



A partnership built on shared customer values: Shopware + PayPal



Shopware is a leading global open-source ecommerce platform. Their mission is to enable merchants to easily personalize their online stores. With a particular focus on their people-first ethos, Shopware is dedicated to a culture of openness. They've built it into every facet of their business, from an open-source philosophy to field community feedback. Since their founding in 2000, Shopware has grown from a small family business into an extended family of ecommerce enthusiasts.¹ They have developed comprehensive ecommerce solutions, offering flexibility, support, and an opportunity to thrive for both B2C and B2B businesses.

The opportunity.

Shopware steps up to provide a cutting-edge payment solution.

As a leader in the fast-paced and competitive ecommerce industry, Shopware knew that they needed to provide an agile and secure payment solution. Merchants can find it both challenging and costly to manage the many and varied aspects of ecommerce.

Shopware wanted to provide a fully integrated solution to elevate the checkout experience, and partnering with PayPal was the answer.

"PayPal and Shopware have an amazing relationship. In fact, PayPal is one of our most strategic and important relationships, mostly because we're both very customer-centric in the way that we approach the market," said Jason Nyhus, President/General Manager at Shopware. "One relationship with PayPal really unlocks the full potential of all the assets PayPal has to offer."

Seeing the chance to solve multiple problems for merchants with one partnership, Shopware chose to change their status quo to meet new demands.



The quality of the people and the level of service you provide to your merchants is world-class. We have a highly aligned relationship between PayPal and Shopware.

Jason Nyhus
 President/General Manager, Shopware

The solution.

Shopware’s integration of PayPal enhances the checkout experience.

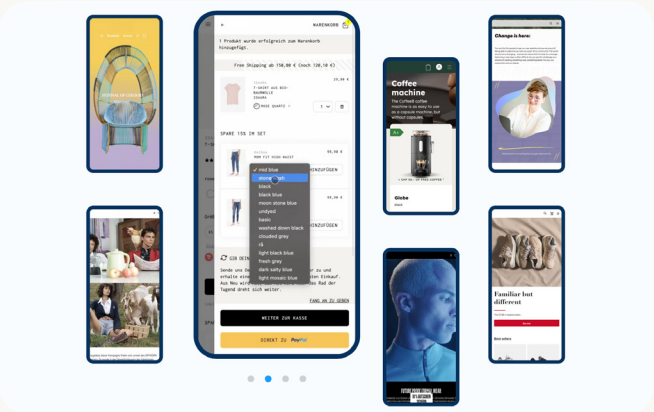
PayPal welcomed the opportunity to collaborate and innovate with Shopware, by leveraging their mutual customer centric approach.

With PayPal integrated into their platform, Shopware gave their merchants new selling power, increasing reach to global audiences. They could offer customers choice with multiple payment options, as well as buy now, pay later capabilities.

“Shopware has more success when our customers are selling the most they can sell, offering the most local payment types, and creating a great customer experience,” said Nyhus.

By integrating PayPal Checkout, Shopware merchants can offer consumers a way to spend, send, and manage their transactions, easily and securely.² Leveraging its strategic partnership with PayPal, Shopware enables merchants to access the full potential of PayPal’s ecosystem of products and services.

“The portfolio of capabilities that a relationship with PayPal unlocks really provides a lot of value to Shopware merchants,” said Nyhus. “The value that PayPal can bring is far deeper than just payments. It has to do with the ability to do returns, how effective you are at fraud, and all PayPal’s portfolio of products.”

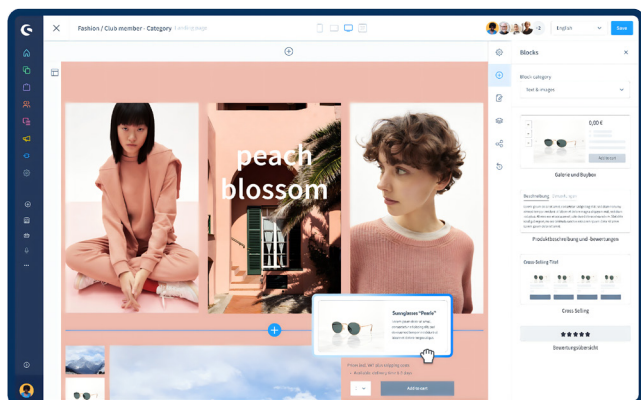


The impact.

Shopware's partnership with PayPal powers sales.

Since 2009, with Shopware's integration of PayPal Checkout in Europe, they've helped merchants increase conversions and sales with PayPal's solutions. Over 20,000 merchants have processed more than €5 billion annually via PayPal Checkout.³

The collaboration between PayPal and Shopware demonstrates how two forward-thinking companies can work together to deliver value to ecommerce merchants.



"Some of the work that PayPal is doing is really leading-edge, as it relates to payment processing, and are taking incredibly pragmatic steps to improve the lives of our merchants as well as their customers," Nyhus emphasized.

Shopware aims to create innovative solutions for a constantly expanding community of global merchants. With these goals at the forefront, Shopware is perfectly poised for continued success.

20K+

Shopware merchants
integrated PayPal in Europe.³

€5B

in payments
annually via PayPal.³

¹ Data source is from Shopware, <https://www.shopware.com/en/company>

² For more information, please visit: <https://www.paypal.com/us/digital-wallet/ways-to-pay/checkout-with-paypal>

³ Data source is from Shopware, 08 Nov 2023, <https://www.shopware.com/en/news/paypal/>