

Enterprise Marketplaces are transforming wholesale industrial supply

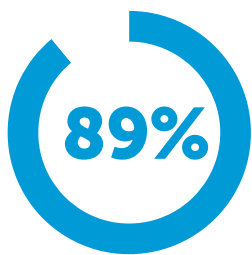


Industrial supply wholesalers face new business model challenges as B2B eCommerce rapidly accelerates

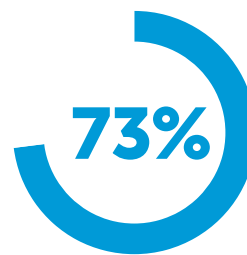
The effects of digital transformation on our lives as consumers has had a profound impact on buying behaviors and expectations in our professional lives. It should come as no surprise, then, that B2B purchasers have come to expect frictionless digital experiences, easy access to information, limitless selection and availability, and fast delivery. This has become more prevalent as more and more millennials are becoming key influencers in the B2B buying process.

assortment to the end-users in their organizations that they won't be incentivized to purchase elsewhere.

Where incumbent industrial supply wholesalers fall short of reaching these new expectations, from buying experiences that are too complex to parts being out of stock, digital disrupters are filling the gaps. These are taking the form of large manufacturers launching their own direct-to-customer



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



73% of millennials are involved in the B2B buying process, either as decision-maker or key influencer.

At the same time, procurement organizations are looking to improve the productivity of their teams by offloading long tail purchasing to end-user buyers while maintaining the same enterprise-level controls to which they are accustomed.

platforms to vertical - and category-specific 'digital first' marketplaces, all of whom are setting their sites on industrial supply distribution. Their goal? Attract buyers by offering an online one-stop-shop.

They need to identify the best way to standardize purchasing and optimize pricing while still offering a large enough

Put together, these industry dynamics are straining already razor-thin margins and raising the stakes in the fight for market share.

Mirakl's Enterprise Marketplace platform enables the world's leading enterprises to deliver a frictionless buying experience and unlock new sources of profitable growth



We have found that car workshops not only buy body parts from us but also make other purchases. Hence the opportunity to turn into a one-stop-shop for some of our customers: We attract them with our body parts and we develop our sales thanks to this diversification.

— Vincent Belhandouz, PDG Aniel

With a Mirakl-powered marketplace, industrial supply wholesalers can better serve their customers and gain the competitive edge needed to win the 'fight for first'

Better Buying Experience

- Streamline purchasing across all channels.
- Improve product selection, information and pricing.
- Deliver more value-added services.

Enhanced Business Agility

- Automate administrative tasks and operations.
- Reduce out of stocks and shorten sales cycles.
- Harness a global partner network.

More Profitable Growth

- Expand catalog without upfront investment.
- Gain time to market advantage.
- Expand supply sources beyond dropship.



It took us almost 100 years to get to 800 Conrad products. It took as 4 years to get to 6 million marketplace products. Our partnership with Mirakl enabled us to launch our marketplace quickly. It is now allowing us to scale across Europe and grow our overall business increasingly faster.

— Ralf Buehler, CEO, Conrad Electronic Group



Mirakl enables industrial supply wholesalers to launch faster, grow bigger and operate with confidence from day one

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.

In addition to managing the backend complexity of building and operating an online marketplace, 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.

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



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