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Miva, Inc. Announces Release of New Version Miva 10

New release is an evolutionary leap in the Miva ecommerce platform

San Diego, CA – 23, 2020 – Miva, Inc., ecommerce software and service provider for mid-size and enterprise merchants for 22 years, today announced the release of Miva 10, the latest release of the Miva platform.

“With consumer spending habits undergoing massive disruption and businesses everywhere turning to ecommerce, now is the time to empower the new wave of rapid digitalization,” says Brennan Heyde, VP of Product at Miva. “This release introduces the next generation of Miva’s ecommerce technology and enhances a platform built to enable the kind of business transformation we’re seeing companies everywhere striving for.”

The Miva 10 release includes a refreshed admin UI to streamline store management, developer workflows to help bring ideas to life faster, and a suite of sales and marketing enablement features designed to support and empower ecommerce teams. “This release begins the next stage of Miva’s robust roadmap with data-based enhancements and user-driven functionality,” Heyde says, “Miva 10 introduces powerful enhancements to the core Miva platform propelled by decades of experience, ecommerce expertise, and a close focus on what sellers and consumers need out of an online store.”

“The Miva platform is designed to be flexible and adaptable,” says Rick Wilson, CEO of Miva. “This ensures that the platform grows alongside businesses, helping merchants drive sales, cut costs, maximize average order value and increase revenue. As the

latest version of the Miva platform, Miva 10 empowers merchants to grow, scale, and succeed online.”

Miva 10 is now available to all Miva merchants. Learn more at miva.com/miva-10

About Miva, Inc

Miva offers a flexible and adaptable ecommerce platform that evolves and changes with businesses, helping online sellers drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years, empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at miva.com