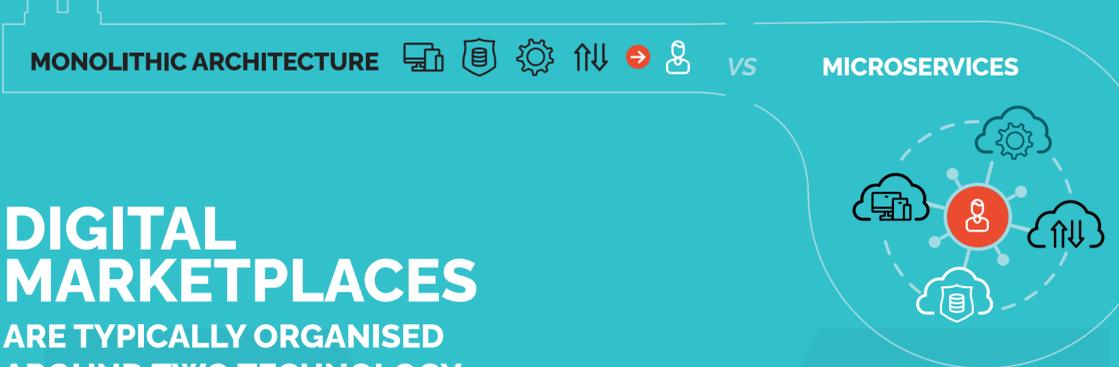


MARKETPLACER™

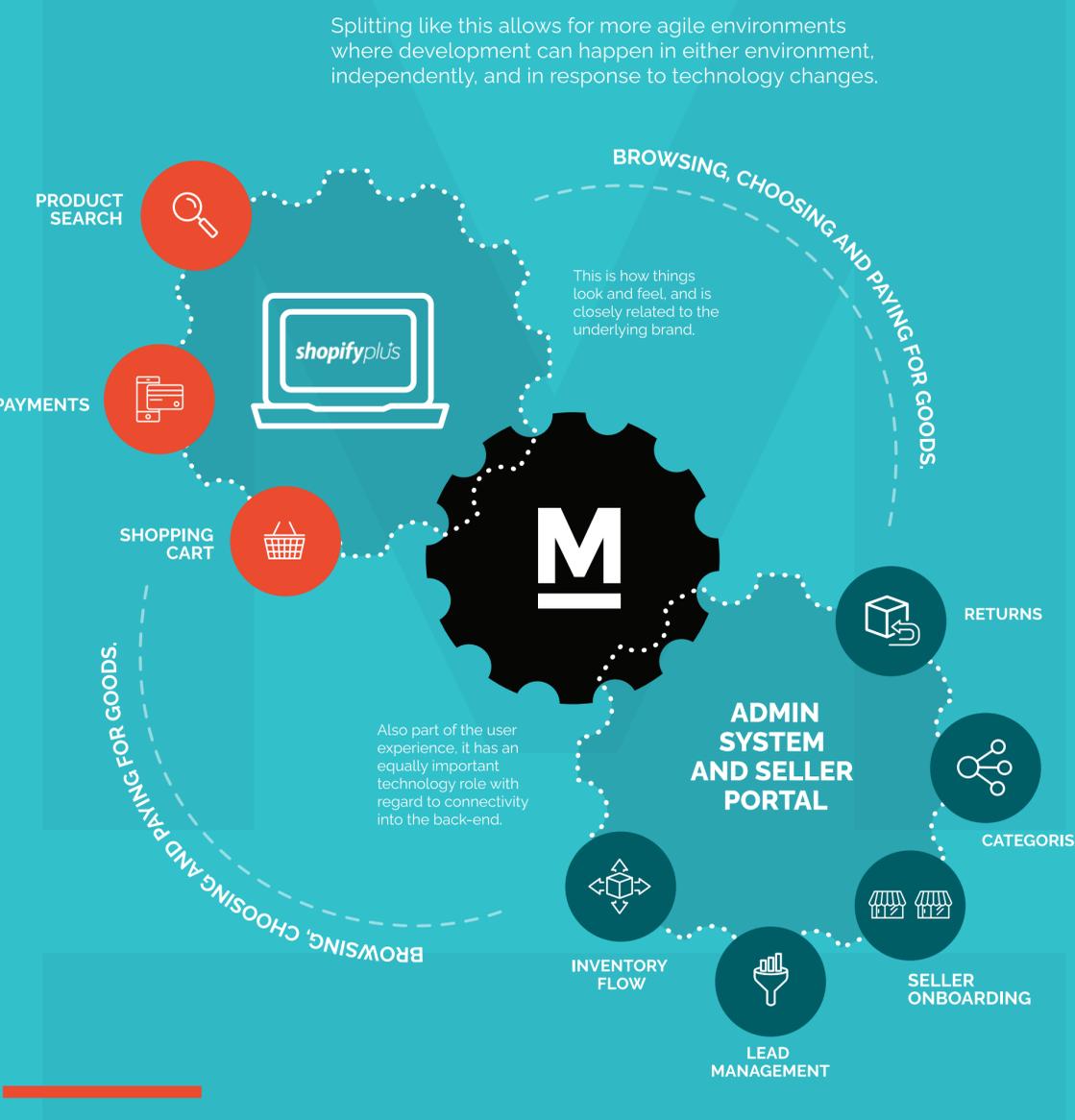
SOLUTION IMPLEMENTATION MODELS

A QUICK HISTORY...



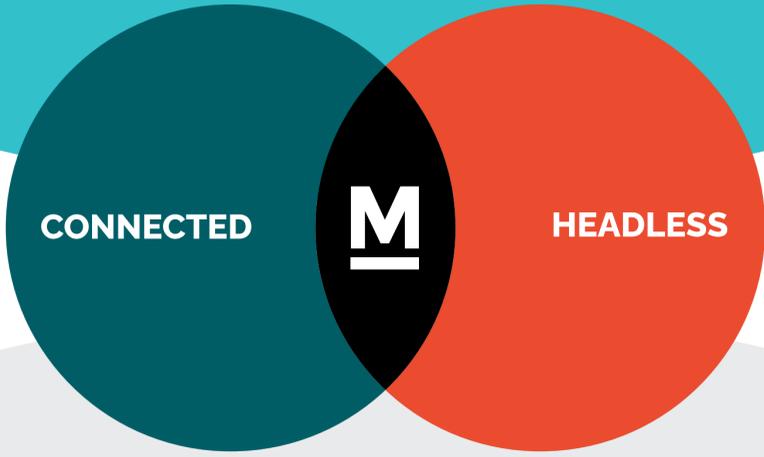
DIGITAL MARKETPLACES

ARE TYPICALLY ORGANISED AROUND TWO TECHNOLOGY COMPONENTS.



IN THE MARKETPLACER MODEL, WE USE THESE COMPONENTS TO PRESENT TWO DIFFERENT IMPLEMENTATION MODELS.

What you need depends on your existing investments, integrations and marketplace requirements.



CONNECTED

The Marketplacer Core back-end integrated with an existing ecommerce system that includes both the user the experience and the shopping cart.

WHY CHOOSE CONNECTED?

You've already invested in a leading commerce platform, such as Salesforce Commerce Cloud, Adobe Commerce or Shopify Plus, and want to add the power of a Marketplace to your existing commerce offering.



HEADLESS

In the headless model, you can add comprehensive marketplace capabilities to your own custom-developed front-end or "head" which represents the user experience. In this model, the Marketplacer Platform delivers both the core backend plus shopping cart, search and checkout functionalities via APIs that sit behind your customer experience.

WHY CHOOSE HEADLESS?

You want absolute control over the customer experience but need the underlying technology of the Marketplacer Platform and Core via APIs to power your marketplace.

