MARKETPLACER™

Solution Implementation Models

A quick history...

1979	**1982** BCE	**1995** amazon ebay	**1998** PayPal	**1998** SOA	**2012**	**2015**
online shopping invented	Boston Computer Exchange launches one of the first eCommerce platforms	Amazon + eBay launched using monolithic architectures	PayPal launches	the arrival of service-oriented architectures (SOA)	the concept of 'Microservices' is introduced (an evolution of SOA)	the term 'connected commerce' is coined following a Forrester Research report

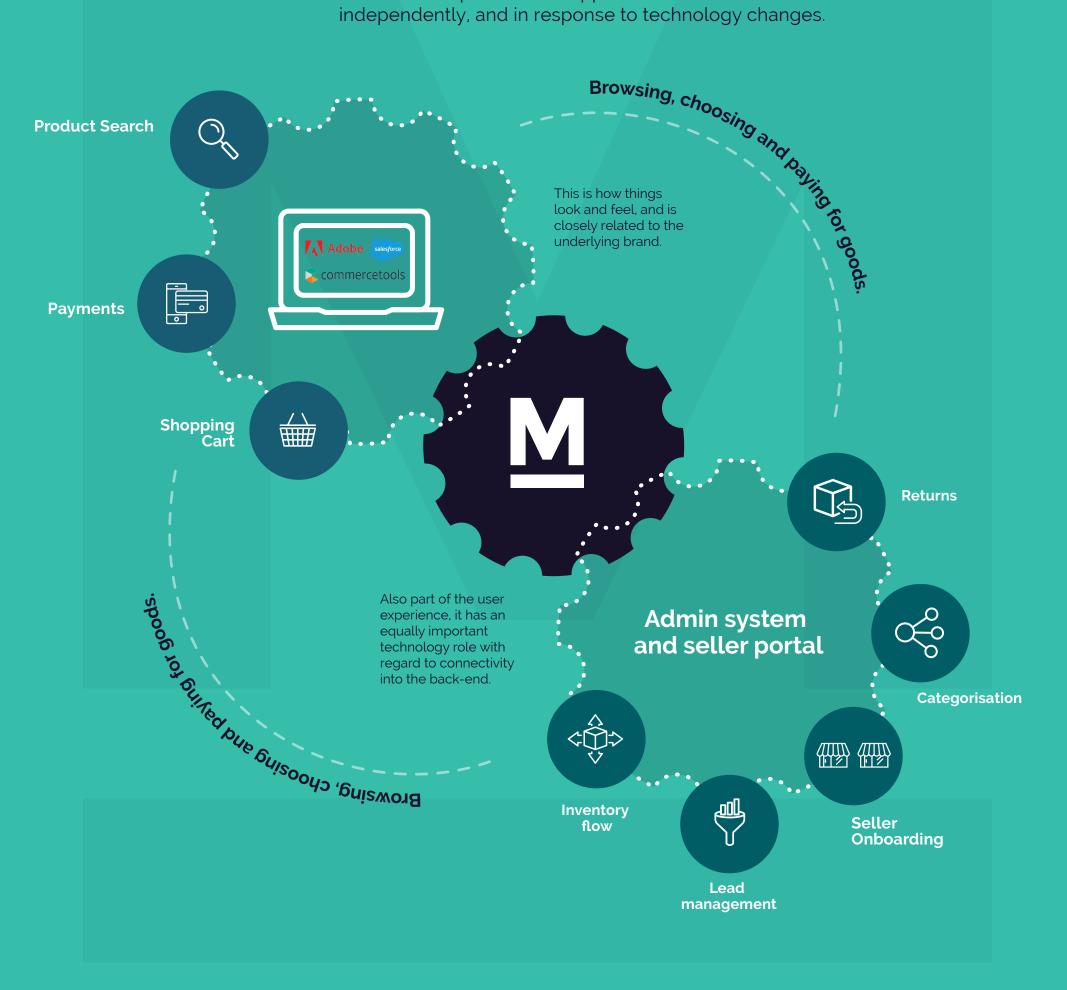**Monolithic Architecture** VS **Microservices**

Digital marketplaces

are typically organised 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.

Product Search

Browsing, choosing and paying for goods.

This is how things look and feel, and is closely related to the underlying brand.

Payments

Shopping Cart

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Also part of the user experience, it has an equally important technology role with regard to connectivity into the back-end.

Returns

Admin system and seller portal

Categorisation

Inventory flow

Lead management

Seller Onboarding

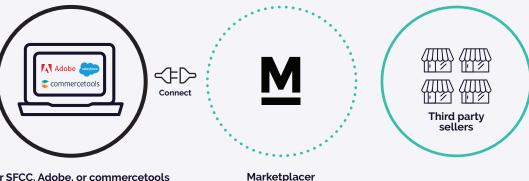Browsing, choosing and paying for goods.

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.

Connect

Your SFCC, Adobe, or commercetools commerce platform

Marketplacer back-end

Third party sellers

MARKETPLACER™