

EVP Digital Commerce Core Capabilities and Processes

This EVP (Etail Vantage Platform) Solution Reference Guide provides an overview of key concepts and capabilities supported by the EVP Distributed Logistics Platform (DLP) solution. It is not intended to provide step-by-step instruction. Still, it provides enough context and details to understand what the capability does and how it interlinks with other concepts, capabilities, or features, so an EVP Power-user will understand 'Why' the capability was implemented and 'What' it is the capability of doing. The 'How' level instructions are best covered via hands-on training sessions, first production use, or when the topic becomes relevant to your needs.

Catalog Management (CATM)

- [Catalog Management: How-To Procedures](#)
- [CATM: Dynamic Pricing Engine \(DPE\)](#)
- [CATM: Sales Channel Publishing \(SCP\)](#)

Channel Based Architecture (CBA)

- [CBA-CT-API: EVP API](#)
- [CBA-CT-BUSC: Business System](#)
- [CBA-CT-CONC: Content Channel](#)
- [CBA-CT-FULC: 3PL/WMS Channel Model](#)
- [CBA-CT-INTC: Integration Channel](#)
- [CBA-CT-SALC: Sales Channel](#)
- [CBA-CT-SUPC: Supplier Channel](#)

EVP System Management (ESM)

- [ESM: Analytics & Data \(AAD\)](#)
- [ESM: Desktop User Interface \(DTUI\)](#)
- [ESM: Issue Management Framework \(IMF\)](#)
- [ESM: Service Level Agreement Metrics \(SLAM\)](#)
- [ESM: System and Process Monitoring \(SPM\)](#)
- [ESM: Web User Interface \(WUI\)](#)

Order Management System (OMS)

- [OMS: Carrier Routing Guide \(CRG\)](#)
- [OMS: Distributed Inventory Management \(DIM\)](#)
- [OMS: Distributed Order Management \(DOM\)](#)
- [OMS: Inventory Control \(IC\)](#)
- [OMS: Order Fulfillment Management \(OFM\)](#)
- [OMS: Purchase Order Management \(POM\)](#)
- [OMS: Replenishment Management \(REPL\)](#)

Etail E-commerce Ecosystem Operations Control Tower

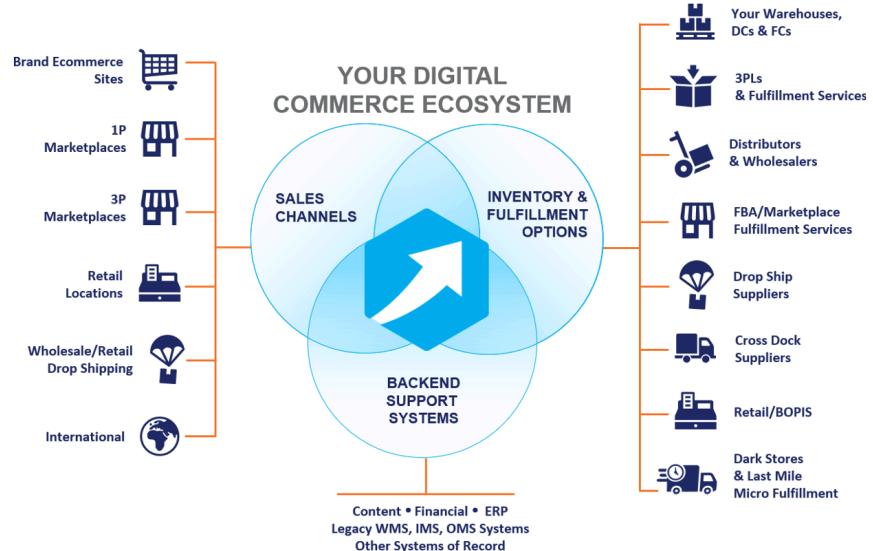
Etail connects everywhere you sell with all your inventory sources and then integrates your entire digital commerce ecosystem into a single, centralized network that you control.

Make your products available everywhere your customers shop

Marketplaces have strict demands, and non-compliance penalties are high

Margin pressures are intense

Focus on achieved profitability across multiple channels to make pricing, fulfillment, or investment decisions



Channel-Based Architecture Provides Flexible/Adaptable Infrastructure for Rapid Network Expansion

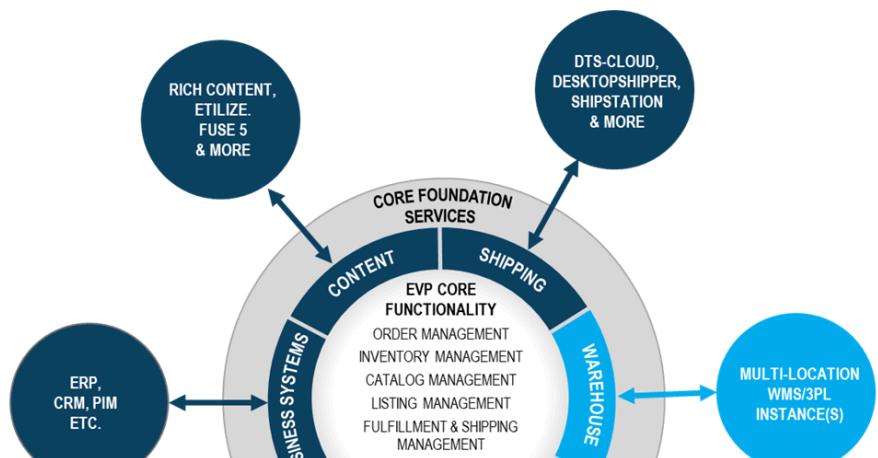
The core architecture is based on abstract, role-based channels. Each channel's specific functionality is isolated into its own module
Channels allow bidirectional communication between Etail and any endpoint using:

- Industry-standard protocols
- 3rd party products and services
- Other infrastructure systems
- Marketplace taxonomies and more

This channel model supports the ability to:

- Connects, integrates, and automates all the sales channels with all its sources of inventory
- Ensure compliance to MAP and pricing strategy
- Enable a Pull Model where inventory is pulled by individual customer orders placed through multiple channels in real time.
- Orders are placed and delivered to the consumer in units.

EVP facilitates, coordinates, and optimizes the extended Digital Commerce supply chain network's information, process, and product flow. It provides real-time visibility and supply chain interoperability and enables collaboration with external partners and sales channels.



Several core capabilities enable EVP to provide a highly functional Distributed Logistics Platform that enables Digital Commerce. Multi-channel everything is the best summation for these processes. It involves how an organization must deal with the interlocking needs of product catalogs created from multiple sources, multiple sales channels, multiple suppliers, and multiple fulfillment models. These capabilities enable you to understand your target customers, their needs, and how you will provide the product at the right quality, price, and time.



Core Capabilities	D2C Core Processes				
	Item Management	Inventory Management	Purchase Order Mgt	Sales Order Management	Process Management
Channel Integration					

Capability Summary: Channel Integration Model



The channel-centric integration model enables processes to be executed by events across multiple systems, including the interfaces between EVP and other systems such as Business Systems (ERP, CRM, POS), websites, marketplaces, content providers, and suppliers to leverage a loosely coupled channel-driven model. Channels and Adaptor programs characterize loosely coupled solutions. Adaptors implement flexibility and insulate applications and business processes from one another and the details of data transport.

Etail Solutions' approach to the challenging problem of today's Digital Commerce hyper-integration needs is to implement the interfaces between EVP and other systems such as Business Systems (ERP, CRM, POS, etc.), websites, marketplaces, content providers, and suppliers is to leverage a loosely coupled channel-driven (LCCD) model, which allows:

- Data from transactions is to be utilized within predefined but configurable domain-centric processes, enabling the orchestration and synchronization of business strategies. This can be done while isolating each connection point from the complexity of data formatting but, more importantly, eliminating the complexity of enabling business rules or event-driven escalation in an EDI Point to Point or Enterprise Service Bus message integration model.
- Creation of business process instrumentation to track workflow through the application.

- A loosely coupled channel-driven architecture positions a business to grow and minimizes the impact as technologies change. The architecture enables the business to add new suppliers, sales channels, etc., or swap out channels with minimal impact on the other parts of the system. It also readily integrates acquisitions, connects to B2B (business-to-business) partners, and connects to the customer.
- The approach to delivering this needed flexibility and extensibility is loosely coupled with application architecture. Flexibility and extensibility are inherent in properly implemented, loosely coupled applications.

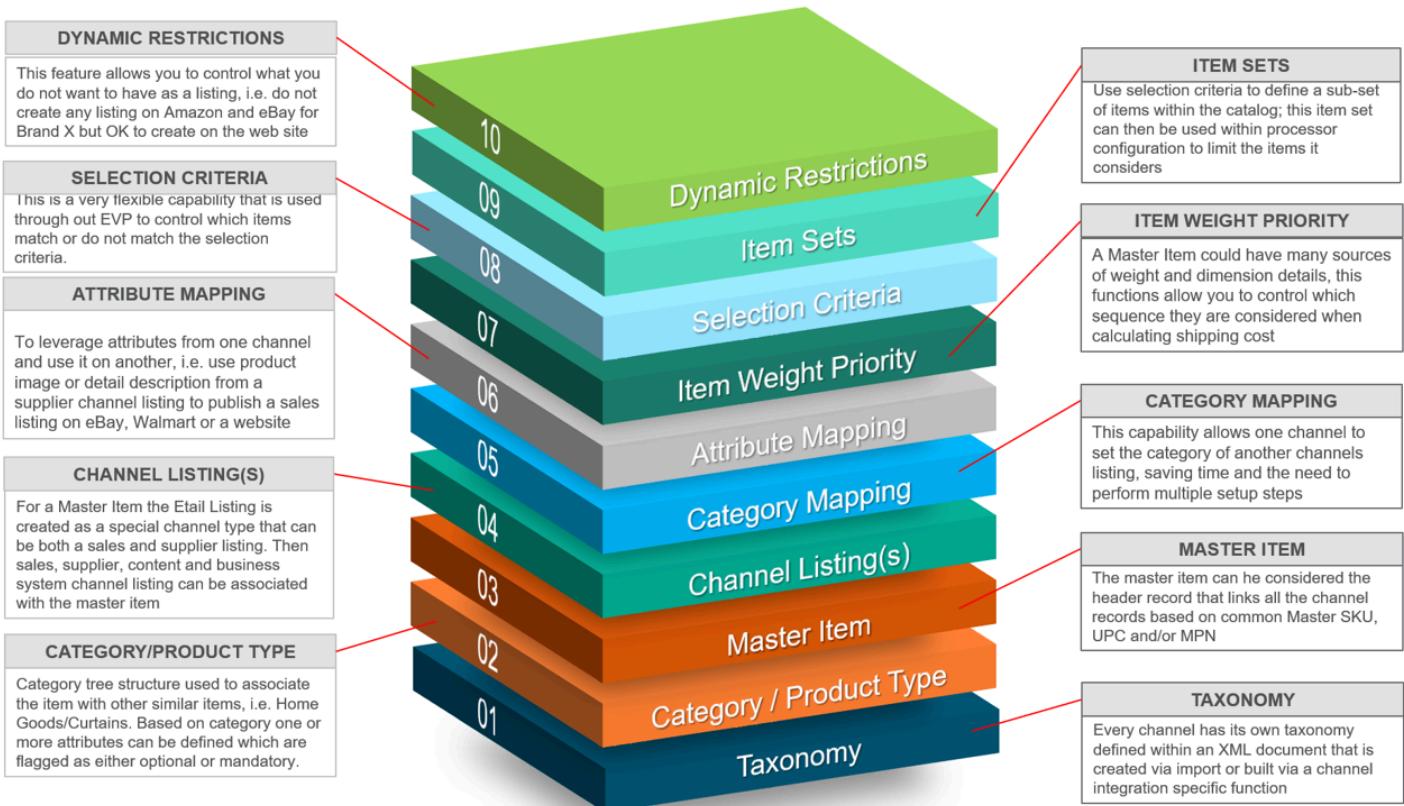
EVP Channel Types

Channels and Adaptor programs characterize loosely coupled solutions. Adaptors implement flexibility and insulate applications and business processes from one another and the details of data transport. The core channel types supported within EVP are:

- **Sales Channel Model** - is used to support integration with external sales channels such as marketplaces, websites, POS, etc., where an independent seller of branded or non-branded products is actively selling their catalog of products
- **Supplier Channel Model:** This model supports integration with suppliers to support warehouse replenishment, sales order-driven cross-docking of pull/flow-based purchase orders, and drop shipping.
- **Integration Channel Model:** This model is used to support event-driven or ad hoc external system integration that needs to be called to enable the execution of a necessary process.
- **Business System Channel Model** - supports as-needed integration with customer host systems such as ERP, CRM, or Financial.
- **Content Channel Model:** This model supports integration with systems that can provide

Capability Summary: Catalog Management

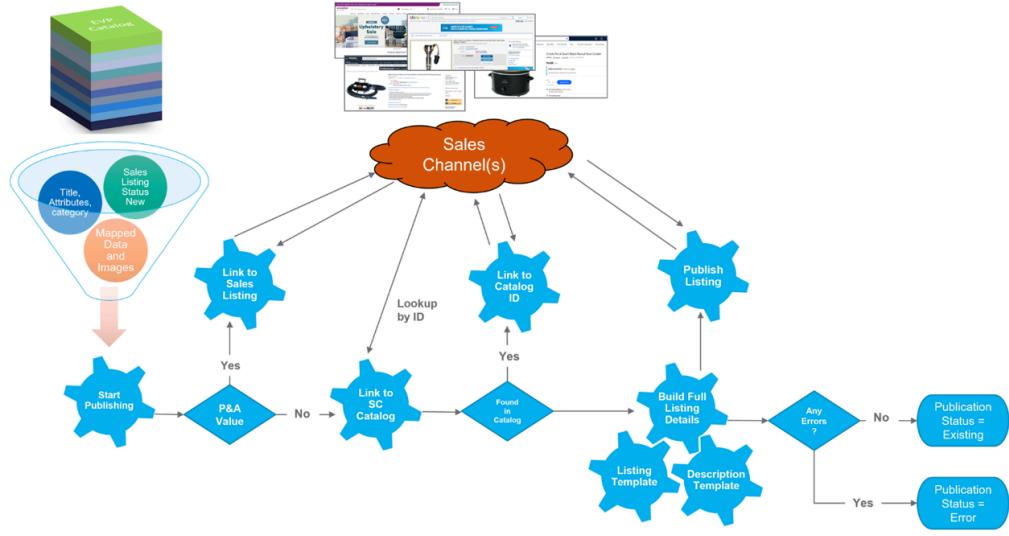
The process and activities associated with creating a comprehensive and multi-channel driven catalog.



Capability Sub-Domains

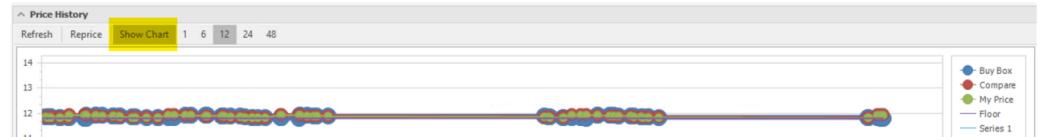
Sales Channel

Publishing - The process and activities associated with creating and publishing sales listing to multiple sales channels from a single catalog.



Dynamic Pricing Engine

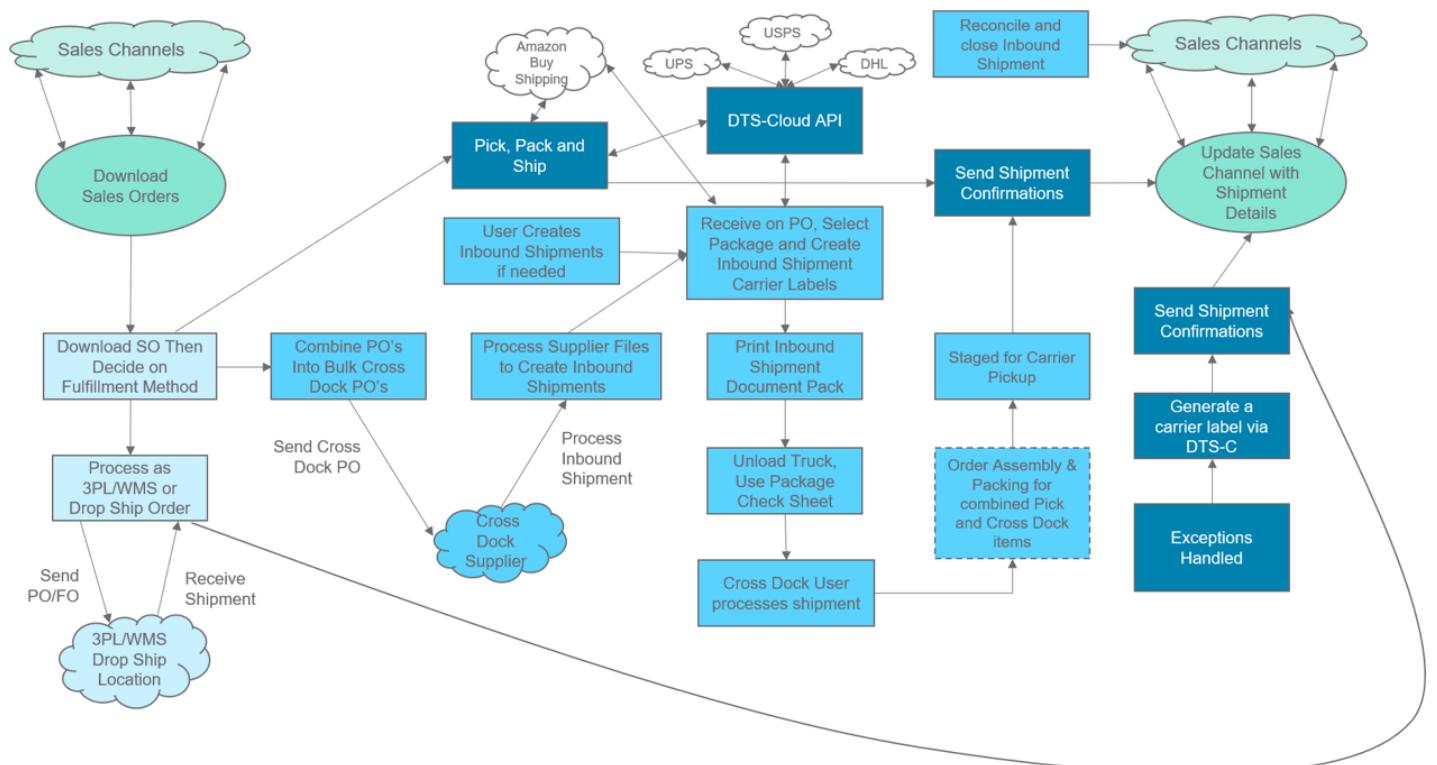
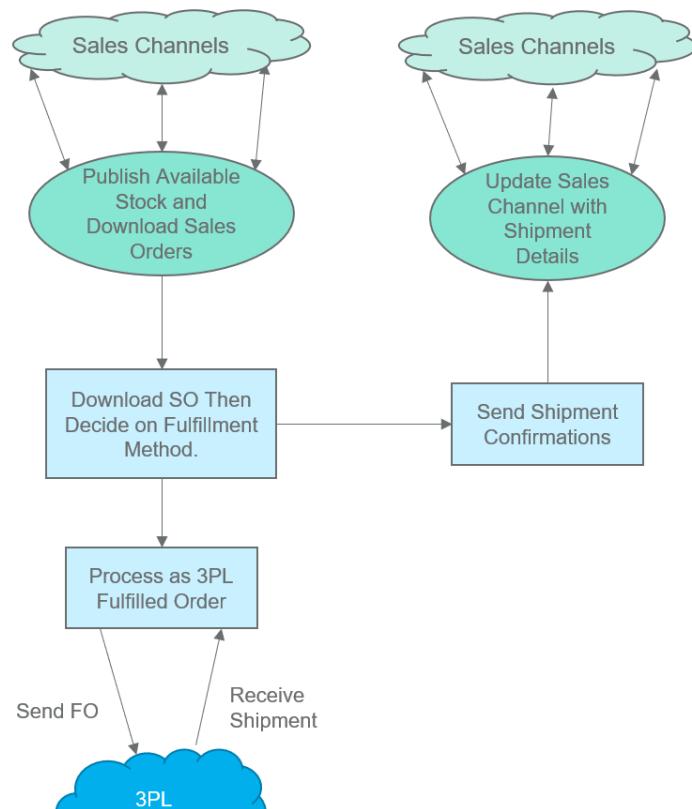
- The process and activities of publishing



Capability Summary: Order Management System

The process and activities associated with determining the Lowest

Cost and Policy-driven fulfillment based on the sales order customer's location, which can be via single fulfillment or multiple fulfillment methods

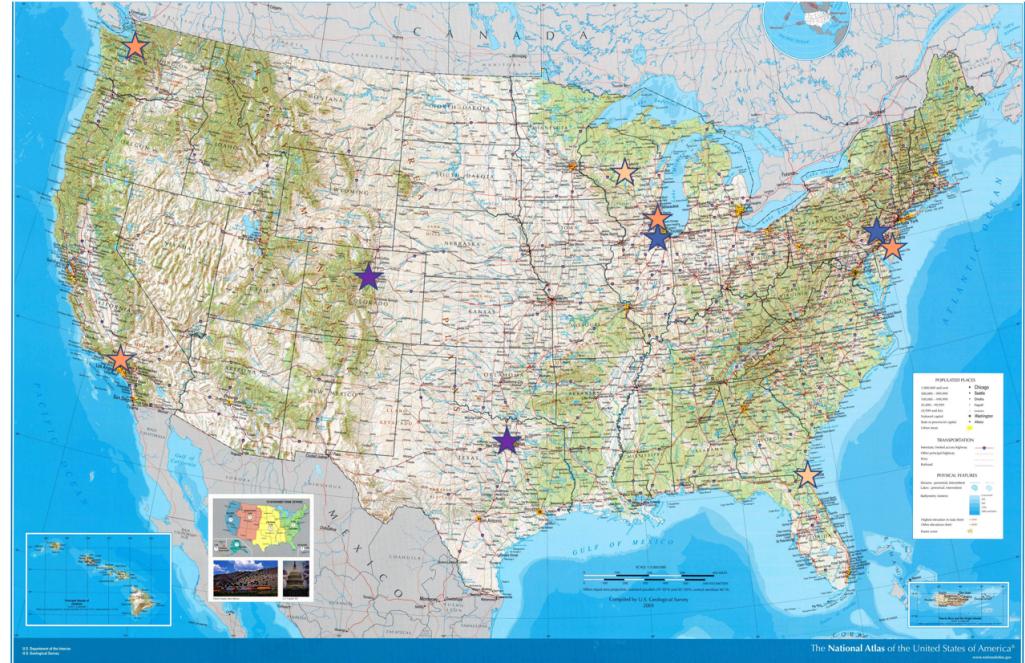


Capability Sub-Domains

Distributed Inventory Management

Management - The process and activities associated with

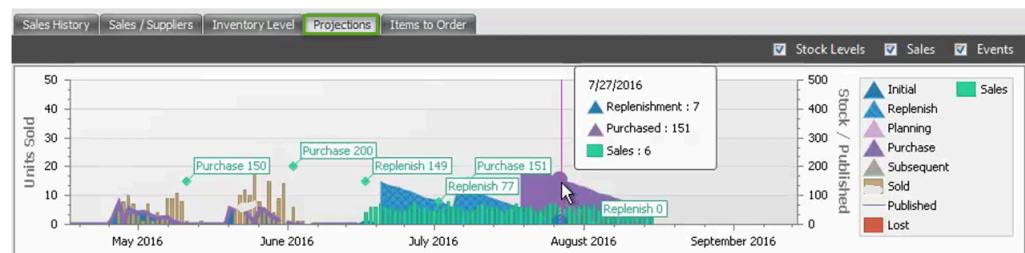
publishing inventory to multiple sales channels from multiple source locations.



By geolocation encoding, the address EVP also understands the relative positioning of all locations to each other

Replenishment

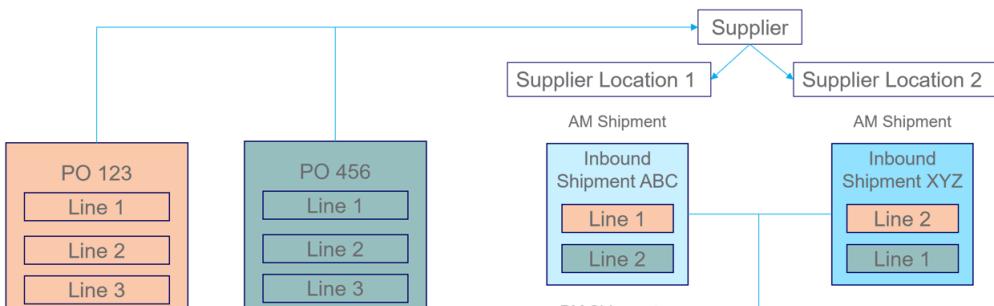
Management is the process and activities associated with determining the demand for base items and when it is the correct time to replenish, including converting supplier purchase orders to restock the warehouse or send to Amazon for use on FBA sales orders.



Purchase Order

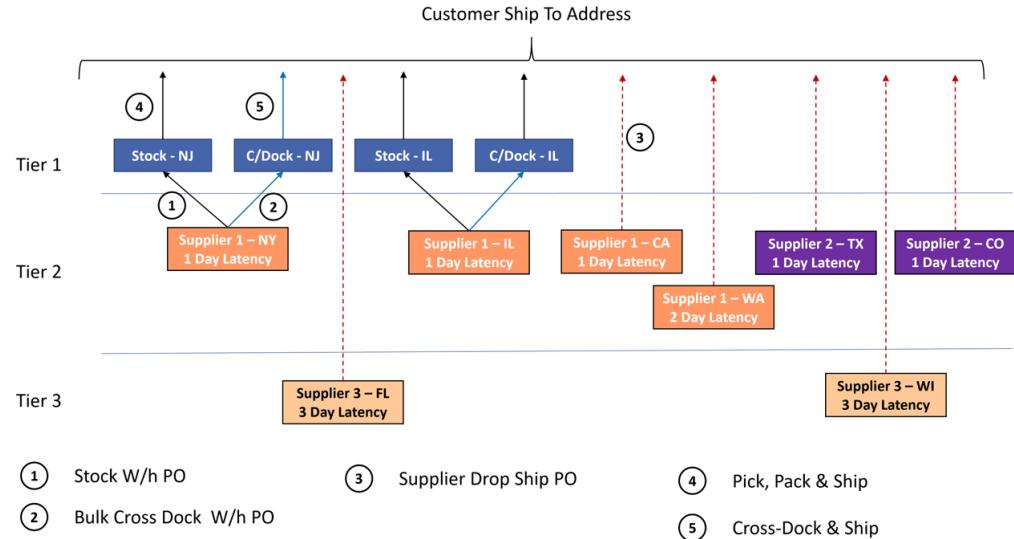
Management - The process and activities associated with the setup of suppliers and sending of purchase orders and associated inbound shipments

Inventory Control - The process and activities associated with managing inventory within a warehouse, including receiving, storage, and picking.

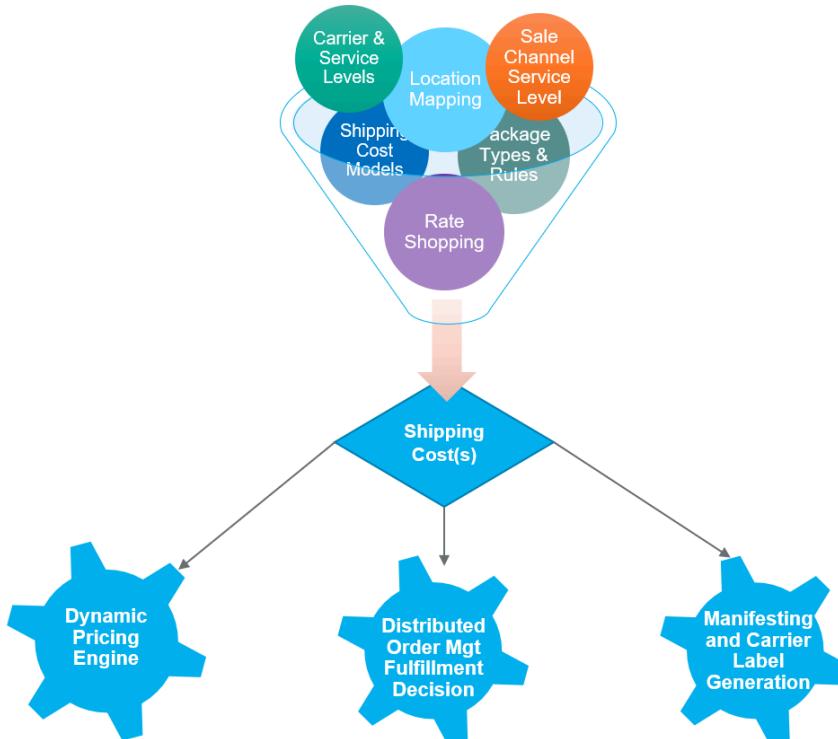


Distributed Order Management

Distributed Order Management - The process and activities associated with determining the Lowest Cost and Policy-driven fulfillment based on the sales order customer's location



Carrier Routing Guide - The process and activities associated with managing channel shipping levels and conversion to carrier SCAC and Services levels using shipping cost models, package type(s), routing guides, and rate shopping. Plus, optional shipment manifesting to create carrier labels.



Capability Summary: EVP System Management

The process and activities associated with configuring and maintaining the EVP environment

High-level Application Overview

- Channel-centric application model
- Application features and functions can be executed as processors or a User Interface function.
- Workflow Automation orchestration is implemented by using a combination of Tasks and Steps that are run on a scheduled basis.

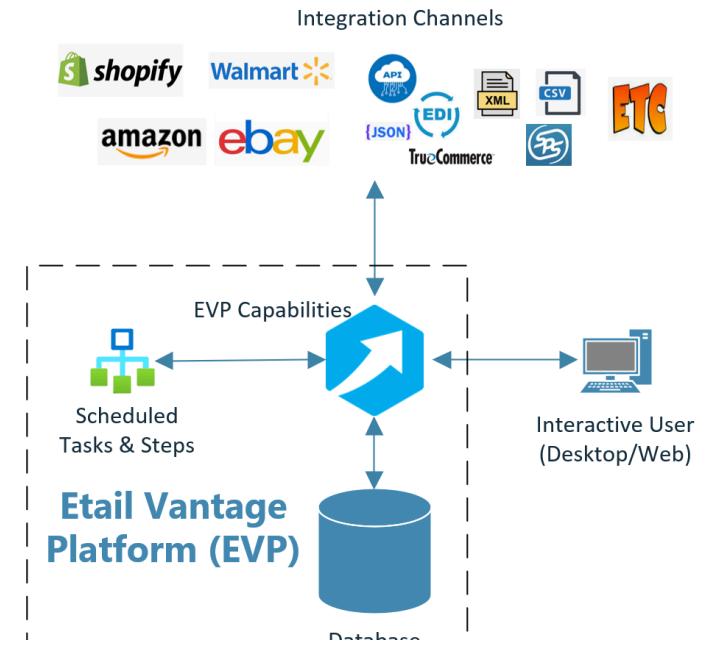
The screenshot shows the EVP interface with two main windows. The top window is a table titled 'Task' with columns: Run, Name, Enabled, Last Run, Status, Status Time, and Channel Name. It lists various tasks under groups like 'Amazon_TCW - Core Processors' and 'Amazon_AWS'. The bottom window is a 'Task Detail' dialog showing a task named 'Upload Amazon Listings - Amazon_TCW' with details like Processor Class, Group, and Steps.

System and Process Monitoring

The screenshot shows a 'System Monitoring' interface with a tree view of monitoring items. Categories include System, Sales, Sales Financials, Events Body, Sales Listing Status, Sales Order Volume, Global Sales Stats, Hold, PdK, and PerfLink Parts Store. Each category contains specific monitoring items like 'Sales Listing Publication' or 'Sales Order Status'.

Various Collector Options

The screenshot shows the 'Monitor Metric: Listing Publication of Active' configuration screen. It includes tabs for General, Collector, Threshold Values, Time/Day Settings, and History. Under the Collector tab, a dropdown shows 'Sales Listing Publication' selected, with a 'Configure' button. Other options listed include 'Multiple Value', 'Item Status', 'SQL Query', 'System Enabled', 'Process Statistics', and 'File Statistics'.



Ability to define multiple monitors

The screenshot shows the 'Monitor Metric: Listing Publication of Active' configuration screen. It includes tabs for General, Collector, Threshold Values, Time/Day Settings, and History. Under the Collector tab, it shows 'Number: MM-00000010' and 'Code: PSActive'. Under the Threshold Values tab, it shows 'Name: Listing Publication of Active', 'Enabled' checked, and 'Create Alert' unchecked. It also displays 'Current Value: 232 at 6/22/2022 9:48 PM' and 'Last Good Value: 217 at 6/22/2022 9:48 PM'. A notes section is also present.

Separate Warning, Error, and Critical Thresholds

The screenshot shows the 'Monitor Metric: Listing Publication of Active' configuration screen with the 'Threshold Values' tab selected. It includes tabs for General, Collector, Threshold Values, Time/Day Settings, and History. Under the Threshold Values tab, it shows 'Threshold Type: Deviation' with 'the last' set to '0' and 'None'. It has sections for 'Below (%)' and 'Above (%)' with dropdowns for 'Warning', 'Error', and 'Critical'. At the bottom, it shows 'Last Result: [] at []'.

Monitors can be system environment, database or process-centric and allow checking for time-phased data

Thresholds can be absolute values or deviations from prior results

System and Process Monitoring

Monitor Metric: Listing Publication of Active

Save and Close Cancel Notifications

General Collector Threshold Values Time/Day Settings History

Day of the Week

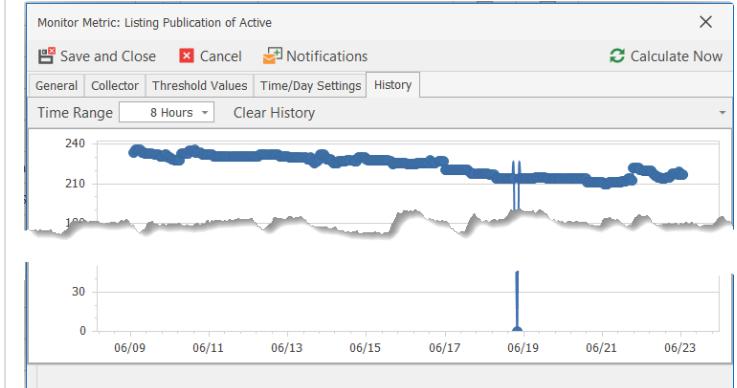
Sunday Thursday Only between hours of to

Monday Friday

Tuesday Saturday

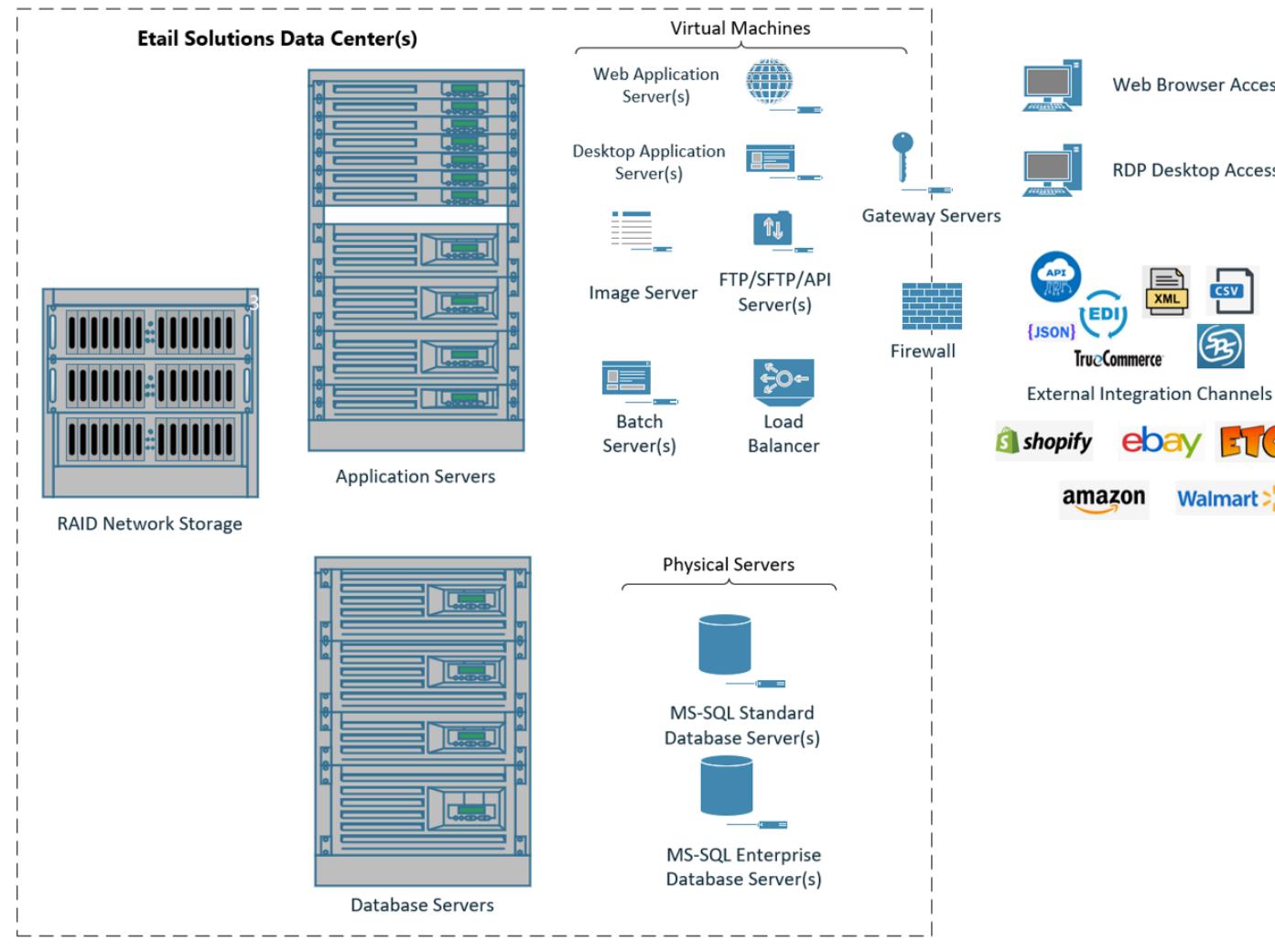
Wednesday

Monitor Results and Trends



Monitors can be active on certain days or hours of the day, i.e. do not ship on Sunday so not shipping confirmations is not an exception condition.

EVP Server and Deployment Architecture



EVP Desktop User Interface

EVP Web User Interface

- Access to application module-centric user experience, i.e., Sales, Catalog, Supply, System
- Superset of features and functions controlled by the roles-based security model
- Primary UI for Power Users and System Configuration
- Uses EVP Application Security
- Uses Microsoft Remote Desktop Protocol to run Windows Desktop Application via a remote connection

Capability Sub-Domains include:

- **Issue Management and Monitoring** - The process and activities associated with detecting process and system exceptions and communicating to relevant users
- **Analytics and Data**—The processes and activities associated with using the extensive data set are created based on the execution of EVP processes.

Access to Additional How To Information

- [Channel Based Architecture \(CBA\)](#)
 - [CBA-CT-SALC: Sales Channel](#)
 - [CBA-CT-SALC: Sales Channels Capability Summary for Brands](#)
 - [CBA-CT-SALC: Sales Channels Capability Summary for 3PLs](#)

- CBA-CT-SALC: Sales Channels Capability Summary for Online Resellers
- CBA-CT-SALC: Shopify Sales Channel Capabilities
- Sales Channels: How-To Procedures
 - CBA-CT-SUPC: Supplier Channel
 - CBA-CT-INTC: Integration Channel
 - CBA-CT-BUSC: Business System
 - CBA-CT-CONC: Content Channel
 - CBA-CT-FULC: 3PL/WMS Channel Model
 - CBA-CT-API: EVP API
- Catalog Management (CATM)
 - CATM: Sales Channel Publishing (SCP)
 - CATM: Dynamic Pricing Engine (DPE)
 - Catalog Management: How-To Procedures
 - Virtual Item Template via Email Submission
 - Kit Template via Email Submission
 - Sales Listing Template via Email Submission
- Order Management System (OMS)
 - OMS: Distributed Inventory Management (DIM)
 - OMS: Replenishment Management (REPL)
 - OMS: Purchase Order Management (POM)
 - OMS: Inventory Control (IC)
 - Item Label Merchant Fields
 - OMS: Carrier Routing Guide (CRG)
 - Setup Guide: Creating Sales Order Views
 - Setup Guide: How to Void a Shipment
 - Setup Guide: Fuel Surcharge Adjustments
 - Setup Chrome Kiosk Mode for Native Shipping
 - OMS: Distributed Order Management (DOM)
 - OMS: Order Fulfillment Management (OFM)
 - How-to Procedures: Order Fulfillment Management
 - Cancel Sales Order (Zero Shipment)
 - Complete Sales Order (Partial Shipment)
 - Edit Sales Order Shipping Address
 - Review Out of Stock Sales Orders
 - Supplier Portal Shipping Exceptions
 - OMS: Returns Management (RTNM)
- EVP System Management (ESM)
 - ESM: Desktop User Interface (DTUI)
 - ESM: Web User Interface (WUI)

- ESM: Issue Management Framework (IMF)
 - ESM: Analytics & Data (AAD)
 - ESM: Service Level Agreement Metrics (SLAM)
 - ESM: System and Process Monitoring (SPM)
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