MIRAKL

Mirakl Marketplace Connector for SAP Commerce

Easily Launch a Mirakl-powered Marketplace on SAP Commerce with the Mirakl Marketplace Connector for SAP Commerce

Why launch a Mirakl Marketplace with SAP Commerce?

Today's customers are empowered. They want a broad array of choices, fair prices, and a high quality of service. This is true for both consumers and professionals in B2B. But adding stock to increase assortment is risky, costly, and time consuming. Impatient customers 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. More and more companies from retailers and wholesalers to manufacturers are fighting back against competition from Amazon, Alibaba and other digital marketplaces by platforming their business with their own marketplace.

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-powered Marketplace.

Quickly install & configure Mirakl inside SAP Commerce. Certified for SAP Commerce Platform 6.0.x to the most recent version. Backwards compatibility for SAP Commerce Platform version 5.x is available. The connector is configured for both SAP B2C and B2B Accelerator Storefronts.

About the Mirakl + SAP Commerce Connector

The Mirakl Connector accelerates the integration between SAP Commerce and Mirakl, drastically reducing development cost, complexity and maintenance. Leveraging Mirakl's standard APIs, the Connector seamlessly synchronizes data between the two platforms. Compatibility is ensured with existing Commerce customizations and the Connector also provides multiple extension points where customers can easily inject their own business logic. Leverage the Mirakl Connector to easily map new products and categories to catalog taxonomies in SAP Commerce and rapidly launch a marketplace experience for your customers.

SAP® Certified
Integration with SAP Applications

Connector Features

→ Quick installation without interruption of existing storefronts

→ Automated synchronization of data between the platforms

→ Sample add-ons to customize the front-end with features like seller ratings, quotes and multiple offers per product

→ Supports Marketplace-specific order management

→ Simple messaging portal for communication between sellers and customers

→ Seamless integration of Seller Promotions

→ Compatible with Mirakl Catalog Manager for fast onboarding of new products

Source code available on the SAP App Center or 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.
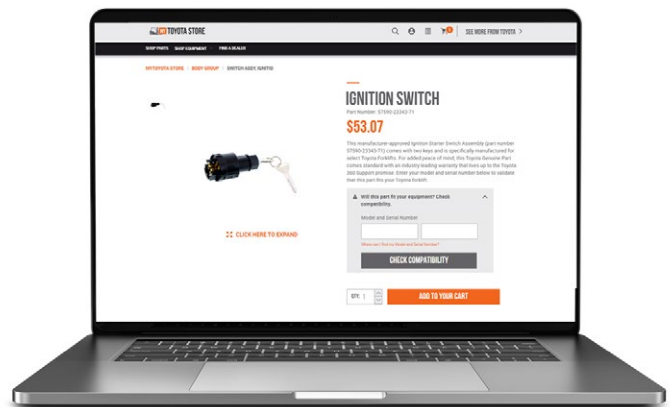
"Partnering with Mirakl enabled us to get this project off the ground and running quickly, to meet our customers' growing expectations for 24/7/365 access to the products and solutions they need to keep their business moving forward."

Nick Ostergaard, Manager
of eCommerce Sales
Toyota Material Handling USA

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

Example of Mirakl embedded into SAP Commerce on MyToyotaStore by Toyota Material Handling

Mirakl and SAP Commerce share these customers and more!

About Mirakl

Mirakl's innovative and performant technology is used by more than 200 companies globally. Customers include many notable B2C companies, including Walmart (Mexico), Best Buy (Canada), and Urban Outfitters and a diverse set of B2B clients across a range of use cases including Hewlett Packard Enterprise and Siemens.

In 2018, Mirakl customers achieved $1 billion GMV representing 100% GMV growth from 2017, and a recent study, conducted by Forrester Consulting, found that Mirakl Marketplaces can deliver a significant 162% return on investment within three years.

For more information: www.mirakl.com

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