

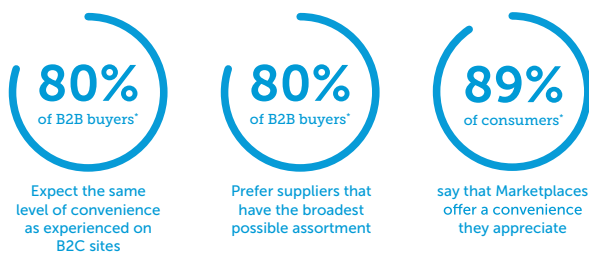
Transform to a One-Stop Shop

Extend your range of products and services by launching a marketplace with Mirakl

Meet the expectations of today's professional buyers with more options and a better experience

Professional buyers favor buying experiences that more closely match what they're accustomed to as consumers, such as on Amazon—where they can increasingly buy business products as well. These consumer experiences increasingly include marketplaces of products and services from third-party sellers and providers. To remain relevant to today's buyers, manufacturers and distributors must similarly expand their offering beyond their core product set.

But many wholesalers are watching this digital revolution from the sidelines. Although these companies pride themselves on offering the most compelling products and fulfillment for their customers, many have not embraced the advantages of a marketplace as a low-cost means of expanding their product lines and inventory. Instead, too many are sitting by, watching as Amazon Business, Alibaba and other digital disruptors make it easier for customers to connect directly with manufacturers for lower priced goods.



Despite these growing competitive pressures, wholesalers and distributors still have unique relationships with their customers. The opportunity exists for many to combine this relationship with digital innovation to become even more valuable to customers. To do so, it is imperative to:

- **Recognize that e-commerce is strategic:**
Many wholesalers and distributors still view e-commerce as a replacement for the fax machine—a simple order-taking mechanism. Companies that operate this way are ripe for displacement digital disruptors that offer customers the convenience and selection they prefer.
- **Align e-commerce and sales:**
Create a model that incents sales reps to support and promote your e-commerce initiatives. Sales teams and ecommerce are complimentary—one handling deals requiring skills and relationship-building, the other more routine purchases.
- **Introduce a marketplace to grow your value to customers:**
Recognize the opportunity to capture more of a customer's purchasing budget with relevant products from new suppliers and service providers. This creates revenue and increases share of wallet without adding cost or risk to your business.

Marketplaces deliver high margin growth to accelerate your digital transformation

Exceed customer expectations

- Rapidly expand offerings by quickly and easily adding new products and services from third-party sellers and providers
- Provide qualified buying options by making multiple qualified suppliers available, each competing to offer buyers the best terms
- Become a destination and stand out from competitors by becoming a one-stop shop for buyers' needs

Make better use of your sales force

- Focus on value-added sales and let your skilled sales team focus on the deals that need their attention, leaving routine purchases to the marketplace
- Attract more first-time buyers and create more up-sell opportunities by opening accounts with sales in the marketplace
- Strengthen the brand behind each salesperson and improve the selling environment when prospects associate an expanded value proposition with your brand

Drive a better bottom line and differentiate

- Expand without logistics and inventory costs, offering new, long-tail products and services without the usual operational costs
- Test new products and services without risks and quickly on-board winners without inventory and sales commitment
- Never miss a sale by ensuring customers always find what they need, with practically no risk of stock-outs

Mirakl-powered Marketplaces transform wholesalers and distributors into digital references for their markets

The Mirakl Marketplace Platform™ is the only fully integrated solution for lightning fast product expansion, increased customer reach, and improved vendor relationships – all with minimal resource investment. Mirakl easily plugs directly into both your own systems as well as the systems of others in the eCommerce ecosystem (e.g. vendors, aggregators) via

cutting-edge, API-based technology for automated catalog integration and management, communication with vendors, and setup and management of rules for things like shipping and logistics, customer service levels, and vendor performance.

Mirakl Marketplace Platform™



The Mirakl Marketplace Platform has functionality specifically geared to the requirements of B2B eCommerce, such as:

- **Marketplace Governance:** easily create rules that govern operations around things like logistics and customer service levels and monitor performance to ensure high quality customer experience.
- **Pre-packaged Workflows:** keep processes running efficiently with pre-built, customizable workflows around offers, orders, pricing strategies, and logistics.
- **Multi-Vendor Order Management:** allow operators visibility into the full order lifecycle to monitor seller performance and maintain insight for customers on order status (a huge advantage over drop-ship).
- **Multi-Vendor Catalogue Management:** streamlined integration of complex product catalogues with Mirakl Catalogue Integration (MCI®).

*B2B-specific features

- **Corporate Pricing Flexibility*:** ability to create different pricing and discounts for different types of buyers, accounts and deals, including custom pricing by customer segment, volume discounting, bundle discounting, request-for-quote and request-for-proposal.
- **Account- and User-level Catalogs and Order Workflow*:** can accommodate different catalogs, user types and order processes, including customer catalogs by user, multiple users per account, different approval workflow and account delegation for each use, catalog punch-out and sample ordering.
- **Corporate Payment Options*:** makes available advanced payment options for professional buyers, such as credit limits, payment terms, multiple credit cards, and unified invoicing.
- **Carrier Selection*:** professional buyers and business users can select carriers based on order value.

Mirakl is the global leader in B2B online marketplace platforms, and is trusted by companies like:



Christian Lacroix



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