




Mirakl Platform Integration

WHY MIRAKL?

Mirakl offers the industry's most advanced enterprise marketplace SaaS technology. With the Mirakl Marketplace and Drop Ship Platforms, B2C and B2B organizations can transform their first-party eCommerce businesses into third-party platforms. Leveraging Mirakl's native, AI-powered capabilities, companies can onboard new suppliers, expand product catalogs, facilitate third-party orders, and deliver the highest-quality customer care.

Advantages of a TrueCommerce Integration

Mirakl and TrueCommerce understand that supplier onboarding and integration are not one-size-fits-all. To lower the barriers of scaling their marketplace, retailers need complete flexibility to offer multiple integration options. In doing so, they can attract different types of suppliers with various data and integration preferences, expanding the possibilities for partnership and mutual growth.

Mirakl's collaboration with TrueCommerce allows Mirakl Marketplace Operators (Retailers) and Sellers (Suppliers) to connect, automate, and exchange critical business information using the TrueCommerce Global Commerce Network. The TrueCommerce Global Commerce Network connects businesses to over 180,000 retailers, distributors, and logistics service providers.

The pre-built integration between Mirakl and TrueCommerce provides a single point of entry to

the Mirakl platform by digesting data in any format and transforming it into Mirakl's API format. This automation, combined with direct-to-ERP integration, simplifies communication between retailers and suppliers to streamline order processes, resulting in faster time to market, accelerated growth, and more efficient supplier management.

Scale Your Business with Mirakl

Connecting to Mirakl's broad network of 350+ marketplace and drop ship retailers is now even easier for both existing TrueCommerce users and new customers joining our network! Whether you already utilize TrueCommerce, are a Mirakl user not using TrueCommerce, or are a new member of our network, this solution empowers an omnichannel selling strategy by:

- » **Expanding** the connectivity options and file formats available to suppliers and retailers using TrueCommerce to bridge the technology gap and make it easier to get started with Mirakl.
- » **Empowering** retailers and suppliers to connect to and transact with Mirakl the same way they trade with other trading partners. This streamlines their day-to-day operations and reduces the need for incremental administrative effort and technology investment.
- » **Facilitating** seamless integration between Mirakl and leading ERP applications to eliminate manual processes, prevent errors, and maximize efficiency.



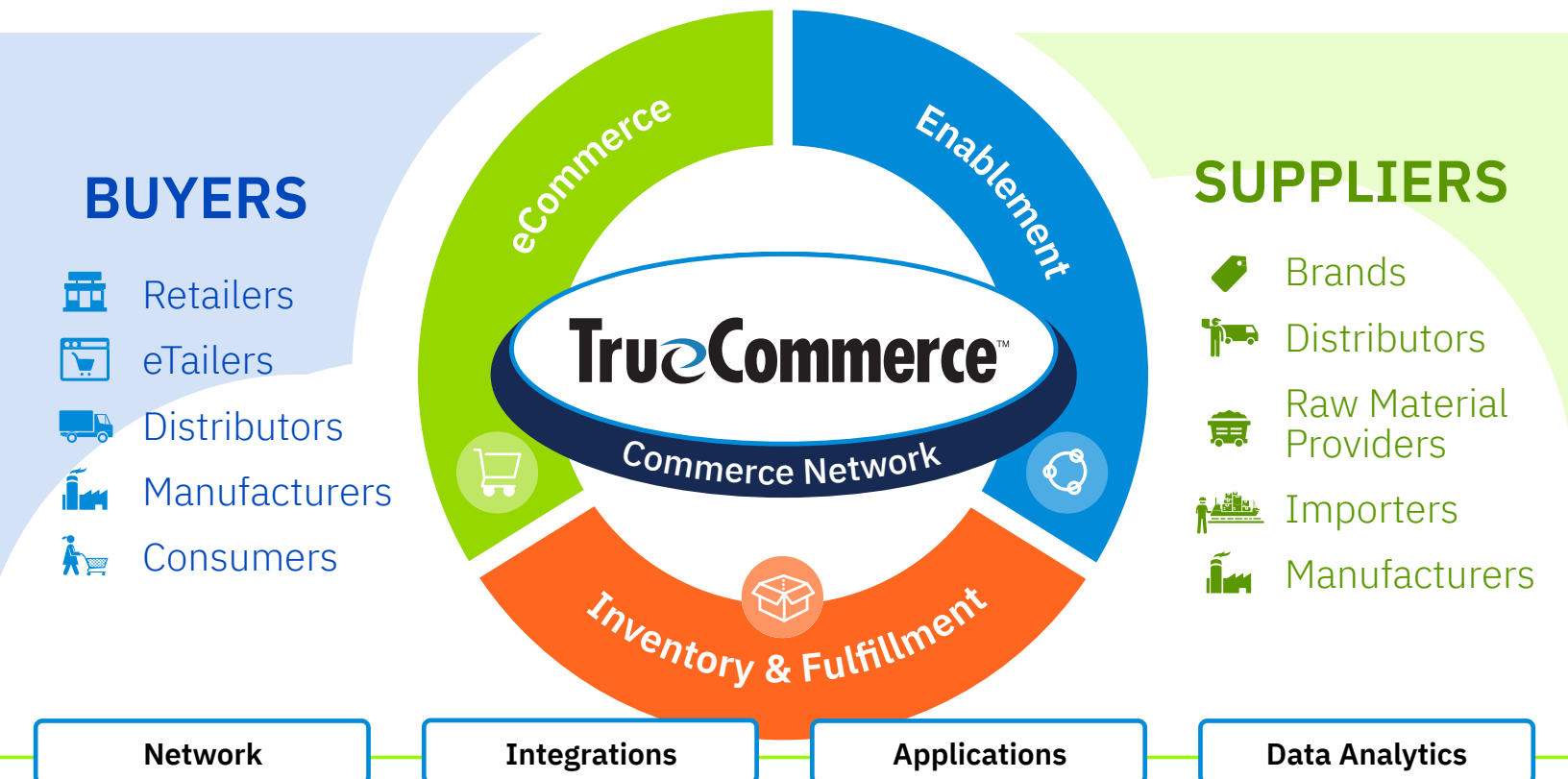
Benefits to Suppliers:

Integrating Mirakl with TrueCommerce makes it easier for suppliers to exchange important tracking data with their sales channels. TrueCommerce bridges the gap between the supplier's ERP system and the Mirakl platform by exchanging information in real time between the two systems. This helps suppliers succeed as marketplace and drop ship vendors by:

- >> Providing quick and easy access to Mirakl retailers through a single connection
- >> Allowing suppliers to send and receive Mirakl API information in real time by transforming data in

the supplier's preferred format into the Mirakl API format and vice versa

- >> Simplifying order management by enabling suppliers to receive orders, maintain accurate inventory availability in real time, update orders with tracking information, and accept and reject items via the order acceptance
- >> Decreasing setup efforts with no incremental development for suppliers already leveraging EDI to connect with Mirakl
- >> Reducing total cost of ownership and complexity





- >> An unequaled range of commerce solutions, including end-to-end EDI, digital marketplace and storefront integrations, fulfillment automation and much more
- >> More than 18,000 companies improve business productivity daily with the TrueCommerce Global Commerce Network
- >> Trading partner mapping updates at no charge
- >> Unlimited, region-based support and free software updates

Benefits to Retailers:

Adding new suppliers to your marketplace can be complex and time-consuming. Efficient communication with suppliers is crucial to gain the supply chain visibility you need to scale your business and deliver an excellent brand experience for your customers. Outsourcing to an expert partner effectively solves integration challenges within the supplier onboarding process. Retailers utilizing a purpose-built TrueCommerce solution for Mirakl experience benefits such as:

- >> Attracting a broader set of suppliers that are seeking a fully integrated method of transacting with their marketplace partners
- >> Simplified onboarding to accelerate time to value
- >> Leveraging the TrueCommerce onboarding dashboard to track and manage the onboarding of new suppliers

Integrating with TrueCommerce also provides consistent data model mapping with auto-mapping updates that minimize disruptions. This process transforms incoming EDI documents from your supply chain partners into ERP-friendly file formats and human-readable versions. It also translates outgoing data from your ERP into a standardized EDI transaction format, such as ANSI X12 or EDIFACT, and supports all data formats across the globe, no matter where the retailers or suppliers do business.

ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

Call us today at 888.430.4489 or visit www.truecommerce.com

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