



# How to build a marketplace – Satair

*The World's Most Trusted Brands Choose Mirakl*

SAPSA

November 8<sup>th</sup>, 2021

Confidential

# Agenda

- 1 Marketplace basics and Mirakl
- 2 Use cases and customers
- 3 How does it work



# Rather than relying on owned products alone...



# Businesses are transforming with the marketplace platform model



...alleviating the pressures:

## Customer expectations:

- More choice
- More value
- Faster delivery

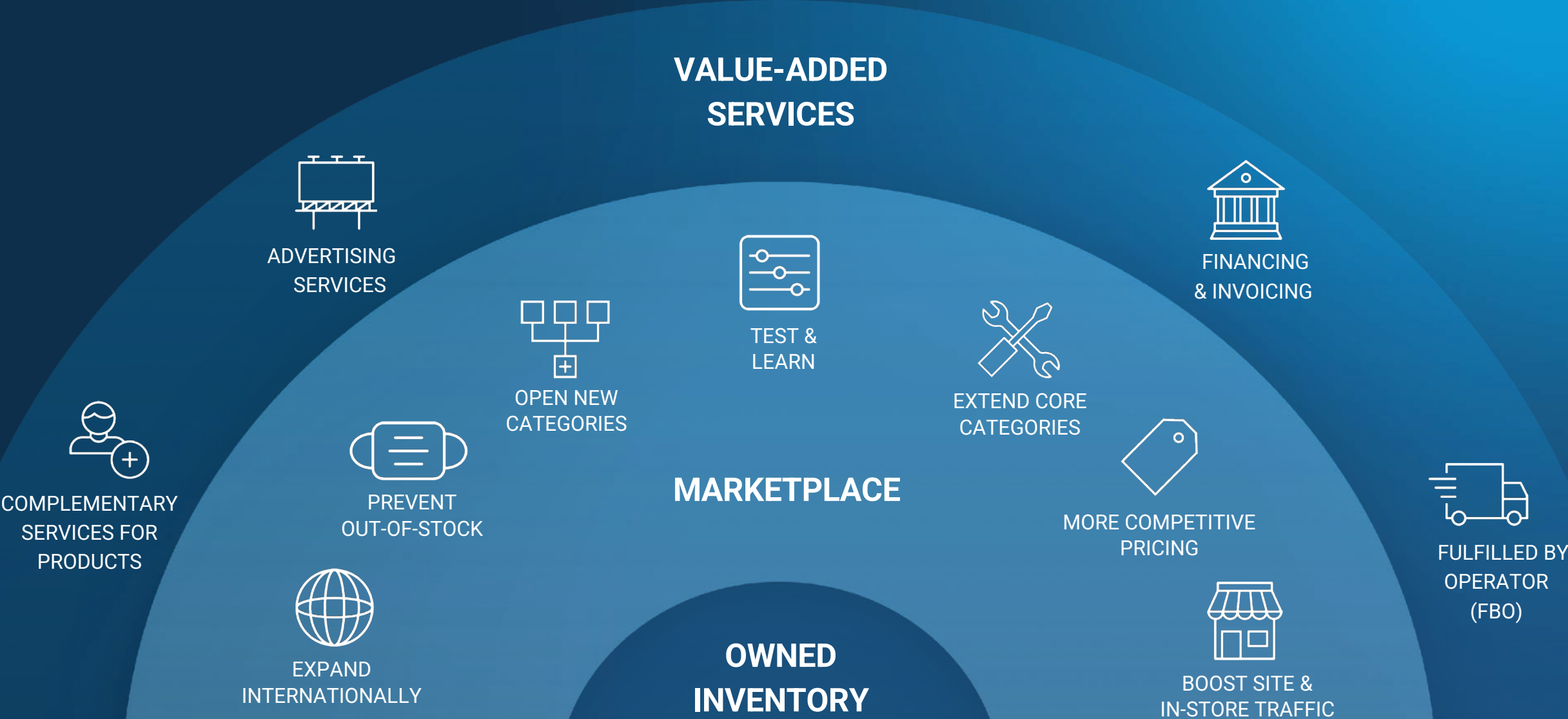
## Margin:

- No carrying costs
- Low risk

## Competition:

- More relevance to customers
- More agility and scale

# Marketplace will enable an ecosystem



# Mirakl helps leaders seize the marketplace opportunity

**\$3.1B**  
gross merchandise  
value in 2020

**+110%**  
year-over-year  
GMV growth

**300+**  
customers run Mirakl-  
powered Marketplaces

**600+**  
employees across  
the globe

**\$555M**

Raised in funding to continue investing in innovation & customer success



More and more companies are launching product and service platforms with Mirakl

Industrial Supply



Defense & Aerospace



Food & Beverage



Electronics



**Hewlett Packard**  
Enterprise



Medical Supplies



# Mirakl Named a Leader in The Forrester New Wave™

## Top Ranked in the Current Offering Category

“Early adopters are now debuting their second-generation marketplaces and experiencing the cost advantages of operating in the cloud...But not all marketplace development platforms are a fit for all strategies”.

- In this report, Forrester offers an assessment of the marketplace development platform landscape and delivers the critical insights enterprises need to select the right partner for their businesses.
- Mirakl was the top ranked vendor in the Forrester New Wave™ and rated as differentiated in 9 out of 10 categories.
- We believe Mirakl stood out as a Leader because of its robust technology, depth of expertise, and highest quality marketplace ecosystem – which sets our customers up for unstoppable success and growth.





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## Customers and use cases

# Growth and Innovation Across B2C Industries

## Range Extension

Retailers adding complementary products and services from 3<sup>rd</sup> party suppliers for breadth and depth of assortment: Risk free “One-stop-shop”



## New Business

Launch a new initiative to explore market expansion. Increase brand footprint, acquire new customers, grow sales & profitability



## Brand Platform

Brand complements core products with related products. More customer touchpoints, data, and loyalty.

*Madewell* **URBAN OUTFITTERS**

J.CREW

### Anything, Anytime, Anywhere

Satisfy unmet demand in your market, gain a competitive advantage and accelerate revenue growth.

# B2B Platforms Powered by Mirakl

## Range Extension

Wholesalers adding complementary products and services from 3<sup>rd</sup> party suppliers for breadth and depth of assortment: Risk free "One-stop-shop"



## Distribution Platform

Manufacturers selling direct online without channel conflict by connecting end buyers and certified dealers and distributors



## MRO Aftermarket

Manufacturers launching an online platform to provide all post-sale products & services direct to customer



## Procurement Platform

GPOs or Uber-brand organizations connecting approved suppliers with member organizations or subsidiaries



**Extend and Scale Your Business**  
Satisfy unmet demand in your market, gain a competitive advantage and accelerate revenue growth.

# The Nordics market is behind in Marketplaces

But we can clearly see the momentum building up, both in B2C and B2B ..

Åhléns CEO expressing their aggressive eCom plans

**Dagens industri** START BÖRS MARKNADSNYTT BEVAKNINGAR LEDARE DI TV JOBB ANALYS

## Vd:ns offensiva Åhlénsplan – ”ska bli Sveriges ledande e-handlare”

Varuhuskedjan Åhléns har flera förlustår bakom sig – men självförtroendet är det inget fel på. Vd:n Annica Hagen, som tillträdde mitt under pandemin, ska med sin nya strategiplan göra bolaget störst i Sverige inom e-handel.

Satair winning best Commerce project award 2021

**DANSK MARKEDSFØRING** Nyheder Kursen & Konferencer Jobs Netværk M List Medlemskab

## Her er alle vinderne ved Danish Digital Award 2021

To cases med redder i to vidt forskellige brancher løb med opmærksomheden og tog tilsammen 12 ud af 51 priser ved Danish Digital Award 2021.

Stadium launching their new Marketplace

**Stadium** 18,775 followers 1w • 🌐

Nu lanceres åntligen vår digitala marknadsplats – Stadium Connect. Med Stadium Connect kommer sortimentet att breddas rejält, både inom kategorier där Stadium redan är starka och med nya områden som till exempel s ...see more

See translation

Stadium lanserar digital marknadsplats – Ska bli den självklara destinationen för sport- och sportmode!

mynewsdesk.com • 2 min read

Mirakl a Leader in Forrester's New Wave report



Dagens Industri featuring impact & growth of MPs

**Dagens industri** START BÖRS MARKNADSNYTT BEVAKNINGAR LEDARE DI TV

SMART FÖRETAGANDE

## Experten om exploderande trenden: ”Vi får nog se fler och fler”

Plattformstrenden växer sig allt starkare inom e-handeln. Senast i raden av marknadsplatser är Stadium, även Mio ligger i startgroparna. Men en marknadsdominans liknande den i USA och Kina är inte trolig, enligt forskaren Johan Hagberg. ”I termer av köp är plattformsmodellen fortfarande relativt blygsam”, säger han till Di.

Vestas ramping up for their Marketplace launch in Q122

**Vestas** PRODUCTS SERVICES INVESTOR MEDIA CAREERS ABOUT LOGIN

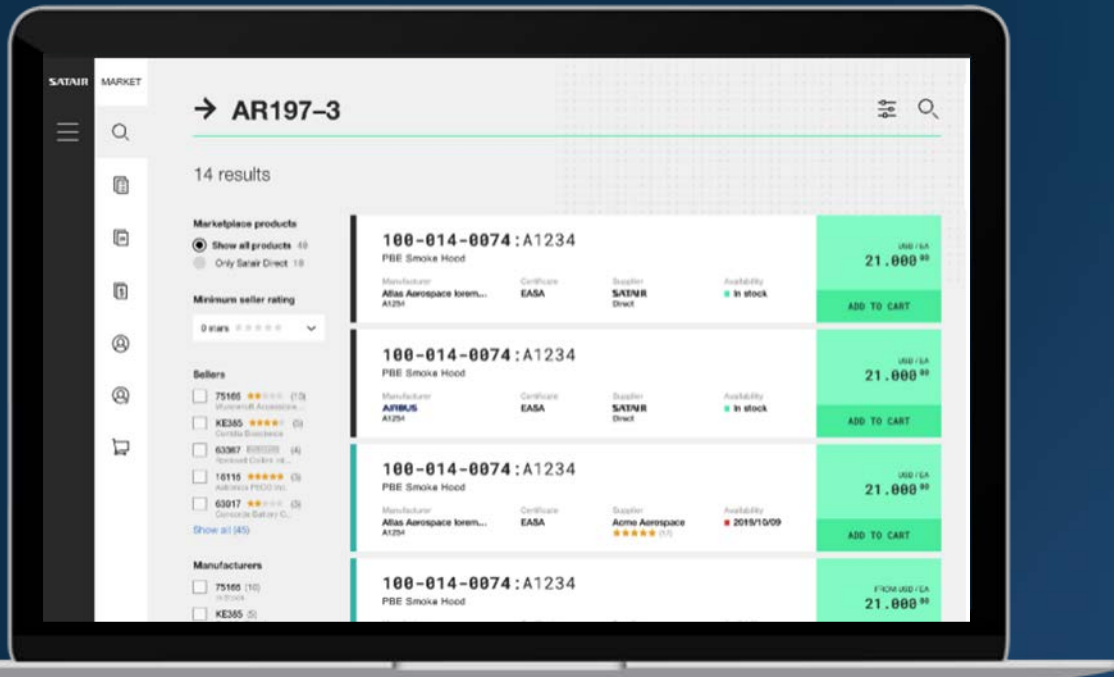
## COVENTO

Vestas introduces Covento, a digital platform providing a marketplace to efficiently connect buyers and sellers of parts and services in the renewable energy industry.

Sign up for news on Covento



## Satair Transforms the Aerospace Industry with Digital Spare Parts Marketplace



### Objectives:

- Create transparency in the industry, become the one-stop shop & offer a customized experience depending on customer profile / location
- Offer existing suppliers' entire catalogue with used/refurbished products and open new categories and value-added services
- Onboard existing suppliers, competing distributors, air part aggregators and existing customers

### Results:

- 25 million (6x) product increase thanks to the marketplace



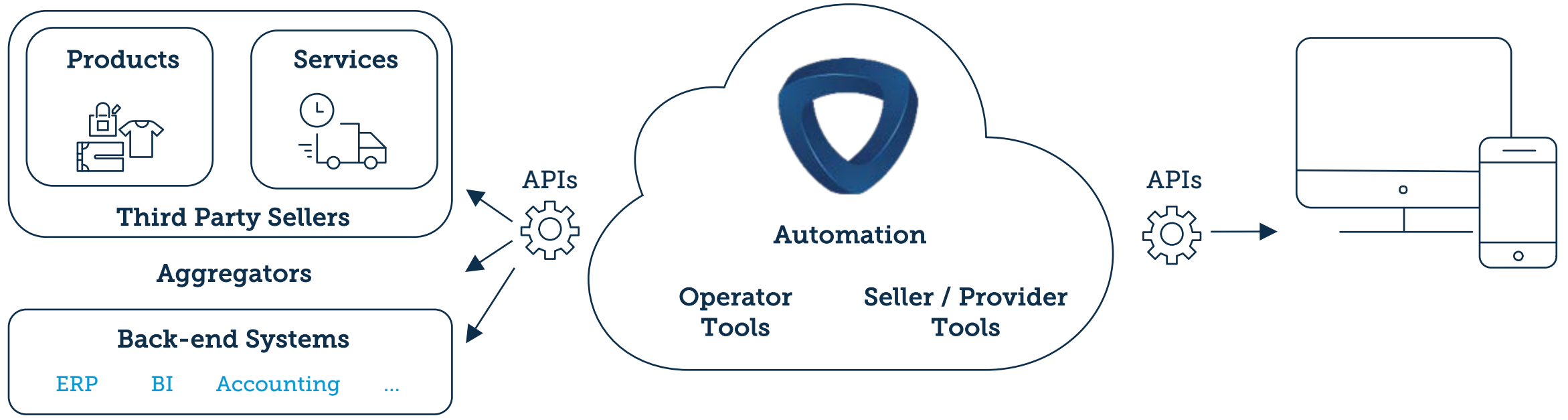
“What is very interesting for us is to create an ecosystem around our Marketplace, not only focusing on selling & transacting with our customers but also look at which value-added services we can add to our Marketplace. If we are not taking this position, someone else will.”

Christian Agger, Head of Digital & Business Transformation



How does it work?

# 100% APIs and backoffice solution to complement your eCommerce platform



## Mission 1

Mirakl transforms your sellers' content in a format directly exploitable by your eCommerce

## Mission 2

Mirakl automates your marketplace thanks to business rules configurable in a few clicks

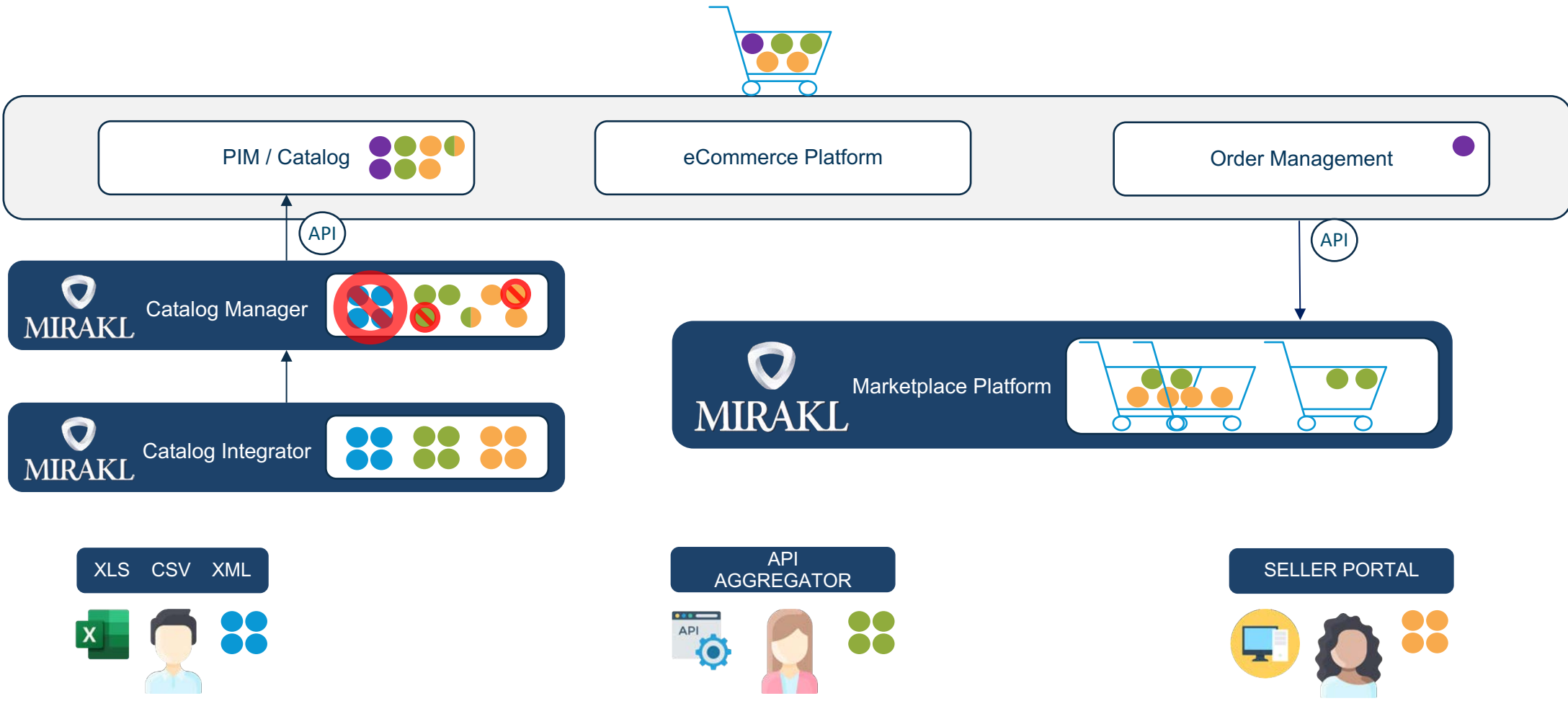
# Mirakl Flows

CUSTOMERS

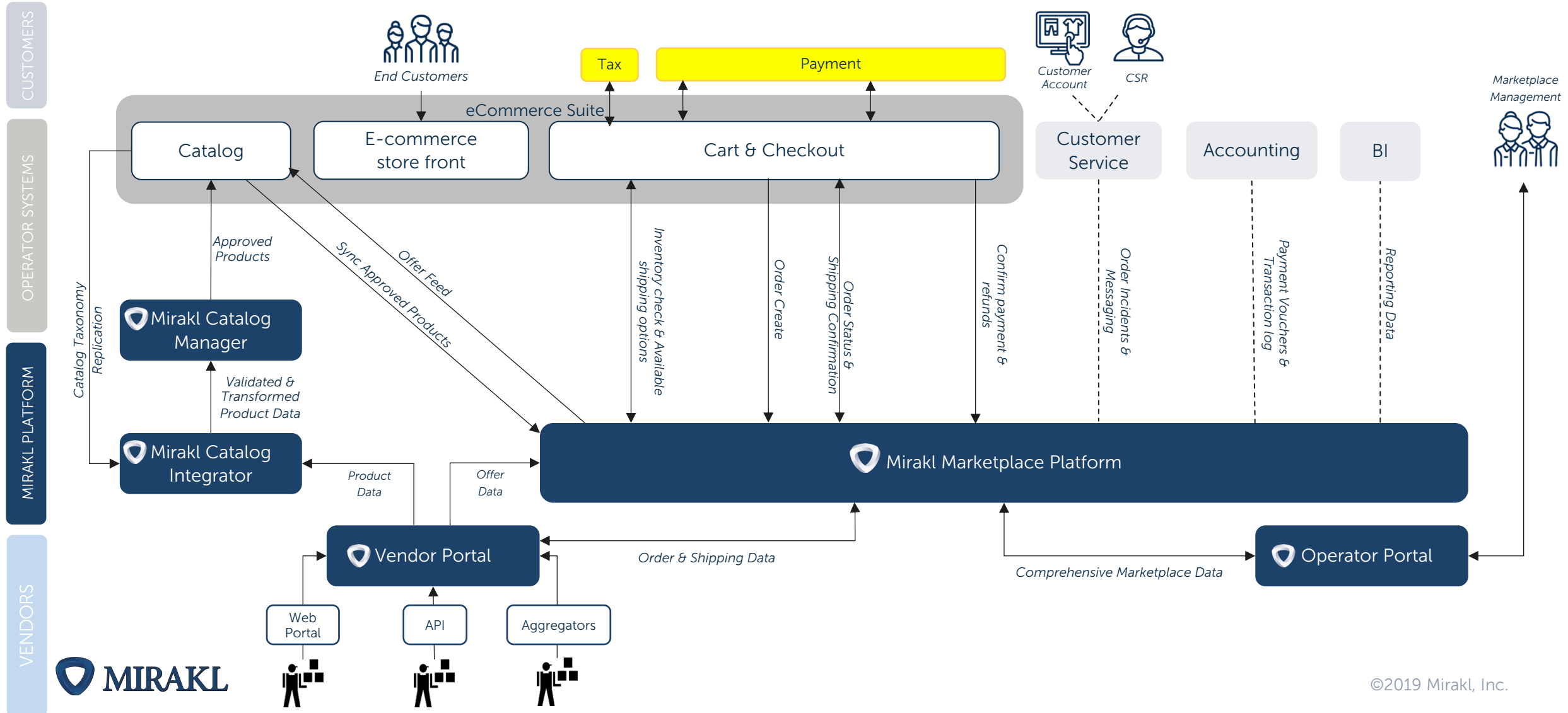
OPERATOR SYSTEMS

MIRAKL PLATFORM

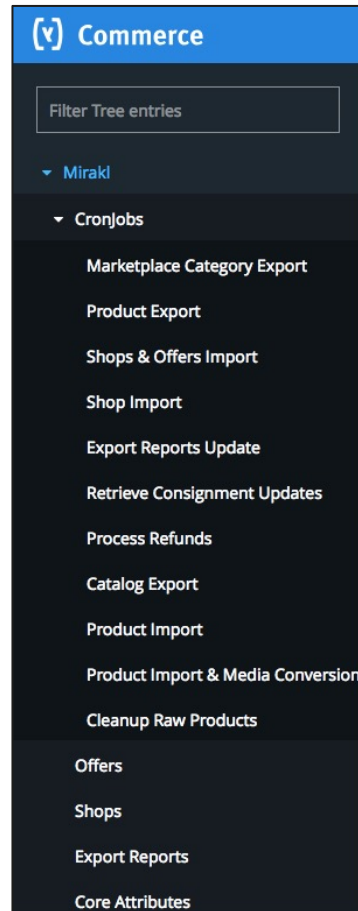
3P SELLERS



# Mirakl Architecture Overview



# SAP Commerce Connector - Backend features



*The connector integrates a complete marketplace extension in your SAP Commerce backend*

## Catalog Export

Export all your SAP Commerce core / classified categories & attributes to Mirakl

## Product & Media Import

Mirakl get product uploads from sellers & send them to SAP Commerce under the right format

## Product Export

Plan automatic product validation on SAP Commerce & transfer your product unique IDs to Mirakl

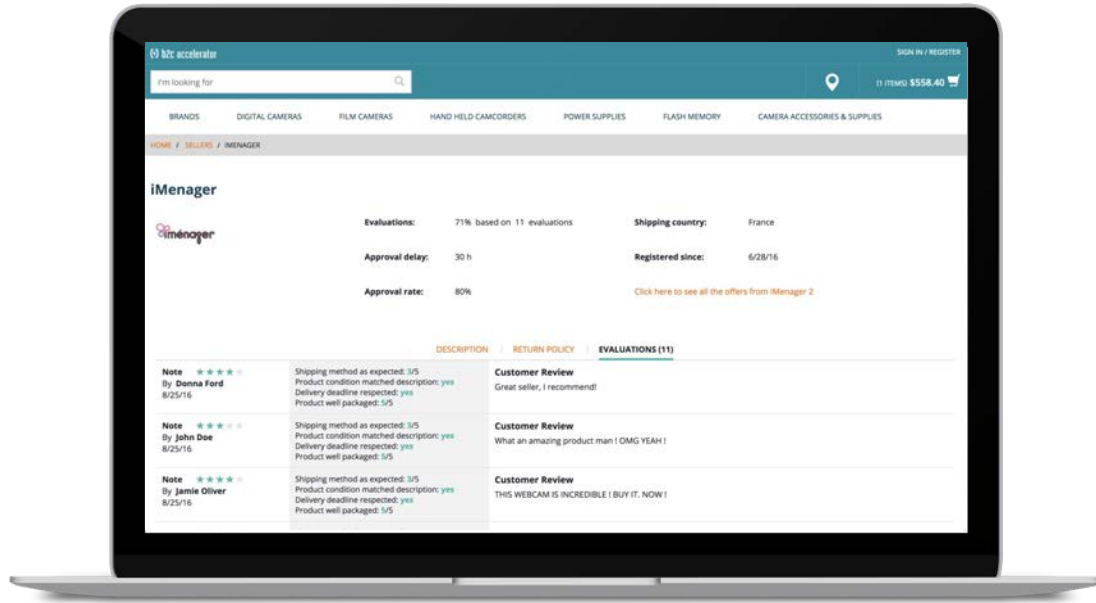
## Shop & Offer Import

Mirakl transfers to SAP Commerce seller profiles & offers & matches them to your product IDs

## Consignment updates

Trigger events & storefront changes based on the different steps of the order management

# SAP Commerce Connector - Storefront features



*Mirakl marketplace features smoothly merge with your SAP Commerce storefront experience*

## Basket & order history syncs

Easily set up synchronous API calls to update client's product baskets & order history

## B2C Accelerator customization

Generate seller profile, product lists & product detail pages for your front

## Incidents & refunds

Clients can easily open incidents & ask for refunds on marketplace orders on your front

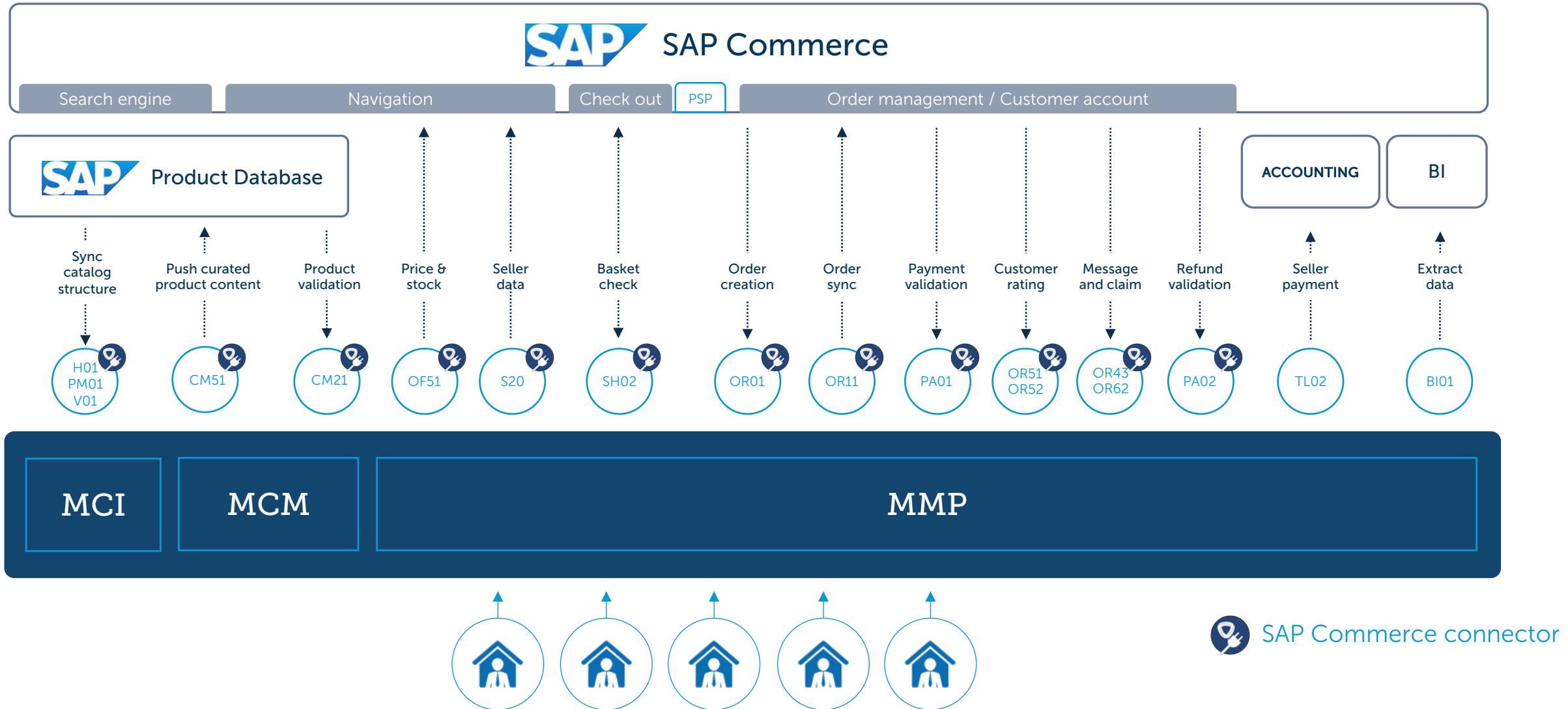
## Seller rating system

Set up a seller rating system on your front to get an improved customer experience & seller performance monitoring

## Messaging module

Sellers & clients can send messages on offer & orders to ensure quality customer service

# SAP Commerce Connector - Standard integration





**Thank you! Questions?**