Mirakl Marketplace Integration with SAP Commerce

Remove the Complexity of Integration

This white paper is about Mirakl Marketplace Integration with the SAP Commerce platform. This paper discusses the Marketplace, Mirakl features and benefits, onboarding sellers, products synchronization, order management, and Royal Cyber capabilities and implementation timelines.
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1. Executive Summary

This white paper is about Mirakl Marketplace Integration with the SAP Commerce platform. This paper discusses the Marketplace, Mirakl features and benefits, onboarding sellers, products synchronization, order management, and Royal Cyber capabilities and implementation timelines.

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

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

The intended audience for this paper is Mirakl, and SAP Commerce Consultants and the entire discussion and suggestions illustrated herein are meant to assist them.

2. Mirakl Marketplace Integration with SAP Commerce Platform

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

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

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

2.3. **Mirakl Catalog Manager.**
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 large volumes, like receiving millions of products updates every day.
- In order 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.

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**MCI Catalog Management in Mirakl**

[Diagram showing Sellers, MCI, FTP push, and Your PIM with tasks like Absorb volume, Deduplication, Consolidation, Media processing, Moderation, Enrichment, Export]
2.3.1. Mirakl Catalog Manager Basic Features include

- 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

2.3.2. Benefits of Using Mirakl Catalog Manager

- 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.
2.4. SAP Commerce Integration with Mirakl Marketplace

2.4.1. On-boarding Sellers
- Sellers upload the prerequisite documents for registration on the Mirakl system.
- Seller accounts are created either by invite or by email (navigating via the link provided in email) or directly using Mirakl back office interface.
- Sellers configure shipping charges including the shipping methods and prices for the associated store on Mirakl Marketplace after registration.
- Mirakl Hybris connector will be deployed on the SAP Commerce Storefront, and the seller information is synchronized from the Mirakl system by executing the MiraklImportShopsCronjob job provided by the Hybris connector's API's S20 & S03.

2.4.2. Synchronizing Products
- Mirakl Catalog Manager Hybris connector will be deployed on the SAP Commerce Platform, and Product catalog categories will be synchronized with the Mirakl platform by executing the MiraklExportCatalogCronJob job provided by the connector that uses Mirakl's API H01, H02 & H03.
- Sellers import/create products and variants in the Mirakl system with the template based on the SAP Commerce Platform product format.
- Synchronization process will map products and variants to the SAP Commerce Platform product format within the Mirakl system.
• Seller will map the price, available stock and shipping charge details to imported/created products in Mirakl system.

• By executing the MiraklProductImportCronJob provided by Hybris connector synchronize the products from the Mirakl system to the 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 the hourly/daily basis as per the business requirement.

• Solr re-indexed to include marketplace products.

• Offers created in Mirakl system by the seller and are synchronized using the Hybris connector MiraklImportPromotionsCronJob job with SAP Commerce storefront.

2.4.3. Managing Orders

• Leverage SAP Commerce Storefront checkout process to accommodate marketplace products to place orders.

• The Cart is validated for the marketplace products differentiated using the marketplace attribute associated with the product.

• Based on the product in the cart, an order will be placed as detailed below
  • Cart with marketplace products associated with one seller, an 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 marketplace 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 the Mirakl system.

• 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 which uses API's OR11 & OR21.

• An invoice will be generated from the Mirakl system and placed under the configured SFTP folder using API OR74.

2.5. Royal Cyber Capabilities

The Royal Cyber team has extensive experience integrating the Mirakl marketplace. The implementation includes

• 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
2.5.1. Implementation Timeline
Usually it takes 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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