

Bilaga 1

The Purply Platform

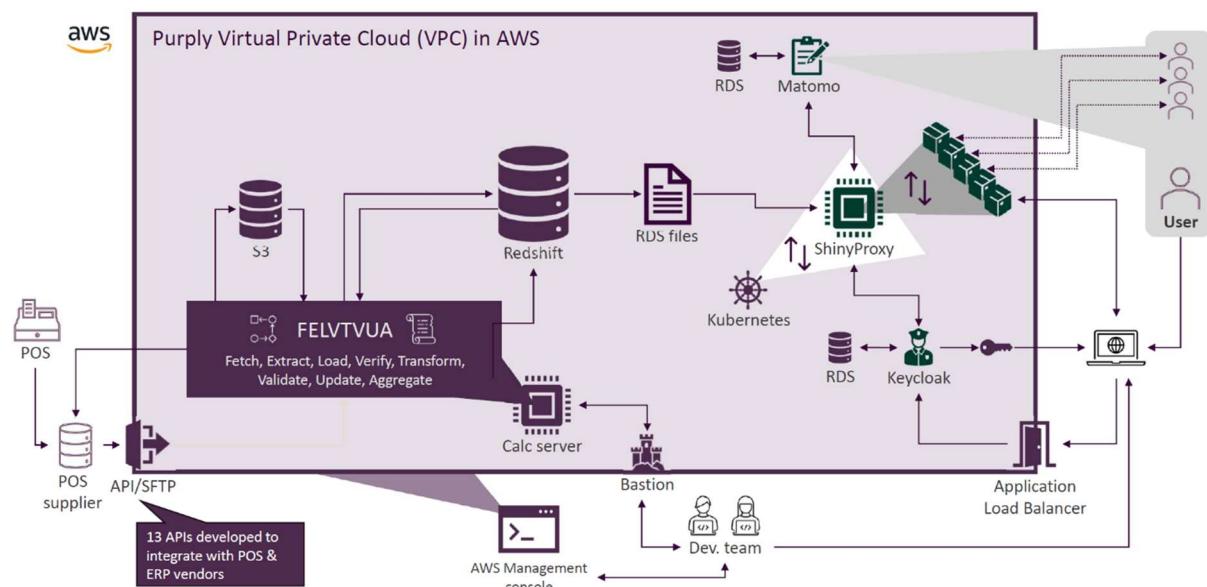
The Purply Platform enables collection, cleaning, standardization, enrichment and consumption of sales data from online and brick & mortar stores. To date, 13 APIs have been developed to integrate to all leading POS vendors in the Nordics. These integrations are now used to collect and process data from more than 250 fashion stores, accounting for about 10 percent of the premium retail market in the Nordics.

Commercial alliances have been established with Open Connector Alliance (Fashion Innovation Center) and IADS (International Association of Department Stores). Moreover, a partner agreement has been signed with Splitgrid, a revenue distribution platform for retailers and suppliers.

The Purply platform is currently hosted in AWS Region Europe (Stockholm). The Purply Virtual Private Cloud in AWS is used for all services connected to development, testing, hosting and deploying the Purply platform, as well as all services connected to user management and IAM with the system Keycloak. Cumulative development time has surpassed 20 000 hours.

The Purply platform architecture is visualised in the below picture:

Purply Platform Architecture



Data ingestion

Purply has developed integrations to all the leading POS vendors in the Nordics to collect data from retail stores such as receipts for customer sales, as well as supplementary data like product master data, stock inventory and store information.

Besides data ingestion from POS, ERP, PIM and WMS, the Purply platform supports data from third party sources (e.g. GS1, weather, events, calendar etc.)

Data processing and storage

The data harmonization layer follows the FELVTVUA (Fetch, Extract, Load, Verify, Transform, Validate, Update, Aggregate) principle. New data is fetched daily.

The process ensures that all relevant data is present and correctly formatted. Data is then transformed to a common Purply format with mapping to categories, departments and brands. The data is still stored separated by client. The last step is to aggregate the data to report format. This is done by combining data from all clients and aggregating to full days, articles still differentiated. Thereafter, the data is aggregated to report format by summarising to full weeks, categories, departments and brands.

Data consumption – user applications and APIs

Three user applications have been developed, providing a one stop shop for market intelligence. These Software-as-a-Service offerings are available for any device through a web browser, easily accessed with single sign-on.

Purply Retail is aimed for fashion retailers, enabling real-time, actionable insights into sales, inventory, pricing, KPIs and more.

Market Intelligence enables fashion brands, retailers, agencies and other stakeholders to get real-time insights into the Nordic fashion market. The Nordic Fashion Market Index tracks performance across regions, price groups, categories, and more. Other features include essential KPIs like revenue, gross margin, sell-through, return rates, etc. Prize Analyzer enables analysis of products pricing to stay competitive and maintain margins.

Sales Report is developed for fashion brands and provides detailed analytics on sales performance across chains and stores, helping the user to identify trends, optimize strategies, and maximize profitability across product categories.

Another alternative for consumption of data and insights from the Purply platform is a **Data-as-a-Service (DaaS)** solution that enables integration with the customers existing systems such as BI, analytics, inventory management and marketing etc.

The Purply Platform provides unmatched business value

Purply is tailored for the unique needs of fashion brands, agencies, retailers and other stakeholders in the Nordic fashion industry. The platform enables deeper understanding of the market, by region, category, or product line, and supports data-driven decisions. Business value can be achieved from numerous use cases.

Fashion brands can use the Purply Platform to collect sales data from retailers and automatically clean and harmonize the data in accordance with master data, thus improving data quality and reducing costs for manual work for the sales- and marketing organizations.

Furthermore, the aggregated market data, updated in near real-time, together with the platforms Analytics and AI functionality, enable unique business value in the form of both tactical and strategic decision support tools.

Brands, agencies and retail stores can use Purply Market Intelligence (MI) to optimize their Product, Price, Place, and Promotion (4P) strategies to maximize profitability, reduce waste, and stay competitive. When used as a tactical tool, MI allows taking quick action: adjusting promotions, pricing, and inventory based on how the market is moving right now.