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HCL Commerce Cloud Marketplace

Add new sales channels to your e-commerce strategy - add a marketplace

HCL **Commerce Cloud**

Now is a good time to take advantage of the shift in customer focus towards increased online buying and to take your digital transformation to a higher level. Marketplaces are on everyone's lips as the new growth channel and there is the reason why:

The Buzz about Marketplaces is real

Reach New Customers

Companies already leveraging marketplace models, report organic search lifts of up to 34% from the added customer relevance after they added a marketplace to their digital strategy.

Expect Higher Growth

75% of B2B procurement spending is projected to happen via online marketplaces within the next 5 years. Now is the time act and avoid losing market shares by reaching new customers with your own marketplace*.

*Digital Commerce 360

Investing in new sales channels like marketplaces, that might provide future growth opportunities, can sometimes be time-consuming and expensive and even a long-term investment. The same is true for understanding what capabilities might be right for your business.

With HCL Commerce Cloud, you can transform your commerce platform to a marketplace overnight at low risk to improve ROI. Our HCL Commerce Cloud platform already has marketplace capabilities included in the unified platform so there is no reason to pay extra for a marketplace or risk investing in a new platform that has a long time to market phase.

With the same easy and familiar management tools from HCL Commerce Cloud, your new marketplace gives you full control for onboarding sellers and managing inventory, while you sell more through a unified omnichannel approach.

Here is why marketplaces belong in commerce!

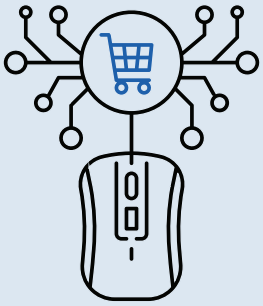
A native marketplace that is part of your Commerce platform makes life simpler for you. HCL Commerce Cloud Marketplace:

- Provides agility and makes it easier to get started with a marketplace strategy
- Reduces the learning curve with tools and capabilities familiar to you
- Minimizes risk by removing the need for additional integration
- Gives you one vendor to manage in case of any problem resolution

Time to leverage the benefit of a unified commerce and marketplace platform to improve ROI

The benefits of having the two sales channels on the same platform speak for themselves:

- Low cost and risk since you are not investing in a new tool
- Easier problem resolution when only working with only one vendor
- Easier administration with only one business tool to manage and control commerce and marketplaces
- Lower ongoing maintenance costs with only one platform to maintain



Which type of marketplace are you looking for? Our model can embrace them all!

HCL Commerce Cloud Marketplace embraces all types of marketplace models to help you in your growth strategy. Our marketplace platform can be transformed overnight into:

- A Brand Marketplace
- An Industry Marketplace
- A Company Specific Marketplace
- A Company Specific Marketplace
- A General Marketplace
- A Marketplace managed on behalf of your distributors
- Other marketplace models that are suitable for your business

Complete flexibility and easy to get started with!

Why is our solution so flexible? Because it is co-created with our customers on a commerce platform that is designed to handle complex business scenarios from Fortune 500 companies.

Scan the QR code and schedule a demo today!

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About HCLSoftware

HCLSoftware develops, markets, sells, and supports product families in the areas of Digital Transformation, Data, Analytics & Insights, AI & Automation and Enterprise Security platforms. HCLSoftware is the cloud-native solution factory for enterprise software and powers millions of apps at more than 20,000 organizations, including more than half of the Fortune 1000 and Global 2000 companies. HCLSoftware's mission is to drive ultimate customer success with its IT investments through relentless product innovation.

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