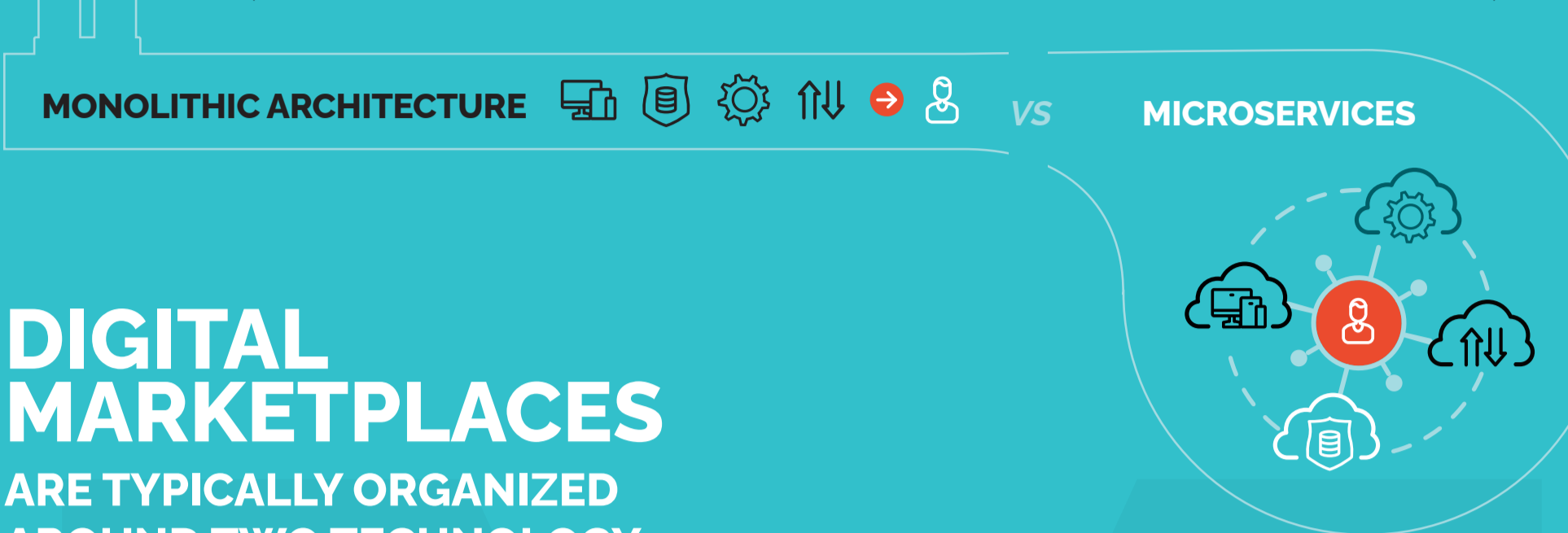
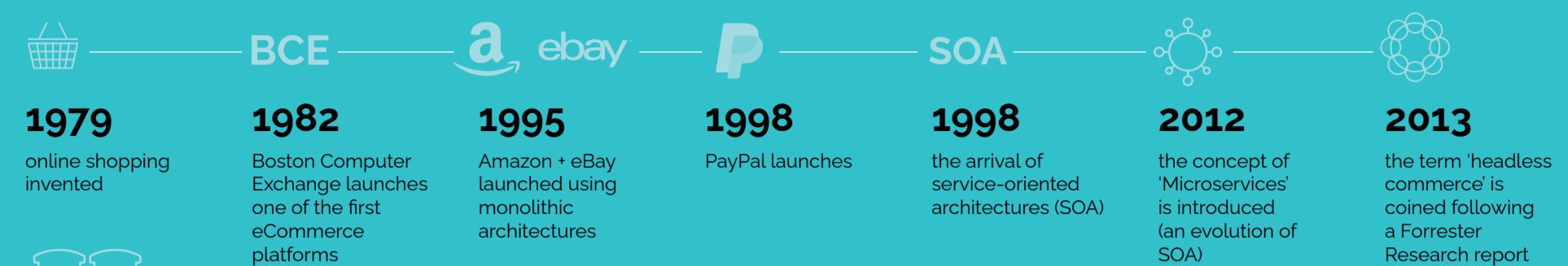


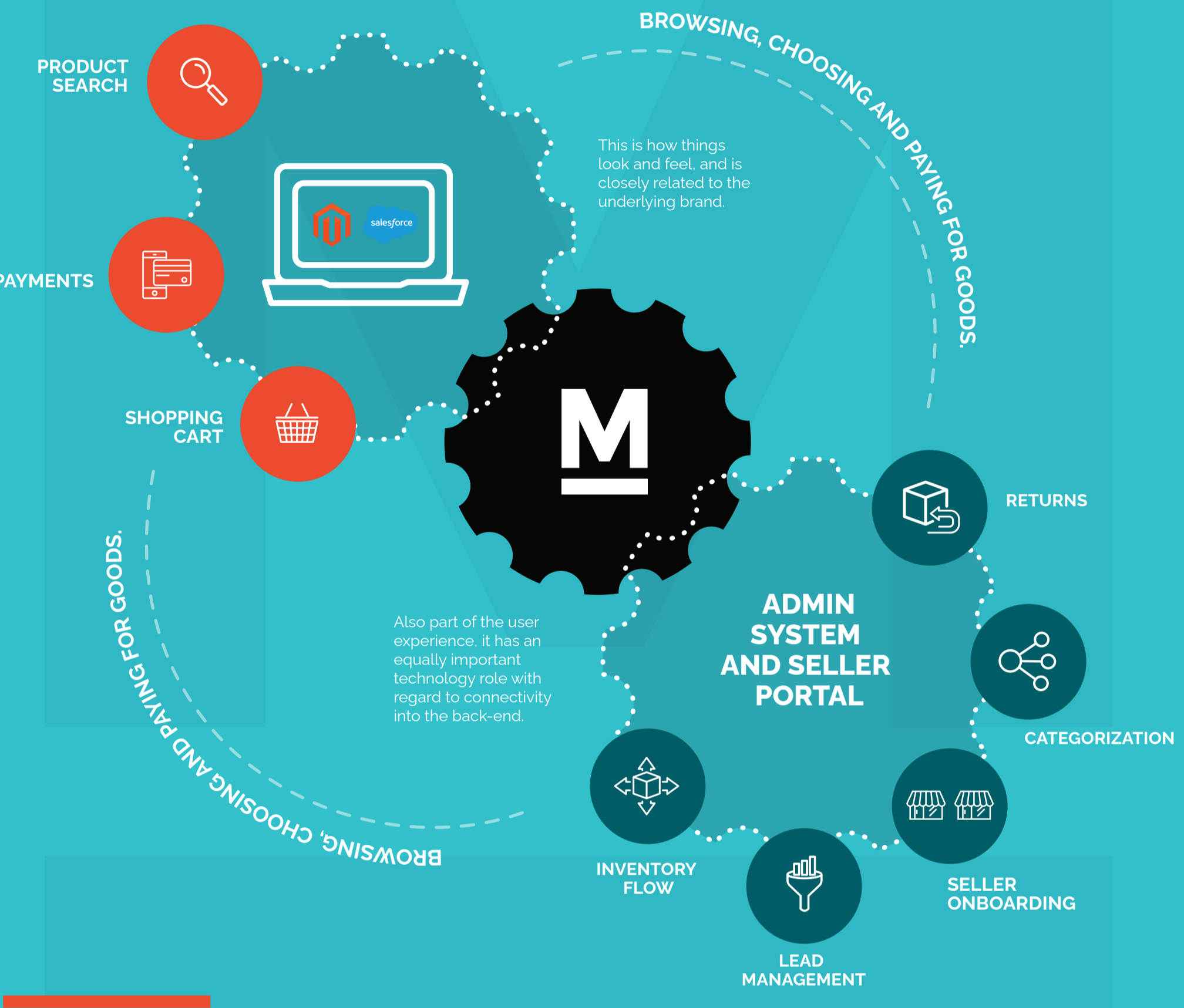
SOLUTION IMPLEMENTATION MODELS

A QUICK HISTORY...



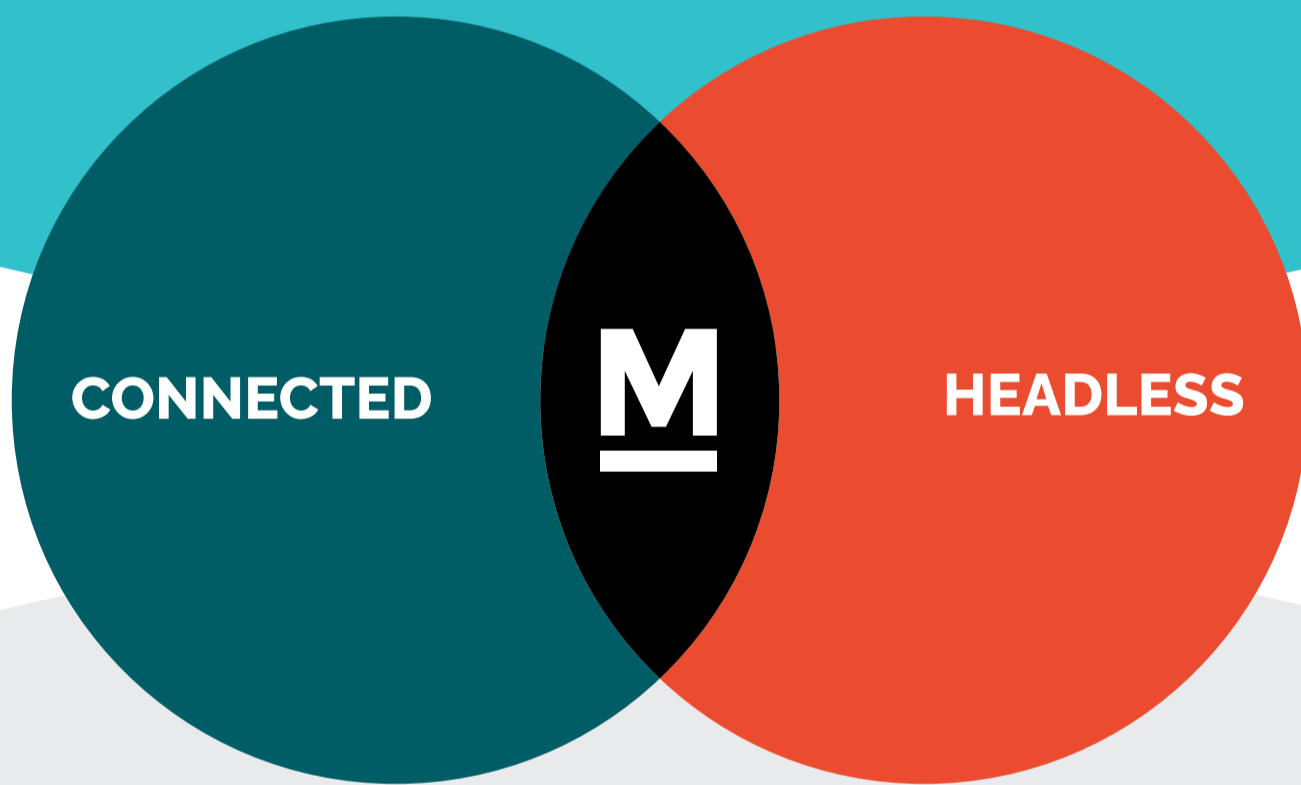
DIGITAL MARKETPLACES ARE TYPICALLY ORGANIZED AROUND TWO TECHNOLOGY COMPONENTS.

Splitting like this allows for more agile environments where development can happen in either environment, independently, and in response to technology changes.



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.

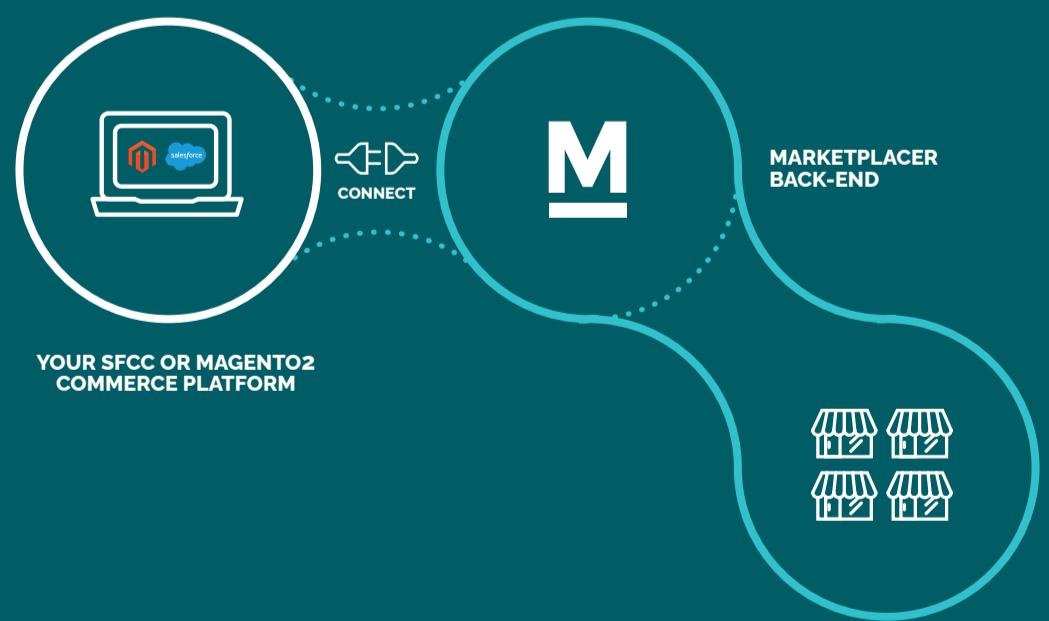


CONNECTED

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 Connected Cloud or Magento 2, and want to add the power of a Marketplace to your existing commerce offering.



HEADLESS

In this model, you use your own custom developed front-end or "head" which represents the user experience. This is integrated with our Marketplacer Platform which delivers shopping cart, search and checkout functionality, as well as the Marketplacer Core back-end.

WHY CHOOSE HEADLESS?

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

