



What's the Buzz About 'Marketplace'?

*A Complete Guide to the Ready-to-Use
Data Marketplace!*

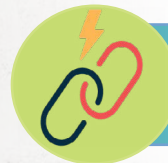
What You Will Find:

1. What is a Marketplace?
2. The Need of a Marketplace
3. How Does a Marketplace Help?
4. Popular Marketplaces
5. Challenges in Building a Marketplace
6. Types of Marketplaces
7. Enrichment Marketplace
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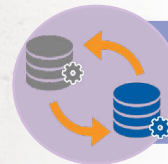
What is a Marketplace?



Want to enrich your data?



Want to simplify the process of integrating with third parties?



What's the perfect way of contacting multiple data connectors?

Are you interested in knowing the answer to these questions?

The magic word is '**MARKETPLACE**'- a one-stop platform where you get all the services you need.

The Need of a Marketplace

To get enriched and updated user information, you look for various apps or data connectors who can provide you the right service. But this search is exhausting.

How do you go about taking a decision on who is the best data connector?

This gives birth to the concept of a marketplace where you can compare various data connectors at one place. Also, one-time integration puts an end to integrating with third parties separately.



\$1.86 trillion spent
globally on the top 100
online marketplaces in
2018

Source: [InternetRetailer](#)

How Does a Marketplace Help?



Customer Engagement

Create your apps, attract customers by making the apps public and engage them.



Supports Innovation

Have an idea but no technical add-ons?
Marketplace helps your dream come true by providing all technological solutions in one place.



Create Your Own Marketplace

Deliver valuable solutions (by including add-ons) to your clients by creating a custom marketplace.

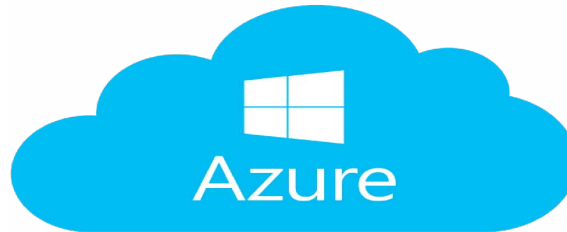
Popular Marketplaces

greenhouse



bambooHR™

salesforce
appexchange®



 nimble

Bullhorn® 



Challenges in Building a Marketplace

Technical Cost

Some data providers ask for a minimum commitment. There are costs incurred in building and maintaining a relationship with data connectors.

New Developments

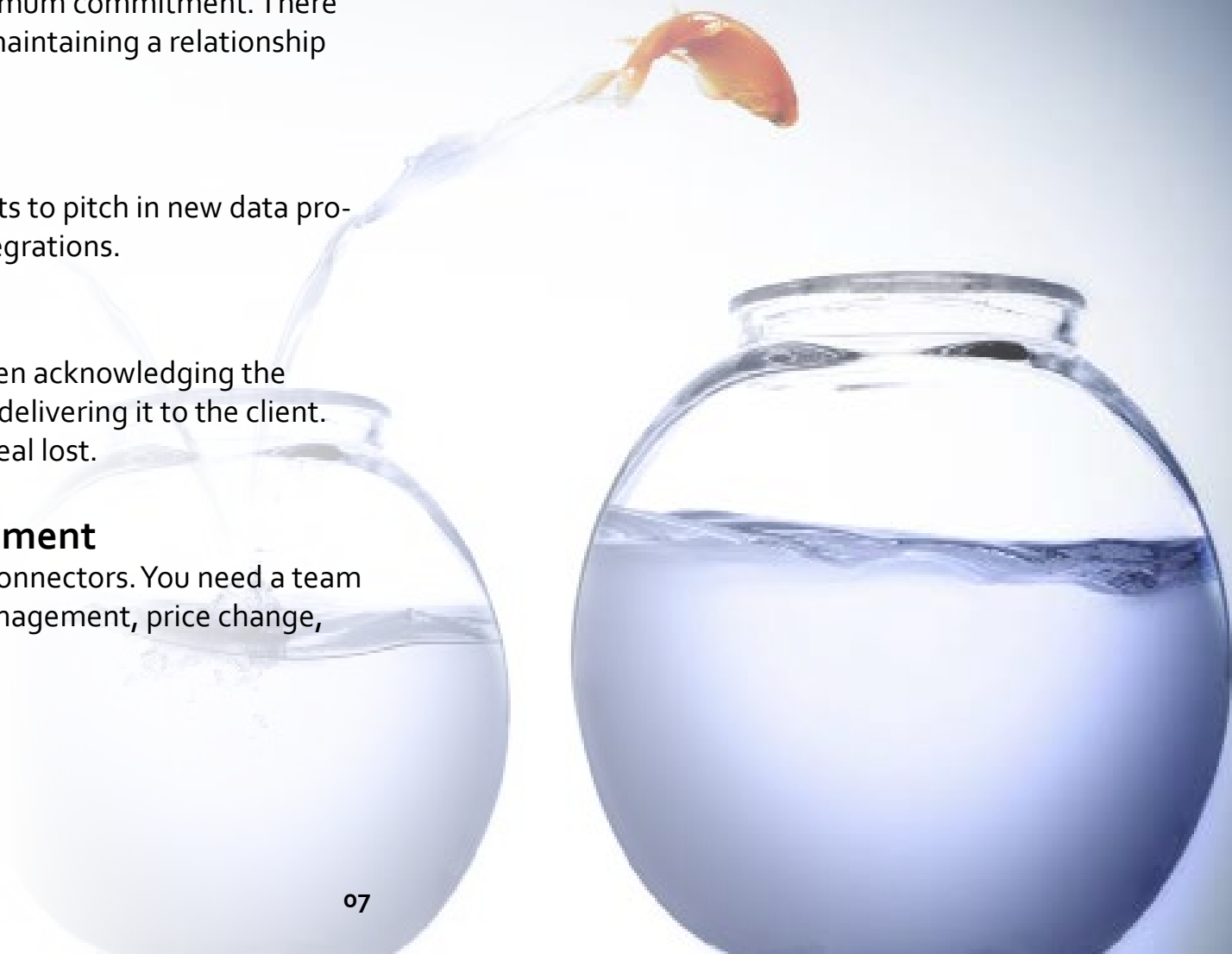
You need to put in continuing efforts to pitch in new data providers and build relationship or integrations.

Timeline Issue

There is a very thin timeline between acknowledging the demand, creating the product and delivering it to the client. Crossing this timeline results in a deal lost.

Complete Project Management

It's not just about managing data connectors. You need a team to handle billing issues, vendor management, price change, event planning, etc.



59 marketplaces are based
in the U.S., and they grew sales

16% in 2017

Source: [InternetRetailer](#)

Types of Marketplaces



Marketplace with Data-sharing Capabilities

Get personal data, research data, market data, demographics, etc.



Marketplace with Add-ons

Here, developers create their apps and you can avail them at one platform.



Feature-based Marketplace

Here, you will get a new feature which you do not have. For example, a video interviewing tool.



Consulting/Advisory Marketplace

This marketplace provides multiple services in partnership with third parties.



Enrichment Marketplace

RChilli has recently launched its Enrichment Marketplace.

I am wondering if you want to know more about it.

At [enrichment marketplace](#), we bring ATS/CRM and data connectors together at one platform and allow the end users to enrich their user data.

***Enrich User
Information***

***Define Your
Own Workflows***

***Pre-built
Data Connectors***

A man in a brown suit and purple tie is pointing his right index finger towards a large, glowing white plus sign. The background is a soft, out-of-focus light blue and white.

Benefits of Enrichment Marketplace

*One-time integration
with a single end-point*

*Get relieved from
unnecessary cost
incurred in integration*

*Enrich data without
relying on one source*

*Empower your users
with intelligent data*

About RChilli

RChilli is the trusted partner for parsing, matching, and data enrichment, providing companies, in 50+ countries, with solutions built for the future of technology and recruiting. RChilli's innovative products, backed by an industry-leading tech stack, power the processing of 4.1 billion+ docs a year for 1600+ top global recruiting platforms. Enabling companies to hire better talent faster since 2010, RChilli is ISO 27001:2013, SOC 2 Type II, and HIPAA certified and GDPR compliant.

RChilli also has its multilingual resume parsing app available on Oracle Cloud Marketplace and Salesforce AppExchange.



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