Mirakl Marketplace Connector for SAP Commerce

Easily Launch A Mirakl Marketplace on SAP Commerce
with the Mirakl Marketplace Connector for SAP Commerce

Why launch a Mirakl Marketplace with SAP Commerce?

Today's shoppers are empowered. They want a broad array of choices, fair prices, and a high quality of service. Delivering a shopping experience that meets customer expectations can be a challenge. Adding stock to increase assortment is risky, costly, and time consuming. Impatient shoppers will not wait around when the competition is just one click away.

The Marketplace model is the perfect way to address this challenge. Quickly add products and categories from trusted 3rd party sellers without making an upfront investment in inventory. To date, companies like Amazon, eBay, and Alibaba have dominated the mindshare around digital marketplaces. Building a Marketplace to compete with those brands can seem potentially disruptive or out of line with existing business

models. However, nothing could be further from the truth, and customers actually expect it.

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

Easily and quickly install & configure Mirakl inside SAP Commerce. Certified for SAP Commerce Platform version 6.0.x to 6.7.x. Backwards compatibility for SAP Commerce Platform version 5.x is available. The connector is configured for SAP Commerce and SAP Commerce on the Cloud.

About the Mirakl + SAP Commerce Connector

The Mirakl SAP Commerce Connector accelerates the integration between SAP Commerce and Mirakl. Leveraging Mirakl's standard APIs, the Connector seamlessly synchronizes data between the two platforms and supports the Marketplace-specific order management. To elevate the customer experience, sample Add-ons are included to demonstrate how to customize the SAP Commerce Accelerator Storefront to offer Marketplace features powered by Mirakl.

The connector was developed in a non-intrusive way, which ensures compatibility with existing customizations and provides multiple extension points where customers can easily inject their own business logic. Mirakl's pre-built connector to SAP Commerce makes it easy to get started quickly, to rapidly onboard new sellers, and easily map new products and categories to catalog taxonomies. Mirakl is embedded directly into the existing SAP Commerce user experience.
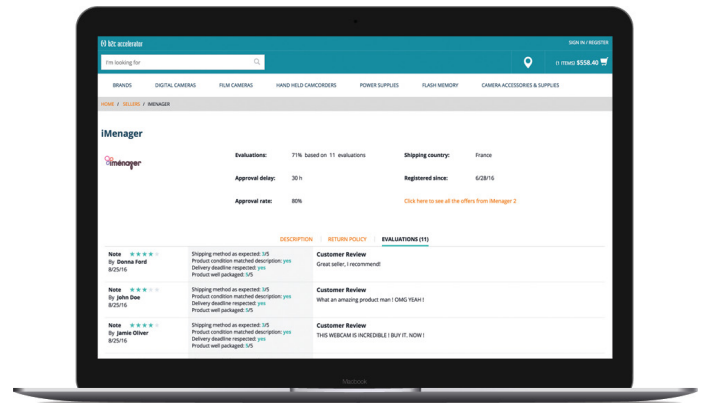
Connector Features

→ Quick and efficient installation without interruption of existing storefronts

→ Automated synchronization of data between the platforms

→ Simple messaging portal for communication between sellers and customers

→ Clear order workflow and customer account access (Seller rating, Order history)

→ Seamless integration of Seller Promotions

→ 100% compatible with Mirakl Catalog Manager for an easy and fast onboarding of seller products

To gain access to the source code for this extension, please email Alliances@mirakl.com

Joint Benefits of SAP Commerce + Mirakl: Sell More, Sell Better, Sell Faster

The Mirakl Marketplace Platform™ is the global leader in Marketplace technology, serving B2B, B2B2C, and B2C merchants. With the Mirakl Marketplace Connection for SAP Commerce, it is possible to easily expand assortment and grow revenue profitably. SAP Commerce facilitates omni-channel success, integrating physical and digital shopping experiences. Mirakl focuses on increasing the contribution of the digital channel by enabling companies to deploy a Marketplace to increase product assortment, increase online traffic, and drive profitable growth.

Our joint customers experience:

→ Drastically increased digital product range

→ Increased site traffic and improved SEO

→ Increased new customer acquisition

→ Increased customer retention & loyalty

→ Increased revenue and profit

→ More transactional data for analysis to further improve offers

Mirakl is embedded into your
SAP Commerce experience

Mirakl and SAP Commerce share these customers and more!

About Mirakl

Mirakl powers your platform business strategy by allowing you to quickly launch an online marketplace. Marketplaces allow companies to easily add products and services by connecting third-party sellers and service providers. The Mirakl Marketplace Platform automates the hard things about marketplace management: seller onboarding, service quality control, and order distribution; on a turn-key solution that's easy to integrate into any e-commerce platform. Mirakl Catalog Manager makes it easy to manage product data quality at marketplace scale. Over 150 customers in 40 countries trust Mirakl's proven expertise and technology including Urban Outfitters, Hewlett Packard Enterprise, Best Buy Canada, Carrefour, and Walmart Mexico.

For more information: www.mirakl.com

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