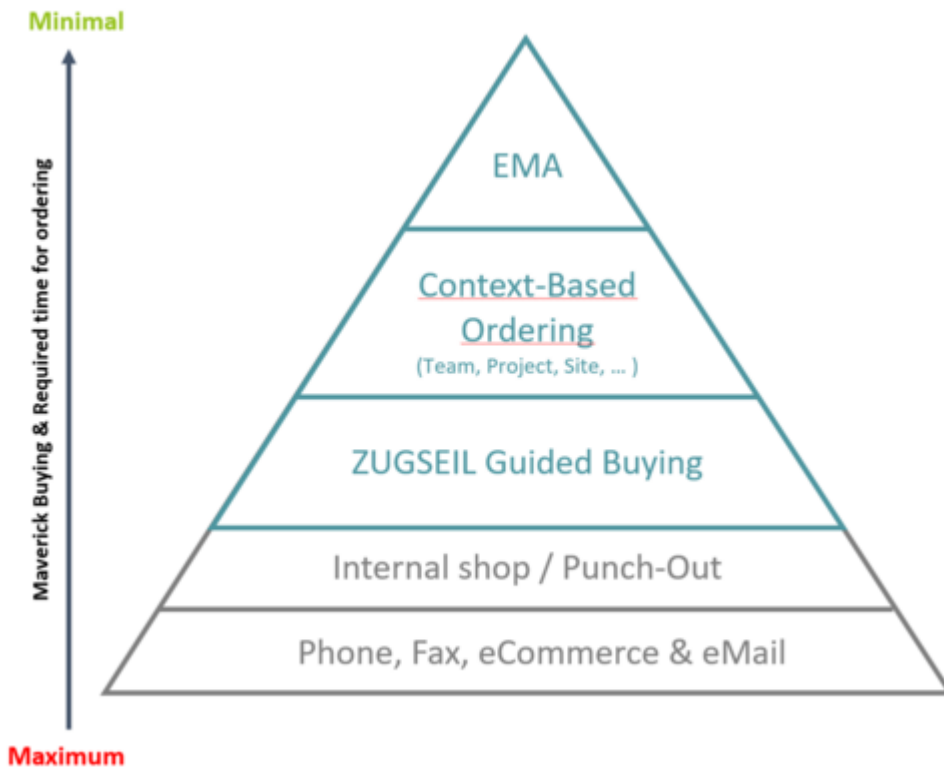


ZUGSEIL Shop



ZUGSEIL Shop - Advanced Guided Buying

The ZUGSEIL Shop is a multi purpose shop solution, which can be used as

- IPP - Internal procurement platform
- B2C - Cloud sales platform to end/private customers
- B2B - Cloud sales platform to end/private business customers

It which offers a highly configurable buying process, which enables optimized user interfaces for different usage scenarios to optimize the procurement process in two main ways:

- **reducing spendings** by reducing maveric buying
- **reducing investable time** through inbuilt Guided Buying, Context based ordering or Equipment Management Tools.

Key technologies used to achieve these goals are [knowledge management](#) in combination with [artificial intelligence \(AI\)](#).

Important building blocks

- [Advanced guided buying tools & Ordering assistants](#) - For many tasks required there exist assistants which help the user to find the desired products with less searching time
- [Integrated Knowledge Management](#) - Leveraging your own organization's knowledge is key for efficient purchasing.
- [Configurability](#) - Through [shopping purposes](#) the entire shopping process can be customized to your organization's needs

- [Polymorphic product model](#) - No matter how complex your products are, they can be ordered/configured through the shop
- [Extensibility](#) - Digital procurement through a digital catalog is only one flavor of staff ordering items. There are many more processes chains, which support an optimal purchasing experience. These can be covered through extensions, like handout at a digital service points, pickup-station integration, Ai driven category finder, ...

Related articles

- [Product Roadmap](#)
- [ZUGSEIL Procurement Tools](#)
- [Order types and related objects](#)
- [Guided buying through shopping assistants](#)

Related development articles

- [App:ZUGSEIL Shop](#)
- [App:Shopping purpose administration](#)