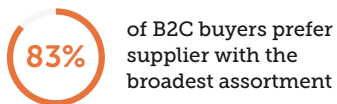


Marketplaces are the future of B2B digital commerce

Launch your Marketplace now to meet new buyer expectations.

B2B buying is changing fast – Stay ahead of the curve

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



Source: FORRESTER

B2B buying is heading in the same direction, and quickly. According to Forrester Research, B2B buyers prefer to purchase online and are accustomed to making work purchases on Amazon. While the rise and success of marketplaces like Amazon and Alibaba raise the customer experience bar, B2B distributors are also faced with the threat of disintermediation with more and more manufacturers connecting directly with customers via eCommerce.

B2B distributors are at an extremely important turning point: embrace the marketplace model and continue to give your customers the experience they expect from you, or face disintermediation and/or an inability to match what Amazon offers.

The land grab for B2B buyers is underway and the marketplace model is at the heart of it. First movers will take the most, second and third movers will get a smaller share, and the rest will be left fighting for the scraps.



Launching a Marketplace now amplifies your value to customers

By launching your own marketplace, you give customers what they want: a simple, convenient buying experience. Whether your strategy is to drive profitable long-tail growth, become a one-stop-shop for complementary products and services, or transform your business model to fight the threat of disintermediation, the marketplace model is your key to success.

Many distributors have grown through acquisition, buying smaller distributors to achieve scale, but leaving it difficult for customers to have a complete brand experience due to lack of 100%

inventory visibility across divisions. The Mirakl Hub creates a marketplace where all divisions can very quickly list their inventory for a unified product catalog.

The Mirakl Marketplace Platform™ is the only purpose-built solution for creating a fully integrated marketplace of both internal divisions and external suppliers so that buyers get the convenient and smooth experience they demand. Your suppliers and/or internal divisions can easily and quickly integrate their product catalogs for a unified view of a wide array of products.



By launching a Marketplace, distributors reap many benefits

Offer More

- Expand product and service offering and capture the long-tail, while eliminating inventory costs for low volume items
- Quickly onboard new trusted partners and sell more complementary products / services
- Increase margins by expanding assortment without inventory, logistics, or service costs

Learn More

- Offer the wide array of choice B2B buyers want from distributors
- Leverage customer data to better understand and respond to what customers need
- Avoid bouncing consumers to multiple distributor web sites; let them buy from multiple distributors in a unified shopping cart

Sell More

- Never miss a sale – 100% inventory visibility across internal divisions and expanded product depth and breadth from partners
- Enter new geographical markets risk free
- Provide differentiated experiences that go beyond a single product (bundling multiple products and or services)

The Mirakl Marketplace Platform™ plugs directly into both your own systems as well as the systems of your various divisions and partners via cutting-edge, API-based technology. Mirakl automates the hard things:

seller onboarding, catalog integration and management, communication with vendors and customers, and setup and management of rules (for things like shipping and logistics, customer service levels, vendor performance).



Mirakl Marketplace Platform™ Purpose-built B2B features



B2B pricing features

- Account specific
- Customer tiers
- Volume discounting



Quotation management

- Generate PO
- Configure. Price. Quote
- Negotiation tools



Payment management

- Payment type support (e.g. LOC, escrow)



Packing management

- Select right carrier based on order value

Mirakl is the global leader in B2B online marketplace platforms, and is trusted by leading B2B companies like:



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