Features

In this section, you will find an overview of the features of Shopware Core (Community Edition) and our plans Rise, Evolve, and Beyond.

The features from Shopware Rise are also included in Shopware Evolve and Shopware Beyond.
In Shopware Beyond, in addition to the features from Shopware Rise, the features from Shopware Evolve are also included.

The scope of our support features depends on the selected plan:

Support	Rise	Evolve	Beyond
(1) Availability	09:00 am – 5:00 pm	07:00 am – 07:00 pm	24/7
(2) Service reaction time	8 hours	4 hours	1 hour
(3) Written support	✓	✓	✓
(4) Phone support (callback)		✓	✓
(5) Hotline		✓	✓
(6) Written developer support			✓
(7) Personal onboarding			✓
(8) Personal account manager			✓
(9) Community-forum	✓	✓	✓
(10) Free initial installation	✓	✓	✓
Updates and Patch Releases	✓	✓	✓

(1) Availability is covered in two time zones (CEST - Berlin, Germany and UTC-4 - New York, USA).
(2) The response time indicates when you will receive a response from us at the latest.
(3) Creation of support requests via the ticket system in the store operator area of your Shopware account.

(4) Creation of a phone support for technical questions in the store operator area of your Shopware account to request a callback from the support specialist.

(5) You can reach the telephone hotline from Monday to Friday between 8:00 am and 5:00 pm (CEST - Berlin, Germany and UTC-4 - New York, USA).

(6) For specific questions about the individual development in your store project, the written developer support will help you. You can create a ticket (maximum two tickets per month) via your Shopware account. The response times for these tickets are variable depending on the complexity.

(7) You will receive personal sales onboarding from your direct sales contact.

(8) You can coordinate sales inquiries directly with your personal contact from Sales.

(9) Use the knowledge of the Shopware community and ask your questions in the forum.

(10) If you run your store with a certified Shopware hosting partner, we will take care of the initial installation of your Shopware store for you.

Shopware Community Edition

In this article, we would like to give you an overview of all the features of Shopware Community Edition (Shopware Core). The Shopware Rise, Evolve, and Beyond plans contain additional features that can be found under the individual menu items.

Content management & Design

The design of Shopware has been thought through down to the last detail and is optimized for every available device. Thanks to the open template basis, the design of your shop is completely customizable.

- Shopping Experiences: Create attractive shop pages using drag & drop. To do this, you don't need to be a developer or web designer.

Workflow & Automation

Intuitive operation, numerous functions, extensive configuration options: Shopware makes your everyday work easy and uncomplicated.

- Roles and permissions: The user Administration offers you management for all users in your Administration. You can assign different roles and permissions to other users.

- Rule Builder: With the Rule Builder you can create individual rules based on conditions, which can be used, for example, to calculate shipping costs. You can find some examples in our tutorial.

- Flow Builder: The Flow Builder allows you to automate and easily customise your business processes without programming knowledge. You can also use it to configure event-based actions, such as sending documents automatically.

Customer experience & Marketing

The management of customers and orders as well as pricing are among the core functions of every online shop. Your success is also close to our hearts: even in the standard Shopware version you will find numerous marketing functions that additionally boost the sale of your products.

- Customer groups: Via the customer groups, you can define whether the customers get the prices in the shop displayed net or gross.

- Promotions: Here you can create discounts and promotions for your customers.

- SEO: Optimising a shop and bringing it to the top of the search engine rankings is a supposedly easy game for professionals. In the SEO settings, you can therefore define the structure for the SEO URLs of the product detail pages and categories with the help of a large number of variables.

- Search: The search is essential so your customers can quickly find the products they are interested in. Many options are available to you in the Administration of your shop to adapt the search to your needs.

- **Cross-selling**: With cross-selling, you can configure product recommendations for your products, for example, to directly display the matching accessories on the product detail page.

- **Product reviews**: In Shopware 6, your customers can rate your products. The ratings then end up in the Administration, where you can check them, approve them, and comment on them.

- **Tag management**: Tags allow you to store keywords for your products, categories, media, customers, orders, shipping methods, newsletter recipients, landing pages, or rules. You can find examples of use in our tutorials.

Inventory & Order management

Products are the heart of your online shop. Shopware gives you all the functions you need to start selling quickly and smoothly.

- Physical products

- Digital products

- **Dynamic product groups**: Dynamic product groups are products formed by dynamic rules and can be displayed in different places in your shop.

- **Payment method integration**: You can decide for yourself which payment options you would like to offer in your shop. To do this, choose between numerous international payment service providers.

- **Shipping provider integration**: In the administration of your shop you can determine which shipping options you want to make available to your customers and which shipping providers you want to work with for this.

- **Category management**: In category management, you manage the category structure of your shop. In Shopware 6, the categories are also used to organize the shop pages and the service menu and to create landing pages.

B2B capabilities

- **Net- / gross price display**: The gross/net price view allows you to define which customer groups get which prices displayed and which tax rates should be valid.

Internationalization

- Unlimited **sales channels**: The sales channels offer you the possibility to connect different sales channels via a shop system. On the one hand, this can be the classic storefront. However, it is also possible to transmit data to comparison portals (e.g. billiger.de or Google Shopping) or to integrate social shopping (e.g. Instagram).

- Currency and tax management: You can provide your customers with a better shopping experience by setting the appropriate **currencies** and **tax rates** for different countries, regions, and customers.

- Multi-language: Make your shop available in different **languages**. You can find a few examples in our **tutorials**.

Other

- **Import/Export**: You can maintain your content in Shopware 6 very simply via imports. You can use exports to read your existing content or transfer it to interfaces and evaluation tools.

- **Migration**: If you are currently using another eCommerce solution, you can switch to Shopware. Our community and our network of experienced partner agencies can offer you support with the migration.

- Extensibility: If you are missing a function, you can fall back on our extensive range of extensions in the Shopware Store.

Shopware Rise

In addition to the features from Shopware Community Edition, Shopware Rise also includes other features, which you can find here in the overview. These features are also included in the Shopware Evolve and Shopware Beyond plans.

You will get a brief overview of the different features in the descriptions. By clicking on the link to the respective documentation article, you can view existing features in more detail. As soon as the new features are released, the complete documentation articles will be linked.

Flow Builder | share flows

You can use Share Flows to import flows into your system or export them

Take flows from the Flow Builder and move them between different systems: Send a flow to an app, for example, or shift it from a test system to a live system.

The Flow Builder allows you to define and perform highly individual business processes all in one place and without having to write a single line of code.
Automate complex business procedures with the most intuitive no-code interface and create flows to perform specific tasks.
Not only do you save time and resources by implementing effective workflows, you also benefit from faster reaction times, more flexibility and more control over your business operations. Depending on the event, you can, for example, automate the sending of emails and even have URL calls or changes to the order status carried out.

Custom Products

You want to enable your customers to design their own products? This is possible with the Custom Products extension.

Offer your customers customizable products, such as inscribed mugs, shirts, etc., with their choice of text, lettering or color. Tailor the selection interface to the product and options at hand, with everything from checkboxes and text fields through to a comprehensive step-by-step mode.

Premium Themes

With the help of Premium Themes you can change the storefront design of your shop.

Minimum effort, major impact: give your shop a fresh look. Choose from our modern themes and customize your shop's design to suit your taste. The Premium Themes were specially developed by Shopware and are available in addition to the regular standard Storefront Theme for Shopware 6. All Premium Themes are

available to you free of charge as SaaS, PaaS or self-hosted variants.

Returns management

Have you received a return from one of your customers? This is where returns management comes into play.

Every shop owner has to deal with returns. Currently one needs to return the whole order and partial returns are not possible. With this feature we want to introduce a basis on how to create return and have status per item in shopware. This way, you can manually handle your customers' returns in the admin.

Rule Builder | preview

Creating a rule is a complex and challenging task. The same applies to checking whether a rule works as intended. With the Rule Builder | preview, we offer you the possibility to check the rules you have created in the Rule Builder, e.g., for calculating shipping costs or customer-specific product prices, directly after creation in the Admin.

You can create new rules and check whether they work as planned. To do this, test rules directly in the admin with concrete orders. In this way, you can find errors in the structure of a rule more quickly and ensure smooth application in the online shop.

Social Commerce

Social media is part of an integrated business these days.

Boost your brand awareness and your sales: use social media like Facebook, Instagram and Pinterest as additional sales channels and target your intended audience wherever they are. In most cases this is done through an export feed, which is integrated into the respective platform

Shopware AI-Copilot

Artificial Intelligence (AI) has sparked a new era, reshaping the world of ecommerce. With AI at their disposal, merchants can swiftly tackle diverse tasks, operate efficiently, and empower their business with enhanced speed and capability.

You can now use this potential with the Shopware AI Copilot. Herewith, we present you brand-new features that revolutionize your daily e-commerce routine with concentrated AI power. As an integral part of our AI Copilot, these features are designed to assist you in various aspects of Shopware, providing invaluable support along the way!

Please note that the "Commercial Extension" is required for the AI-Copilot.

In the following, we will briefly describe the features and link to the corresponding documentation.

AI-generated content for Shopping Experiences

The AI Copilot | content for Shopping Experiences can help create different types of text content, check the text for spelling mistakes, and translate it into any language you choose.

Image keyword assistant

The AI Copilot | image keyword assistant analyzes uploaded images and assigns relevant keywords to them.

AI-generated product properties

The AI Copilot | product properties suggests product properties on the basis of a product description.

Custom checkout message

With the AI Copilot | custom checkout message, you can send your customers a customized AI-generated message after purchase based on their cart, and this personal approach helps increase customer loyalty.

AI-generated summary of ratings

The AI Copilot | product review summary gives merchants an AI-generated summary of all the reviews for a product, and the merchants can publish it on the product details page, so customers have a clear overview of feedback on the product they are interested in without having to read every single product review.

AI-based customer classification

The AI Copilot | customer classification generates labels based on the customers' order history, and these labels can then be used as tags, for example for marketing mailings.

AI export assistant

With the AI Copilot | export assistant, you can now export specific data from Shopware in a CSV file – there you go, one sentence!

AI-based translation for reviews

With the AI Copilot | translation for reviews, product reviews can be translated using AI so that customers have a quick and easy way of understanding international reviews.

AI description assistant

With the description assistant, you can generate product descriptions directly in the Shopware Administration and use them for your products with just a few clicks. All you need to do is enter a few keywords, click on "generate", - and you will receive a formulated product description that you can simply adopt or adapt.

Search by context

The new AI-supported search by context feature for the AI Copilot is the first time that the buyer side has been specifically addressed. This makes it possible to have the AI search for products based on keywords or sentences. New customers who are unfamiliar with the store are not deterred, even with a wide range and depth of products, and are given a quick overview of the store in their area of interest in the AI.

Search by image

With the new image search feature from the AI Copilot, buyers can upload images and then receive suggestions of items that are similar to this image.

Text to image

With the new text to image feature from the AI Copilot, you can generate images by entering suggestions in natural language.

3D Viewer Block for Shopping Experiences

As a merchant, you can use the function 3D viewer block for Shopping Experiences to integrate 3D objects outside of the product detail page. Whether on landing pages, product or category pages - you can enhance your Shopping Experiences with appealing and interactive 3D visualizations. Simply use the visual page builder for the Shopware Experiences to place blocks with 3D elements in your desired location. Here

too, your store visitors can call up the 3D elements via QR code and make them appear in their environment using augmented reality.

Immersive Elements

Immersive Elements is an extension in which you can add 3D elements under the "Commerce" section. Transform your online store into an unforgettable brand experience. As a cost-effective alternative to using external resources, the app increases your conversions. The extension is included in the Rise, Evolve and Beyond plans.

Shopware Evolve

In addition to the features from Shopware Community Edition and Shopware Rise, Shopware Evolve also includes other features, which you can find here in the overview. These features are also included in Shopware Beyond.

You will get a brief overview of the different features in the descriptions. By clicking on the link to the respective documentation article, you can view existing features in more detail. As soon as the new features are released, the complete documentation articles will be linked.

Advanced Search

With the Advanced Search, the Shopware 6 search can be extended.

Don't just search - find. This high-performance search feature is based on Elasticsearch. Despite the huge quantities of data at play, your customers can enjoy lightning-fast search results and an improved user experience.

B2B Components

The B2B Components offer you the opportunity to equip your shop with the most important B2B functions. The B2B Components also offer shop customers who have been authorised accordingly by the shop operator a wide range of functions to map their own company structure. These include roles and contacts (sub-accounts for the customer's employees), orders including the approval process and quick orders via an order list.

Extended rights and role management (Employee Management)

With the extended rights and role management, you have the option of assigning and managing rights and roles within the B2B functions.

Approval processes (Order Approval)

Specify in the admin which users should be able to approve or reject orders in the storefront. Your B2B customers can define their own approval rules for roles.

Quote management (Quote Management)

Enable smooth quote management on both sides: Create quotes and send them to your customers. Accept or reject quotes that have been sent to you.

Quick order procedure (Quick Order)

Your customers can add orders to the shopping basket or an order list more quickly. All they need to do is enter the product number and quantity. This is possible either directly via a simple input mask or by importing a file.

CMS extensions

You want more features to customize your content? This is where the CMS extensions come into play.

The CMS extensions offers more flexibility in building tailored content and customer experience. This allows you to create your own forms and products can be viewed directly in the category listing through a quickview.

CMS rules

A rule based display of content is possible with the CMS rules.

Use the Rule Builder to determine which target groups view certain pieces of shop content for the purposes of precision targeting or discounts and offers. Create content independent of the day, time, cart contents or customer status – you've got an array of unique options to choose from!

Dynamic Access

You want to define who can access your content?

In cooperation with the Rule Builder, show content only to certain customer groups. Control who sees categories, products, specific variants or landing pages, for instance.

Publisher

The Publisher allows you to create your own designs for your pages.

Professionalize your work with Shopping Experiences: create drafts of your shop pages, save, and then publish them later or at a set point in time. The activity feed lets you see who's made what changes – so you always have your eye on the ball.

Flow Builder | webhook actions

You want to forward data based on a specific trigger? For this you can create a flow using the flow builder.

Transfer data to API-based third-party providers using webhooks.
A WebHook makes it possible, for example, to tell a server software that a particular event, such as a new order, has occurred. This can be a notification or a request to the server to do something with the information.

Shopware Beyond

In addition to the features from Shopware Community Edition, Shopware Rise and Shopware Evolve, Shopware Beyond also includes other features, which you can find here in the overview.

You will get a brief overview of the different features in the descriptions. By clicking on the link to the respective documentation article, you can view existing features in more detail. As soon as the new features are released, the complete documentation articles will be linked.

Digital Sales Rooms

You want to offer your customers a personal and up-close consultation?
Further your reach, interact with customers live across the globe, and create the most vivid digital shopping experiences. We're designing the future of ecommerce!

Digital Sales Rooms is the state-of-the art new feature that seamlessly integrates into your Shopware system landscape and cooperates with your existing ecommerce infrastructure.

Create interactive live video events for your customers straight from your Shopware website – without having to switch between a presentation tool, video conferencing system and store system. One sophisticated solution to highlight your products, engage your customers and reinforce brand loyalty.

Customer-specific pricing

You want to reward your steady or best customers?

A frequent customer, start-up, or longstanding client with a loyalty discount? Set up bespoke prices for your various customers.

As a merchant who has customers with multiple individual price conditions, you can pull those defined prices from your system of choice in Shopware via API. These individual prices can then be displayed at several steps within the customer journey if a customer is logged in. This enables you to offer prices specifically calculated for each customer.

Multi-inventory

You need more than one warehouse and different inventories? Use the Warehouses functions for this purpose.

As a merchant who has different inventories, you need to manage the stocks of products and the respective availability of them for your shop. The Multi-Inventory functionality ensures, that products can

be purchased independent of the inventory location, as long as they are available in one of them. Depending on the scenario, availability can be managed via warehouse groups and with priorities, in addition to being configured using the Rule Builder.

Subscriptions

You want to allow your customers to order products automatically at regular intervals? Use the Subscriptions function to do so.

Sell products via subscriptions to reinforce customer loyalty. Under a subscription, products are delivered at regular intervals without the order needing to be actively placed in the shop each time. You're also free to lay down whatever subscription terms you'd like.

Flow Builder | delayed actions

You want to trigger an action only after a certain period of time? This is possible with delayed flow actions.

Release flows from Flow Builder on a later date. Send an automated email a week after a customer placed an order and ask for a review, suggest other products that go well with their purchase and much more.