



# Marketplace Digital Platform

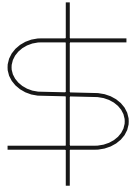
An Ecommerce aggregator platform for Products, Services and Digital Services

# Marketplace | Focus Areas

Marketplace is an end to end solution to manage and operate purchase process for multiple type of businesses

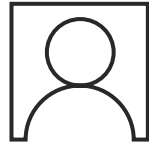


# Marketplace | Focus Areas



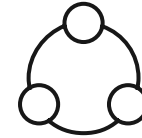
## Mobile Payments

- Mobile payments with wallet integrations
- Escrow Management for Profitability
- Customer self-assurance
- Mobile self service and account management
- Multiple payment methods that include Mobile payments, Credit/Debit Card and COD



## Channels

- Consistent customer experience across business units and touchpoints that include Mobile Applications, Web Interfaces, Wearables USSD, SMS and Email.
- Omnichannel enablement for Purchases
- Digital acquisition through channels



## Partner Management

- Merchant acquisition through digital channels
- Logistic Partner digital onboarding and management
- Service Providers onboarding and management
- Partner revenue management
- Partner region management



## Marketing & Propagation

- Digitized product, Services and Digital Services catalogue
- Drive digital product life cycle management
- Driving pricing innovation
- Digital acquisition
- Product experience engineering
- Digital marketing & Social listening
- Data analytics



# Marketplace Features

To succeed in the rapidly evolving digital environment, Marketplace has the flexibility to include partners and solutions.

# Marketplace | Value Proposition

- ✓ Mobile Payments first approach
- ✓ Escrow management for profitability
- ✓ Partner management for scalability
- ✓ All types of products, services and digital services managed through a central catalogue.
- ✓ Allowing customers from all economic segments to make purchases through mobile payments
- ✓ Complete back office management of Ecommerce Business Process based on roles and rights
- ✓ End to end solution ready for deployment

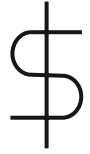


# Marketplace Features

A pre-built Ecommerce Platform with a fully digital operating model using digital channels for sales, customer service, payments and fulfilment.



# Marketplace | Features - Mobile Payments




## Payment Methods

Marketplace allows all type of user to make payments and purchase through marketplace. This includes consumers using mobile accounts, credit/debit cards, Cash on delivery and in-store pick up.

9:41

< PAYMENT METHOD



OR

Name On Card

Card Number

Exp Month Exp Date

CVV

PLACE ORDER

9:41

< CHECKOUT

Payment Method

Account Number / Mobile Number  
490000000020

By pressing OK you will receive an OTP on Registered Mobile number.

OK

Enter SMS OTP

1 2 1 2

Expire in :30 Re-send PIN


VERIFY


PROCEED PAYMENT

9:41

< CHECKOUT

Cassie Donk  
221b Baker St, Marylebone  
London,  
United Kingdom

 Master Card sending ... 89

 American armholes  
\$30

+ Add promo code

Total \$65

PLACE ORDER



## Payment Accounts

# Marketplace | Features - Mobile Payments

- All accounts related to consumer, merchant, shipment, taxes, return orders, disputes, warranties and others based on type of businesses and managed centrally.
- Business rules and SLAs can be defined for account payments for each type of account.

The screenshot displays the 'Configuration' page for 'e&s'. The sidebar on the left contains the following menu items: DASHBOARD, MARKETPLACE, COMPLAINTS MANAGEMENT, DISPUTES MANAGER, MARKETPLACE ACCOUNTS, SALES, USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, CATALOG, and CUSTOMERS. The main content area is titled 'Configuration' and shows 'Store View: Default Config'. Under 'EWP CONFIGURATIONS', 'EWP API Configurations' is selected. The configuration details include:

- API Base URL** (store view):
- Debit API Request Wait time(seconds)** (store view):  (Wait time to get status of a debit request)
- EWP MP Operations Account Number** (global):
- EWP MP Operations Account Number(Temporary Alternate Sender)** (global):
- EWP MP Profit Account Number** (global):
- EWP MP Tax Account Number** (global):
- EWP MP Profit Account Share(% of total)** (global):
- EWP MP Shipment Account Number** (global):

A 'Save Config' button is located in the top right corner. The bottom of the image shows a blurred reflection of the same page.





# Marketplace | Features - Mobile Payments

## Multiple Accounts Configuration

- The profit margins can be configurable based on merchant, type of products, time of year or consumer behavior. Such adaptability allows for increased sales.
- All internal and external stakeholder Account Management, Payment Disbursements and Profit Management are automated, and rule based resulting in low operating expense.

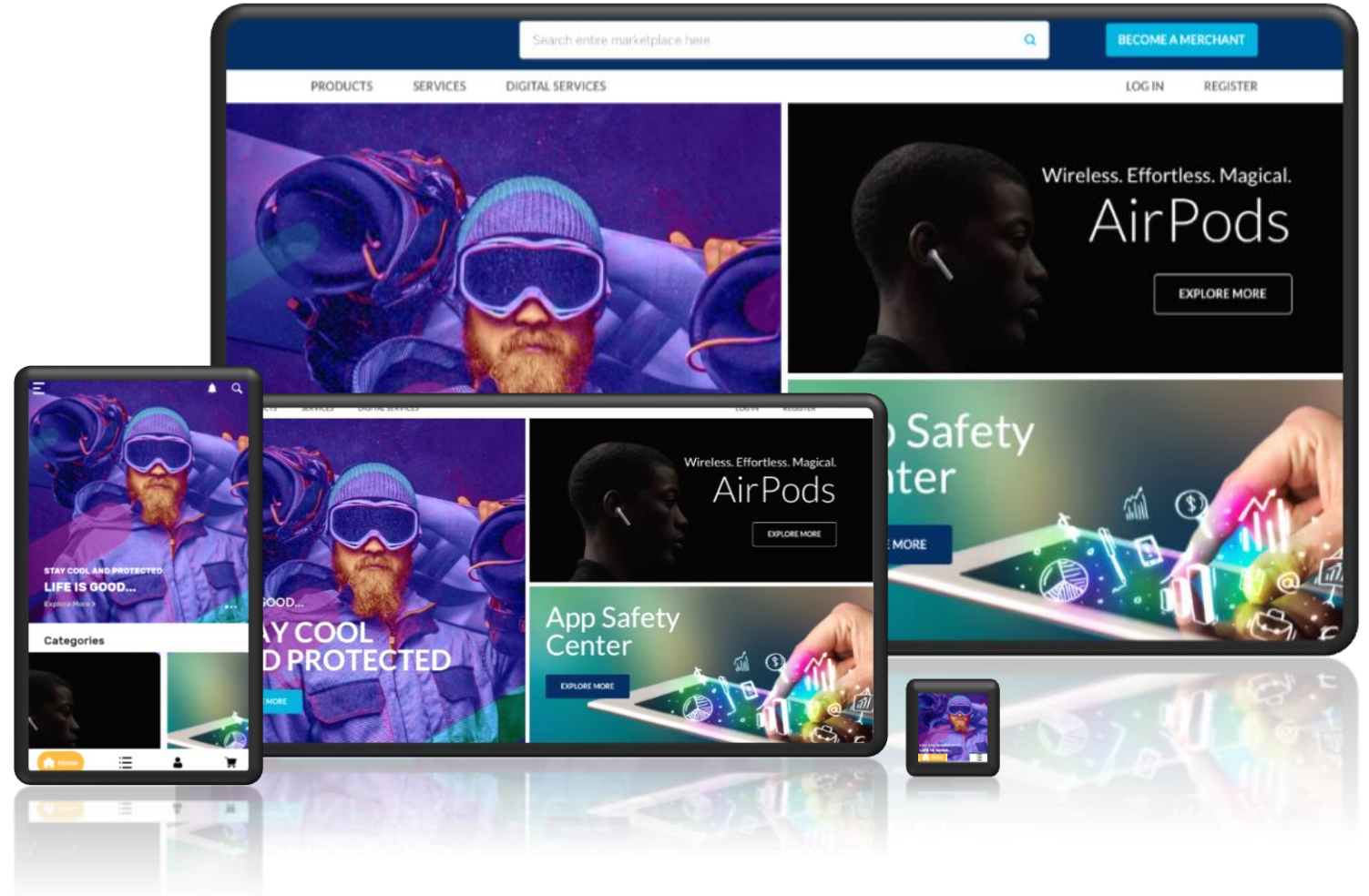
Date	Time	Transaction Id	Payment From	Payment To	Credit	Debit	Transaction Type	Order ID	Merchant ID	Customer ID
2020-04-29	12:21:25	5770464	John Carter	Marketplace Operations	-	65.00	Debit	241	3,63	5
2020-04-29	12:16:14	5770452	Marketplace Operations	john doe	13.50	-	Transfer	240	3	5
2020-04-29	12:16:14	5770451	Marketplace Operations	Marketplace Profit	1.50	-	Transfer	240	3	5
2020-04-29	11:41:28	5770398	Marketplace Operations	john doe	11.70	-	Transfer	240	3	5
2020-04-29	11:41:28	5770397	Marketplace Operations	Marketplace Profit	1.30	-	Transfer	240	3	5
2020-04-29	11:37:08	5770388	John Carter	Marketplace Operations	-	28.00	Debit	240	3,3	5
2020-04-29	11:11:26	5770376	Marketplace Operations	john doe	13.50	-	Transfer	231	3	5
2020-04-29	11:11:25	5770375	Marketplace Operations	Marketplace Profit	1.50	-	Transfer	231	3	5
2020-04-29	11:11:25	5770374	Marketplace Operations	Marketplace Shipment	5.00	-	Transfer	231	3,3	5
2020-04-28	11:40:46	5760310	Marketplace Operations	john doe	13.50	-	Transfer	237	3	-
2020-04-28	11:40:45	5760309	Marketplace Operations	Marketplace Profit	1.50	-	Transfer	237	3	-
2020-04-28	11:40:44	5760308	Marketplace Operations	Marketplace Shipment	5.00	-	Transfer	237	3,3,12	-
2020-04-28	10:48:22	5760305	Guest User	Marketplace Operations	-	45.00	Debit	237	3,3,12	-
2020-04-10	10:52:22	5560323	Marketplace Operations	Marketplace Profit	1.20	-	Transfer	223	24	5

# Marketplace | Features - Channels



## Channels for Customers

- Common backend system allows for consistent shopping carts, Realtime account management and omnichannel experience over multiple channels.
- Omnichannel enablement allows consolidated insights for products and consumer behavior. This data is gathered through advance reporting modules and data analytics.



# Marketplace | Features - Channels



## Channels for Backend Management – Customer Care

Customer support is managed through CC interfaces

The screenshot displays the 'Marketplace Accounts' interface. On the left, a sidebar lists various management tools: Dashboard, Marketplace, Complaints Management, Disputes Manager, Marketplace Accounts, Sales, User Manager, Reorder History, Request Category Management, and Catalog. The main area is titled 'Customers' and shows a table of 92 records. The table columns are ID, Name, Email, Group, Phone, and Customer. The records list various users, including 'jawaria waseem', 'joe dohn', 'john doe', 'test test', 'qa merchant', and 'Sumbal Khan'. The right panel shows the 'Customer View' for 'muhammad gufran'. It includes a top navigation bar with actions like 'Back', 'Delete Customer', 'Reset', 'Create Order', 'Reset Password', 'Force Sign-In', 'Save and Continue Edit', and 'Save Customer'. The 'Account Information' section shows fields for 'Merchant Verified' (No), 'Associate to Website' (Main Website), 'Group' (Consumer), 'Name Prefix', 'First Name' (muhammad), 'Middle Name/Initial', 'Last Name' (gufran), 'Name Suffix', 'Email' (muhamad.gufran@evampsaanga.com), and 'Date of Birth'.

ID	Name	Email	Group	Phone	Customer
107	jawaria waseem	test007@yopmail.com	Merchant		Jun 19, 2023
106	joe dohn	joe007@yopmail.com	Merchant		Jun 19, 2023
105	jawaria waseem	vjawaria@gmail.com	Merchant		Jun 17, 2023
100	john doe	johndoe010@yopmail.com	Consumer		Apr 6, 2023
98	john doe	johndoe009@yopmail.com	Merchant		Apr 5, 2023
94	john doe	johndoe007@yopmail.com	Merchant		Apr 5, 2023
91	test test	test009@yopmail.com	Merchant		Apr 2, 2023
90	qa merchant	esapprover@gmail.com	Consumer		Mar 31, 2023
89	Sumbal Khan	essumbal1@gmail.com	Consumer		Mar 31, 2023
88	First Name Last	hello@test.com	Consumer		Mar 30, 2023

# Marketplace | Features - Channels



## Centralized Catalogue

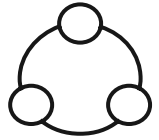
Central elaborate ecommerce catalogue which enables all the descriptions related to products, services, and digital services to be managed through one interface. All channels are managed centrally through a common backend system. This allows configurations to be reflected on all changes simultaneously.

The screenshot displays the 'Centralized Catalogue' interface. On the left, a sidebar menu lists various management functions: DASHBOARD, MARKETPLACE, COMPLAINTS MANAGEMENT, DISPUTES MANAGER, MARKETPLACE ACCOUNTS, SALES, USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, and CATALOG. The main area is titled 'Products' and features a search bar with the text 'Search by keyword' and a magnifying glass icon. Below the search bar, it indicates '56 records found'. A table lists products with columns for ID, Thumbnail, Name, Type, Attribute Set, and SKU. The table contains four rows of product data.

ID	Thumbnail	Name	Type	Attribute Set	SKU
128		Haier Fully Automatic	Simple Product	Products	haier-fully-a
127		Technician	Virtual Product	Services	technician-1
126		Sample Digital MP	Downloadable Product	Digital Services	sample-digi
125		Sample Service MP	Virtual Product	Services	sample-serv

The right panel shows a detailed view of the 'Haier Fully Automatic' product. It includes a 'Configurations' section with a description: 'Configurable products allow customers to choose options (Ex: shirt color). You need to create a simple product for each configuration (Ex: a product for each color).' and a 'Create Configurations' button. Below this are sections for 'Product Reviews', 'Images And Videos', 'Search Engine Optimization', 'Related Products, Up-Sells, and Cross-Sells', 'Customizable Options', 'Product in Websites', 'Product Salable Quantity', 'Design', and 'Schedule Design Update'. Each section has a dropdown arrow for expansion.

# Marketplace | Focus Areas - Partner Management



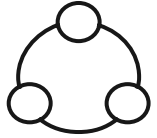
## Merchant Store Management

- Marketplace allows digital onboarding of merchants. This includes KYC, merchant eligibility criteria, validations, Document approvals, account setup, store setup, payment accounts and territory definitions.
- Merchants get their own store management interface, that allows them to manage their independent catalogue within marketplace with all the features of main catalogue extended to their individual store.

The image displays two overlapping screenshots of a merchant store management interface. The left screenshot shows the 'BECOME A MERCHANT' onboarding process, including steps for 'PRODUCTS AND SERVICES INFORMATION' and 'What do you want to Sell?'. The right screenshot shows the 'MANAGE PRODUCTS' interface, featuring a table of products with columns for SKU, Name, Sub Category, Inventory, Price, Status, and Actions.

SKU	Name	Sub Category	Inventory	Price	Status	Actions
5439	Hisense 4K Ultra HD Smart TV	Electronics	In Stock	1294.99 AED	Enable	<a href="#">EDIT</a> <a href="#">REMOVE</a>
1234	Fossil Grant Watch for Men	Watches	In Stock	303.98 AED	Enable	<a href="#">EDIT</a> <a href="#">REMOVE</a>
2345	Samsung Galaxy M20 Dual SIM	Mobile Phones	In Stock	647.00 AED	Enable	<a href="#">EDIT</a> <a href="#">REMOVE</a>
4321	Latest Apple MacBook Pro	Laptop	In Stock	6476.99 AED	Disable	<a href="#">EDIT</a> <a href="#">REMOVE</a>

# Marketplace | Focus Areas - Partner Management



## Merchant Account Management

- Partner revenue management is done through escrow management, which allows to define business rules for profit margins, cash cycle and tax configurations.
- Partners can be allotted multiple or specific region for operation based on competition or need.

The screenshot displays a web application interface for Merchant Account Management. It features a sidebar with various management tools and a main content area with two overlapping panels.

**Customer Information Panel:**

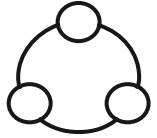
- Navigation:** Back, Delete Customer, Reset, Create Order, Reset Password, Force Sign-In, Save and Continue Edit, Save Customer.
- Section:** CUSTOMER INFORMATION
- Sub-section:** Personal Information
- Fields:** Customer View, Account Information, Addresses, Orders, Newsletter, Billing Agreements, Product Reviews, Wish List, Demo Tab.

**Order View Panel:**

- Navigation:** Back, Cancel, Send Email, Hold, Invoice, Ship, Release Payment, Edit.
- Section:** ORDER VIEW
- Sub-section:** Information
- Fields:** Order # 00000241 (The order confirmation email is not sent), Order Date (Apr 29, 2020, 10:21:13 AM), Order Status (Delivered), Purchased From (Main Website, Main Website Store, Default Store View), Placed from IP (182.191.62.2).
- Address Information:** Billing Address (John Carter, 23, Dubai, Ras Al Kema, 445000, United Arab Emirates, T: 9715582501044) and Shipping Address (John Carter, 24, Dubai, Ras Al Kema, 445000, United Arab Emirates, T: 9715582501044).



# Marketplace | Focus Areas - Partner Management



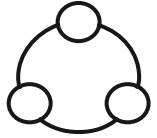
## Logistic Partner & Shipment Methods

- Marketplace allows Logistic and Service Providers to be onboarded digital that include all the necessary information and processes for registration. The process is configurable and customizable based on the type of partner.

The screenshot displays the 'Configuration' page for 'e&s'. The left sidebar contains a navigation menu with icons and labels: DASHBOARD, MARKETPLACE, COMPLAINTS MANAGEMENT, DISPUTES MANAGER, MARKETPLACE ACCOUNTS, SALES, USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, and CATALOG. The main content area is titled 'Configuration' and features a list of configuration categories on the left: ENS CONFIGURATIONS, CUSTOM CONFIGURATION, OTP CONFIGURATION, CHECKOUT CONFIGURATIONS, GENERAL, CATALOG, SECURITY, CUSTOMERS, and SALES. The 'SALES' category is expanded, showing sub-items: Sales, Sales Emails, and PDF Print-outs. The right side of the interface shows configuration options for 'Calculate Handling Fee' (Fixed), 'Handling Fee', 'Displayed Error Message' (This shipping method is not available. To use this shipping method, please contact us.), 'Ship to Applicable Countries' (All Allowed Countries), and 'Ship to Specific Countries' (a list of countries including Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, and Antigua and Barbuda). Each option has a 'Use system value' checkbox. A 'Save Config' button is located in the top right corner.



# Marketplace | Focus Areas - Partner Management



## Partner Management – Disputes Resolution

- Any disputes related to products, customers, merchants, delivery or warranties are digitally handed through dispute management system which has configuration for cases and scenarios.

The screenshot displays the eSaaS Complaints Management interface. The sidebar on the left contains navigation options: USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, CATALOG, CUSTOMERS, MARKETING, CONTENT, ESD APIS, ERP APIS, REPORTS, and STORES. The main content area shows a 'Complaints Management' modal with a search bar and a table of complaint records. The table has columns for Sub-Category ID, Complaint Status, Created, Modified, and Action. The records show various complaint statuses like 'Resolved' and 'Initiated' with corresponding timestamps.

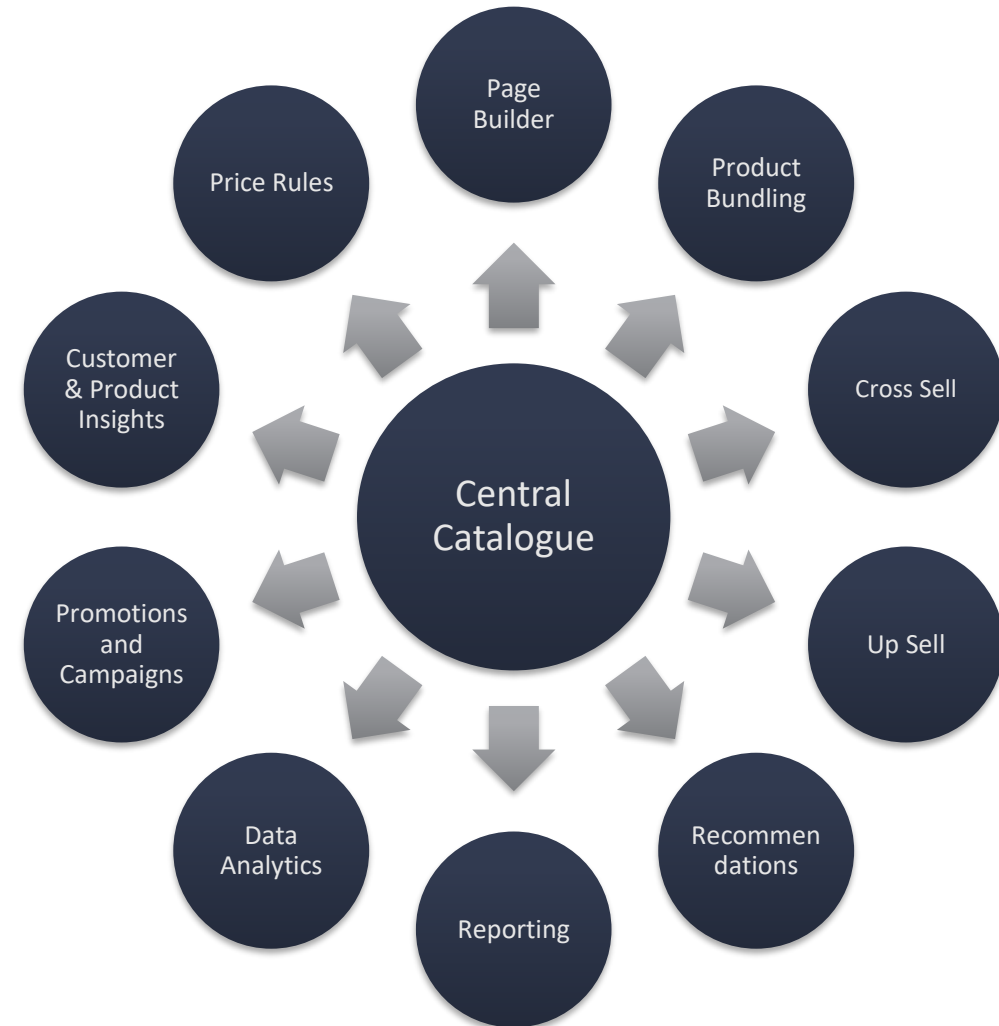
Sub-Category ID	Complaint Status	Created	Modified	Action
Customer Issue	Resolved	Apr 6, 2020 10:10:50 AM	Apr 6, 2020 12:09:57 PM	Select
Payment Issue	Initiated	Apr 6, 2020 10:30:29 AM	Apr 6, 2020 10:30:29 AM	Select
Return	Initiated	Apr 6, 2020 10:34:42 AM	Apr 6, 2020 10:34:42 AM	Select
Payment Issue	Resolved	Apr 28, 2020 9:08:39 AM	Apr 29, 2020 8:21:25 AM	Select
Customer Issue	Resolved	Apr 29, 2020 8:33:18 AM	Apr 29, 2020 9:03:15 AM	Select
Customer Issue	Initiated	Apr 29, 2020 10:48:41 AM	Apr 29, 2020 10:48:41 AM	Select

# Marketplace | Focus Areas - Marketing & Propagation

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## Central Catalogue

- Digitized Product, Services and Digital Services catalogue allows great opportunity to sort, filter, upsell cross sell, recommend and bundle offerings from multiple merchants hence increasing the order size.
- Marketplaces pricing innovation that is primarily based on consolidated catalogue. This allows for flexibility based on seasonality of items and offerings



# Marketplace | Focus Areas - Marketing & Propagation

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101010

## Marketing

- Digital marketing, Social listening and Search engine optimization are built into the platform through individual modules. This allows for automated optimization of content with the ability to edit and improve by human input.
- Omnichannel enablement allows consumer data front multiple channels to be stored and interpreted centrally. This allows for great opportunity for customer engagement and remarketing.

The screenshot displays the 'Marketing' module interface. On the left is a vertical sidebar with icons for various modules: Dashboard, Marketplace, Complaints Management, Disputes Manager, Marketplace Accounts, Sales, User Manager, Reorder History, Request Category Management, Catalog, and Customers. The main content area is titled 'Marketing' and contains a sub-menu with 'Promotions', 'Catalog Price Rule', 'Cart Price Rules', 'Communications', 'Email Templates', 'SEO & Search', 'URL Rewrites', 'Site Map', 'Marketing Automation', 'Automation Studio', and 'Exclusion Rules'. The 'Email Templates' section is active, showing a table of templates. The table has columns for 'Added', 'Updated', 'Subject', 'Template Type', and 'Action'. The 'Subject' column contains HTML snippets for order confirmations, account registrations, and welcome messages. The 'Action' column has a 'Preview' link for each template. At the bottom of the page, there is a footer with the website 'www.evamsaanga.com' and the tagline 'Your Digital transformation Partner'.

	Added	Updated	Subject	Template Type	Action
	From [icon] To [icon]	From [icon] To [icon]			
Order	Sep 3, 2019, 5:01:36 AM	Sep 3, 2019, 5:01:36 AM	{{trans "Your %store_name order confirmation" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>
Order For	Sep 3, 2019, 5:01:37 AM	Sep 3, 2019, 5:01:37 AM	{{trans "Your %store_name order confirmation" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>
Lodge	Sep 3, 2019, 11:38:37 AM	Sep 3, 2019, 11:38:37 AM	Marketplace   Lodge Complaint	HTML	<a href="#">Preview</a>
Account	Sep 3, 2019, 11:39:29 AM	Sep 3, 2019, 11:41:33 AM	{{trans "You have successfully registered as merchant on %store_name account" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>
	Sep 3, 2019, 11:40:13 AM	Jun 22, 2020, 8:10:14 AM	{{trans "Welcome to %store_name" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>
Approval	Sep 3, 2019, 11:40:48 AM	Sep 3, 2019, 11:40:48 AM	{{trans "Welcome to %store_name" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>
	Sep 3, 2019, 11:42:04	Sep 3, 2019, 11:42:04	{{trans "Your %store_name order confirmation" store_name=\$store.getFrontendName()}}	HTML	<a href="#">Preview</a>

# Marketplace | Focus Areas - Marketing & Propagation

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## Product Experience

- Product experience engineering is enabled through page builder. Any product exhibition is broken down into multiple blocks, widgets and eventually themes. This allows for great customizations and control over product experience with virtually zero time to market.

The screenshot displays the 'Main Website' configuration interface. On the left, a vertical sidebar contains various management options: USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, CATALOG, CUSTOMERS, MARKETING, CONTENT (highlighted), ESO APIs, EWP APIs, REPORTS, STORES, and SYSTEM. The main content area is titled 'Main Website' and includes a 'User Agent Rules' section with a 'Search String' input field and a note: 'Search strings are either normal strings or regular expressions. Examples: Firefox: /\*mozilla/i'. Below this are sections for 'Other Settings', 'HTML Head', 'Header', 'Footer', 'Search Engine Robots', 'Pagination', and 'Product Image Watermarks'. A 'Content' modal is open, showing a list of content items with columns: URL Key, Layout, Store View, Status, Created, Modified, and Action. The table contains four records, including 'no-route', 'home', 'enable-cookies', and 'privacy-policy-cookie-restriction-mode'. The interface also features a top navigation bar with 'Back', 'Save and Continue', and 'Save Configuration' buttons, and a bottom footer with the text 'www.evampsaanga.com • Your Digital transformation Partner'.

URL Key	Layout	Store View	Status	Created	Modified	Action
no-route	2 columns with right bar	All Store Views	Enabled	Sep 3, 2019 5:01:13 AM	Sep 3, 2019 11:56:33 AM	Select
home	1 column	Main Website Store Default Store View	Enabled	Sep 3, 2019 5:01:13 AM	Jun 4, 2020 10:23:28 AM	Select
enable-cookies	1 column	All Store Views	Enabled	Sep 3, 2019 5:01:13 AM	Sep 3, 2019 5:01:13 AM	Select
privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Sep 3, 2019 5:01:13 AM	Sep 3, 2019 5:01:13 AM	Select

# Marketplace | Focus Areas

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- Specialized tools for data analytics come as part of the platform. This enables complete control over optimization of the marketplace store and next best action for consumers and merchants.

The screenshot displays the 'e&s Reports' dashboard. The left sidebar contains a vertical menu with icons and labels for various sections: DASHBOARD, MARKETPLACE, COMPLAINTS MANAGEMENT, DISPUTES MANAGER, MARKETPLACE ACCOUNTS, SALES, USER MANAGER, REORDER HISTORY, REQUEST CATEGORY MANAGEMENT, and CATALOG. The main content area is divided into four columns: Marketing (Products in Cart, Sales, Orders, Tax, Invoiced, Shipping), Products (Views, Bestsellers, Low Stock, Ordered, Downloads), Marketing Automation (Importer Status, Automation Enrollment, Campaign Sends, Cron Tasks, Dashboard, Log Viewer), and Statistics (Refresh Statistics). Below these is a 'Business Intelligence' section with 'Advanced Reporting' and 'BI Essentials'. The right side of the dashboard features a search bar, a notification bell with '46', a user profile 'admin', and an 'Export' button. Below these are pagination controls showing '20 per page' and '1 of 2'. A data table is displayed with columns for Price, Carts, and Orders.

	Price	Carts	Orders
	\$10.00	8	27
	\$10.00	19	19
	\$10.00	9	1
	\$12.00	2	4
	\$10.00	5	7
	\$10.00	4	23
	\$12.00	1	4
	\$15.00	15	14
	\$15.00	7	3
	\$15.00	7	5
	\$12.00	4	12
	\$13.00	5	27
	\$12.00	3	15
	\$10.00	4	3

# Marketplace | Focus Areas

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## Analytics

- Specialized tools for data visualization and engagement come as part of the platform.

