



Customer Story

Sourceability Exceeds Revenue Target with Powerful B2B Marketplace

A marketplace disrupting the electronic component supply chain

The electronic component supply chain industry has been largely operating offline. Typically, orders are placed via email or phone - that is, until a new kid on the block decided to disrupt the industry: Sourceability now trades online with its new venture sourceengine.com, setting new industry standards.

Sourceability by the numbers

500M+

Products

\$400M

Revenue 2021

\$8,000

Average Basket Size

3,000+

Marketplace Merchants

50+

New Merchant
Applications Per Week



Background

An Opportunity Worth More Than a Trillion Dollars

The whole electronic component supply chain is defined by an outdated buying experience. However, there is an existing tailwind due to the increasing demand for electronic components such as chips, semiconductors, or interconnectors from different industries like car or smartphone manufacturers. In an economy where surpassing the average basket size of 4 digits is the norm, this results in a global opportunity of more than a trillion dollars for the electronics components supply chain industry.

Instead of true innovation, symbolized by the products that are being sold on it, there is a lack of new experience for customers. Taking an analog business model online is not an easy venture.



We want to become the Amazon for the component trading industry. Customers have been suffering from a lack of transparency for too long. It's time to remove borders and sell and purchase components through an e-commerce marketplace.

- Yashar Shahabi, SVP Digital Solutions

Industry:

Electronic components

Customer:



Snapshot

David vs. Goliath

Sourceability is a start-up disrupting the electronic components supply chain through digital transformation. Meanwhile, other market players remain stuck in their growth ambitions as they continue to rely on outdated technology. Within the team of over 300 employees, Yashar Shahabi, Senior Vice President E-Commerce & Digital Solutions, quickly became one of the key factors for the success of Sourceability's main offering: Sourceengine.com - a B2B marketplace serving the high standards of professional buyers in the electronic components industry. Yashar and his team worked closely with Spryker to create a powerful marketplace experience that exceeds the initial revenue goal of +400\$ million in 2021.



Sourcengine

Part number

Search by part number

Products

Manufacturers

Resources

About Us

Support

My BOMs

Vandalay Industries.xls (Worksheet)

BOM Results

Vandalay Industries.xls (Worksheet)

Last updated 1 minute ago

Quoting Criteria

Offer preference

Lowest price

Fastest delivery

Supplier type

All (3)

Packaging condition

All (3)

Deliver by

mm/dd/yyyy

Quantity multiplier

x

1

Meets target price

Quote my BOM

Reset criteria

Matched Parts

44

Search

Filters

Show partial matches (0)

UPLOADED PART INFORMATION

Uploaded part	Sourcengine part	Matched status	IPN	Target price	Requested qty	Quoting status	Adjusted qty
<input type="checkbox"/> 0402ZD104KAT2A AVX Corporation	0402ZD104KAT2A AVX Corporation	✓	123-0112	\$1	20,000	✓	20,000
<input type="checkbox"/> 06035A150JAT2A AVX	06035A150JAT2A AVX Corporation	✓	123-4383	\$0.01703	8,000	✓	8,000
<input type="checkbox"/> 06035C103KAT2A AVX	06035C103KAT2A AVX Corporation	✓	123-5282	\$0.01308	20,000	✓	20,000
<input type="checkbox"/> 06036D106MAT2A AVX	06036D106MAT2A AVX Corporation	✓	123-6181	\$0.02485	72,000	✓	72,000
<input type="checkbox"/> 0603YC104KAT2A AVX	0603YC104KAT2A AVX Corporation	✓	123-7080	\$0.03178	208,000	✓	208,000

Challenge

The Making of a New Type of Marketplace with the Size of Amazon

Sourcengine aims to turn a classic B2B business model into a user-friendly online platform while connecting buyers and merchants in one place. The backbone of Sourcengine is quality and logistics. Operating on three different continents with 15 strategic locations around the globe, the business wants to provide an international, unique user experience, which mimics the ease of use mainly seen on B2C platforms.

The electronic components market comprises 550 million products, and Sourceability set themselves the goal to cover almost the entire market on their marketplace Sourcengine. This is roughly the same number of products that Amazon covers on their marketplace. Finding the right technology to feature more than half a billion products, easily handle up to 6 digit order sizes, and manage more than thousands of merchants on one platform efficiently was a challenge that Spryker helped Sourceability to solve.



Our industry wil double its size to a two trillion dollar industry within the next 10 years!

- Yashar Shahabi, SVP Digital Solutions



Solution

A Fruitful Foundation for Growth

Sourcengine has applied the right mix of deep industry knowledge with a technology-driven customer-centric approach to create a marketplace targeting an entire sector. Enabling customers and merchants to digitally buy and sell around the world, without a middleman, is opening new doors for electronic component trade and industry-wide product transparency. Backed by Spryker Cloud Commerce OS, Sourcengine is a leading B2B marketplace for the electronic components supply chain. Each component created in the industry has been indexed to be searchable and purchasable for professional buyers on the marketplace. Unlike the more standardized experience, customers might expect from B2C-oriented commerce, Sourcengine heavily invested in tools and functionalities to serve those specific needs of B2B buyers.



Spryker provided us with three major benefits we were missing from the alternatives: a modular commerce methodology, strong B2B marketplace functionalities, and unrivaled scalability potential! – Yashar Shahabi, SVP Digital Solutions



Solution

Core Features

Search & Filter

As a customer, gaining a clear overview of available components and different details, such as price, is near impossible with more than half a billion products. Providing an online catalog of 550 million items that can be filtered based on selected preferences, contributes massively to a more efficient product search. Sourcingengine's multi-keyword search includes attributes such as component types and conditions, vendors, manufacturers, stock and delivery types.

Data Processing

Speed is key when accessing such an enormous product range. Hence why the products are not anchored in a database but are directly retrieved from Spryker's recommended Elasticsearch search engine. A nice byproduct of this approach is that speed is maintained even when scaling to feature an even higher product selection.

Smoothly Handling Bills of Materials & Bulk Inquiry

Processing a BOM (Bill of Material) can become a tedious task if processed manually through an excel sheet or similar tools. Sourcing materials and creating an estimate based on extensive criteria can often take up to a week, which means the customer also needs to wait during that period. Sourcingengine's e-commerce platform takes two clicks, following an automated upload and product availability check. The customer is presented with the BOM almost immediately. By default, Spryker is connected to the search engine Elasticsearch. Elasticsearch reads all the data from the BOM and analyzes the requested data which provides an immediate result.

Applying a Smart Engine for Automation

Due to the complexity of Sourcingengine's business model and comprehensive customer requirements, digitization requires smart engines in the back-end. The Spryker State Machine is a good example of transferring complex predetermined sequences of actions into automated processes that require little to no manual interaction. Here are two examples of how it helps automate processes and assist in data collection.





Results

Crushing Industry Benchmarks With Leading Growth Rates

Sourcengine successfully launched its marketplace with Spryker and has been running for more than 3 years, without ever compromising on performance or scalability. Spryker Cloud Commerce OS has helped Sourcengine achieve three objectives that are crucial to the success of a marketplace: the efficient handling of big data, fast implementation, and the freedom to build customized and scalable experiences.

Most importantly, Sourceability has positioned itself as a market leader by achieving industry-crushing benchmarks, disrupting the current status quo in the market. These are only a handful of milestones achieved so far:

500K+

Checkouts

6 DIGIT

Checkouts through bulk inquiries & bill of materials

\$8,000+

Average order value

3,000+

Marketplace merchants



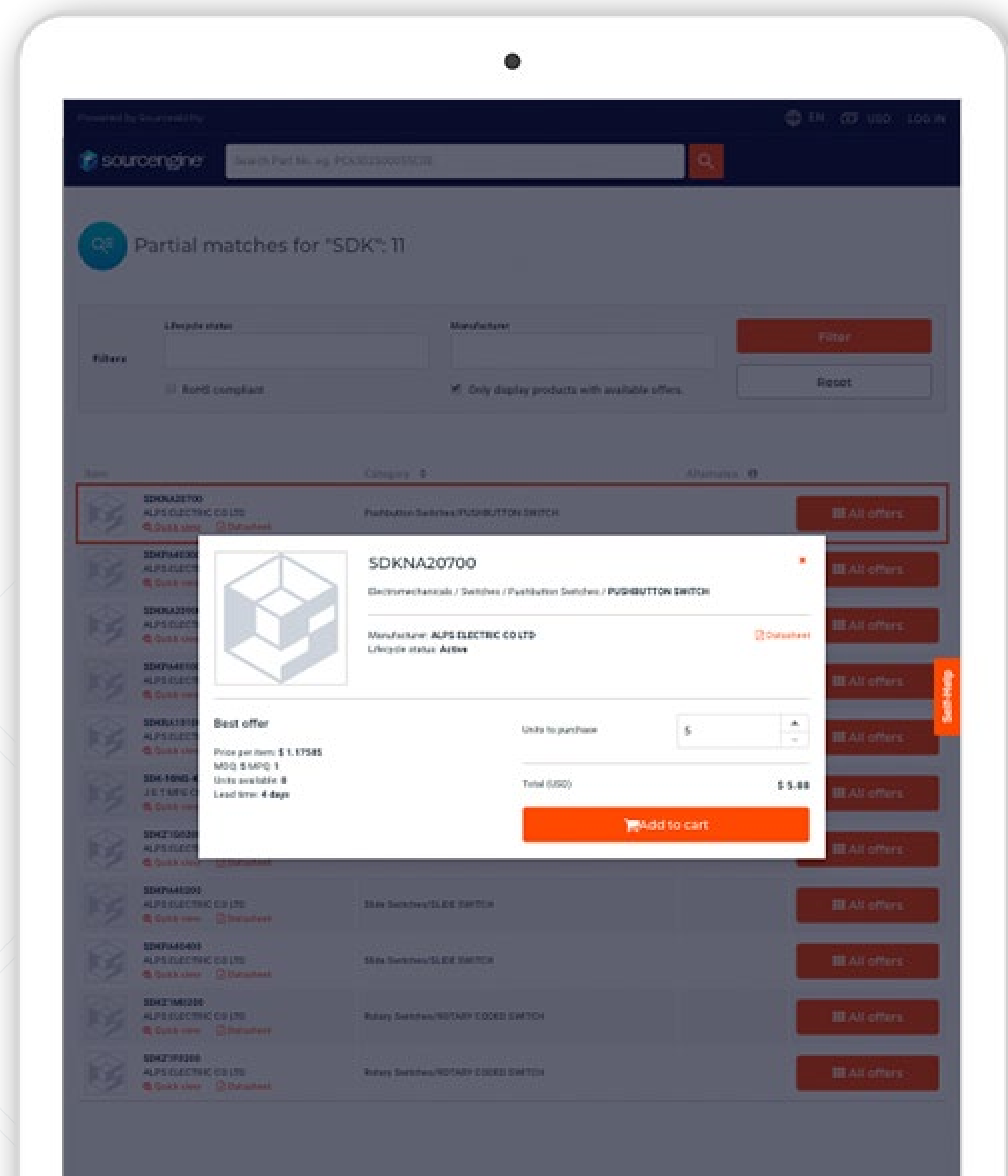
Overpassing our projected revenue in 2021 of \$400+ million in revenue proves that our decision for Spryker was the right one! - Yashar Shahabi, SVP Digital Solutions



A Promising Future

A Value-Driven Collaboration Made to Last

Sourceability is a stellar example of value-driven collaboration. Thanks to recurring support, unparalleled service, and two-sided feedback loops with Spryker, Sourceengine is continually improving. They're set to reach new heights in the coming months while sharing market insights with Spryker's Product Management. For the future, Sourceability plans to tackle the opportunities created by Big Data. Utilizing the thousands of transactions made via Sourceengine, they plan to create market intelligence and industry analytics never before seen in their playing field.





About Spryker

Spryker enables companies to create winning commerce experiences in B2B, B2C, and marketplaces. It is the most modern platform-as-a-service solution with over 900 API-based modules, cloud-enabled, enterprise-ready, and loved by developers and business users worldwide.

Extend sales reach and grow revenue with a system that allows you to increase your operational efficiency and lower your total cost of ownership. Expand to new markets and business models without technical limitations. Spryker solutions have empowered 150+ companies to manage transactions in over 200 countries worldwide and is trusted by brands such as Toyota, Hilti, Lekkerland, Hero, Rose Bikes, and Prym. Learn more at [Spryker.com](https://spryker.com).

