MIRAKL

Mirakl Marketplace Connector for IBM Websphere

Easily connect Mirakl & IBM Websphere Commerce with our connector and launch your online Marketplace to drive profitable growth

Why launch a Mirakl Marketplace with IBM Websphere Commerce?

By 2018, more than 50% of eCommerce growth will be driven by Marketplace growth.

The Marketplace business model is 2-3X more profitable than the traditional retail model, and is largely responsible for the massive profitable growth Amazon.com has seen in the past two years.

Launching a Marketplace is a unique opportunity for Retailers & B2B organizations to rapidly expand their product assortment by directly connecting third party sellers with customers. It's a low-risk way to expand your offer, without needing to buy, store, and ship products.

Organizations who've already invested in their eCommerce presence with IBM Websphere Commerce can now easily expand their product portfolio and drive profitable growth with a Mirakl Marketplace.

Easily and quickly install & configure Mirakl inside IBM Websphere Commerce.

About the Mirakl + IBM Websphere Commerce Connector

Our pre-built connector to IBM Websphere Commerce makes it easy to get started in just minutes, rapidly onboard new sellers, and map new products and categories. Mirakl is embedded directly into your existing Websphere Commerce user experience. We've made it as easy as possible to activate our connector, decreasing your Marketplace time-to-market.

Our IBM Websphere Commerce connector is:

→ **Efficient.** It only takes 20 minutes to install and configure the Mirakl connector package.

→ **Flexible**. We provide full access to all Mirakl Marketplace Platform modules, and customers can select what they need.

→ **Performant**. Our Platform will scale to meet changing demands of your Marketplace to maximize your performance.

Mirakl + IBM Websphere Commerce Connector Features

→ Efficient and fast installation

→ Automated product and category mapping

→ Fast synchronization of offers and sellers

→ Simple messaging portal for communication between sellers and customers

→ Clear order workflow and customer account access:
Seller rating
Order history

Joint Benefits of IBM Websphere Commerce + Mirakl

IBM and Mirakl have a shared goal: Maximize your online revenue, profitably. IBM Websphere Commerce facilitates omnichannel success, integrating physical and digital shopping experiences with your core owned products. Mirakl focuses on increasing the contribution of the digital channel by enabling companies to deploy the marketplace business model to increase product assortment, increase online traffic, and drive profitable growth.

Our joint customers experience:

→ Drastically increased digital product range

→ Increased site traffic

→ Increased new customer acquisition

→ Increased customer retention & loyalty

→ Increased revenue and profit

→ More transactional data for analysis to further improve offers

Mirakl and IBM share these customers and more!

About Mirakl

Mirakl provides a state-of-the-art software solution that allows B2C and B2B organizations to launch and operate an online marketplace. The Mirakl Marketplace Platform makes it easy for operators to onboard vast numbers of vendors in a single platform to drastically increase their product selection, competitive prices, and a superior shopping experience. Mirakl helps some of the world's leading organizations large and small, including Best Buy Canada, Woolworths, Auchan, Carrefour, Condé Nast, Darty, Galeries Lafayette, Halfords, Menlook, Oclio, The Beautyst and Truffaut to offer a greater product assortment combined with higher profit growth and lower risk. Founded in 2012, Mirakl drives marketplace projects for more than 100 customers n more than 20 countries around the world. For more information: www.mirakl.com

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