Unlocking Business Efficiency: How AI-Powered Catalog Management is Transforming B2B Commerce

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Mirakl, VP B2B Commerce Solutions

The Session 2025

Commerce Under Pressure

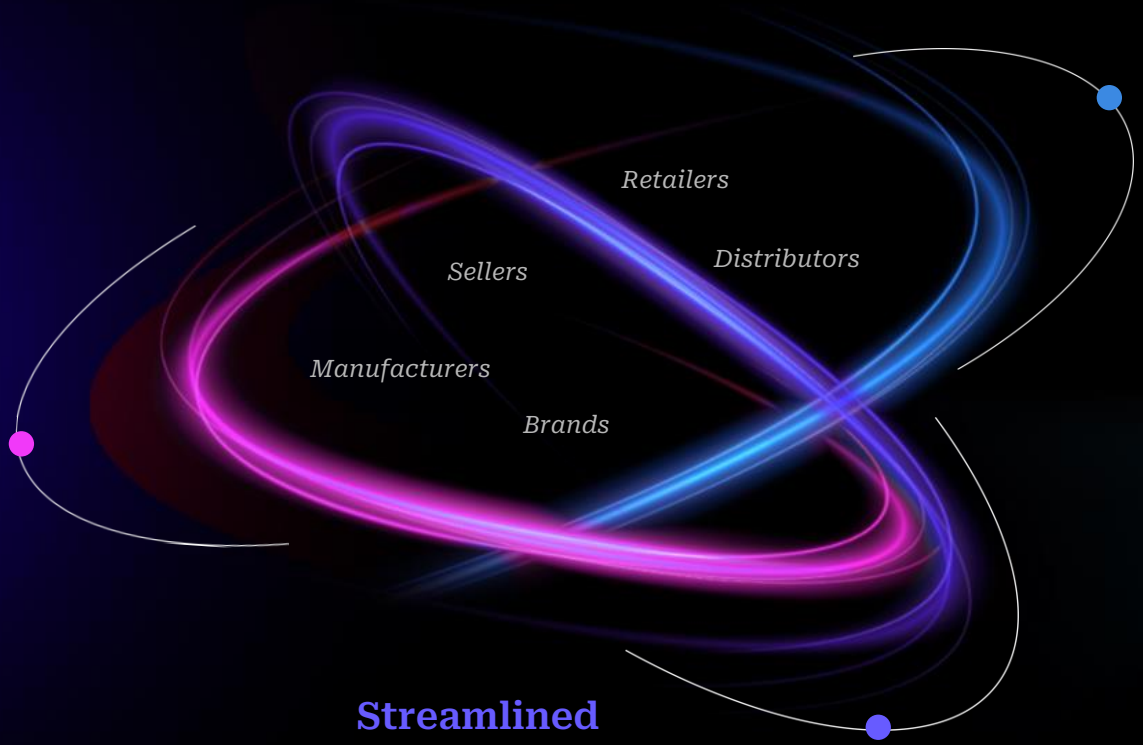
- Consumer Expectations
- AI Disruption
- Margins
- Buyer Behavior

Where innovation leaders invest

Innovation leaders' top three priorities for eCommerce spending (%)

BCG BOSTON CONSULTING GROUP *"Investing in the Future: How Retailers Use Innovation to Gain an Edge"*

The *Acceleration* Engine

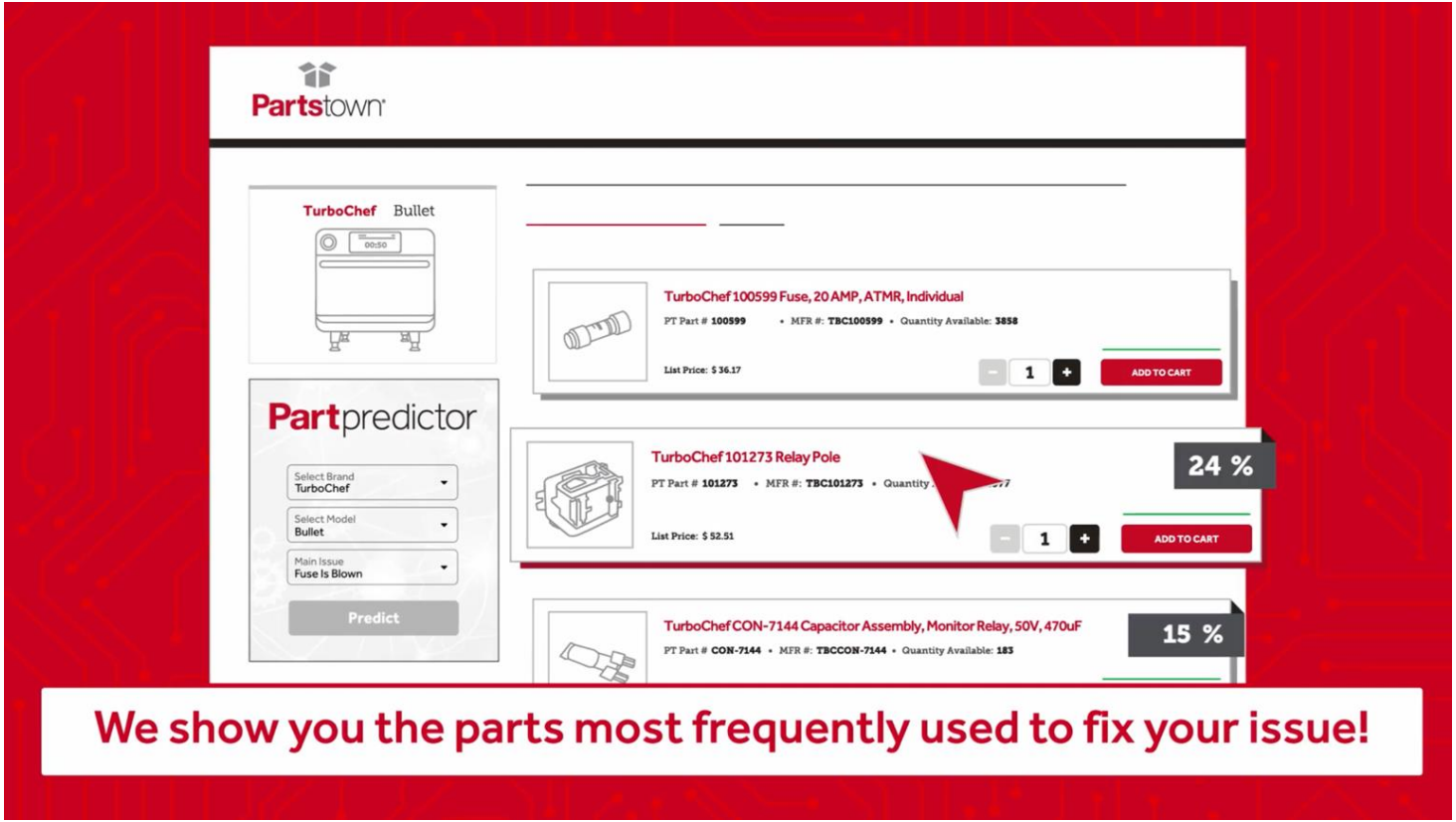


Expanded selection

New revenue streams & higher profitability

Streamlined operations with AI

PartsTown PartsPredictor Tool



Reality

What we know about buyer behavior...

63%

of people would purchase another product due to a lack of product information.

84%

of consumers have researched products online before buying in a store

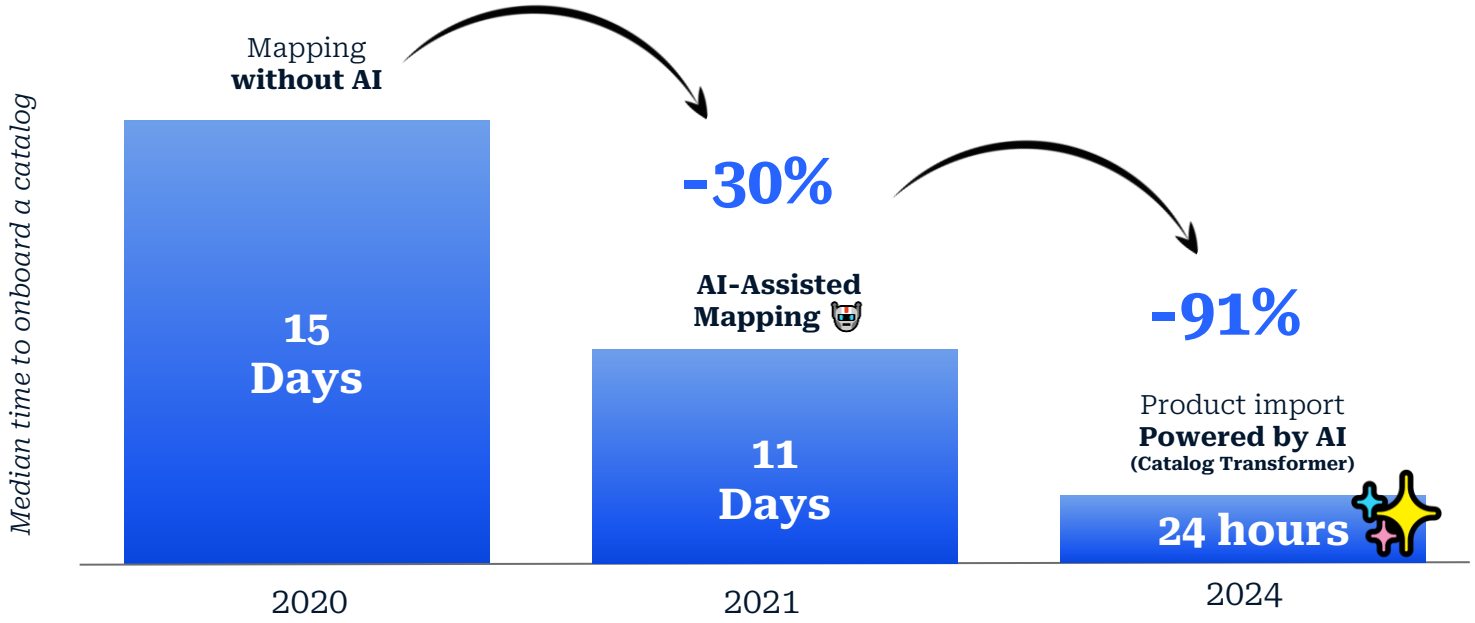
66%

of people are spending more time validating purchases, requiring more information before making a purchase decision.

MIRAKL

Source: Akeneo 2023 Global B2C Survey Results Report

Transforming Catalog Onboarding: 91% Reduction in Time Powered by AI

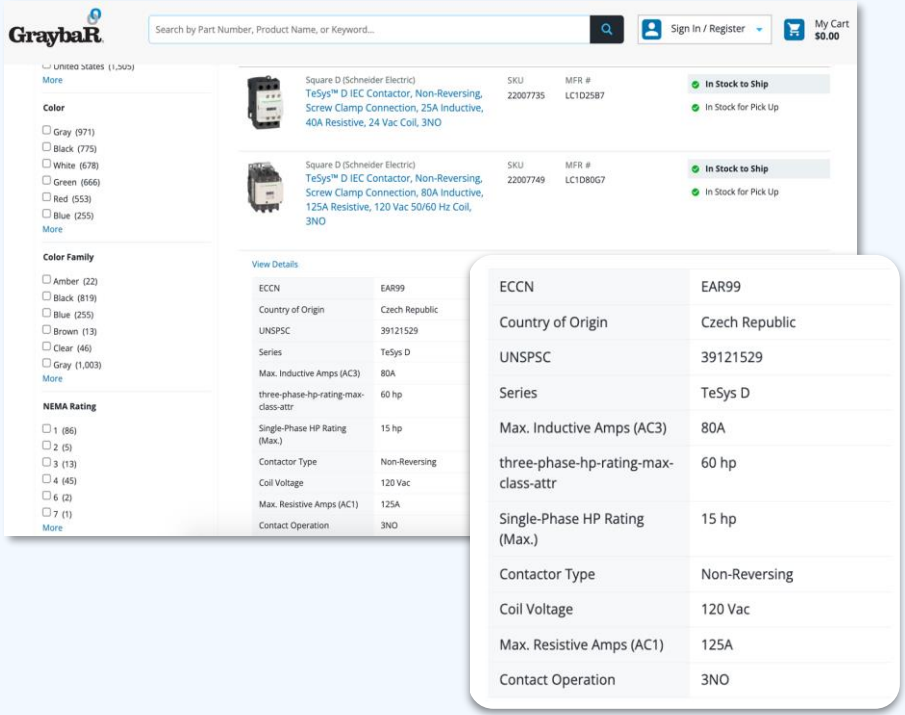


*Source:Internal data from Mirakl 2023

Customer Spotlight

Faster catalog onboarding and easier collaboration with suppliers

- Better **catalog enrichment** with more complete product data
- **Foster autonomy** to manufacturers and create a faster time to market
- Optimize team time to **prioritize value-added-tasks**



“Speed to market means everything in business. It would take days to add a new SKU as we worked with our suppliers to get all the product information from them in the correct format. Now, all of the requirements are in the Mirakl Catalog Platform, ensuring the right data and format when suppliers import their products. As a result, a new product can be live in a single day.”

GraybaR *Lisa Schaffer, Manager, Online Merchandising*

About Graybar

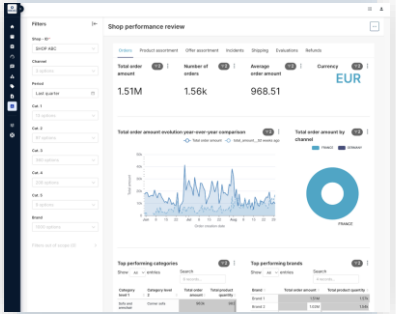
1M+ products

1.2K+ suppliers

Fortune 500 company

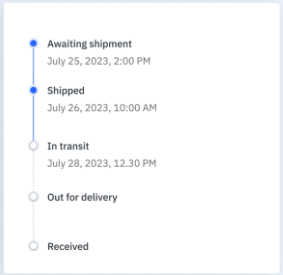
Innovation doesn’t end with catalog & AI...

Advanced performance insights



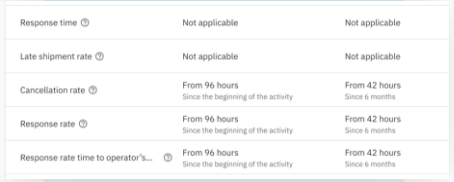
85%
of active monthly users

Real-time delivery management



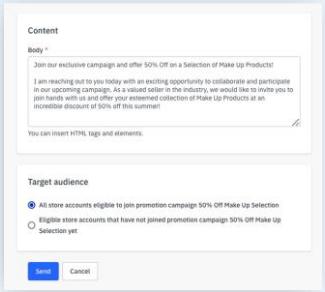
3 days
Average reduction on estimated delivery date

Next generation quality control



+18%
GMV for premium sellers

Promotions led by the operator



13 hours
saved per campaign

Leveraging AI across B2B Commerce flows to unlock significant value for your business

Catalog management

Accelerate and simplify onboarding of highly complex catalogues, while enriching and harmonizing product data with AI

- **Increased cross-selling** opportunities
- **Reduced time to onboard and maintain** SKUs

Inventory aggregation

Onboard all internal and external inventory sources onto a single platform for a real-time view of inventory

- **Lower working capital** from inventory
- **Optimized** resource allocation

Order management & fulfilment

Capture orders from every channel, automate order splitting, and route order to the right supply source based on your rules

- **Reduced** customer churn
- **Increased** repeat purchases

Invoicing & payments

Simplify customer and supplier invoice creation and compliance

Simplify financial reconciliation across suppliers, distributors, and customers

- **Lower** cost to serve
- **Improved** compliance
- **Faster** AP/AR processes

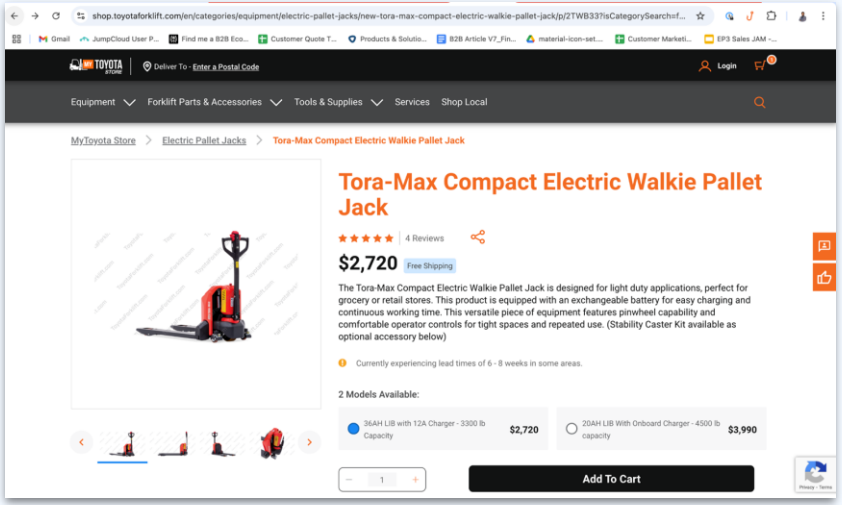
Lessons learned from Automotive & Aerospace

Success story

How the #1 Forklift Manufacturer Built an eCommerce Channel for OEM Parts

Objectives: Create a new eCommerce experience to allow certified dealers to sell parts online, protect the existing territory-based model, and offer a new digital sales channel to dealers.

- More than **600,000 offers** available online
- **GMV increasing 30%** month-over-month
- **70% of marketplace orders** are placed by **new customers** (no purchase history on record with Toyota or Toyota dealers in past 5 years)



*"It was critical for our **authorized dealers to join us online** in an effort to upgrade the customer experience in the material handling industry. The marketplace model provides the perfect solution."*

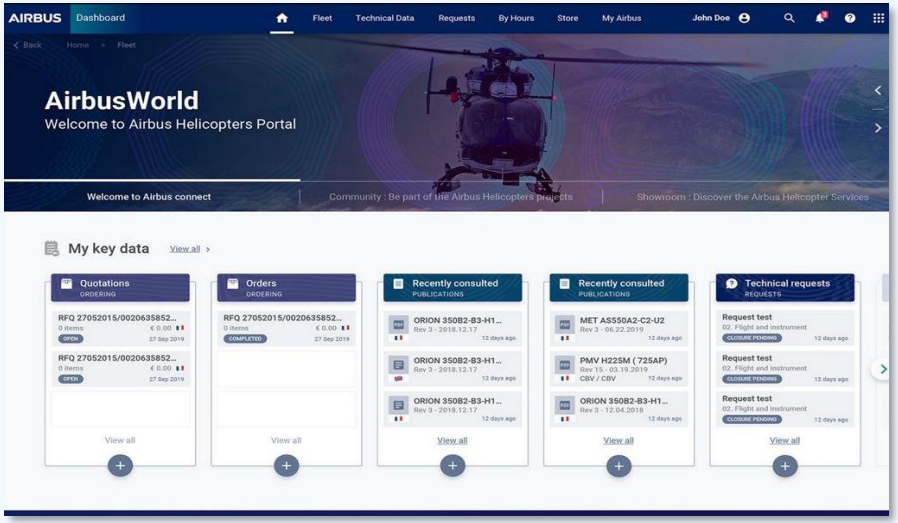
Nick Ostergaard, Senior Manager & Department Head, Advanced Services & Digital Solutions

Digitizing Aftersales for a Global Aviation Leader

Success Story

Objective: Transform MRO procurement for helicopter maintenance contracts with fast, efficient, and fully digital solutions—streamlining all parts procurement to deliver seamlessly across the equipment lifecycle.

- **Streamlined Procurement:** A multi-seller, multi-offer platform accelerates sourcing and purchasing, ensuring delivery within 24-48 hours.
- **Optimized Maintenance Contracts:** Streamlined sourcing for third-party MRO categories like tooling, lubricants, and chemicals.
- **Global Reach:** Servicing over 148 countries with a unified digital platform.
- **Optimized Buying:** Access a catalog of 600,000+ products for faster, smarter purchasing.



"Mirakl's advanced platform is designed to streamline both marketplace and dropship operations on a single platform. This decision has set a new standard for achieving synergies in operational excellence in the aerospace industry."

Louis-Antoine Waquet
Marketplace Manager

AIRBUS

Thank you