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Miva Launches Robust API and Order Workflow Capabilities

New Release Helps Online Merchants Streamline and Automate Operations, Improve Service

San Diego, CA – October 30, 2018 — Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants for over 21 years, today announced the 9.12 release of its online shopping platform. This new version includes a new application programming interface (API), a flexible order workflow engine, and enhancements to payments capabilities and security.

The included JSON API expands data exchange capabilities between Miva and external systems. Online sellers and software developers will use this standard API to automate sending and receiving data related to orders, products, categories, customers, discount/coupons, and other aspects of eCommerce.

The Order Workflow engine introduced in this release gives merchants the ability to create order queues based on order and/or customer data. They can then automate a variety of operational or communication actions, including transmission to external systems connected by API. Sellers can use the engine to create unlimited custom workflows in addition to several commonly-requested sequences introduced by Miva in this release:

- Fulfill expedited orders first to ensure timely delivery.
- Identify orders from VIP clients or client groups and prioritize for special handling.
- Capture pre-orders or backorders to make fulfillment a breeze when the product arrives.
- Set perimeters to create a watch list for fraudulent orders and careful monitoring.
- Track discount orders and easily validate buyers' eligibility.

The 9.12 release also includes several payment enhancements and mandatory two-factor authentication for tighter security.

“Miva is supporting merchants by helping them to automate their business and reduce routine tasks,” says Brennan Heyde, VP of Developer Relations. “This is particularly important when their online store volume and transactions are growing, as it frees them up to focus on other key aspects of the business.”

Miva 9.12 is now available. Learn more at <https://www.miva.com/whats-new-version-9-12>

About Miva, Inc

Since 1997, Miva has delivered expertly-designed eCommerce solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end eCommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise eCommerce solution from a single source. Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit [miva.com](https://www.miva.com) for more information.