regularly.

- Reward customers with points for orders
- Create reward rules in the Admin
- Create and manage Loyalty Coupons and use them in setting promotions
- Enable your customers making Loyalty Purchases from their My Account
- Let your Customers track number of bonus points in the total counter and each order summary view both in My Account and in the Checkout
- Manage and oversee customer's Loyalty Purchases from the Admin

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Recommended use-cases

- Small merchants with no loyalty strategy needed

- Merchants with big customer bases
- B2C, retail, fashion
- Content & Commerce - blog-based eCommerce with regular readers

CUSTOMER SUCCESS MANAGER

A Customer Success Manager is your dedicated contact person. Their job is to make sure you are taken care of. It means that all your requirements will be properly channeled into our organization – whether you need technical support or business consultancy, you can count on a quick reaction and connection to the role responsible in the matter. A Customer Success Manager ensures the return of your investment in our technology, being your advocate inside Sylius company.

SLA-BACKED TECHNICAL SUPPORT

Both during the development of the project and after the go-live, our technical support team is available to assist your in-house team or external Solution Partner in solving issues. Add peace of mind to your project.

IMPACT ON THE PRODUCT

Sylius Plus projects are the main revenue stream for us and this allows us to align project roadmaps and be more responsive to the feedback from our commercial customers. We process your feedback during our regular Sprint Review Meetings!

ACCESS TO NEW FEATURES AND SECURITY UPDATES

Sylius Plus is constantly evolving and receiving new features. As part of the subscription, you receive immediate access to new features and security updates as we develop them. Without additional fees!

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Project Success Assistance for Sylius Plus

TRAININGS

Learning a new technology can take time. It's worth it and there are ways to speed up the process. As part of the Project Success Assistance, we can train your team and tailor the program to your project's specific needs.

WORKSHOPS

Every project comes with unique challenges. Our workshops can help you translate business challenges into technical solutions, layout a migration or customization plan, and remove roadblocks during the project.

ONGOING TEAM COACHING

For strategic projects, our experienced coaches are available for code-review, problem-specific calls, and can join your planning sessions to provide the core insights.

AUDITS AND HEALTS CHECKS

The timeline around go-live is exciting and critical for every eCommerce project. Whether you worry about the big day or want to verify the work already done, we deliver health-checks and audits that minimize the risk and optimize the projects for the long-term.

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What's next?

We hope this overview helped you make up your mind about which edition is the best for you. If not, don't worry, here are the options to smoothly continue your exploration:

> schedule a call with one of our advisors

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01.

If you are pretty much decided on the edition you need, you can contact one of our certified Solution Partners and discuss your project in more detail.

02.

If you still have some questions or doubts, please schedule a call with one of our advisors, we will be happy to discover your challenge and share honest recommendation about the right edition in the context of your unique business model and possible next steps.

03.

If your project is of strategic nature and you are in need of more deep technical advice,, we are up for a good challenge, so please schedule a call to discover how our consulting services work in combination with your in-house team or system integrator.

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