

Integration of IBM WCS (Now HCL) B2C e-Commerce Site with Mirakl Marketplace Platform

About the Client

The client is a nationwide department store in Mexico based in Culiacán. Founded in 1941, the client sells electronics, home decor, appliances, clothes, and accessories, as well as auto parts, sports goods, and travels. The client operates through brick-and-mortar stores as well as its online e-commerce platform.

At a Glance

INDUSTRY | Retail
LOCATION | Mexico

USE CASE

Mexico based leading retail chain & E-commerce retailer wanted to expand its Omni-channel reach and implement a marketplace model on the website.

CHALLENGE

Client challenges included on-boarding new sellers, introducing new products on the website, and integrating the marketplace model with their existing business model, while keeping their product offering separate.

Business Challenge

- 1 Integrate SaaS-enabled Mirakl marketplace into existing client's Omni-channel sales model.
- 2 Integration of marketplace Sellers & products on the same e-commerce storefronts along with client products.
- 3 Integration of client payment system for marketplace products & Sellers.
- 4 Integration of Order creation for marketplace and client systems.
- 5 Integration of post Order management for marketplace and client systems.
- 6 Maintain multiple offers on the same product.

Our Approach

Taking the client's challenges into account and considering the best solution in the market, Royal Cyber integrated the client's IBM WCS (Version 7) B2C site with the Mirakl marketplace platform.

- Royal Cyber Consultant performed the following activities.
 - › Provided client's e-Commerce (IBM WCS- V7) capabilities with a Mirakl Marketplace platform using 22 sets of API's. Dell Boomi was used as a middleware to call APIs from Mirakl and further communicate their response to the client server.
 - › Defined all use cases to show how the series of actions will be performed through this integration.
 - › Integration between Mirakl and client's server for complete Order orchestration.
 - › Continuous synchronization of Catalog, Inventory, Order, Seller data between Mirakl and client-server.

- › Payment confirmation with client's different payment types.
- › Post-order management like incident creation and order related messaging.

RESULTS

The client gained the following benefits:

- 1 Single Storefront for the client and multiple seller's products.
- 2 Increase in sales from different traffic channels.
- 3 Increased client market share & revenue from online sales.
- 4 New customers placing an order for seller's product might buy the client's product.
- 5 Automated synchronization between all the systems - Mirakl, client legacy system & WCS.

CASESTUDY

SOLUTION

Royal Cyber integrated IBM WCS (version 7) with Mirakl Marketplace using a middleware layer (first time for the client), client ERP, & financial systems to enable the client to sell products from different sellers on the client's e-Commerce platform.

KEY TAKEAWAYS

- › An e-Commerce Marketplace where a vendor can qualify as a seller & do a mutual business with the client.
- › Storefront (WCS) has more products within its versatile catalog.
- › Increase in online conversions as customers have broader product selection with competitive pricing.

About Royal Cyber:

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop** for all your IT needs.



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