



**THE ALL-IN-ONE PLATFORM
FOR CREATING YOUR
MARKETPLACE EASILY**

COMPLETE. INTUITIVE. COLLABORATIVE.

wizaplace 
THE MARKETPLACE MAKER

MARKETPLACES : A BOOMING MARKET.

1970

billion dollars spent on the world's 100 largest marketplaces in 2019⁽¹⁾

67%

of worldwide online sales will be made on marketplaces by 2022⁽²⁾

75%

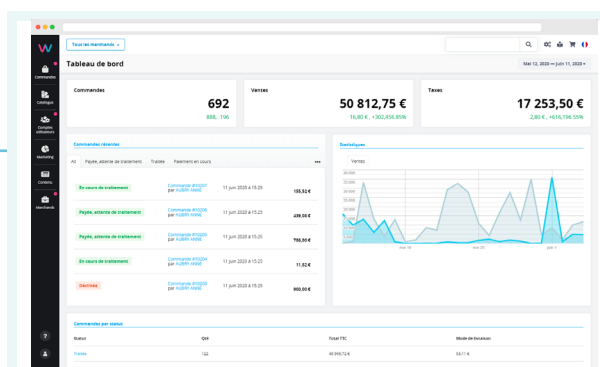
of indirect B2B purchases will go through a marketplace by 2022⁽³⁾

THE WIZAPLACE MODEL

An all-in-one solution to accelerate the launch of your marketplace

3 applications brought together in a unique and open environment to create, customize, and manage your marketplace easily:

- An **optional Front-office module** customizing the visible part of the customer journey
- An **administrator back-office** concentrating all the Marketplace management tools
- A **seller Back-office** (or Middle-office) allowing your sellers to manage their store on the marketplace



OUR MISSION?

To propose a turnkey solution freeing companies from technical constraints, allowing them to focus fully on their businesses.

AN AGILE SOLUTION THAT ADAPTS TO YOUR BUSINESS CHALLENGES, FOR EXAMPLE:



E-Commerce



Sales networks



Circular economy



Indirect Purchasing



Complementary business



⁽¹⁾ Digital Commerce 360's analysis ⁽²⁾ Forrester Study ⁽³⁾ Gartner Study

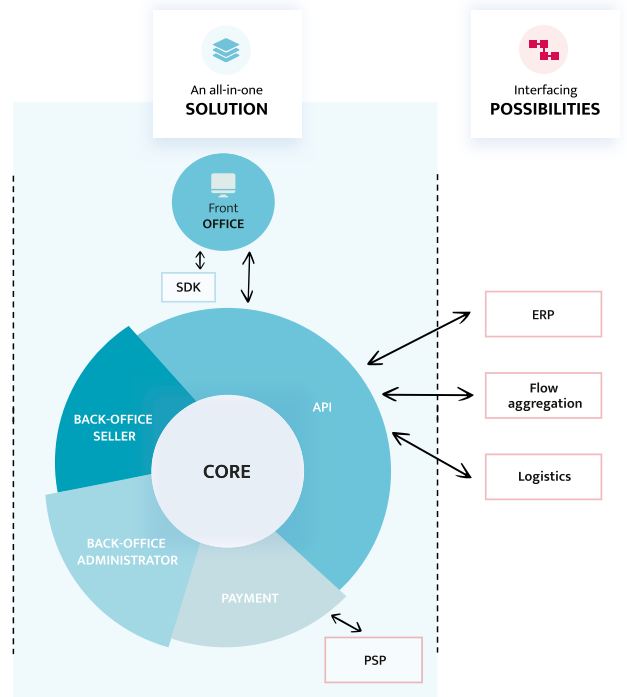
FEATURES

the “Best of breed” of marketplace platforms

Wizaplace offers complete functional coverage in one tool, coupled with optimum scalability to adapt to our customers’ specificities.

Wizaplace natively integrates the following components:

- A marketplace PIM
- An integrated OMS
- A third-party sellers management tool
- An offer management tool
- A financial management tool
- A powerful search engine
- An internal CRM
- A rating system
- A tool to communicate with users
- A system of APIs covering the entire scope of the solution



“What we like is the simplicity and flexibility of the solution proposed by Wizaplace. It lets our partners offer subscription products on our marketplace. We enjoy working with the Wizaplace team, who demonstrate great agility on a day-to-day basis to drive OVHcloud Marketplace forward.”

Pierre Lamarche, Head of Marketplace Unit, OVHcloud

A SOLUTION ADAPTED TO B2C AND B2B MARKETS

B2C

- Simplified payment methods
- Sales events
- Customer reviews of products and sellers
- Hand delivery
- Free shipping
- Seller and operator promotions
- Commissions defined by category
- Product recommendations management
- Multilingual management and multi-currency
- Management of product and service subscriptions

B2B

- Payments by SEPA direct debit and on due date
- Organization management and user role definition
- Quantity discounts
- Invoicing at cost
- Closed or semi-closed platform
- Offer availability by geographical area
- Multilingual and multi-currency management
- Management of subscriptions on products and services
- Single sign-on (SSO)



YOUR PROJECT'S SUCCESS, OUR PRIORITY.

4 steps to launching your MARKETPLACE

1

Design
Strategic support and functional framing of your marketplace

2

Front-Office
Wizaplace Front Template or Custom Front-End

3

Marketplace **set up** and connection to the PSP

4

Wizaplace SaaS platform supply and deployment

WIZAPLACE CLUSTER A unique partner network

Wizaplace has created a cluster of partners, bringing together the best technologies and services from the marketplace ecosystem, therefore, ensuring the successful deployment of your marketplace.





WIZAPLACE, A NEW VISION OF THE MARKETPLACE



Launching a marketplace should be a quick and simple project for companies to implement and master. Wizaplace democratizes access to the platform model with an all-in-one solution that brings together all the functionalities needed to create and manage a marketplace.”

Eric Alessandri, CEO Wizaplace



An all-in-one solution, intuitive and simple to use



Rapid deployment of the marketplace



No commission on our clients' sales



SAAS Technology robust and proven



An IS class compliant solution



Recognized expertise : **+80 projects accompanied**

+15 M€

euros of funds raised

65

Marketplace Makers

2

Offices in Lyon and Paris

2012

Eric Alessandri decides to uberize the hearing-aid market by developing his own marketplace.

2016

Wizaplace raises 2.2 million euros to accelerate the development of the solution.

2018

Wizaplace increases its platforms' usage spectrum by tenfold (circular economy, purchasing, commercial networks), and obtains the Pass French Tech.

2015

The project takes a different turn, generating Wizacha.com, a general marketplace. Simultaneously, the developed technology interests several businesses. The Saas Wizaplace marketplace creation solution is launched.

2019

The company raises 13 million euros and moves to new premises in Lyon. Wizaplace has +60 Marketplace Makers !





“By creating our Kintessia marketplace, we launched a completely disruptive group activity in just a few months. Thanks to training provided before the launch, our account managers quickly took charge of the Wizaplace back office. The follow-up and support we receive allows us to develop our users’ functionalities and experience”.

Marie d’Avezac,
Kintessia

“Thanks to Wizaplace back-office, BeeWee grew from an idea into a 1st version accessible to our users in a matter of only a few months, allowing us to reduce our time-to-market, and the development of the Front-end integrated by Altran. All supported by an agility framework at scale. The initial feedback from operational staff and managers has been positive”.

Sophie Guignard,
BeeWee Platform Director, Engie

WIZAPLACE

2 quai du commerce – 69009 Lyon
16 rue de Washington – 75008 Paris

contact@wizaplace.com
+33(0)9 67 38 89 55

