

16745 West Bernardo Drive
Suite 400
San Diego, CA 92127

Contact

Miva, Inc.
Hannah Steffensen
hsteffensen@miva.com

Miva, Inc. Partners with Celigo to Help Online Sellers Integrate Their Ecommerce Operations

New partnership empowers online sellers to connect and get more value out of their business applications.

San Diego, CA – September 29, 2020 – Miva, Inc., ecommerce software and service provider for mid-size and enterprise merchants for 22 years, and Celigo, the leading Integration Platform-as-a-Service (iPaaS) provider for both business and technical users, announced today that they have partnered to bring Celigo's complete integration solutions to the Miva ecommerce platform.

As ecommerce businesses scale and their operations become more complex, a lack of integration between their critical systems can impede growth. This new partnership makes it easy for Miva merchants to connect their Miva store to their applications, tools, and back-end systems using Celigo's guided, visual interface.

"We are delighted to announce that Celigo is partnering with Miva to help sellers automate ecommerce operations," said Jan Arendtsz, Founder and CEO of Celigo. "Especially today, businesses engaging in online commerce are looking for ways to automate, optimize, and scale their operations, and integration is a key component of any automation strategy. The ability of Celigo to interoperate with Miva will prove highly beneficial to our current and future customers."

Miva users can now get more out of their business applications by connecting them to their Miva store. Celigo's prebuilt and custom API integrations can be easily configured and deployed without specialized IT resources, allowing users of any skill level to

manage their integrations, reduce costly manual processes, and boost their productivity.

“Automation and agility are key components of ecommerce business growth,” says Brennan Heyde, VP of Product at Miva. “Using Celigo’s integration platform can help our merchants speed up their operations, reduce error and manual processes, and free up their team to focus on growth initiatives.”

For more information about the Miva and Celigo integration, visit:

<https://www.celigo.com/integrations/miva>

<https://www.miva.com/partners/celigo>

About Celigo

Celigo is a next-generation integration platform ([iPaaS](#)) built for both IT professionals and business users that easily connects and automates processes across thousands of applications. Celigo allows users to quickly build, manage and handoff complex integrations at scale, requiring fewer IT resources and lowering total cost of ownership.

For more information visit: www.celigo.com, and follow Celigo on [YouTube](#) and [Twitter](#).

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