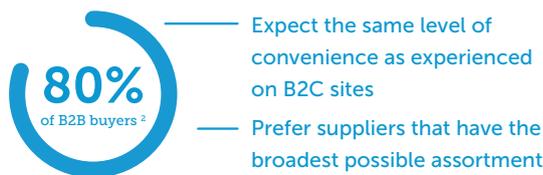


Jumpstart your digital transformation with a B2B online Marketplace

Give customers more reason to spend with the most compelling product offerings and experience

According to Forrester Research, B2B buyers are expecting to do more and more purchasing online ¹, and are favoring buying experiences that more closely matches the convenience of B2C experiences like Amazon. These experiences are convenient because they increasingly offer customers a Marketplace of products and fulfillment options from sellers beyond the manufacturer, distributor or retailer's core product set.

So, the question is: Why are B2B distributors watching the digital revolution from the sidelines? Although distributors pride themselves in offering the most compelling products and fulfillment for their customers, many have not embraced the advantages of a Marketplace as a low cost means to expand their product lines and inventory. Instead, too many are sitting by watching as Amazon Business builds a multi-billion dollar B2B Marketplace business, and Alibaba makes it easier for customers to connect directly with manufactures for lower priced goods.



say that Marketplaces offer a convenience they appreciate.

Despite these growing competitive pressures, B2B distributors still have strong relationships with customers. The opportunity for distributors is to strengthen that relationship further, and become even more valuable to their customers. To do so, it is imperative to:

- Recognize that e-commerce is strategic: Many distributors still view e-commerce as a replacement for the fax machine – a simple order-taking mechanism. These distributors are ripe for ceding business to Amazon and others that offer the convenience and selection they prefer.
- Align e-commerce and sales: Create a model that incents sales reps to support and promote your e-commerce initiatives.
- Introduce Marketplace sellers to grow your value to customers: Recognize the opportunity to capture more of a customer's purchasing budget with relevant products from new suppliers that the distributor does not need to stock, fulfill, or service.

Marketplaces deliver high margin growth to accelerate your digital transformation

Drive Profitable Growth

- Extend product and service assortment into the millions without inventory or overhead costs.
- Quickly and easily onboard thousands of new vendors / manufacturers.
- Empower salespeople with a broader offering

Improve customer loyalty

- Increase share of wallet by offering more products
- Leverage data from additional customer transactions to optimize assortment
- Improve customer experience by unifying

Improve internal operations

- Enable existing suppliers, distributors or franchisees to sell directly on your platform
- Harmonize and streamline distribution channels, improving visibility into inventory no matter where it lives
- Incentivize salespeople to use the digital channel

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

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

Mirakl powered Marketplaces transform B2B distributors into competitive digital businesses

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.

Mirakl Marketplace Platform™



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.



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