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Miva, Inc. Featured in New Research From Paradigm B2B

eCommerce Platform Assessed in Report by Leading Authority in B2B eCommerce

Chicago, IL – June 25, 2019 – Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants, today announced from the Internet Retailer Conference & Exhibition (IRCE) that Miva has been featured as a top solution in the Paradigm B2B Combine (Midmarket Edition).

The Paradigm B2B Combine scores the capabilities of eCommerce vendors to help B2B businesses make informed buying decisions based on their needs and goals. The first of its kind, the report compares both product and non-product categories against objective criteria rather than comparing directly to other solutions.

“I designed the research to follow the rigorous assessment process that pro sports leagues use to evaluate prospective draft candidates,” said Andy Hoar, CEO of Paradigm B2B. “The Paradigm B2B Combine report is the result of six months of market feedback gathered directly from dozens of vendor partners and clients, offering unparalleled 360-degree perspective and actionable insights.”

Miva obtained Exceptional, Superior and Differentiated recognition in five categories, including:

- Total Cost of Ownership (Exceptional)
- Ability to Execute (Superior)
- Customer Service & Support (Superior)
- Vision & Strategy (Differentiated)
- Promotions Management (Differentiated)

“Miva is proud to be featured in this comprehensive assessment,” said Rick Wilson, CEO of Miva, “This report reflects Miva’s focus on helping B2B businesses sell better and helps clarify our platform’s strengths and capabilities.”

Visit miva.com/paradigm-b2b to download a free copy of the Paradigm B2B Combine.

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 for more information.



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About Paradigm B2B

Digital innovation produces an ever-changing, unpredictable, and challenging environment that can make or break a B2B company. To be successful today, B2B companies must transform archaic business practices and business models and fundamentally rethink how they interact with customers.

Paradigm B2B's purpose is to help guide B2B companies through today's complex, digital-first environment. B2B companies need world-class strategies and roadmaps, as well as clearly differentiated customer experiences, in order to thrive in an increasingly disrupted commerce landscape. Paradigm B2B focuses on offering high-quality advice that's well-informed and immediately actionable. Paradigm B2B is based in Chicago, Illinois. Learn more at <http://www.paradigmb2b.com>.