

MLB Advanced Media

An eCommerce Grand Slam

Customer Details

MLB Advanced Media
www.MLB.com

Country or Region

North America

Industry

Sports Media

Customer Profile

MLB Advanced Media manages each of Major League Baseball's 30 individual Club sites, creating the most comprehensive baseball resource on the Internet.

Business Situation

MLB Advanced Media needed to find an eCommerce solution that could manage MLB Auction.com's growing online auction business including its network of 30 branded sites and affiliates.

Solution

MLB Advanced Media selected CDC eCommerce from CDC Software to create a robust marketplace that includes fully functional team auction sites, as well as affiliated licensee auction sites.

Benefits

- Offers a robust, scaleable, proprietary online marketplace with advanced features and functionality
- Has quickly become a unique and valuable way for MLB.com to generate revenue and attract new customers
- Integrates with leading authentication service to assure shoppers of product authenticity
- Provides capacity for thousands of multi-channel bids each day

MLB.com hits grand slam with online auctions and network of branded sites powered by CDC eCommerce from CDC Software

Baseball's Official Homepage

MLB.com is the official online destination of one of the world's most renowned and respected sporting leagues, Major League Baseball. Managed by Major League Baseball Advanced Media, MLB.com is the definitive online resource for everything related to baseball. In addition to MLB.com, MLB Advanced Media manages each of Major League Baseball's 30 individual Club sites to create the most comprehensive baseball resource on the Internet. MLB.com offers fans live audio and video webcasts of games, up-to-date statistics, game summaries, extensive historical information, and exclusive features about Major League Baseball events and programs.

In addition to the best information, MLB.com also provides baseball fans with industry-leading eCommerce functionality. Services include sales of online tickets, baseball merchandise, authenticated memorabilia, and collectibles. As a key member of the Major League Baseball family, MLB.com sets high expectations for itself, as well as its strategic and technological partners.

In Play: Online Auctions

An important element of MLB.com's eCommerce portfolio is MLB Auctions.com. MLB Auctions offers fans a unique combination of authentic MLB memorabilia and the excitement of online auctions. MLB Auctions has quickly become a unique and valuable way for MLB.com to generate revenue and attract new customers from around the world.

Needless to say, MLB Advanced Media was very selective when the company was sourcing a new provider to enhance and manage its growing online auction business. In the end, they turned to the only organization that could provide the technology and strategic services that were needed to fit their specific requirements: They turned to CDC eCommerce from CDC Software. The CDC eCommerce Commerce Management System (CMS) technology suite includes an industry-leading, enterprise-level solution, CMS Marketplace. CMS Marketplace allows clients to develop

proprietary online marketplaces that integrate with existing eCommerce channels and partners.

CDC eCommerce provides sports and memorabilia clients like MLB.com with a highly versatile, robust, and scalable offering that is performance-tested to handle thousands of multi-channel bids in a 24-hour period. CMS Marketplace creates a single point of sale for the user and allows CDC eCommerce clients to create a hosted network of branded sites around their own private-label auction marketplace.

Unique Solution Set

The technical and creative requirements for MLB Auctions are unique and varied. Not only does the organization require a robust, scalable auction platform and high-level branding, but MLB Auctions.com also requires functionality for a fully branded network of 30 team-based auction sites. In addition, MLB must provide distribution to affiliated merchandise sellers such as Steiner Sports Memorabilia and Tri-Star.

The CDC eCommerce team worked with MLB.com to provide a solution that was fully configured to meet their unique needs. The team was able to create a robust marketplace that included fully functional team auction sites, as well as affiliated licensee auction sites.

MLB Auction.com includes a "Featured Items" page, which displays different player or team merchandise each week, a "Watch List" for members to keep track of auction activity on desired items, as well as numerous categories of merchandise, ranging from balls and bats to photographs.

MLB.com's auction solution includes integration with Major League Baseball's industry-leading authentication program. The program combines the services of an independent third-party authenticator with a state-of-the-art hologram, a serial numbering system, and an online verification process. This guarantees Major League Baseball fans that the items they acquire are 100% authentic.



MLB Auction shoppers are now able to enter the product hologram number for their desired item and receive information about that item's authenticity. This program further supports MLB.com's reputation as the trusted source of authentic baseball memorabilia.

“We were extremely impressed with the CDC eCommerce team's ability to apply their strategic marketplace knowledge to our unique needs. They acted as a strategic business partner, rather than simply a provider of technology.”

Sally Amon
Auction Manager
MLB.com

High Standards Are Met

MLB.com has been completely satisfied with the solution set provided by CDC eCommerce. Despite ongoing and extensive growth in sales and inventory, MLB Auctions has been extremely successful at managing its operations and providing baseball fans with the best in online auctions.

Currently, more than two thirds of affiliated Major League Baseball teams are utilizing MLB.com's online auction sites to sell team items, and branded licensees are listing hundreds of items each day.

CDC eCommerce was also successful in meeting MLB.com's high standards for a technology partner. “Through the process of customizing our auction platform to better accommodate our network of branded sites, we were extremely impressed with the CDC eCommerce team's ability to apply their strategic marketplace knowledge to our unique needs. They acted as a strategic business partner, rather than simply a provider of technology,” says Sally Amon, Auction Manager, MLB.com.



Learn More about CDC eCommerce

To learn more about how CDC eCommerce from CDC Software can support your online business success, call us today at +1 866-840-8134 or visit us at www.CDCeCommerce.com.