

# Sell direct without channel conflict

Let customers buy from your distributors on your own Marketplace.

## Customers are king in the digital age – Give them what they want

According to Forrester Research, B2B buyers prefer to research products online directly on a manufacturer’s website. And, almost half of these buyers would also like to purchase directly from the manufacturer because it is simple, convenient, and the logical conclusion of the research journey.

But, while 90% of manufacturers understand the benefits of a direct relationship with customers, most typically engage in no or half-hearted eCommerce efforts due to:

- Lack of experience with eCommerce
- Lack of confidence managing the buy-flow
- Fear of channel conflict

As a manufacturer doing little or no eCommerce, you face complete product commoditization with no chance to highlight your differentiators on sites like Amazon, and you have no ability to capture the gold that is customer data. The best path forward is to create a direct relationship with customers, giving them the convenience of buying directly from you, while including your channel partners in the sale and creating a new sales channel for them to sell your inventory.

The solution is a direct online marketplace, where you invite your distribution partners to list their inventory of your products, plus an additional value-add services they may want to include.



89% of B2B buyers research products on manufacturer website

Source: FORRESTER

## Make it easy for customers to buy while creating incremental revenue for channel partners

The direct online marketplace model (versus selling on a third-party marketplace where your products get commoditized) is the best way to make it simple and easy for your customers to buy the way they want, and at the same time, enhance relationships with channel partners. Currently, manufacturers have three choices when it comes to digital commerce:

- Where to Buy
- 1<sup>st</sup> Party eCommerce
- Marketplace

	Where to Buy "Do nothing"	1 <sup>st</sup> Party eCommerce "Alienate channel"	Marketplace "Silver bullet"
Cost efficiency	✓	✗	✓
Increased Conversion	✗	✓	✓
Improved Customer Experience	✗	✓	✓
Partner Adoption	✓	✗	✓
Reduced Friction	✗	✓	✓
Avoids channel conflict	✓	✗	✓

## Marketplace: the right choice

The direct online marketplace model is clearly the right choice. Your eCommerce efforts can enhance the customer experience by providing value-add services (e.g. product installation) and products in a one-stop shop. At the same time, you avoid channel conflict with dealers by allowing them to set up shop on your Marketplace. You can do all this without increasing your overhead and losing focus on your core business.

The Mirakl Marketplace Platform™ is the only purpose-built solution for creating a direct online marketplace. Your channel partners can easily and quickly integrate their inventory of your products for sale directly to your end customers. And, it only requires a minimal resource investment to reap a huge amount of benefits.

### Drive Profitable Growth

- Increase conversion rates by allowing customers to buy directly on your site
- Sell complementary products / services from channel partners
- Maintain full control over pricing standards and margin

### Improve customer experience

- Let customers transact directly where they research products
- 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

### Improve internal operations

- Enable existing distributors service partners to sell directly on your platform
- Harmonize and streamline distribution channels, improving visibility into inventory no matter where it lives
- Minimize sales resource consumption by letting channel partners manage this new sales channel

The digital world moves fast. To compete successfully, it is important to respond quickly to customer expectations and scale globally. With the Mirakl Marketplace Platform™ it is possible to give your distributors unique access to your customers while improving the customer experience for those that want to transact directly on your site.

The Mirakl Marketplace Platform™ plugs directly into both

your own systems as well as the systems of your various distributors 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).



The Mirakl Marketplace Platform has functionality specifically geared to the requirements of B2B eCommerce, such as:

#### 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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