

How launching an online Marketplace creates a more agile B2B distributor

B2B buying is going digital - Are you prepared?

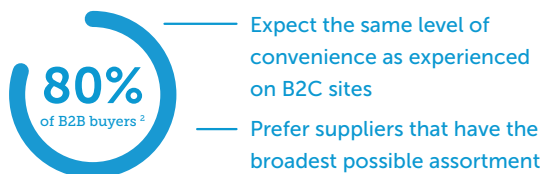
Online Marketplaces such as Amazon, where third party sellers offer products alongside the merchant's own stock, have changed the way B2C buyers shop.

B2B buying is heading in the same direction, and quickly. According to Forrester Research, B2B buyers prefer to purchase online ¹ and now demand a buying experience that more closely matches the convenience of B2C experiences like Amazon.

For B2B distributors, this disruption is challenging to address in an efficient manner. Many B2B distributors have grown through acquisition, buying smaller distributors to achieve scale. While this grows top-line revenue, it creates operational challenges due to the existence of multiple catalogs and multiple technology systems for catalog management, order management and e-commerce.

This manifests itself negatively in two ways:

- **Disjointed customer experience.**
Core customers cannot easily find and purchase products across divisions because the catalogs are not unified. The customer must bounce between systems and salespeople in order to buy from the same company – it is a frustrating experience compared to the convenient experience of Amazon.
- **Lost revenue opportunities.**
Without unified visibility into multiple categories, a distributor has no way to know if one division has a product that another may be out of. Or, as is common with smaller divisions, there may be no e-commerce capability at all – with buyers wanting to purchase online, this leads to customers going elsewhere.



The Mirakl Marketplace model provides the agility to compete

Instead of investing in system integration that takes years and needs to be completed for every new acquisition, B2B distributors should launch their own online Marketplace. With a marketplace, each divisions catalog can be harmonized to create a unified view for customers, sales reps, and call center

reps. The Mirakl Marketplace Model maintains valuable customer relationships while providing new options for quickly meeting customer needs and winning new customers in this new age of B2B buying.

Mirakl Marketplace Platform™



1. Source: Forrester Research, *Death of a (B2B) Salesman*, April 13, 2015.

2. Source: Forrester Research, *"Retailers Must Seize The Marketplace Opportunity."* April, 2016

The Mirakl Marketplace Platform™ is the hub of digital business

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.



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

- **Negotiation Tools**
allow vendors to create specific price offerings for a specific buyer, along with chat feature for synchronous communication between parties.
- **Volume Discounting**
Allow price decreases when goods or materials are purchased in greater numbers.
- **Personalized Pricing**
Display prices on the Marketplace according to the individual buyer's profile, enabling detailed customer segmentation.
- **Quotation Management**
Allow buyers to interact with a seller to ask for a quote, with the process managed until the quote is approved. Quotes can then be used as a basis for future transactions between the buyer and the seller.
- **Multi-Vendor Order Management**
Allow the operator 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 Catalog Management**
Streamlined integration of complex product catalogs with Mirakl Catalogue Integration™ (MCI).
- **Logistics Optimization Management**
Provide customers with the ability to calculate the order value, assess shipping costs, and select the right carrier based on purchase volumes.

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



PARIS
+33 1 72 31 62 00

BOSTON
+1 844 264 7255

LONDON
+44 20 3355 9932

MUNICH
+49 89 205 008 5012