



Commerce Marketplace Simplified

SCC Value Proposition of Marketplace AddOn

Commerce Marketplace Simplified is a modular extension of SAP Commerce Cloud that adds marketplace functionality to the platform. This add-on brings multiple vendors together on the same platform, offering customers a much broader product range. It provides user-friendly tools for both vendors and administrators, creating a multi-vendor e-commerce experience. This is ideal for platforms that want to bring together different brands and offer a wide variety of products.



Key Market Insights

The global marketplace industry is expected to grow to \$7.3 trillion by 2025, driven by increasing digital commerce adoption.



- Over 60% of online sales worldwide are now conducted through marketplaces rather than standalone e-commerce platforms.
- Top marketplace players like Amazon, Alibaba, and eBay leverage multi-vendor models to scale rapidly while reducing inventory costs.



Key Points of Marketplace Add-On

Seller On-boarding

- 1 Vendor Management
- 2 Seller Commission Management
- 3 Vendor Backoffice



Key Points of Marketplace Add-On

Product & Offering Management

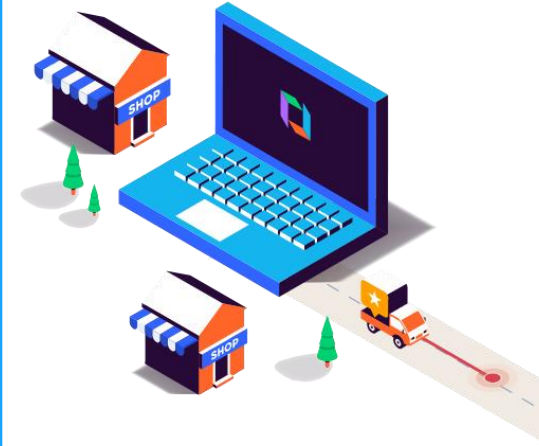
- 1 Product Listing & Approval Process
- 2 Product Export/Import & Enrichment
- 3 Offering
- 4 Stock Management
- 5 Promotion



Key Points of Marketplace Add-On

OMS Driven Logistics Functions

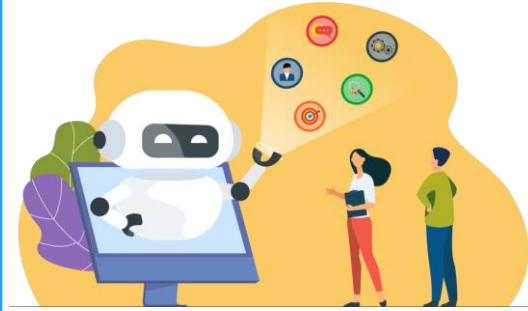
- 1 Payout Reconciliation
- 2 Logistics Management
- 3 Order Management
- 4 Cancel & Refund Management
- 5 Billing Cycle



Key Points of Marketplace Add-On

Artificial Intelligence Supported Features

- 1 Smart Review Analysis
- 2 Product Q&A Summarization
- 3 Customer Satisfaction Analysis
- 4 Review Sorting System



Features of Marketplace Add-On

1 Vendor Management

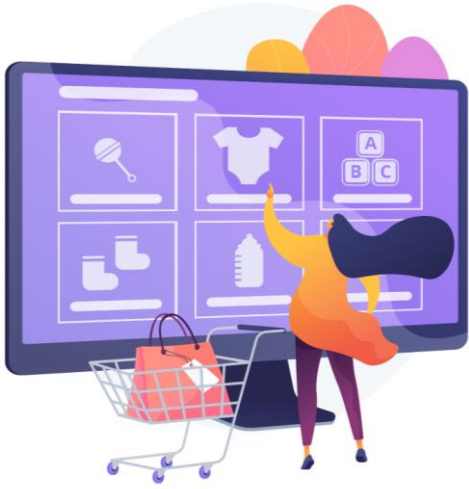
- Creates and manages **vendor and vendor user records** from the Merchant's perspective.
- Creates vendor **user accounts** and assigns different permissions.
- Supports **promotion management** processes.
- Manages **product data** of the Product Manager.
- Feeds **CMS content** into the system on behalf of the Content Manager.
- Vendors can manage the **new orders, status changes, and customer inquiries**.

Features of Marketplace Add-On

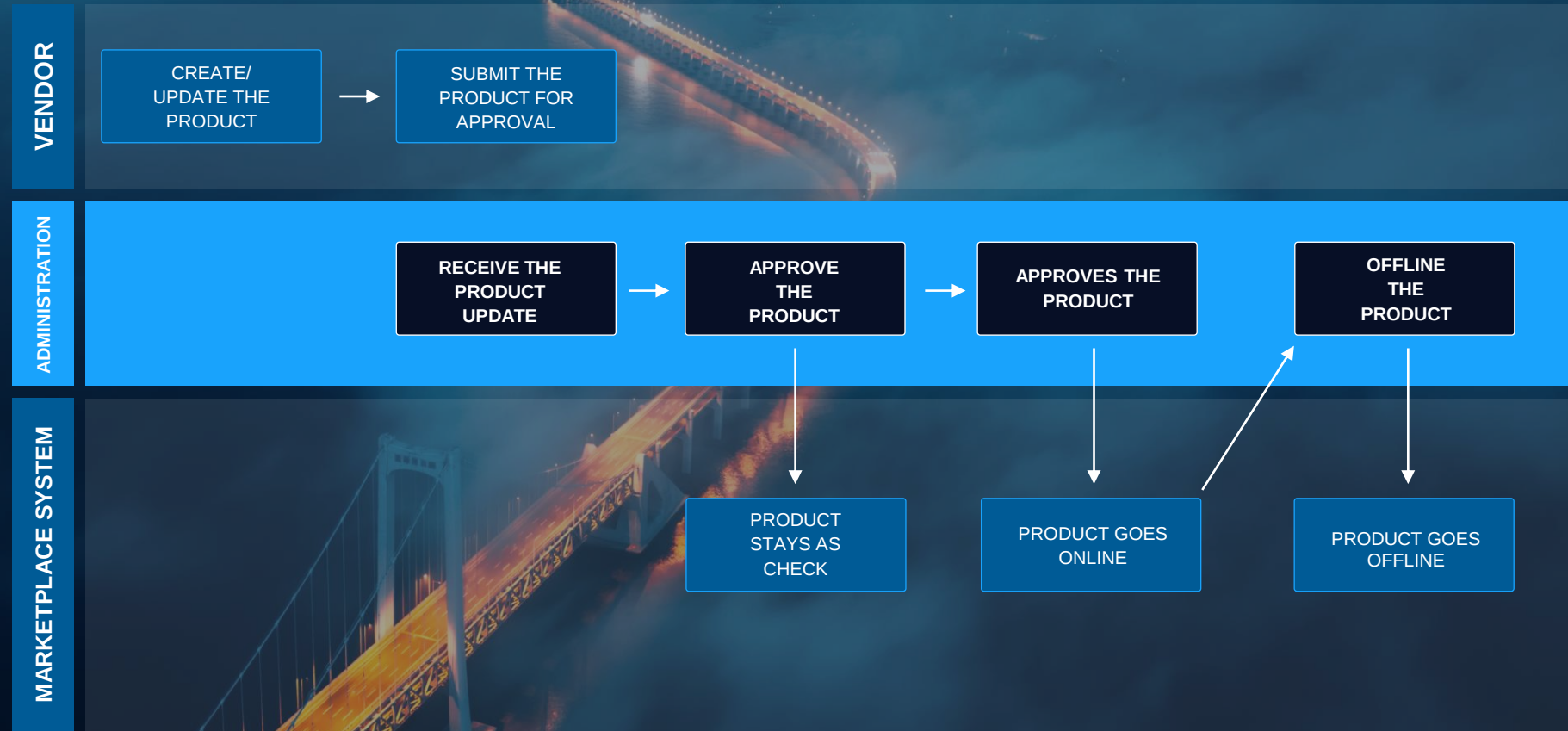


2 Product Information Management (PIM)

- **Hot Folder:** Enables seamless import of product data into the system.
- **REST API:** Facilitates the import of product data into the system programmatically.
- **Offer Management:** Streamlines the creation and management of offers.
- **Backoffice Tool:** Provides a user-friendly interface for visual manipulation. Bulk import and update feature is supported.
- **Vendor Management:** Allows products to be activated or deactivated for sale.



Product Life-cycle in the Marketplace



Features of Marketplace Add-On



3 Cart & Checkout

- **Cart Page:** Groups and manages products based on vendors.
- **Delivery Selection:** Offers vendor-specific grouping for options like «Express» or «Standard».
- **Buybox Feature:** Highlights competitive vendor offerings.
- **Vendor Reviews for Consumers:** Allows consumers to provide feedback and rate vendors.



Features of Marketplace Add-On

The BuyBox algorithm is designed to ensure fair competition among vendors selling the same product at the same price while offering customers the best shopping experience. It evaluates vendors based on multiple weighted criteria, assigning scores dynamically to determine the most suitable seller to highlight on the Product Detail Page (PDP).



Vendor Scoring System

Each vendor is assigned a **final score** based on predefined performance criteria, with adjustable weights that impact the ranking. **The BuyBox** winner is determined by summing up the weighted scores, ensuring **the best-performing vendor** appears at the top.



Admin Control & Flexibility

The BuyBox system includes an interactive admin panel that enables:

Real-time Vendor Scoring View – Admins can monitor and compare vendor performance.

Weight & Coefficient Adjustments – Flexible tuning of criteria weights to align with business priorities.

Dynamic Criteria Management – Ability to add new evaluation metrics, ensuring scalability.

Default Value Handling – Ensures missing data does not unfairly disadvantage vendors.

Features of Marketplace Add-On

4 Billing Cycle

Billing Processes: Handles invoicing, vendor settlements, and customer billing with accuracy and efficiency



Commission Reconciliation

Automates the calculation and settlement of commissions between the marketplace and vendors.



Payment Orchestration

Manages and streamlines payment workflows across multiple vendors and payment gateways.



Promotional Distribution

Allocates and tracks promotional discounts and benefits across vendors effectively.



Financial Reports

Provides detailed financial insights, including revenue, commissions, and payment trends.

Features of Marketplace Add-On

5

Logistics and Status Management

Streamlines the coordination of logistics operations and provides real-time order status updates.

ATP (Available-to-Promise) Management

Ensures efficient inventory tracking, warehouse organization, and accurate stock availability for seamless order fulfillment.



Master Order Splitting into Vendor Orders

Automatically splits a single customer order into multiple vendor-specific orders for streamlined processing and delivery.

Cancellation and Refund Management

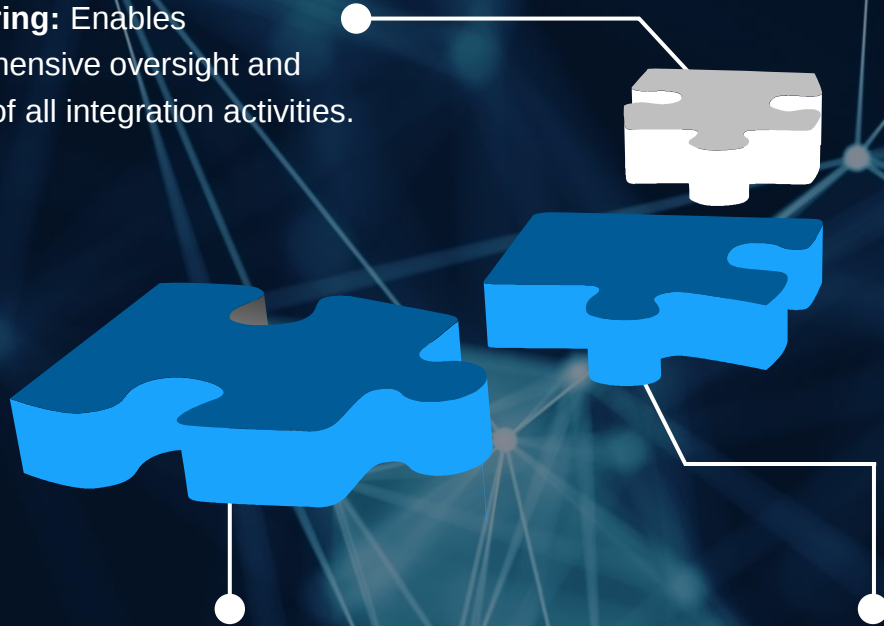
Facilitates smooth handling of order cancellations and refund processes, ensuring customer satisfaction and operational efficiency.

Features of Marketplace Add-On

6



Central Management and Monitoring: Enables comprehensive oversight and control of all integration activities.



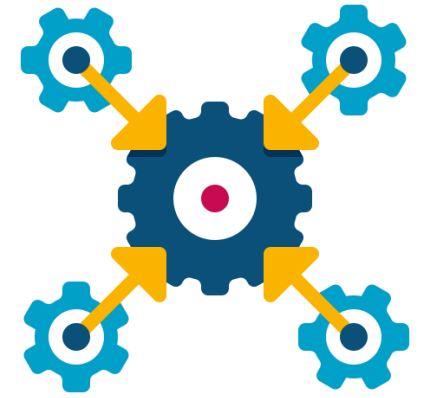
REST API: Provides robust and flexible endpoints for custom integrations.

Hot Folder: Simplifies bulk data imports directly into the system.

Connectivity: Ensures smooth data flow and integration across systems.

Event Structure for Integration in Marketplace

The integration architecture is built on an event-driven model, allowing for automated status updates, centralized order management, and flexible connectivity with external systems. This structure enables structured data flow and controlled communication between different services.



Automated Status Updates

Order statuses are updated automatically across all connected systems, minimizing manual interventions.



Unified Order Management

A unified system processes and tracks all order transactions, ensuring consistency across multiple channels.



Flexible API Connectivity

Orders can be sent to or received from any designated endpoint, facilitating structured integration with third-party services.



Scalable & Modular Structure

New integrations can be added or modified without disrupting existing workflows.

REST API Management Details



Features of Marketplace Add-On

7

AI SUPPORTED FEATURES

Smart Review Analysis

AI-driven sentiment analysis evaluates customer reviews to provide actionable insights, helping vendors improve product quality and customer experience.

Review Sorting System

AI prioritizes and organizes customer reviews based on relevance, helpfulness, and sentiment, ensuring that buyers see the most informative feedback first.

Product & Vendor | Q&A Summarization

AI automatically extracts key insights from customer inquiries and vendor responses, generating concise summaries to help future buyers make informed decisions faster.

Customer Satisfaction Analysis

Advanced algorithms analyze reviews, ratings, and feedback trends to measure satisfaction levels, enabling vendors to optimize offerings and improve service.





Benefits of Marketplace Add-On

Vertical and Horizontal Catalog Extension

Allowing vendors to expand their product range within the same category (vertical) or diversify across multiple categories (horizontal) to maximize reach and sales.

Centralized Vendor Management

Simplified onboarding, product management, and tracking for all sellers in one unified system.

More Customers to Reach and Branding Benefits

Our marketplace helps sellers reach more customers while enhancing their brand visibility through a wider audience and increased market presence.

Higher Traffic and Transaction Volumes

Boosting sales opportunities and overall platform engagement.

Quick Start with New Commerce Installation

Enabling sellers to launch quickly with minimal setup.

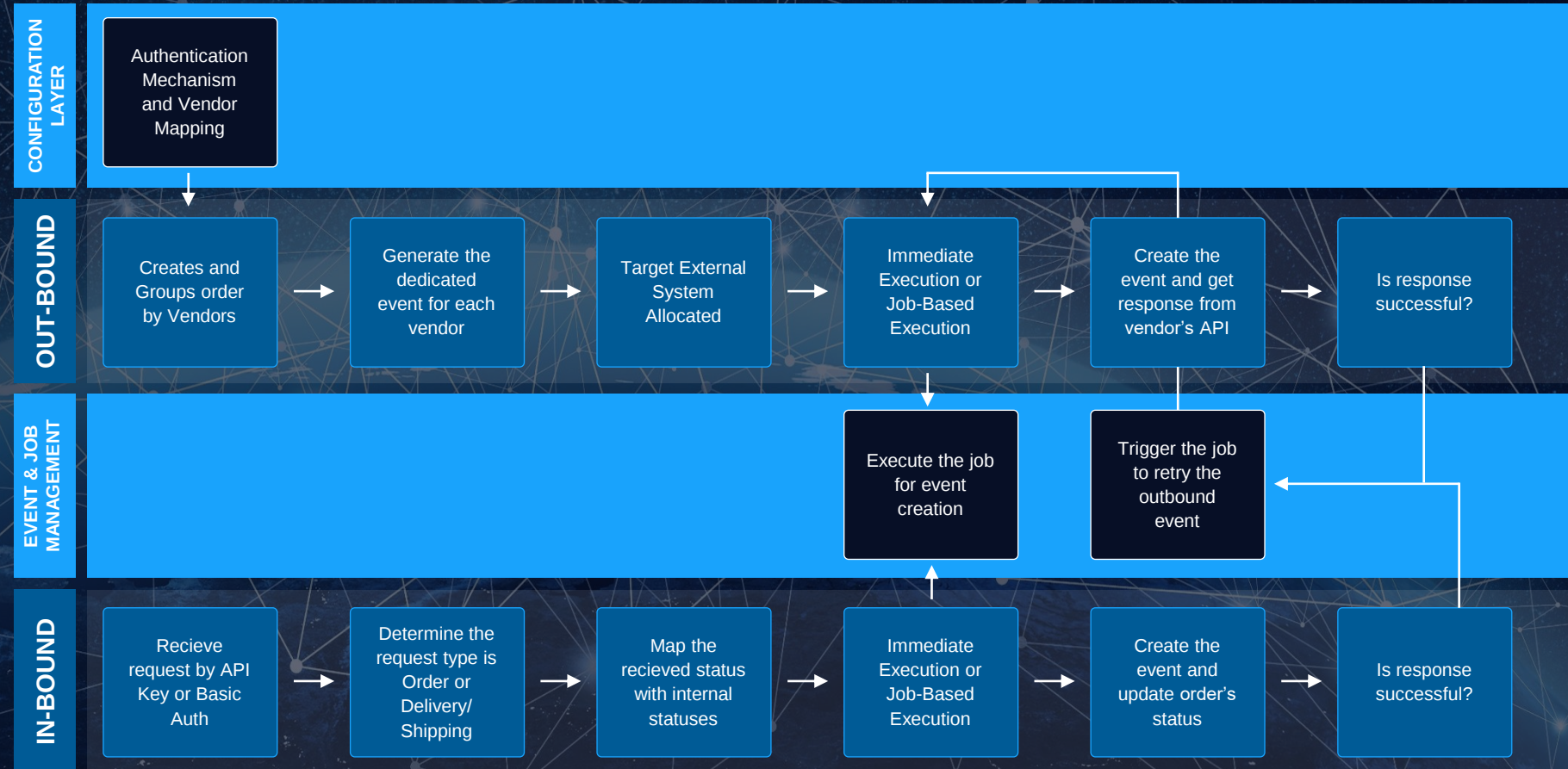
AI-Powered Review & Recommendations

Enhance discoverability with intelligent review and Support management.





Event Cycle in the Marketplace





Copyright NTT DATA Business Solutions AG – All Rights Reserved

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of NTT DATA Business Solutions AG. The information contained herein may be changed without prior notice

Some software products marketed by **NTT DATA Business Solutions AG** and its distributors contain proprietary software components of other software vendors. All product and service names mentioned, and associated logos displayed are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary

The information in this document is proprietary to NTT DATA Business Solutions AG. This document is a preliminary version and not subject to your license agreement or any other agreement with **NTT DATA Business Solutions AG**. This document contains only intended strategies, developments, and product functionalities and is not intended to be binding upon **NTT DATA Business Solutions AG** to any particular course of business, product strategy, and/or development. **NTT DATA Business Solutions AG** assumes no responsibility for errors or omissions in this document. **NTT DATA Business Solutions AG** does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement

NTT DATA Business Solutions AG shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence

The statutory liability for personal injury and defective products is not affected. **NTT DATA Business Solutions AG** has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party web pages nor provide any warranty whatsoever relating to third-party web pages.