



Mirakl Marketplace Platform for Services

Offer More. Learn More. Sell More.

Marketplaces have fundamentally changed the World

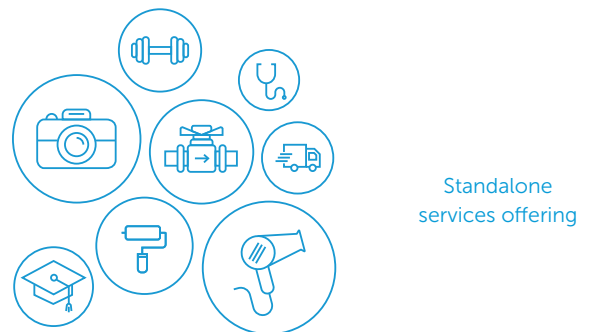
A revolution is underway – the platform revolution. Like every revolution, it can drive tremendous incremental growth, both in customers and in revenues. And like every revolution, the ones who will embrace it will benefit and gain an important early market lead. In general, businesses that do a better job at delivering the platform for their ecosystem will win.

Marketplace platforms are disrupting traditional businesses across industries and geographic regions. Consider, for example:

- Uber: transformed the taxicab industry without owning any vehicles

- AirBnB: transformed the accommodations industry without owning any real estate
- Farfetch: transformed fashion retailing without owning any inventory
- Fiverr: transformed the talent acquisition industry without having any employees

Unlike most revolutions, however, the platform revolution does not have to be a painful one where all traditional leaders in an industry are put out of business. Mirakl's Marketplace Platform can power digital, organizational, and business transformation.



Services are fertile ground for Marketplaces

Online Marketplaces connect buyers and sellers at a global scale and in a way that provides customers more convenience and value than ever. Amazon, Alibaba, and other marketplaces have proven how product marketplaces can disrupt industries like retail and connect sellers of all sizes with potential buyers around the world.

Now, it is the time for the marketplace model to include services, as well – either standalone or aligned with complementary products.

Services are a key addition to any business wishing to improve their customer experience. For retailers, brand manufacturers and distributors, services can enhance the buying and ownership experience for consumers across a number of existing and new categories. For example, imagine the extra convenience a consumer gets by purchasing a washing machine and installation services all in one transaction. Not only does it save time, but it provides the emotional benefit of knowing that the product purchased will be installed correctly by a professional.

Mirakl Marketplace Platform for Services enables anyone to offer services

It took hundreds of millions of dollars to build the likes of Uber and Airbnb. Those companies started from scratch and blazed trails. Building a platform, though, does not have to be prohibitively expensive. Mirakl's software has powered over 120 product Marketplaces, continuously building best practice features and workflows into the platform. With Mirakl Marketplace Platform for Services, that know-how is extended to a new set of purchase line items: services.

The requirements of services are unique and in developing the product, Mirakl's technology Labs have created several new standards for how services should be integrated into a marketplace. Services are inherently different from products in some ways, though. Mirakl's solution uniquely addresses these differences and

provides all the necessary tools to quickly start and grow a services Marketplace. With the Mirakl Marketplace Platform for Services, the offerings from service providers blend seamlessly into any existing customer experience, while also giving service providers with tailored tools to list, describe, manage, and market their services. Mirakl Marketplace Platform for Services 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. Mirakl automates the hard things: seller onboarding, catalog integration and management, communication with sellers and customers, and setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).



The Mirakl Marketplace Platform for Services provides:

- **Mirakl Service Provider User Interface.** Gives service providers the ability to seamlessly manage the services they are able to offer each customer. This is critical, as services differ from product SKUs in many ways and Mirakl's platform can be the catalog management tool for service providers.
- **Book and pay for services.** Shoppers can book and pay for services at the time of purchase. For retailers with products, this provides the single great shopping experience that the customer expects around the product purchase.
- **Calendar Scheduling Functionality.** Allows service providers to manage their availability, and shoppers to book a specific time with a service professional directly on the website, eliminating the need for extra phone calls or emails.
- **Standalone or hybrid service marketplaces.** A merchant does not have to offer product in order to launch a services marketplace; services can be available for a la carte purchase, or can be paired with specific products if desired.
- **Category management.** Let consumers find service providers easily by managing a taxonomy of provider types.
- **Tailored service definition.** Services can be complex, so the Mirakl platform allows for unlimited attributes so that service listings can be flexible and dynamic.
- **Mirakl Quality Control.** The platform allows merchants to ensure that service providers adhere to quality service levels and that customers are satisfied with the service received.
- **Cross-sell and upsell functionality.** Allows merchants to link products and services together in Mirakl, allowing them to offer them at the point of checkout combined.

The Mirakl Marketplace Platform for Services continues the precedent of being platform agnostic and easy to integrate and deploy in a modular fashion, ensuring the fastest time to market with the highest quality.