



DataFloww



Web & Mobile Applications

We have developed Vertical SAAS for Fashion Brands

1st is web application



The web application ensures real-time, accurate data flow across brands by automating data processing, promotion checks, and instant reconciliation, making sales tracking and management seamless.


2nd is Mobile application

The purpose of the mobile application is to manage and track sales users across key areas, including target vs. achievement and real-time feedback



Why We Created This Software

-  We created this software because we come from the fashion industry ourselves and have firsthand experience with the unique challenges brands face across channels.
-  Having struggled with data inconsistencies, delays, and complex reconciliation processes, we saw the need for a solution that could streamline operations, ensure accurate reporting, and support real-time decision-making.

 Our team is built by professionals who understand the ins and outs of fashion retail and distribution. We are passionate about solving these long-standing issues with a platform specifically designed for the industry's needs, bringing together our expertise in fashion and technology to create a tool that simplifies data flow, manages promotions, and enhances visibility across all retail points. Our goal is to empower brands with a solution that makes their operations smoother, more transparent, and ultimately more successful.

Well Integrated offering

Web and Mobile Version

Different modules basis requirement

Multiple features

Array of Benefits

Web Application

Problem Statement 1

In managing business across multiple channels, we noticed that a significant amount of time was consumed in arranging and cleaning data from various sources, **with the MBO channel being particularly challenging**. Each MBO operates with its own systems and formats, causing constant delays and requiring extensive manual effort to consolidate data into a usable format.

Our software was designed to tackle this exact issue, freeing up time spent on repetitive tasks by automating data collection, standardizing formats, and ensuring real-time accuracy. With this tool, businesses can focus more on growth and strategy rather than struggling with data inconsistencies across channels.

SOLUTION

The web application has been designed to integrate data from all channels seamlessly. **While MBO data is often the most tiresome to manage, our solution has specifically addressed these challenges.** Other channels are relatively simpler, as they often provide easier access to data through portals or software. This flexibility enables a centralized view of all channel data, making it accessible and actionable from one platform.



Web Application

Problem Statement 2

Managing data across multiple retail channels, especially in the MBO segment, presents significant challenges. **Brands face delays and inconsistencies in gathering and reconciling sales, stock, and promotion data due to varied POS systems and formats.** Without real-time verification, promotions often go unchecked, leading to potential revenue losses and compliance issues. The manual effort required to consolidate and clean this data is time-consuming and error-prone, creating backlogs and straining the relationship between brands and retailers.



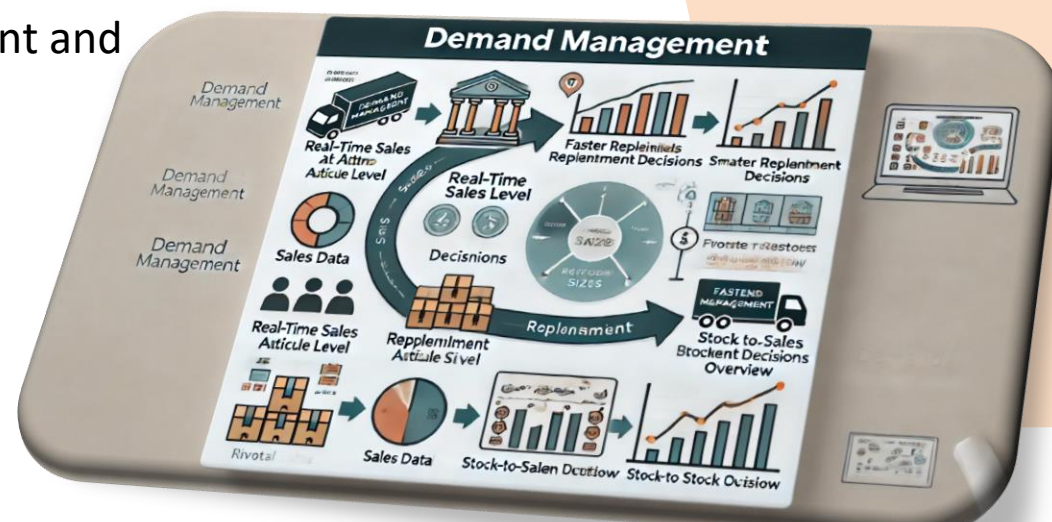
Web Application

What is our Solution

Our web application introduces real-time account reconciliation with an integrated promotion engine, addressing these challenges head-on. The system instantly verifies promotion execution at the article level and flags discrepancies, allowing quick corrective actions. This automated, live reconciliation feature eliminates manual processes, speeds up financial settlements, and provides brands with accurate, actionable data as soon as it's available. With this solution, brands can trust the data they receive, enhancing operational efficiency, reducing costs, and allowing focus on growth.

Introducing Demand Management: The Solution to Inventory Challenges

Having addressed the challenges of sales tracking and stock visibility and Reconciliations, the next step in optimizing our operations is **Demand Management**. By leveraging real-time data, we can ensure that stock levels are dynamically aligned with actual sales, allowing for more efficient replenishment and better overall inventory control.



Introducing Demand Management: The Solution to Inventory Challenges

Demand Management: Real-Time Insights for Smarter Replenishment

Our **real-time sales tracking** at the article level gives businesses immediate visibility into sales performance, enabling faster and more informed replenishment decisions. The system dynamically analyzes **stock-to-sales** ratios and monitors **pivotal vs. broken sizes**, ensuring that high-demand items are always in stock while minimizing excess inventory.

Key benefits include:

- **Real-Time Scanning of Articles:** Instantly capture sales data at the article level, providing a granular view of product performance across multiple channels.
- **Faster Replenishment Decisions:** Automated insights allow for quick replenishment decisions based on up-to-the-minute sales data, ensuring no product is ever out of stock.
- **Stock-to-Sales Overview:** A continuous overview of stock levels against sales patterns allows businesses to stay agile and prevent overstocking or stockouts.
- **Pivotal vs. Broken Size Management:** The system highlights sizes with low stock (broken sizes) vs. critical sizes (pivotal), ensuring inventory is optimized based on demand.

Multiple offerings



Modules in Web App

Brand Management

Store Management

Sales Overview

User Management

Target Vs Achievement

Stocks Overview

Incentives

Promotions

LIVE Feedback capability

Demand management – Faster replenishment (Live data)

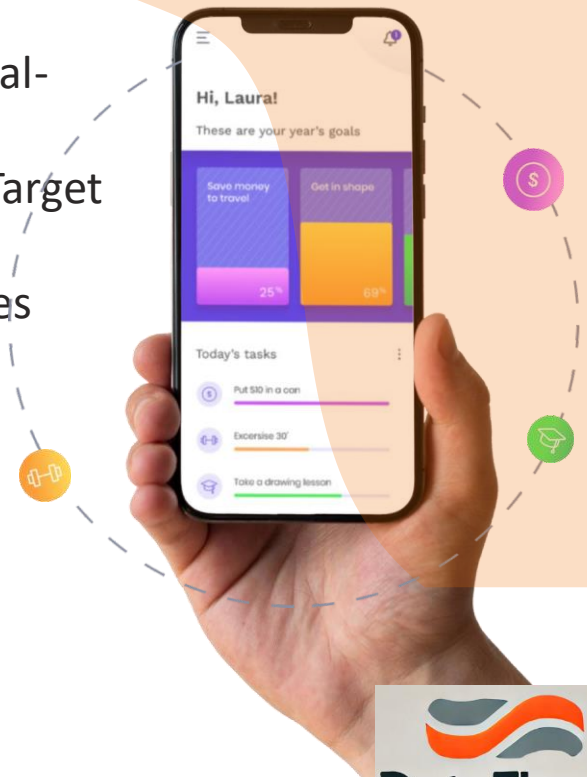
What our Web Suites are used for

- Brand Management: Helps manage data for multiple brands.
- Sales Overview: Provides insights into sales across brands and stores.
- Target vs Achievement: Tracks performance against set targets.
- Incentive management: Allows for incentive calculation and promotion setup.
- Store & User Management: Manages master data of stores and users.
- Stocks Overview: Monitors stock levels across stores.
- Promotion engine : Run time based, article level store level promotions
- Feedback System: Centralized platform for managing feedback.
- Demand Management:

Mobile Application

Key IDEA

The key idea of the mobile app is to empower frontline sales teams with real-time tools that track their performance, manage daily attendance, and streamline sales reporting. The app supports individual goal-setting with "Target vs Achievement" tracking, helps manage inventory by alerting for replenishment, and allows easy feedback submission. This ensures that sales staff have the resources to stay focused, motivated, and connected, driving their productivity and aligning their efforts with the brand's goals.



Mobile app for Front end

Modules in Mobile App

Attendance

Target Vs Achievement

Sales

Incentives

Inventory

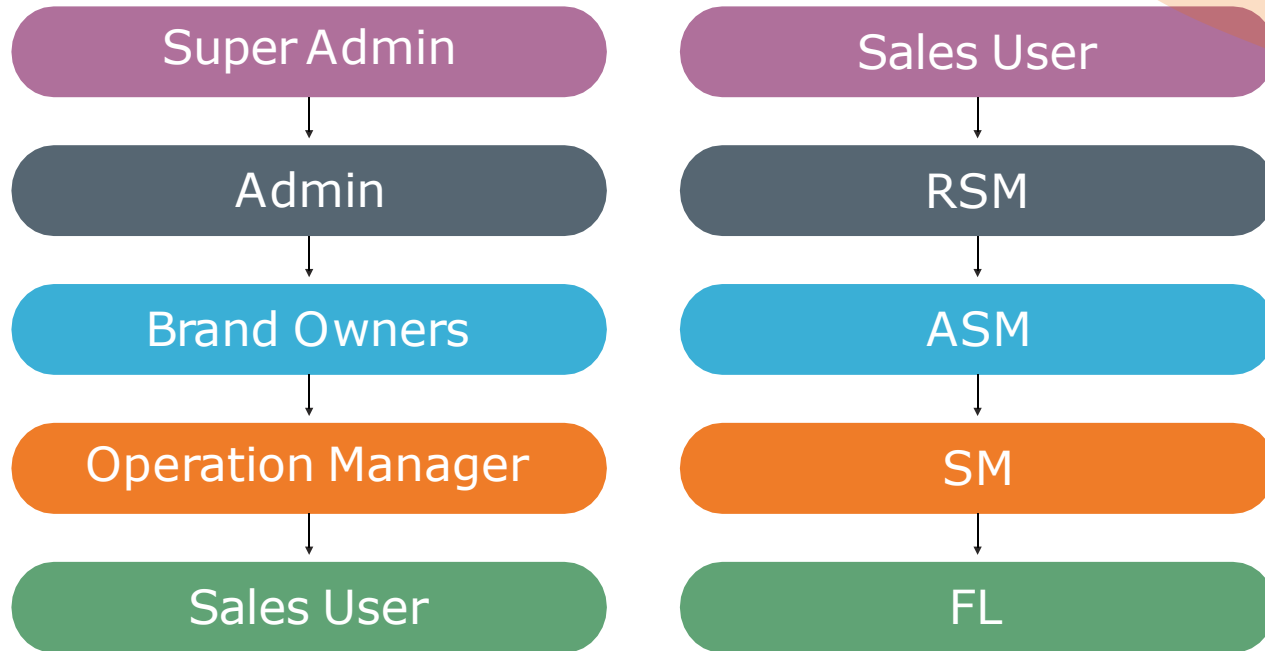
Feedback

Mobile Application

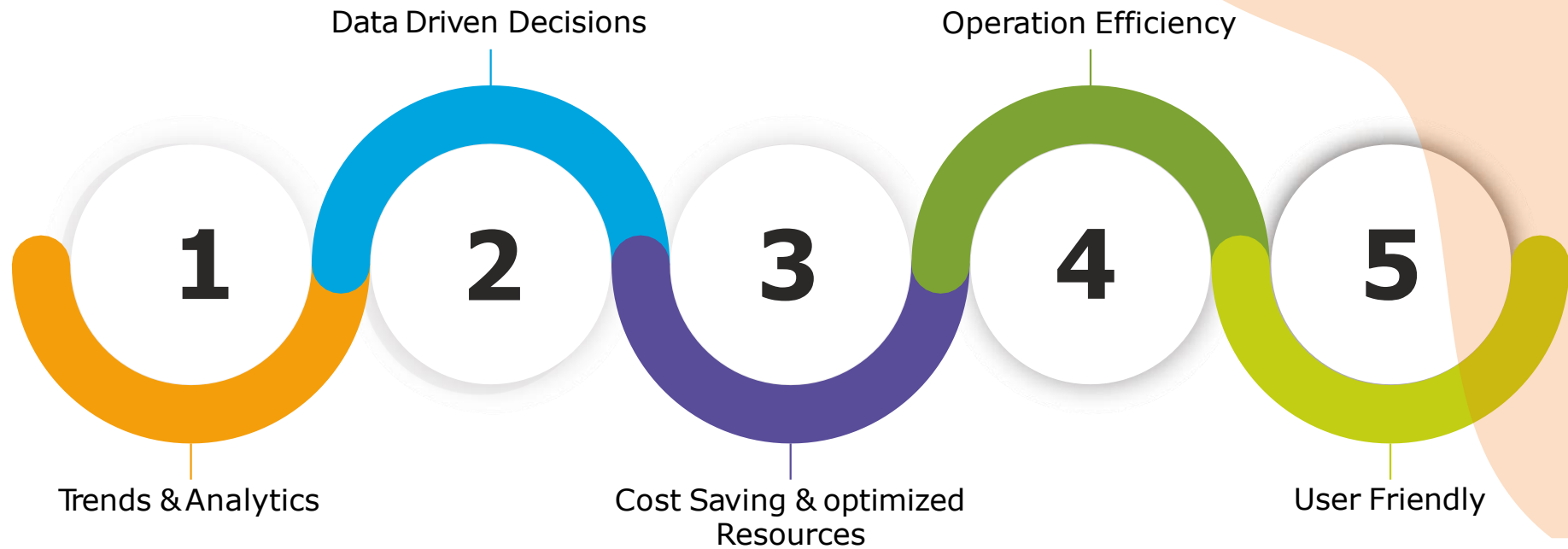
Our goal is to make the front end on par with the best in the industry

- **Attendance Management:** Enables frontline staff to easily mark daily attendance with a "Punch In" and "Punch Out" feature, ensuring accurate tracking.
- **Real-Time Sales Tracking:** Records each sale made by staff, giving them and management instant insights into daily performance.
- **Target vs. Achievement Monitoring:** Allows staff to track their progress against sets targets, motivating them to meet goals and helping management measure performance.
- **Inventory Alerts for Replenishment:** Notifies staff when stock levels are low, making it easy to request replenishments on time and avoid stockouts.
- **Incentive Management:** Tracks incentives based on target achievement, helping staff understand their rewards for meeting sales goals.
- **Feedback Collection:** Provides a platform for frontline staff to submit feedback, including text, voice, or video messages, allowing management to understand on-ground challenges directly.

Data access basis Multiple Roles



Bird's Eye View:



Key Benefits of Our Web Application

Increased Sales

Boost sales with real-time insights and automated processes, leading to faster decisions and more sales opportunities

Faster Replenishment & Receivables

Speed up inventory replenishment and improve receivables management with automated tracking and alerts.

Error-Free Controlled Promotions

Eliminate errors and ensure seamless, controlled promotions with real-time reconciliation and validation.

Real-Time Feedback from Front-End

Empower staff with the ability to provide instant feedback, ensuring better customer experiences and operational improvements.

Mobile Application Benefits

Focused Front End

Our mobile app provides a **focused front-end interface**, allowing users to quickly access key functions without distractions.

Direct Connect and Monitoring

The app ensures a **direct connection** between management and frontline staff, with real-time **monitoring** of operations, stock, and sales performance

Sales Feedback and Power of Action

Empowering management with **instant sales feedback** from the front end, enabling **immediate actions** to optimize operations and resolve challenges.

Parallel Reconciliation

Mobile scanning allows for **real-time sales registration** at the front end, with automatic updates to the system. This creates a **parallel sales register** for easy reconciliation, while also enabling the monitoring of **sensitive points of sale** to track discrepancies and ensure accuracy..

Our Technology Stack

Our Tech Stack for Building the Solution

Security

Privacy-by-Design

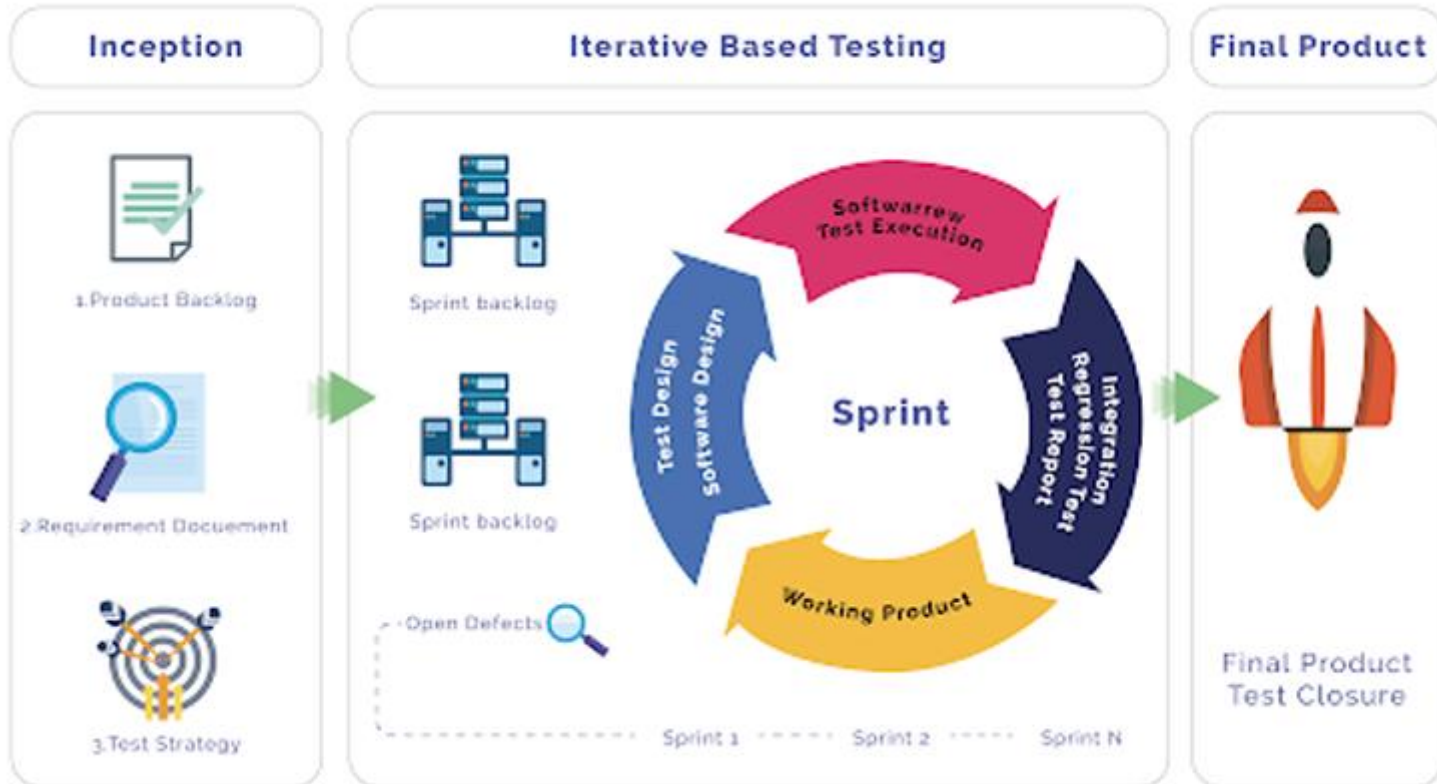
DataFloww will follow a 'Privacy-by-Design' Framework to build the proposed solution, preventing privacy-invasive events before they happen. **DataFloww** will pre-certify and mitigate application vulnerabilities before fielding and then conduct ongoing safety & security assessments.

- End-to-End Security
- Visibility & Transparency
- Privacy Embedded into Design

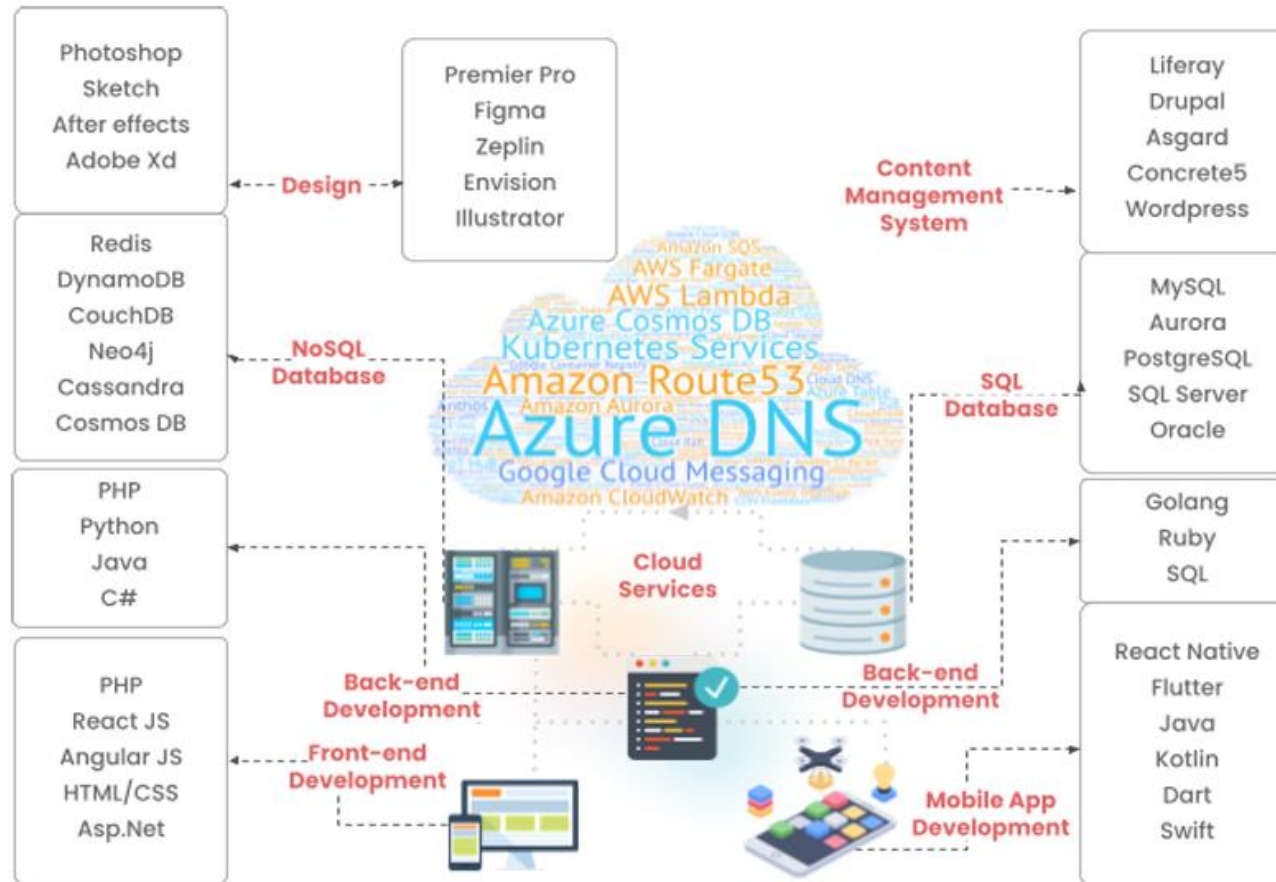


Leading industry Practises

Secure Coding Practice Standards



Our Technology Stack



Our Partnerships & Certification



Our DataFloww is ready – we're prepared to showcase it



WebApplication



MobileApplication



Thank you!