

# Mirakl Marketplace integration with SAP Commerce Platform

More than 50% of eCommerce growth is driven by Marketplace. The Marketplace business model is generally 2-3X more profitable than the traditional retail model.



# Overview

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- What is Marketplace?
- Mirakl Catalog Manager
- Mirakl Catalog Manager basic features
- Benefits of using Mirakl Catalog Manager
- SAP Commerce Platform Integration with Mirakl Marketplace
  - On-boarding Sellers
  - Synchronizing Products
  - Managing Orders
  - Royal Cyber Capabilities
- Implementation Timeline

More than 50% of eCommerce growth is driven by Marketplace. The Marketplace business model is generally 2-3X more profitable than the traditional retail model.

Launching a Marketplace is a unique opportunity for Retailers & B2B organizations to rapidly expand their product assortment by directly connecting third party sellers with customers. It's a low-risk way to expand offers, without needing to buy, store, or ship products.



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The traditional retail model has been around for a long time, in which a supplier sends goods from their distribution center directly to the customer. The retailer who sells the product is liable for that product and is also responsible for setting up retail prices, maintaining content, images, processing refunds and all other tasks related to customer service.

Marketplace is a totally different model in which the Marketplace platform is only responsible for facilitating the transaction, showcasing the product and collecting the funds. Setting up prices, uploading images and content, delivery of the goods, liability for the product and customer service is the responsibility of the seller. By liberating themselves to a large extent from current eCommerce constraints, Marketplaces guarantee substantial gains for operators, sellers & buyer.

# Mirakl Catalog Manager

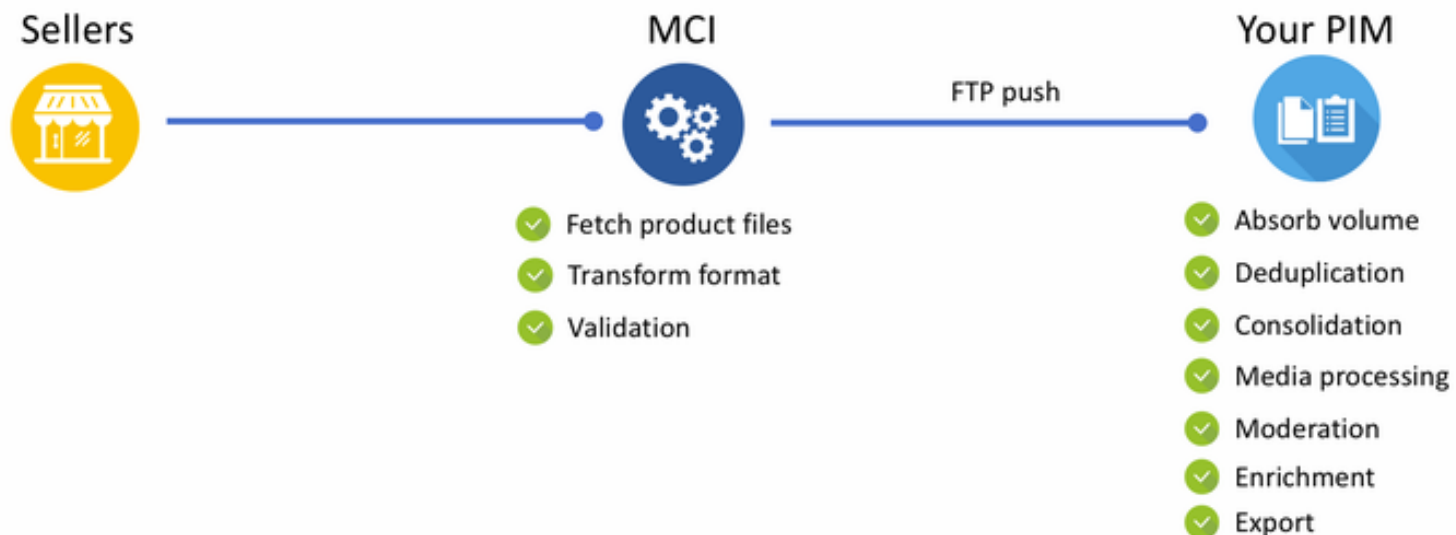
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## In a Marketplace, integrating catalogs is a complex task:

- For one single product you can have multiple content sources coming from different sellers and from your own catalog team
- Those sources can be in different catalog formats as there is no single way to describe a product
- You have to deal with huge volumes, like receiving millions of product updates every day
- To scale, you want to delegate as much as possible work to your sellers

Mirakl Catalog Manager has been specifically designed to remove the complexity of integrating catalogs from multiple sources.

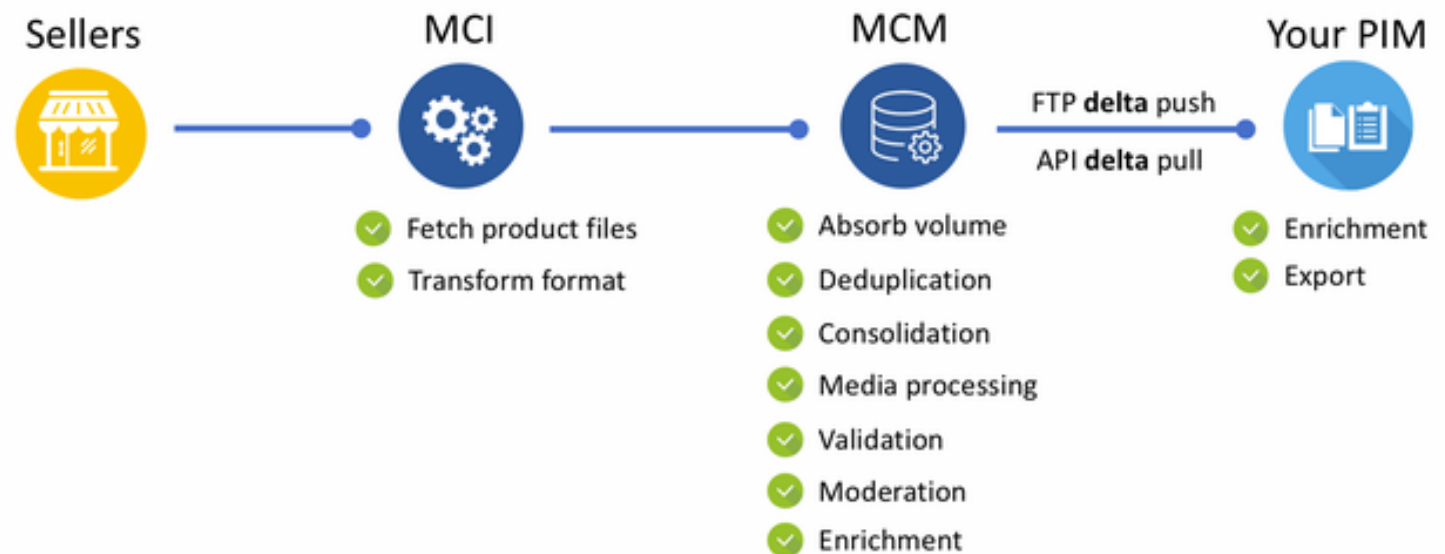
## MCI catalog management in Mirakl



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## MCM catalog management in Mirakl



# Mirakl Catalog Manager basic features

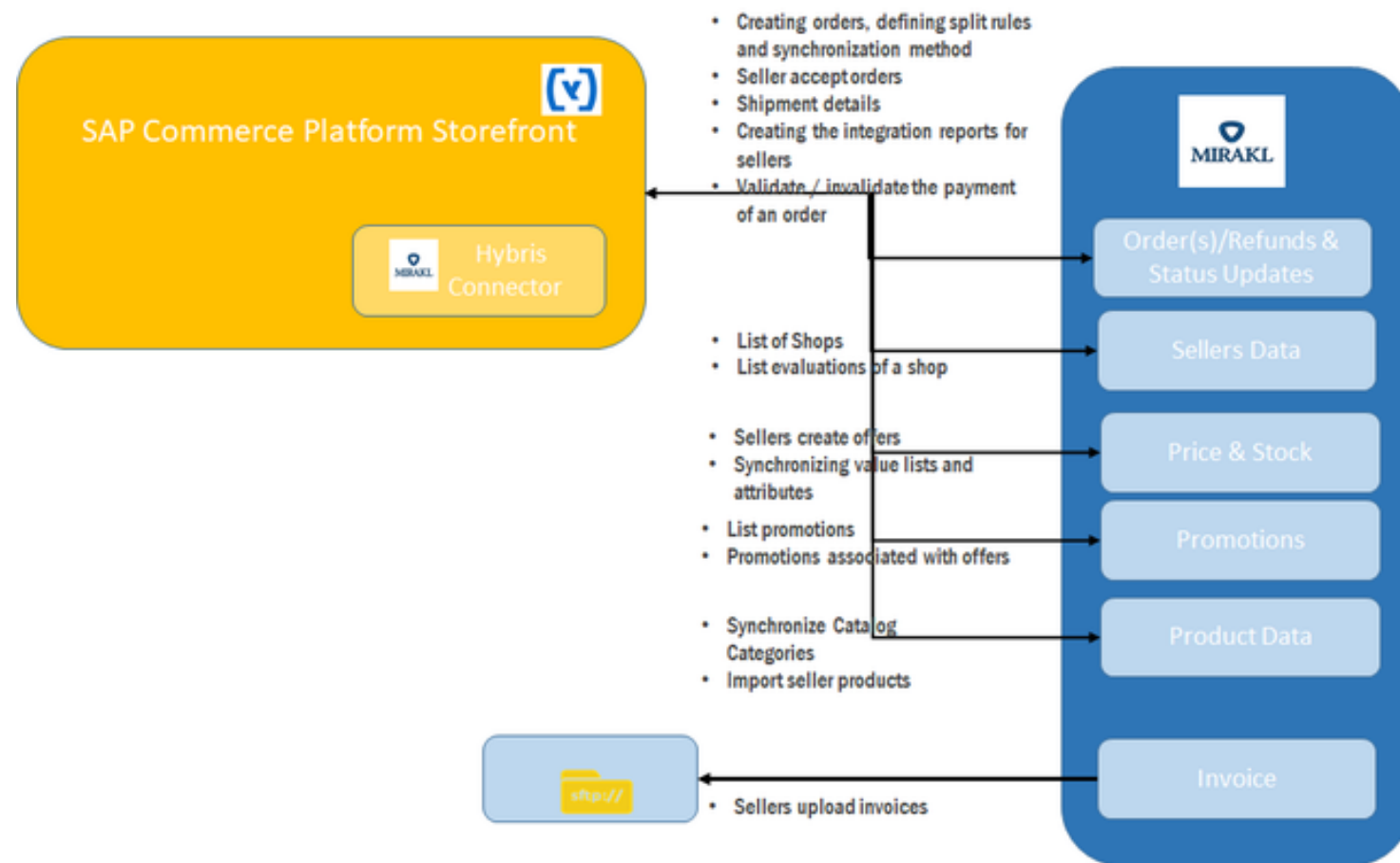
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- View products (list and details page)
- Edit Master Product Data Sheets
- Edit Source Product Data Sheets
- Manage catalogs
- Assign catalogs to products
- Manage rejection reasons
- Accept and reject products
- Delete products
- Configure provider score

# Benefits of using Mirakl Catalog Manager

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- Absorb volumes and expose only products that have changed thanks to a delta export API
  - Allow providers to browse their catalog, enrich and fix product data in their back office
  - Avoid duplicated products on your storefront
  - Get the most of multiple content sources from your providers
  - Easily decide which products you want to sell and which you do not
  - Mirakl is a marketplace SaaS solution that helps you absorb millions of products & offers without straining your own SI architecture.
  - Easy to use Operator and Seller Portals
  - Mirakl is fully REST API-based & can connect & feed info to any commerce, any app or any tech.

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  - **On-boarding Sellers**
    - Sellers upload the prerequisite documents for registration on the Mirakl system.
    - Seller accounts are created either by an invite or by email (navigating via the link provided in email) or directly using the Mirakl back office interface.
    - Sellers configure shipping charges including shipping method and price for associated store on Mirakl marketplace after registration.
    - Mirakl Hybris connector will be deployed on SAP Commerce Storefront and seller information is synchronized from Mirakl system by executing MiraklImportShopsCronjob job provided by the Hybris connector's API's S20 & S03.
  - **Synchronizing Products**
    - Mirakl Catalog Manager Hybris connector will be deployed on the SAP Commerce Platform and Product catalog categories will be synchronized with Mirakl platform by executing MiraklExportCatalogCronJob job provided by the connector that uses Mirakl's API H01, H02 & H03.
    - Sellers import/create products and variants in Mirakl system with the template based on the SAP Commerce Platform product format.
    - Synchronization processes will map products and variants to SAP Commerce Platform product format within Mirakl system.
    - Seller will map the price, available stock and shipping charge details to imported/created products in Mirakl system.

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- By executing the MiraklProductImportCronJob provided by Hybris connector synchronize the products from Mirakl system to SAP Commerce Platform PIM system. It in turn uses Mirakl API's CM21, CM22 and CM23.
  - Hybris connector product synchronization cron job will be scheduled to synchronize the day to day product data modifications on hourly/daily basis as per the business requirement.
  - Solr re-indexed to include the market place products.
  - Offers created in the Mirakl system by the seller and are synchronized using the Hybris connector MiraklImportPromotionsCronJob job with SAP Commerce storefront.
- **Managing Orders**
    - Leverage SAP Commerce Storefront checkout process to accommodate market place products to place orders.
    - Cart is validated for market place products differentiated using the market place attribute associated with product.
    - Based on product in the cart, order will be placed as detailed below
      - Cart with market place products associated with one seller, order will be created in both SAP Commerce Platform and Mirakl systems with the help of Mirakl Hybris connector that uses API's OR01, OR02, OR03, and OR21 & OR11.
      - Cart with market place products associated with multiple sellers, one order will be created in SAP Commerce Platform and multiple orders (each seller one order) in Mirakl systems with the help of Mirakl Hybris connector that uses API's OR01, OR02, OR03, and OR21 & OR11. Mirakl Hybris connector contains the order split strategy for placing multiple seller orders in Mirakl system.

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- Orders with Marketplace products payment is realized using an integrated SAP Commerce Platform payment gateway.
  - Order status updates from Mirakl system will be synchronized with SAP Commerce Platform by Mirakl Hybris connector in turn uses API's OR11 & OR21.
  - Invoices will be generated from Mirakl system and places under configured SFTP folder using API OR74.
- **Royal Cyber Capabilities**

The Royal Cyber team assisted a major retailer integrating Mirakl Marketplace implementation including:


    - E-commerce platform Integration with Mirakl
    - Sterling OMS integration
    - Connect Sellers with Mirakl
    - Add features to customer journey – Multi Offers, Buy Box
    - E-commerce UI changes

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Usually will take 3-4 months for integrating Mirakl with SAP Commerce Platform. It depends and varies on the requirements and customization complexity involved.

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