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Miva, Inc. Named a ‘Top Ecommerce Solution’ in New 2023 Paradigm B2B Report

*Leading Ecommerce Platform Recognized for Flexibility, Affordability, and Customer Support;
Earns Nine Medals in 2023 Assessment*

San Diego, CA – July 20, 2023 – Miva, Inc., a leading ecommerce software and service provider for mid-size and enterprise merchants, today announced it has been named a leading B2B ecommerce solution in nine categories in the 2023 Paradigm B2B Combine (Midmarket Edition).

The Miva ecommerce platform is a top choice for B2B businesses needing a flexible website and fully-customizable catalog and checkout system with control over the look, content, and functionality of their online store. Customers cited in the 2023 Paradigm B2B Combine (Midmarket Edition) spoke highly of Miva’s flexibility and customizability, affordable price, and especially responsive customer service—with one customer calling Miva’s support “exceptional.”

The Paradigm B2B Combine (Midmarket Edition) participants are evaluated on 38 objective criteria of value to today’s B2B buyer. In the 2023 Paradigm B2B Combine (Midmarket Edition), Miva took home medals in 9 of 12 categories in the evaluation:

- Ability to Execute – Gold
- Customer Service & Support - Gold
- Total Cost of Ownership – Gold
- Promotions Management – Gold

- Vision and Strategy - Silver
- Transaction Management - Silver
- Integrations, Operations, & Infrastructure - Silver (Newly Medaled in 2023)
- Sales & Channel Enablement – Silver (Advancing from Bronze in 2022)
- Content & Data Management – Bronze

“Miva is particularly well-suited for midmarket B2B companies looking for an affordable and reliable solution that is highly-customizable (especially for strong sales enablement and quoting capability) delivered by a company that goes the extra mile for customer service and support,” said Andy Hoar, CEO of Paradigm B2B in The Paradigm B2B Combine (Midmarket Edition).

For more information or to download a free copy of Miva’s results from the 2023 Paradigm B2B Combine (Midmarket Edition), visit: <https://www.miva.com/paradigm-b2b-2023>

About Miva, Inc.

Miva offers a flexible and adaptable ecommerce platform that evolves with businesses and allows them to 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 and empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at www.miva.com.

About Paradigm B2B

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>.

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