

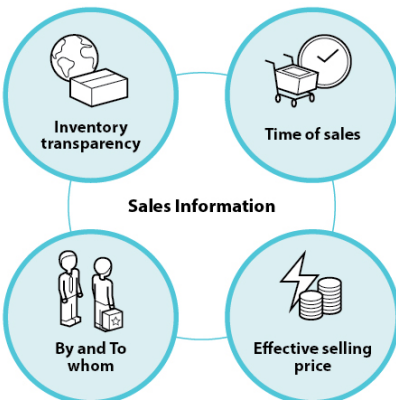
What is Omni-Channel commerce?

Omni-Channel commerce is a cross channel business model, that companies use to create a seamless shopping experience

Seamless means: No friction between the channels = Friction Free Shopping

Friction free shopping is only possible, if every channel is fed with exactly the same information

Brand manufacturer knows:



world wide and 24/7 in realtime

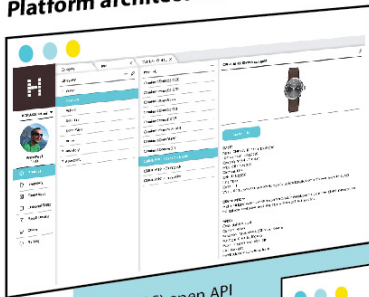
Consumer has:



BrandCloud is a unified omni-channel platform for brand manufacturers to control global commerce activities in all sales channels.

One unified platform to operate global Omni-Channel commerce

Platform architecture



- On demand (SAAS) open API
- Low setup and operation cost
- Fast and free update cycles

Tax and currency

- Manage global taxes and currencies
- Get global tax overview and reporting

Product information management PIM

- Set all product related specifications
= E-commerce ready!
- Handle global pricing and discounts
- Generated QR code for every unique item (UID)

Multi-tenant and multi-role architecture

- Operate multiple brands
- Organize company profile, staff members, retailer, importer, etc.
- Manage business with unlimited POS and importer

Billing

- Manage deposit payment of POS
- Auto-generate consumer invoice

Payment

- Monitor consumer payments from everywhere in realtime
- Clear sales commissions to POS and importer

Logistics & Inventory



- Organize shipping and store all documents in one place
- Track item and location history
- Manage realtime inventory of brand, POS and importer

Big data

- Accumulate consumer, sales and inventory data



Brand Control Center

Sales, Tracking and Payment

These 4 tools ensure friction-free processes across all sales channels and are fully integrated BrandCloud components.



QR Code

The product tag for global tracking



QR Code Printer

The tagger for all kind of products



Retailer Sales APP

The gateway in retailers / brands / importers pocket



Integrated Payment

Accept consumer payment via Visa, Master, Paypal, Wechat...

Brand benefit overview



Better production planning due to **inventory visibility**



Accumulate **data** due to sales transparency



Attractive **business model** for retail and sales partner due to discount sharing



Active and controlled **sales campaigning** with POS due to profit sharing



Better **product line-up** at POS due to deposit-method



Low cost, low risk rollout due to **smart transition** strategies

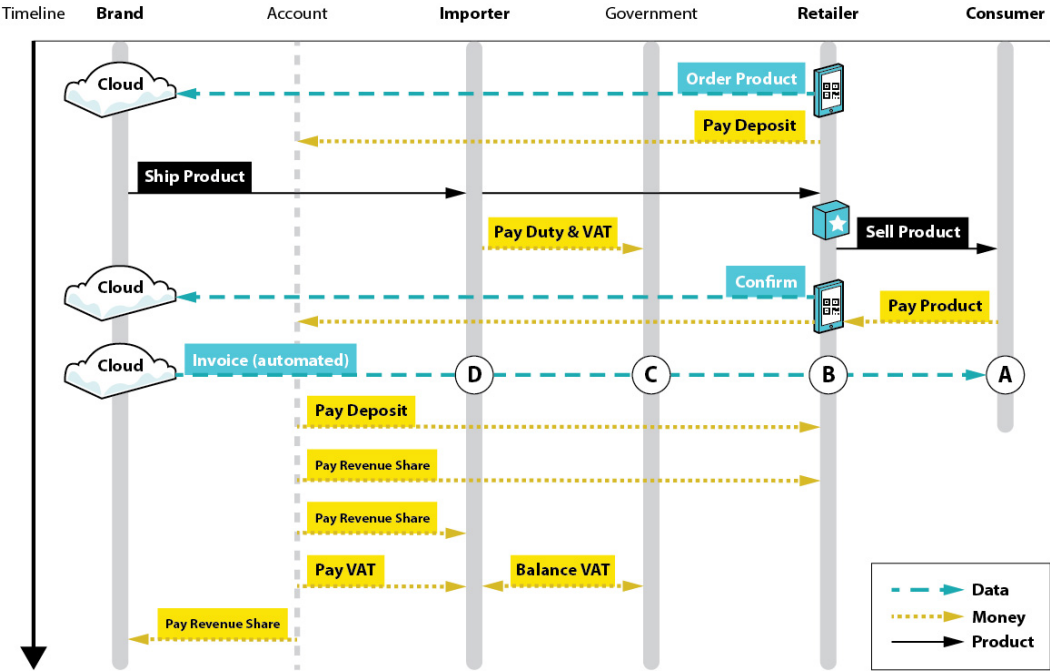


Less price disruption due to unified on & offline commerce



Perfect **customer journey** due to seamless sales channels

Money & Product Flow



Business Model... Sharing

