

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.

000

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
- ightarrow Clear order workflow and customer account access (Seller rating, Order history)
- ightarrow Seamless integration of Seller Promotions
- ightarrow 100% compatible with Mirakl Catalog Manager for an easy and fast onboarding of seller products

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:

- ightarrow Drastically increased digital product range
- ightarrow Increased site traffic and improved SEO
- ightarrow Increased new customer acquisition
- ightarrow Increased customer retention & loyalty
- ightarrow Increased revenue and profit
- $\rightarrow\,$ More transactional data for analysis to further improve offers

NUMBE DEFENSION NUM CONSIDE VIEW OF VIEW CONSIDE DEFENSION AUGUMENT DEFENSION						
We / Runney / Runney Runney <td< th=""><th>I'm looking for</th><th>Q</th><th></th><th></th><th>0</th><th>n mma \$558.40 🖵</th></td<>	I'm looking for	Q			0	n mma \$558.40 🖵
Menager Stateoger Stateoger Agenvel delay: 2h band on 11 anatoms Bibgeig savery: inve Agenvel delay: 2h band on 11 anatoms Bibgeig savery: inve Agenvel delay: 2h band on 11 anatoms Gata Bendione Savery: inve Marcelline Savery: Bibgeig savery: inve inter Savery: inter Savery: Net: State Savery: Bible inter Savery: Gata Bendion: Gata Bendion: Net: State Savery: Bible inter Savery: Gata Bendion: Gata Bendion: States: Bible inter Savery: Bible inter Savery: Gata Bendion: Gata Bendion: States: Bible inter Savery: Bible inter Savery: Gata Bendion: Gata Bendion: States: Bible inter Savery: Bible inter Savery: Gata Bendion: Gata Bendion: States: Bible inter Savery: Bible inter Savery: Gata Bendion: Gata Bendion:	BRANDS DIGITAL CA	MERAS FILM CAMERAS HAND HELD	CAMCORDERS POWER SUPPLIES	FLASH MEMORY	CAMERA ACCESSORIES & SUR	9.45
Marking Relation Marking sources Mark Agreender 30 Markender 30.4 Agreender 30 Markender 30.4 Agreender 30 Markender 30.4 Agreender 30 Markender 30.4 Markender 30 Markender 30.4 Markender 30 Markender 30.4 Markender 30 Markender 30.4 Markender 30.4 Markender 30.4 Markender Markender Markender 30.4	HOME / SELLERS / MENAGER					
Network Approved days Table Register daires COSH Approved days Table Register daires COSH CoSH Approved days Table CoSH CoSH CoSH Approved days Table CoSH CoSH CoSH Net #1110 Paperspectrate analysis CoSH CoSH CoSH Net #1110 Paperspectrate analysis CoSH	iMenager					
Approvide Ext. Cut there use all be first them tablepage 2 Image: Compare all the specific the	Siménager	Evaluations: 71%	based on 11 evaluations	Shipping country:	France	
COLOREVICE INTERVIEW INCLUSION (1) COLLENDANCI (1) CO		Approval delay: 30 h		Registered since:	6/28/16	
Non # 1 + 1 + 1 branch under Marchander anderen der Berger Marchander anderen der Berger Marchander anderen der Marchander anderen der Berger Marchander anderen der Berger Marchander anderen der Berger Marchander anderen der Marchander anderen der Marchander		Approval rate: 80%		Click here to see all the off	ers from Menager 2	
Not 0.1 × 0.1 Specific relation model of expended 20 Catalianse Tables 0.500 Provide relation model of expended 20 Grad state: researching Grad state: relationed 0.500 Provide relation model of expended 20 Grad state: relationed Grad state: relationed 0.500 Provide relation model of expended 20 Grad state: relationed Catalianse Tables 0.500 Delany state: respected 20 Delany state: respected 20 Catalianse Tables 0.500 Provide relational states 20 Catalianse Tables Catalianse Tables						
Description Product of advectory Constrainty Constrainty </td <td></td> <td>DESCRIPTI</td> <td>ION RETURN POLICY EVALU</td> <td>ATIONS (11)</td> <td></td> <td></td>		DESCRIPTI	ION RETURN POLICY EVALU	ATIONS (11)		
by but de 2021/6 where a manual ground a manual ground a manual ground a man Cado 16441 Name if it is it						
Ity Jamie Other Projuct condition matched description; yes	By Donna Ford	Product condition matched description: yes Delivery deadline respected: yes				
by James Oliver Product constant matched onceptions yes 8/25/16 Delivery deadline respected, yes Product well public project. 5/5	By Donna Ford 8/25/16 Note **** By John Doe	Product condition matched description: yes Delivery dealline respected yes Product well packaged: 3/5 Shipping method as expected: 3/5 Product condition matched description: yes Delivery dealline respected yes	Great seller, I recommend!	MG YEAH I		

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



PARIS +33 1 72 31 62 0 BOSTON +1 844 264 72 LONDON +44 20 3355 9932 MUNICH +49 89 205 008 5012