



# Enterprise Marketplaces are transforming wholesale industrial supply



## Harnessing the power of eCommerce acceleration to win share in wholesale industrial supply

Digitization has had a profound impact on the wholesale industrial supply business model. On one hand, advancing technologies present an unprecedented opportunity to gain access to previously untapped global markets and engage customers through new digital channels. On the other, these same advancements, led by the acceleration of eCommerce, have begun to blur the lines between B2C and B2B buying behaviors.

B2B buyers are also looking to improve their productivity by offloading longtail purchasing to the end-users within their organizations. While they, too, are sensitive to the evolving expectations of their internal customers, they still need to maintain visibility and control of the process, which is lost without a centralized platform.



80% of B2B buyers expect similar convenient purchasing experience as offered by B2C websites



89% of B2B decision-makers in Europe and the US expect e-commerce to be a key growth driver for their industries

B2B buyers have come to expect the same frictionless digital experiences to which they have grown accustomed in their personal lives, with easy access to information, limitless selection and availability, and fast delivery. To quickly expand their catalogue, some wholesale industrial supply organizations have adopted a dropship model but continue to face logistical and financial constraints for ad hoc or seasonal purchases.

In response, 'digital first' marketplaces are setting their sights on wholesale industrial supply, hoping to fill the void. To both defend and grow their market position, wholesale industrial supply organizations will need to transform.

## With an Enterprise Marketplace platform, gain a competitive edge

### Better Buying Experience

- Deliver the digital buying experience customers have grown to expect with 'anywhere, anytime' buying.
- Provide visibility into highly fragmented sources of supply in niche product categories.
- Maintain control over the quality of goods and services offered.

### Enhanced Business Agility

- Keep up with every shift in customer demand.
- Optimize product mix and inventory placement.
- Quickly expand product offering or relegate fulfillment of slow-moving, low-margin inventory to your supplier network with the flip of a switch.

### More Profitable Growth

- Enter new product categories that were previously untapped.
- Monetize value-added services such as kitting, subscription models, rentals, and training programs.
- Protect revenue leakage and grow sales by offering entry-level pricing.

# Introducing Mirakl's Enterprise Marketplace

By launching an online marketplace powered by Mirakl, industrial supply wholesale distributors can create a better, digitally enabled buying experience for their existing customers while capturing new, previously untapped market segments; improve cost of sales and optimize their business' agility, enabling their sales team to close deals faster and for more value; and scale the business in more profitable areas.

Whether your strategy is to drive profitable longtail growth or transform your business model to fight the threat of disintermediation, the marketplace model is your key to success.

Mirakl's secure and flexible architecture integrates seamlessly with your Invoicing Partners, eProcurement Partners and B2B eCommerce Partners via API so you can keep your existing ecosystem while gaining a time-to-market advantage and faster ROI.

## Scale Your Offering

Focus on your core and leverage third party suppliers to fulfill complementary items or expand into new categories.

## Streamline Your Operations

Seamlessly integrate with your existing partners to exchange data, product details, order information and more.

## Enable Personalized Buying

Support customers' unique purchasing requirements with a customer-specific, digitally enabled buying experience.



## Mirakl Marketplace Platform™ Purpose-built B2B features for Industrial Supply Wholesalers

### B2B pricing features

- Account specific
- Customer tiers
- Volume discounting
- Flexible price attributes

### Quote & invoice management

- Auto-generate quote
- Negotiation tools
- Real-time tracking
- Consolidated invoicing

### Quality management

- Supplier quality control
- Rank offers according to custom criteria
- Screen orders before fulfillment
- Track and manage incidents

### Inventory & catalogue management

- Real-time visibility across suppliers and divisions
- Inventory alerts
- Auto-mapping and deduplication
- Custom business rules