Agenda

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1. Marketplace – Purpose, Offerings, Models, Benefits

2. Open Discussion Forum

3. Q&A/Feedback

Persistent

Persistent Marketplace Platform

BHARATH MOHANRAJ

Senior Product Manager

Marketplace disruption accelerated by COVID-19

Changing consumer behavior

Spend categories that resisted online purchases are embracing marketplaces.

Need for innovative business models

Enterprises are playing catchup to stay relevant by launching their own marketplace.

New trends and strategies

Powerful digital platforms are opening new avenues for value creation outside traditional revenue streams.

At least 70%

of enterprise marketplaces will serve **B2B transactions.**

10% increase

in **net digital revenue** from marketplaces.

15%

of mid-to-high GVM digital commerce orgs will have **their own marketplaces.**

Enterprise marketplace strategy is key for digital acceleration.

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Persistent Marketplace Platform (PMP)

Ecosystem Players

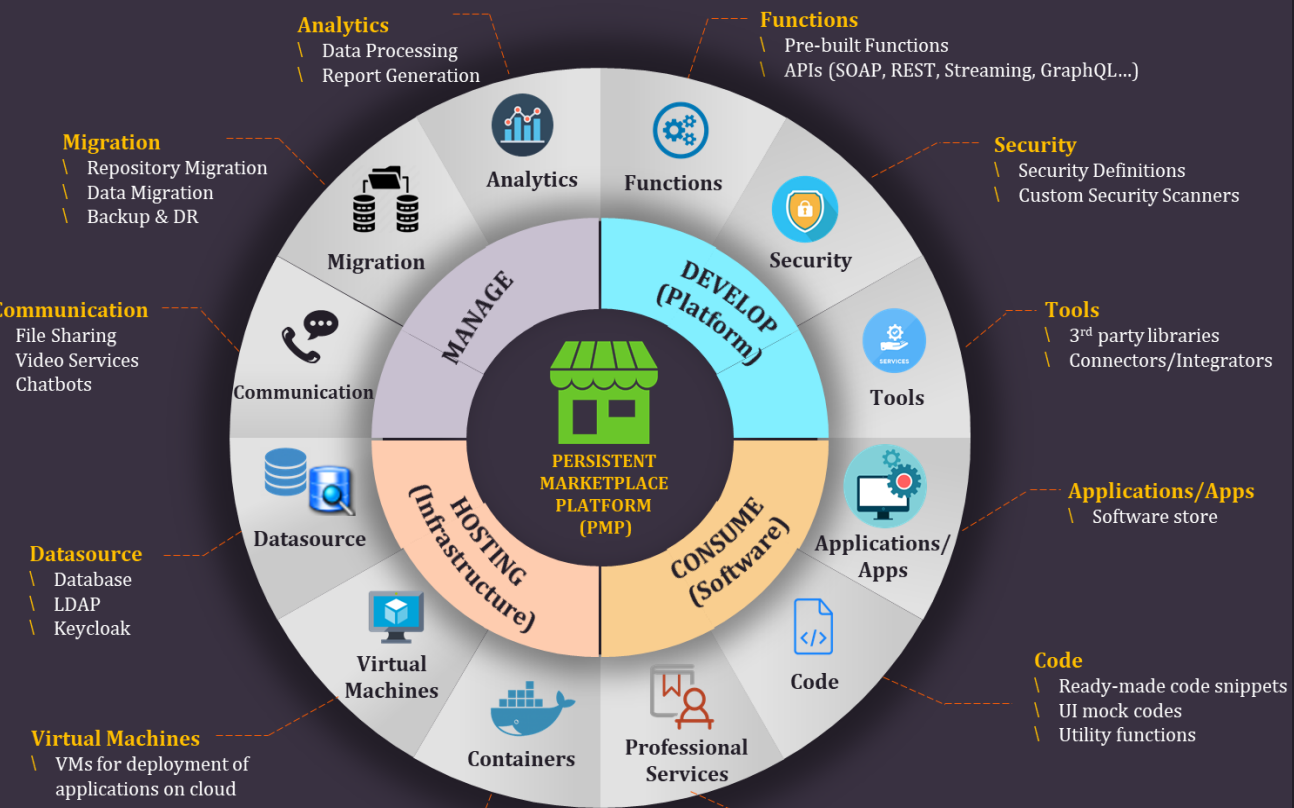| Admin	Publishers	Consumers

Purpose

1 Create marketplaces for our clients

Persistent Marketplace platform and services to build and launch marketplaces for our clients.

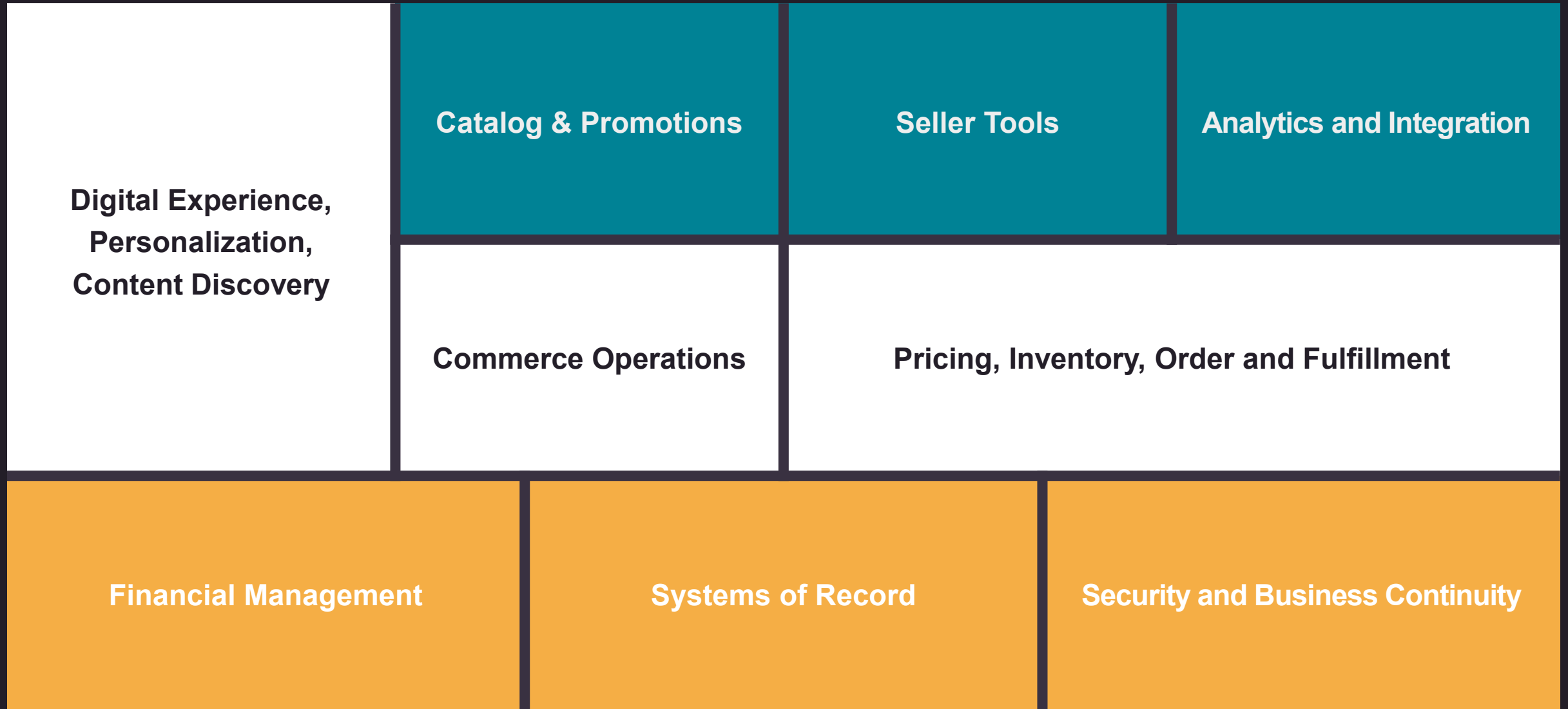### 2 Manage marketplaces for our clients

Host, manage and operate marketplaces for our clients on any platform.

3 Build our own marketplace

Merchandize our IP, assets and accelerators with our offerings and solutions.

Marketplace of solutions applicable across all industries

Retail	Banking	IT Services	AI
Telecom	Security	Data	Devices

Offerings

Analytics
\ Data Processing
\ Report Generation

Functions
\ Pre-built Functions
\ APIs (SOAP, REST, Streaming, GraphQL...)

Migration
\ Repository Migration
\ Data Migration
\ Backup & DR

Security
\ Security Definitions
\ Custom Security Scanners

Communication
\ File Sharing
\ Video Services
\ Chatbots

Tools
\ 3rd party libraries
\ Connectors/Integrators

Datasource
\ Database
\ LDAP
\ Keycloak

Applications/Apps
\ Software store

Virtual Machines
\ VMs for deployment of applications on cloud

Code
\ Ready-made code snippets
\ UI mock codes
\ Utility functions

Containers
\ Host applications in cloud as docker images

Professional Services
\ Staffing needs
\ Consultancy

Wheel diagram

MANAGE — Analytics, Functions, Migration
DEVELOP (Platform) — Security, Tools
CONSUME (Software) — Applications/Apps, Code, Professional Services
HOSTING (Infrastructure) — Datasource, Virtual Machines, Containers, Communication

Center: PERSISTENT MARKETPLACE PLATFORM (PMP)

SEE → BUY → CONSUME

Business outcomes for ecosystem players

Operators

\ Add **new revenue streams** quickly and easily

\ Increase **customer lifetime value** and drive deeper relationships

\ Goldmine of **ever-increasing data to monetize**

Sellers

\ Accelerate **revenue growth** and connect with new buyers

\ **Reduce time to market** and cost of sales

\ Hands off with **no platform operations** or ownership

Buyers

\ **Better user experience**, trust and convenience

\ Discover new and **relevant products and services**

\ **Lower costs** and better customer support and service

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Different ways in which Marketplace can help you.

1

Create marketplaces for our clients

Persistent Marketplace platform and services to build and launch marketplaces for our clients.

2

Manage marketplaces for our clients

Host, manage and operate marketplaces for our clients on any platform.

3

Build our own marketplace

Merchandize our IP, assets and accelerators with our offerings and solutions.

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1. We create marketplaces for our clients

Digital Experience, Personalization, Content Discovery

Catalog & Promotions

Seller Tools

Analytics and Integration

Commerce Operations

Pricing, Inventory, Order and Fulfillment

Financial Management

Systems of Record

Security and Business Continuity

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This is our marketplace of solutions applicable across all industries

Banking

Building Blocks

Building Blocks
KYC
Authentication
Onboarding
Bureau Check
Eligibility Check
Document Upload

Accounts

Accounts
Create Account, Balance Check, Statement
Deposits
Aggregators OTP, Fetch Data
Account Validation
Trade Services
Payments

Loans & Cards

Loans
Get Loan, Repayment, Disbursement, Outstanding

Cards
Statement, Balance Check, Offers, Block / Unblock card, Block / Unblock transactions

EMI
Eligibility, Confirmation, Cancellation, Validation

Telecommunication

Communications		Commerce		Enterprise	
\ Voice	\ Multimedia	\ Payments	\ Identity	\ eCommerce	\ ERP
\ Messaging	\ Conference	\ Refunds	\ Settlement	\ Directory	\ CRM

Context		Control		Web	
\ Location	\ Profile	\ QoS	\ Data Commn.	\ Social	\ Mapping
\ Presence	\ Device Type	\ Policy	\ Security & Trust	\ Search	\ Traffic

IT Services

Cloud Solutions	Network Solutions	Services
Cloud Migration as a Service	Gateway Services	Identity Management
Backup & DR	Content Management	Configuration Management
Monitoring & Security	Transport / Voice Services	OTA

Goods & Services

Building Blocks

Product APIs		Store APIs	Buying Option APIs
\ Catalog Mgmt.	\ Inventory	\ Stock Availability	\ Suggestions
\ Pricing	\ Category	\ Locate Store	\ Trending items
		\ Delivery Options	\ Offers

Unified Commerce Experience	API management & Monetization	Modern & Scalable Infrastructure	Integration and Connectors	B2B Focus

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2. We manage marketplaces for our clients

Multi Cloud Platform	API Management & Monetization	Insight and Security	RPA	Our Marketplace
Unified cloud manager for cloud orchestration, migration and management	API lifecycle management and monetization services	Governance audits, assessment, and remediation platform for connected devices	Automate business process through workflows	Marketplace of enterprise services

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3. We are building our own marketplace

Data	AI	Security	Devices	Communications	Business
Data Migration	Vision AI	Vulnerability Assessment	Smart OTA / FOTA	Messaging Gateway	Invoicing
Data Management	Machine Learning SDK	Policy Enforcement	IoT Gateway	Edge Gateway	Billing and Settlement
Structured Data Generation	Authentication	Vulnerability Remediation	Backup and Recovery	Tower and Panel API	Claims
Text Extraction SDK	BI Templates	Patch Management	MDM	Location API	Purchase
Data Processors	Chatbot Drivers	Configuration Management	Push Notification	Fleet Management	Onboarding
Data Reconciliation Library	ETL Library	KYC	Remote Control	Weather API	Verification
Document Parsers	Reconciliation	Identity Management	Asset Audits	Geocoder and Reverse Geocoder	Insurance Claim
Data Generator	Knowledge Portal	Data Integrity	Custom Service Delivery	Air Quality Index	Approvals

40+ Integrations	200+ Apps & Services	Technology Partnerships	Skills and Expertise	20+ Solutions

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Typical solutions and services footprint today

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Cost ▼

📊

Revenue ▲

| Revenue stream | Revenue stream | ⊕ |

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Going beyond IT

Cost

Revenue

Revenue stream	Revenue stream	Revenue stream
Revenue stream	Revenue stream	Revenue stream
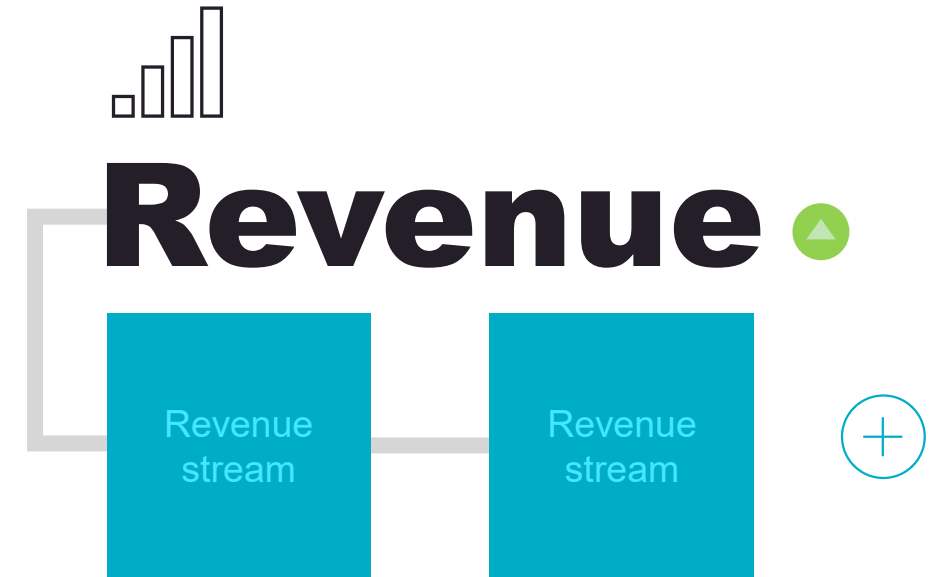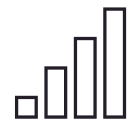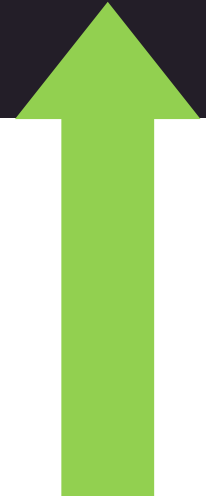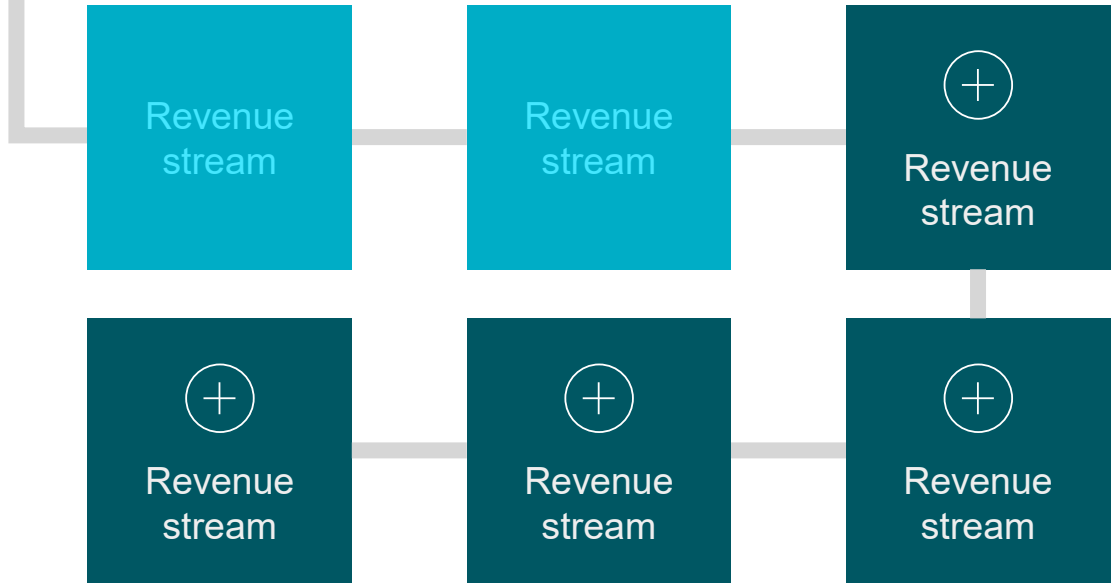
Ever increasing user data gold mine

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Revenue Generation Models

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                                    │   Revenue    │
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Revenue

Free | **Publisher Gets Paid** | **Publisher Pays** | **Indirect** | **Coupons**

Publisher Gets Paid:
- Pay-as-you-go
- Subscription
- Freemium
- Tiered
- Transaction
- One time

Publisher Pays:
- Revenue Share
- Affiliate
- Referral

Indirect:
- Content Acquisition
- Content Syndication
- Internal - Consumer
- Internal – non-Consumer
- B2B - Customer
- B2B - Partner
- Business Expansion

Coupons column:
- Trial Period
- Tax
- International Currency
- Refunds
- Onboarding/ Setup Fee

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Features

New User

Registered Users
- Sign Up \ Registration
- Update User Profile
- User Wallet Management

Org Users
- Onboarding Org. Users
- Bulk User Import

Social Media Users
Sign-up/Sign-in via
- Gmail
- Facebook

Storefront

Categories
- Categorised display
- Search by Category

Collections
- Display APIs by Subscription plans, Ratings, Transactions.
- Navigating through the API

Others
- Quick Suggestions
- Announcements
- Search, Sort, Filter

Publisher

Publish APIs
- REST API
- SOAP API
- Webhook/ Streaming API
- Import APIs

Management
- Versions and Revisions
- Lifecycle
- Sandbox and Production

Integrations
- 3rd party connectors
- Mashup services

Monetization
- Revenue Models
- Revenue Share

Consumer

Create Apps
- Add APIs to an application
- Add 3rd party connectors

Management
- Dashboard
- Discussions/Reviews
- Configuration

Transactions
- Subscription Models
- View Transactions
- Billing
- Analytics

Administrator

API Security
- Access Token
- OAuth
- SAML
- Smart Card/SSL
- OIDC
- Access Restrictions

Manage Categories
- Create Categories
- Remove Categories
- Move APIs

Manage Publishers
- Approval of Publisher Registration
- Review API

Roadmap

Launch of Marketplace

H1 2022

Launch of Platform

H2 2022

Feedback Incorporation

H1 2023

Launch of Feedback Incorporation

H2 2023

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Want to grow your business?

Want to host your own marketplace?

Manage your marketplace?

Be part of Persistent Marketplace ecosystem?

Reach out to us @ pugm@persistent.com

The Team…

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Question & Answer

Let the discussion begin

Next User Group Meeting

18th May 2022

API Management & Monetization

Advanced Messaging Services in Aepona

[Calendar Link](#)

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See Beyond, Rise Above

Watch Brand Video