Deliver **personalized commerce** experience through scalable e-commerce platform

Enhance adaptability of your e-commerce practice with HCLTech's marketplace solution

Business problem

Traditionally, manufacturers and brands are primarily focused on dealer and partner networks. With the onset of of COVID, that channel was lost and post pandemic businesses soon realized they needed to reach out to end customers, to understand and adapt to theirdemands. They were now looking at means of reaching out to customers directly. Not a single marketplace platform product existed that could meet the needs of both buyers and sellers.

Additionally, cost overruns and delayed releases were some of the most common problems in software project management. When combined with the pressure of a faster GTM, the resulting application development product was of inferior quality. An ideal approach entailed utilizing prebuilt connectors and accelerators to marketplace engine with a defined industry process that could provide easy and quick integration between systems and project teams. It would follow the standardized practices and templates for the data exchange, eliminating the need to build integrations from scratch or define the business processes and templates applied in application development. That's how ADvantage Marketplace Commerce came into existence.

Proposition overview

ADvantage Marketplace is a framework for platform-agnostic standardized development and implementation of marketplace commerce solutions. It is HCLTech's way of bringing productivity and agility to application development by introducing the prebuilt integration connector into the development process. The framework o ers prebuilt integration connectors and processes for easier integration of Adobe Commerce with leading marketplace platforms like Mirakl. AMC brings a set of standardized processes for secure and seamless integration, data exchange formats (catalog, price, inventory, etc.), seller order dashboard, seller onboarding tools, and customer and business user workflows.
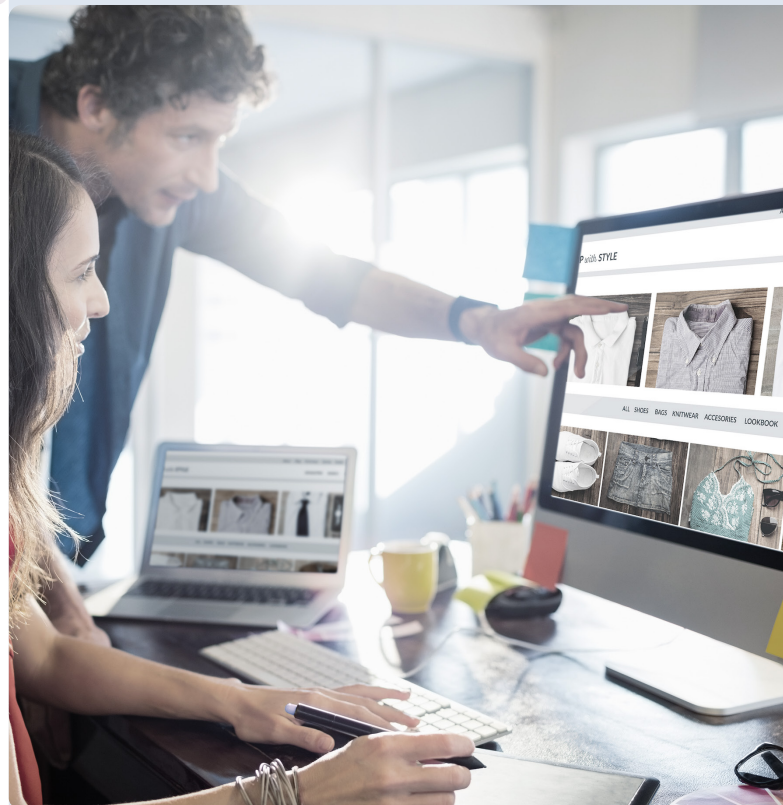
AMC comes with a prebuilt integration setting for the Mirakl marketplace platform and a standardized business and integration process for the marketplaces to integrate with commerce platforms. This helps reduce othe overall time-to-market and implementation costs involved in application development.

1

Increased productivity through prebuilt integrators and defined business processes

2

Improved consistency and standardization in application development

3

Flexible and customizable to support different business needs

4

API- first approach to add new data sources as the business grows

Key highlights
of the solution

5

Easy monitoring of the performance of your marketplace

6

Thoroughly tested and validated connectors and process enables quicker deployment to production

7

Prebuilt connectors provide secure and seamless integration between systems

ADvantage Marketplace **Commerce features**

Marketplace enabled

- Integrated with Mirakl platform to enable D2C, B2C, B2B2C marketplace capabilities

- Open API driven integration architecture to connect with various commerce platforms

- Industry specific catalog modeling

- Easy self-service seller onboarding process

- Seller dashboard and order management

- Commission management and payments

- Internal and external systems Integration

- Robust reporting

- Robust import and export utilities

Product catalogue and offer management

- Product catalog for enterprise, customer and store

- Easily setup enterprise and store level catalogues

- Share product data with 3rd parties through APIs

- Easily setup product promotions and enterprise offers

- Seller specific offers and pricing negotiations

- Customized pricing and promotions

- Bulk catalog import utilities
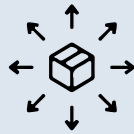
Storefront for all channels

- Storefront that runs across mobile, tablets and PCs

- Easily integrate with physical and interactive channels like Alexa

AI/ML powered personalized experiences

- AI/ML powered real time personalized experiences and targeted offers

- Customer specific product info and manuals

Distributed order management and fulfilment

- Easily setup warehouses, fulfillment centers and partner stores to have a single view of inventory

- Setup partner stores as a fulfillment center in few clicks to enable in-store pick up and curbside delivery

- Optimize cost of serving orders with cost/location-based order sourcing rules

- Integration with subscription commerce

- Easily integrate with your fulfillment partners using either web services or event-based integration

Advanced search

- Parametric search and navigation that supports advanced filtering criteria

- Type ahead search

Digital marketing and campaign management

- Parametric search and navigation that supports advanced filtering criteria

- Type ahead search

Customer account management

- Self service customer account management

- Self service seller onboarding portal

- Setup opt in and opt out options easily for customers

- Differentiate between B2C and B2B customers

Digital Advertising

Business benefits

Reduction in partner onboarding by **30–40%**

Reduction in implementation time by **30%**

Shorter application development cycle, faster time to market

Propagation of knowledge, experience, and best practices

Increase in revenue by **25–30%** through better sales insights for partners

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