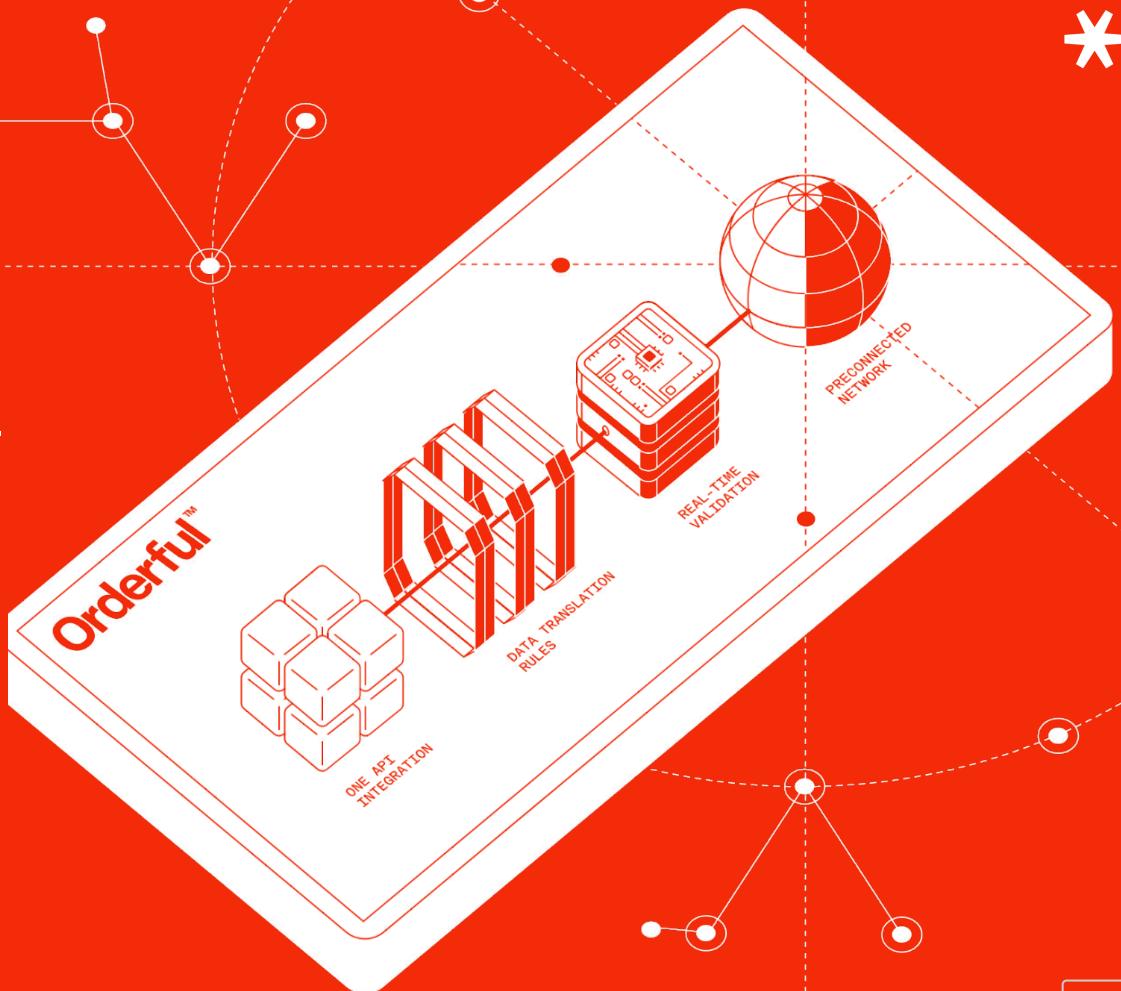




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Orderful*

**The Fastest Way
To Trade EDI**

Modern EDI Platform Bringing Supply Chains Together



Simplify EDI Integrations

- API for EDI
- Reduce your number of mappings by 90%

Reduce Onboarding Times/Costs

- Immediately validate against Orderful's Network
- Reduce feedback loops
- Reduce new trading partner onboarding times by 80%

Bridge for Enterprise to Adopt API

- Move EDI to the cloud
- Eliminate management of EDI and mapping software
- 99.99% uptime and reliability



Connect Once, Trade with the World



VALIDATE
CONVERT
COMMUNICATE

X12, REST, VAN, AS2,
(S)FTP, JSON



Distributors

Carriers

3PLs

Retailers

Manufacturers



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Why is EDI so painful?

SELECT TRADING PARTNER ▾

850 PURCHASE ORDER

CONVERT TO JSON

* ORDERFUL PAYLOAD VIEWER

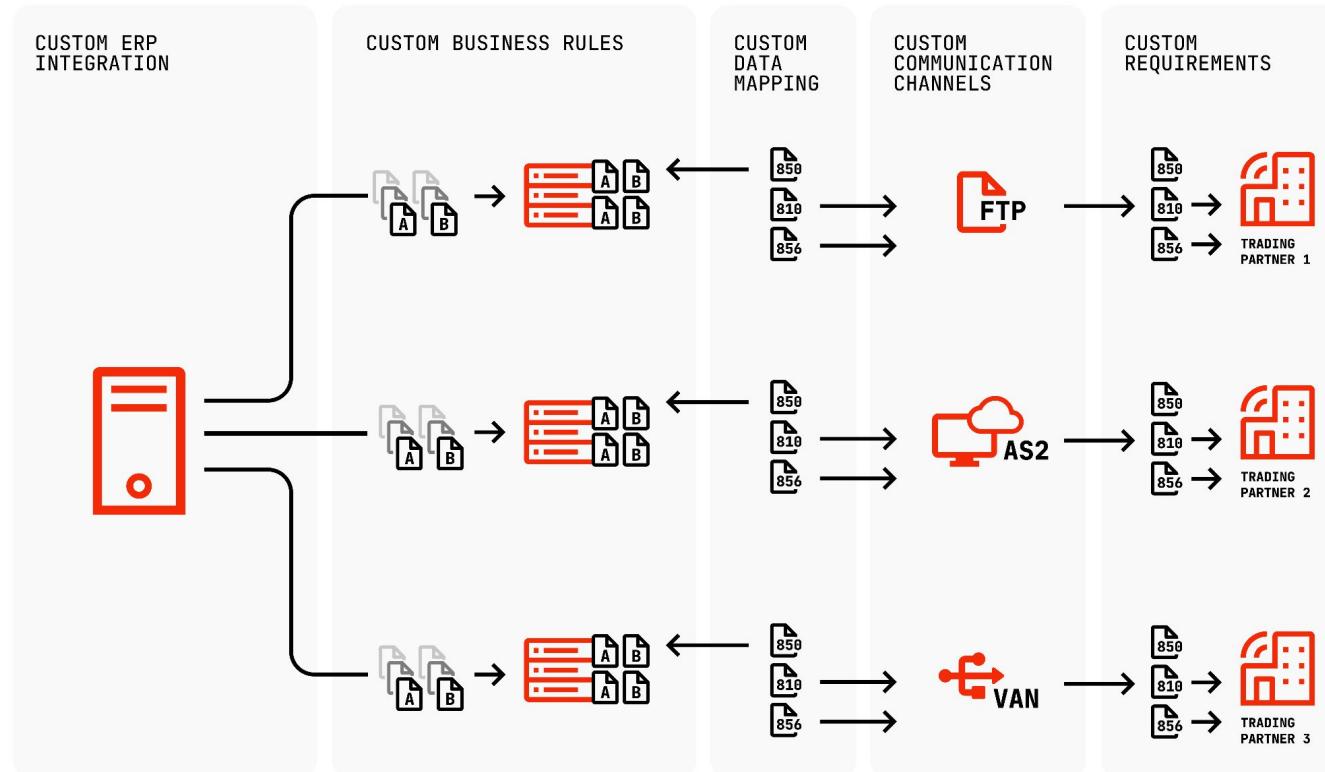
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2 *240315*0302*U*00400*000075821*0*P*>~
3 GS*P0*000097142*048617914*20240315*0302*3258-22*X*004010~
4 ST*850*000051215~
5 BEG*00*SA*260066698**20240315*006097142      ~
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7 REF*IA*54436~
8 REF*W0*111~
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VIEW GUIDELINE

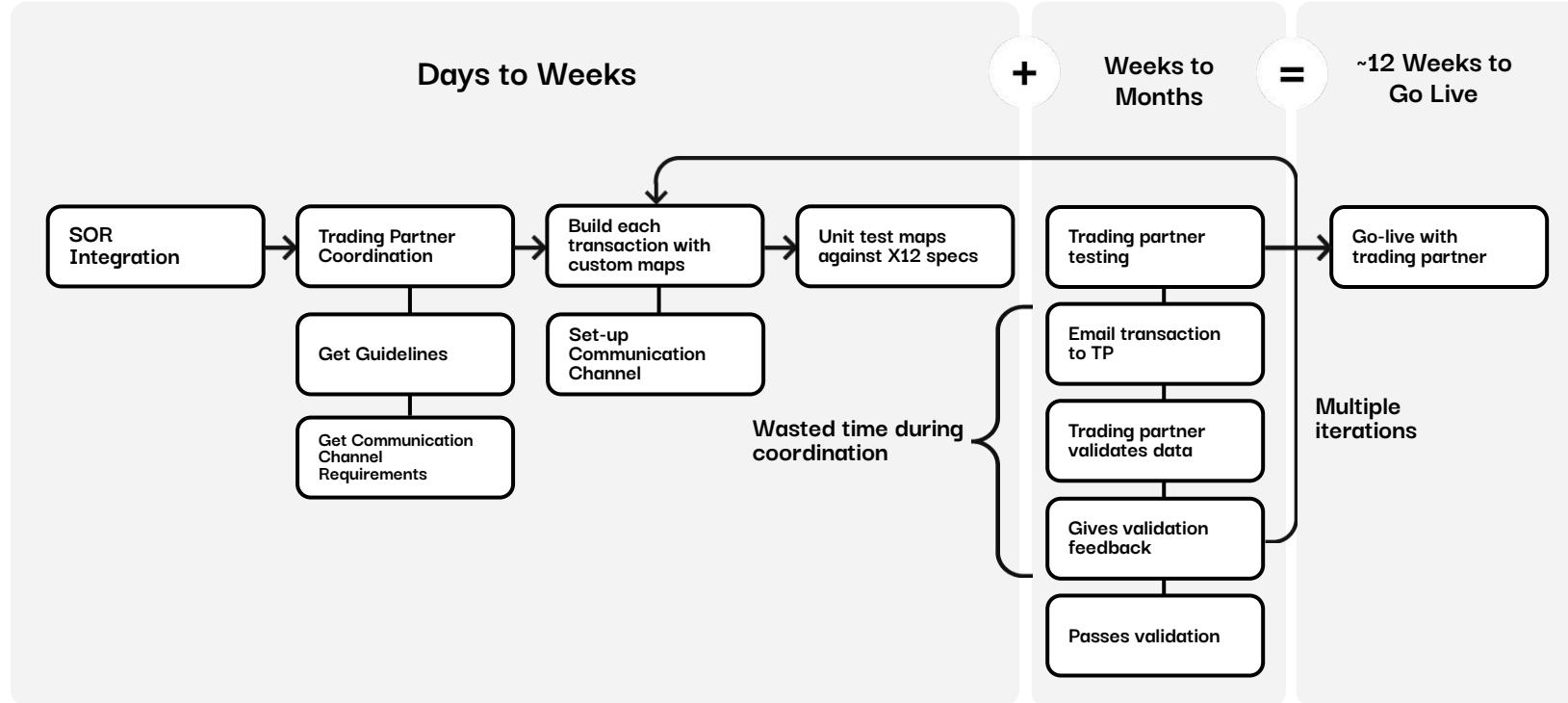
FIX ERRORS



EDI Systems Are Complex

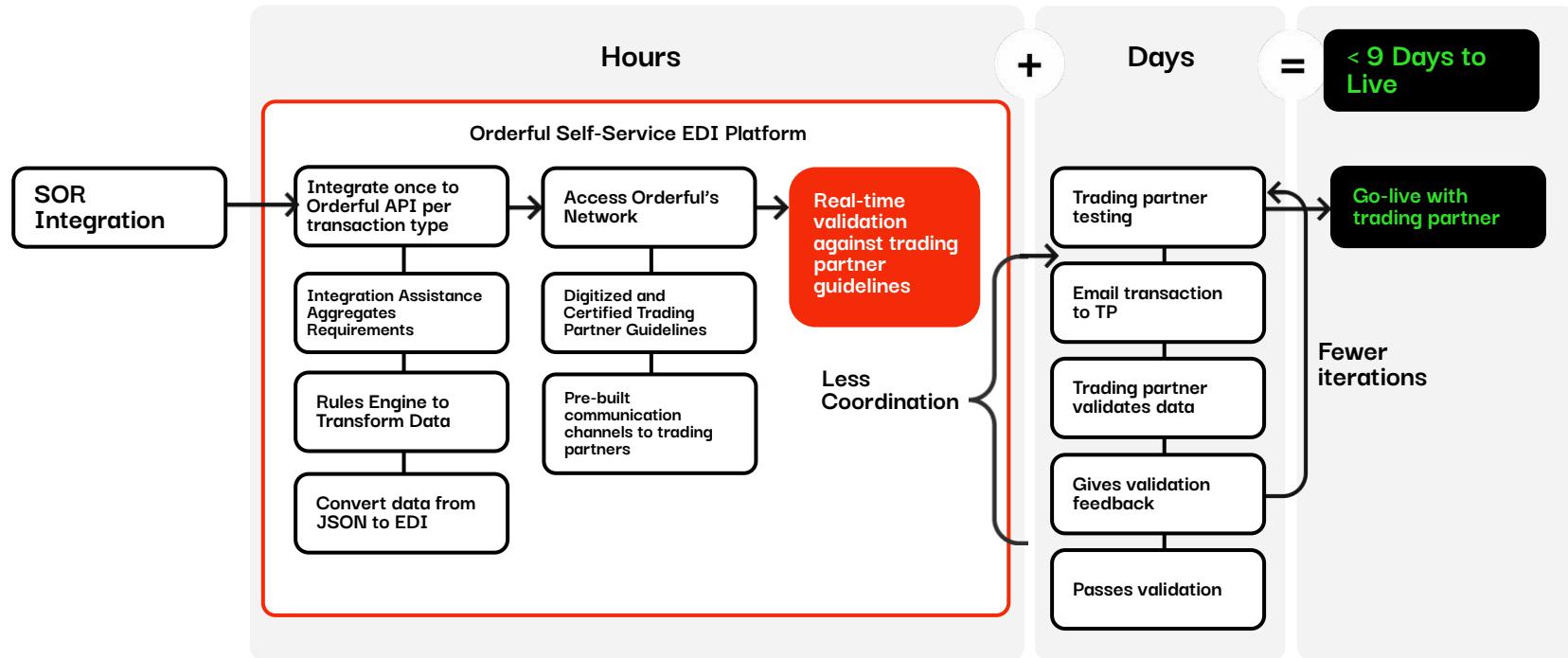


EDI takes time to enable and is difficult to maintain!





10x Faster than the rest – Orderful's Secret Sauce is **Validation**





Implementation Roles & Responsibilities



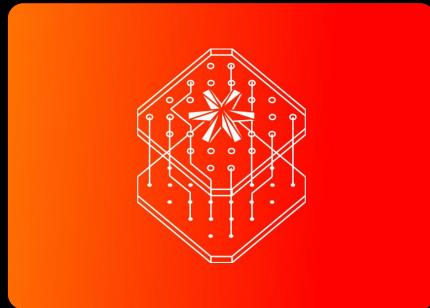
A **Dedicated Onboarding Architect** is available for technical support, to ensure a quick and seamless implementation.

*Trading Partner Testing via Orderful is an additional service available by request.

Orderful v. Legacy Providers

	Orderful*	Legacy Providers
Tech powered (API for EDI)		
No Custom mapping		
One integration per transaction type		
Real-time error validation		
Control of data & integrations		
Free self-service onboarding for followers		
Predictable pricing + guaranteed delivery		
<9 days to onboard new trading partners		
UCC 128 shipping labels included for free		

Customer Case Studies





“They don’t have to wait for us to give them feedback—they can do their own testing and see whether it’s a valid transaction right away by logging into Orderful. It can all take place without involvement from our team, and it eliminates a lot of back-and-forth that takes place with traditional EDI testing.”



Jim Bruckert

EDI TEAM LEADER, KBX TECHNOLOGY SOLUTIONS

Customer Results

- Self-Service Onboarding for **400 new Carriers**
- Reduced onboarding effort by **70%** and time to onboard by over **50%**
- Consolidated all EDI infrastructure **lowering overall costs**
- **9 hours** average go-live time



“Working with Orderful allows us to dramatically **reduce the time to onboard** retail fulfillment customers.”



Mark Riskowitz
GM OF RETAIL, SHIPBOB

Customer Results

- **83% reduction** in trading partner setup time
- Lowered overall **EDI costs by over 30%**
- Maintained a steady state in **EDI resource headcount**



“With Orderful, we routinely set up new partners within less than five days. Much of that is because so many partners are already in Orderful’s network, which makes it easy to establish new connections.”

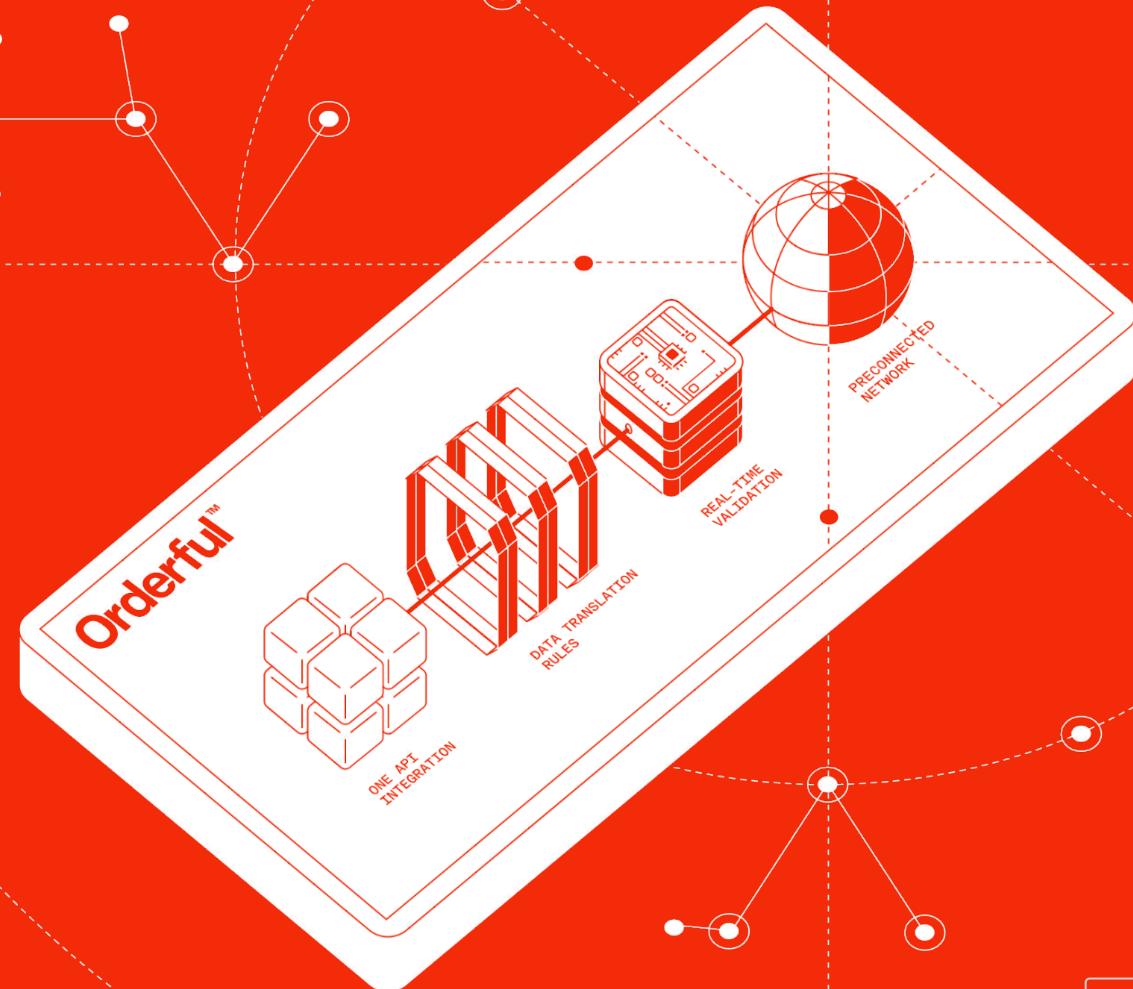


David Broering
NFI, PRESIDENT OF INTEGRATED LOGISTICS

Customer Results

- **<5 Days** To Onboard New Trading Partners
- **90% Reduction** In Onboarding Time
- **30% Faster** Time To Market With EDI Trading

Pricing



How We Work with You

Self Service

Use our API to connect to your supply chain and start testing with your partners immediately.

- Build your own integration to Orderful
- Perform testing using the EDI outputs from Orderful
- Use internal or external resources to perform EDI testing

Good for teams with development resources and experience with APIs

Full-Service

Orderful's team of experts and partners handles all the EDI set up for you.

- Orderful builds the integration to your system of record
- We handle all integrated testing with trading partners
- We monitor your production environment and ensure uptime

Good for teams with limited development resources

Managed Production

Use our API to connect to your supply chain and Orderful handles the rest.

- Build and manage your own integration to the Orderful API
- Orderful handles Trading Partner scenario testing for you
- Orderful monitors and resolves production issues for you

Integration Services

Orderful's team of experts and partners handles all the EDI set up for you.

- Orderful will build and manage the integration from your SoR to Orderful using an iPaaS
- Orderful handles Trading Partner scenario testing for you
- Orderful monitors and resolves production issues for you

Integrated EDI

Starting at \$1,999/m

- API for EDI
- 100% EDI compliance
- Up to 5,000 transactions (per partner, aggregate)
- 24/7 EDI support
- Basic EDI training
- Dedicated onboarding architect
- Unlimited transaction types
- Webforms
- UCC 128 labels

Trading Partner Fee

Number of Trading Partners x Fee

# Trading Partners	Monthly Trading Partner Fee	Discount
1-30	\$100	0%
31-60	\$70	30%
61-90	\$60	40%
91+	\$50	50%

Trading Partner Fee

Number of Trading Partners x Fee

# Trading Partners	Monthly Managed Service Fee	Monthly Trading Partner Fee	Discount
1-30	\$100	\$100	0%
31-60	\$100	\$70	30%
61-90	\$100	\$60	40%
91+	\$100	\$50	50%

Orderful®

Integrated + Managed EDI

- API for EDI
- 24/7 EDI support
- Dedicated onboarding architect
- Unlimited transaction types
- Webforms
- UCC 128 labels
- RBAC
- SSO
- Managed testing services
- Managed integration services
- Real-time monitoring & guaranteed uptime
- Data integrity assurance
- End-to-End trading partner go live support

Managed Services

\$100 per trading partner monthly

01

End-to-End TP Go-Live Support

- Set up of your EDI Accounts within Orderful.
- Publication of guidelines and testing scenarios.
- Efficient handling of trade requests and partnerships.

02

Data Integrity Assurance

- Error resolution, rule-writing, & integration support.
- Verification and configuration for live transactions.
- Proactive solutions for any onboarding issues.

03

Live Monitoring & Reliable Uptime

- Support ticket management and timely responses.
- Seamless, uninterrupted EDI operations.
- Comprehensive tools to manage all your EDI.

04

Dedicated Account Management

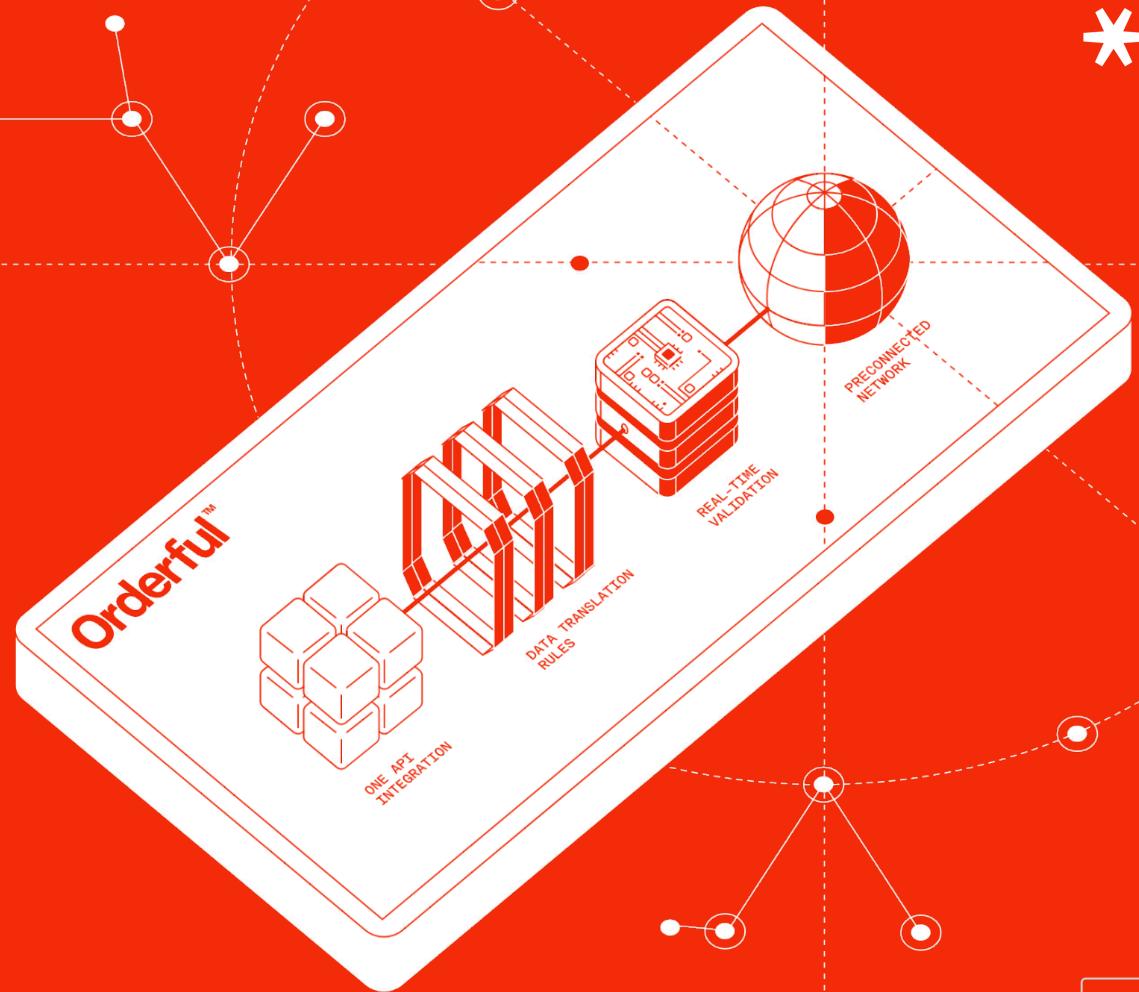
- Identification of new EDI opportunities.
- Assured escalation point for immediate attention.
- Regular business performance reviews.



Trading Partner Go-Live Timeline

FEB				MAR				APR				MAY				JUN				JUL			
W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Tech Review	Scoping	Redlines	Contract Signed	Kickoff & Setup	GO LIVE!																		

Product Focus





FROM
I AM EDITABLE TEXT
123 Main St
Springfield, MA 12345

TO
RETAILER, LLC
4522 Mercedes Drive
Belcamp, MD 21017-0367

SHIP TO POST

(420) 21017-0367

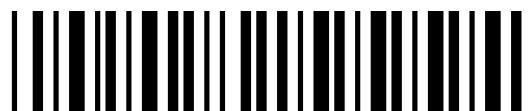


Carrier:
NEMF

PO: 12345
DEPT: 10
CARTON: 4 of 5

FOR

(91) 0001



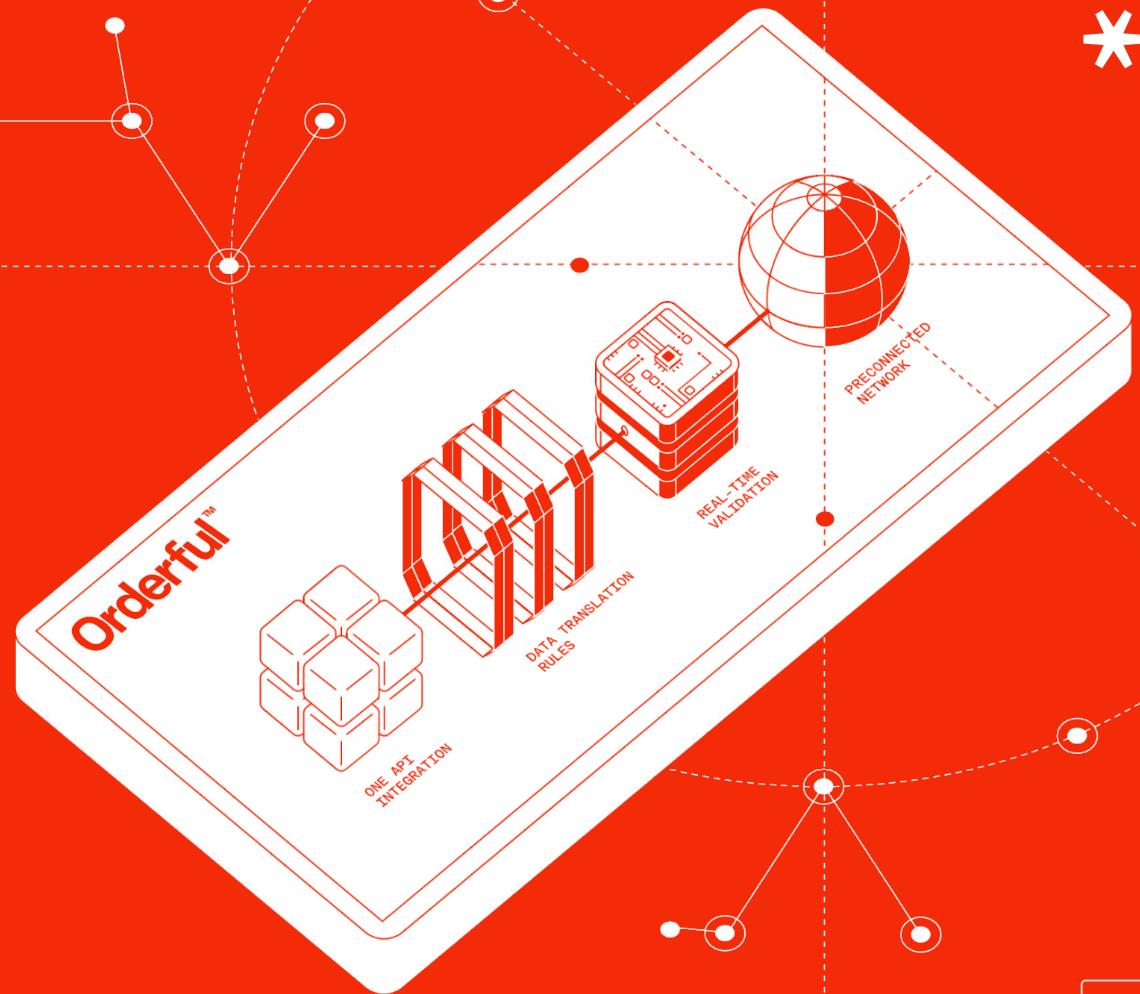
FOR

0001

Shipping Label API

- Generate labels in ZPL format for easy printing
- Pre-designed templates for Walmart, Home Depot, Nordstrom, and Macy's.
- RESTful API endpoints ensure easy integration and the capability to handle growing demand.
- Shipping Labels API included in platform fee

Web EDI Fulfillment





Orderful*

The Fastest Way To Trade EDI

100% retail compliance today



Modern EDI Platform Bringing Supply Chains Together

Retail Compliance with
No Tech Expertise
Required

- Website for EDI
- Automatic order-to-cash transaction creation

Future-proof EDI

- API for EDI
- Network with 10,000+ partners
- Move EDI to the cloud

Get Started Today

- \$189 per trading partner /month
- Retail compliant UCC-128/GS1 labels
- Dedicated experts to guide you along the way

Liquid Death

Caraway

BRIDGESTONE

BUCK MASON

OURA

GII

LINKSYS

Who We Are

SaaS platform for EDI

Orderful transforms retail EDI from a tedious, costly process into a competitive advantage for your business.

ORDERFUL NETWORK OF 10,000+ & GROWING...



BED BATH &
BEYOND

COSTCO
WHOLESALE

Lowe's

macys

THE HOME
DEPOT

What is EDI?

EDI is a required integration method to sell to all wholesale retailers.

01

EDI is the transaction workflow for order-to-cash.

02

Integrations are required to do business.

03

Process enforced by retailers to make trade easy for them.

04

EDI is sensitive and mistakes can be costly.

* ORDERFUL PAYLOAD VIEWER

```
1  ISA*00*          *00*          *01*006097142          *01*048617914
2  *240315*0302*U*00400*00075821*0P*~>
3  GS*P0*006097142*048617914*20240315*0302*3258-22*X*004010~
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5  BEG*00*SA*26066698**20240315*006097142           ~
6  CUR*SE*USD~
7  REF*IA*54436~
8  REF*W0*111~
9  REF*DP*15*ISLG~
10 PER*BD*MCSESH MACHAIH~
11 PER*DC**TE*PH# (812) 346-9400~
12 FOB*CC~
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```

[VIEW GUIDELINE](#)[FIX ERRORS](#)

Orderful*

Supporting EDI for the First Time

Web EDI Fulfillment

Pre-populated transaction creation and sending for fast acknowledgement, fulfillment and invoicing.

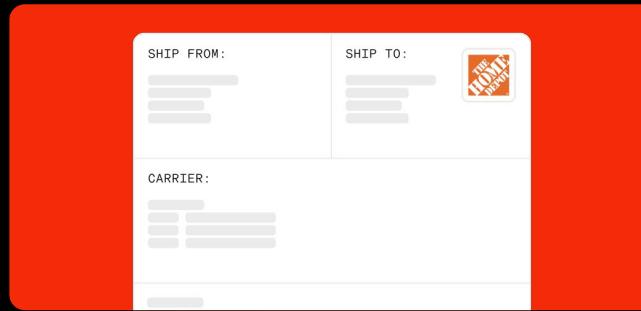
UCC-128/GS1 Shipping Labels

Generate retail compliant labels in ZPL format so you can print when you want, how you want.

Orderful's Pre-connected Network

Connect instantly to major retailers like Walmart, Home Depot, Nordstrom, Macy's and many more.

ORDER FULFILLMENT				
ORDER ACKNOWLEDGEMENT	ORDER FULFILLMENT	ORDER BILLING	ORDER COMPLETED	
	ORDER COMPLETED		725418	1/19/24 9:10
	ORDER BILLING		936207	1/20/24 6:00
	ORDER BILLING		159724	1/20/24 8:24



Getting Started

\$189 per TP / month

Self Service

Use our Web EDI Fulfillment portal to connect to your supply chain and start testing with your partners immediately.

- Perform testing using the EDI outputs from Orderful
- Use internal or external resources to perform EDI testing

Good for teams with testing resources and some experience with EDI.

Full-Service

Orderful's team of experts and partners handles all the EDI for you.

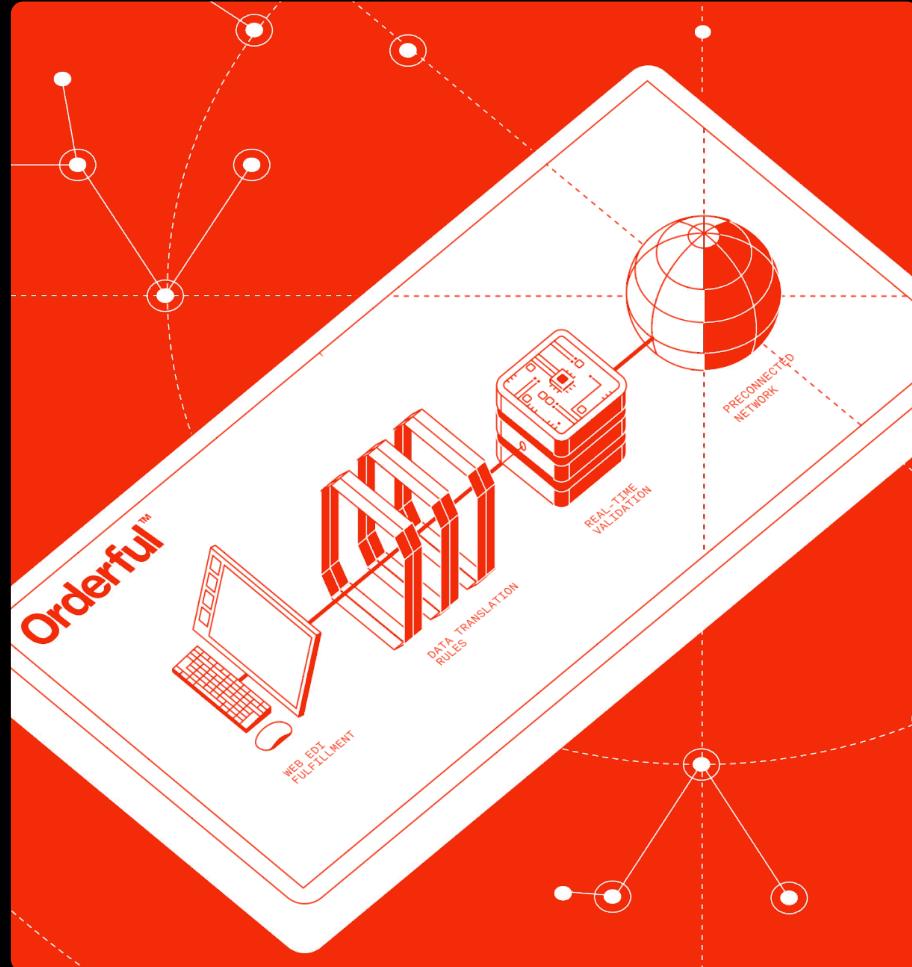
- Orderful sets up your EDI connection with our Web EDI Fulfillment portal
- We handle all EDI testing with trading partners
- We monitor your production environment and ensure uptime

Good for teams with limited EDI resources and no prior EDI experience.

\$189 per trading partner per month

Web EDI Fulfillment

- Pre-populated transaction creation and sending
- Fast acknowledgement, fulfillment and invoicing by auto-populating and sending transactions
- Improve trading partner compliance without integration complexity
- 850 & 855 available now (856 coming soon!)



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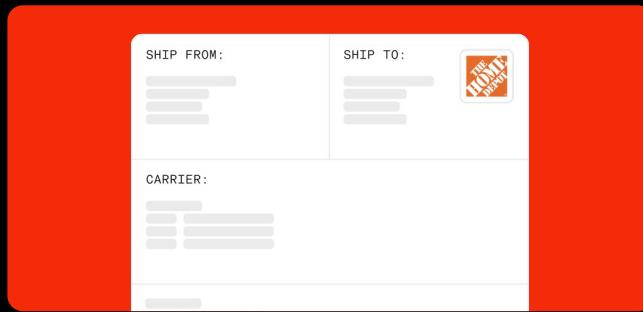
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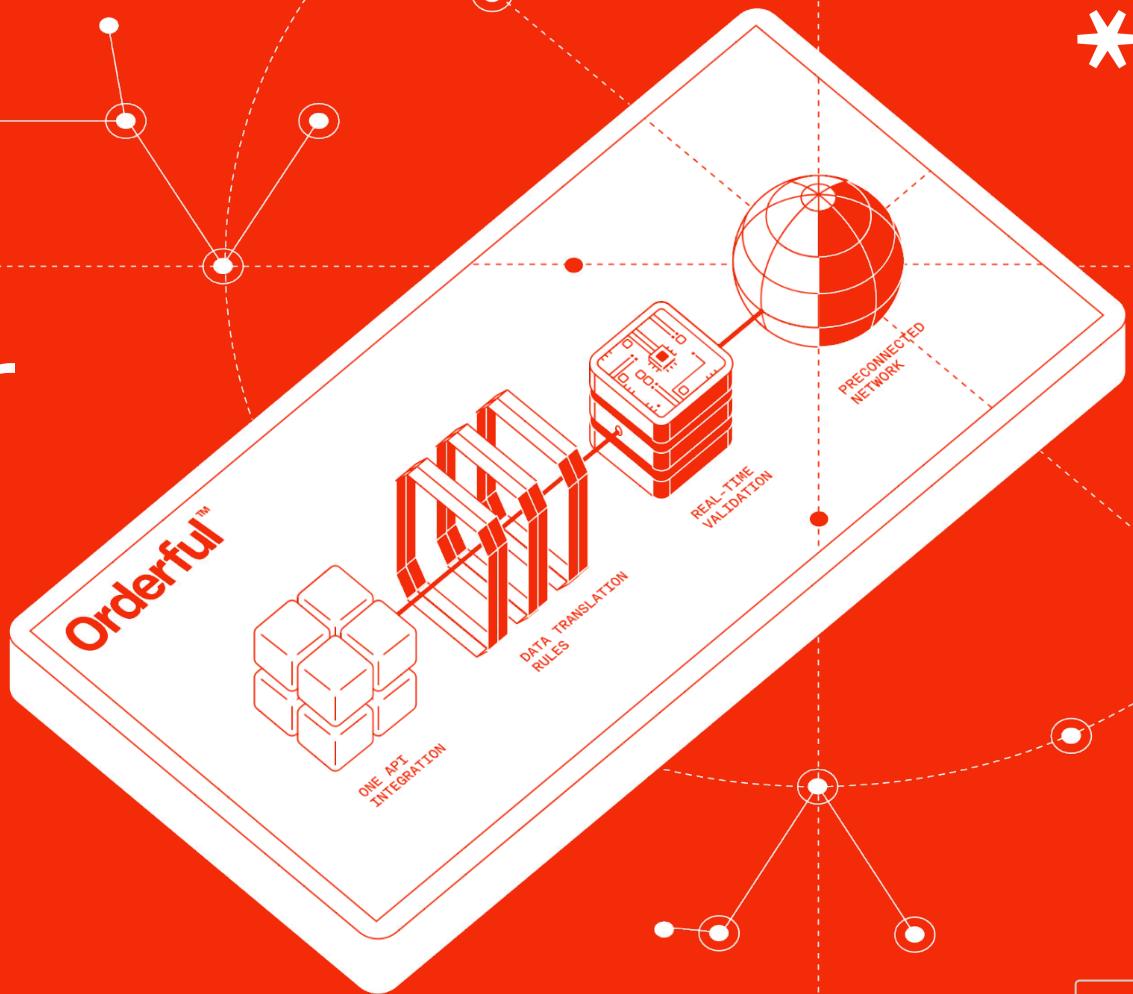
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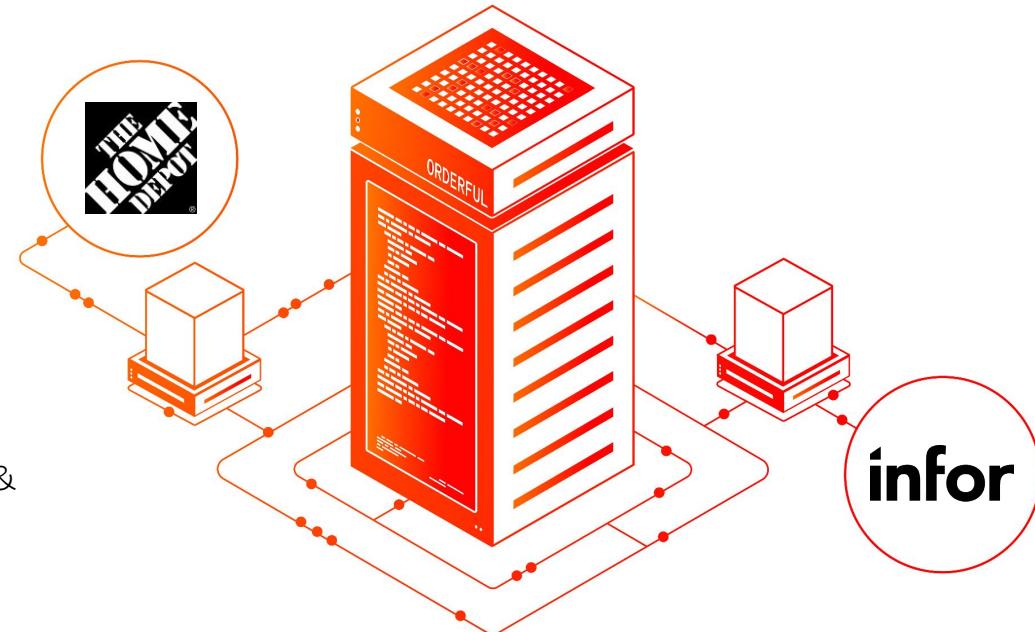
Connector Slides

Direct Sales



Fast Track EDI with Orderful Connectors

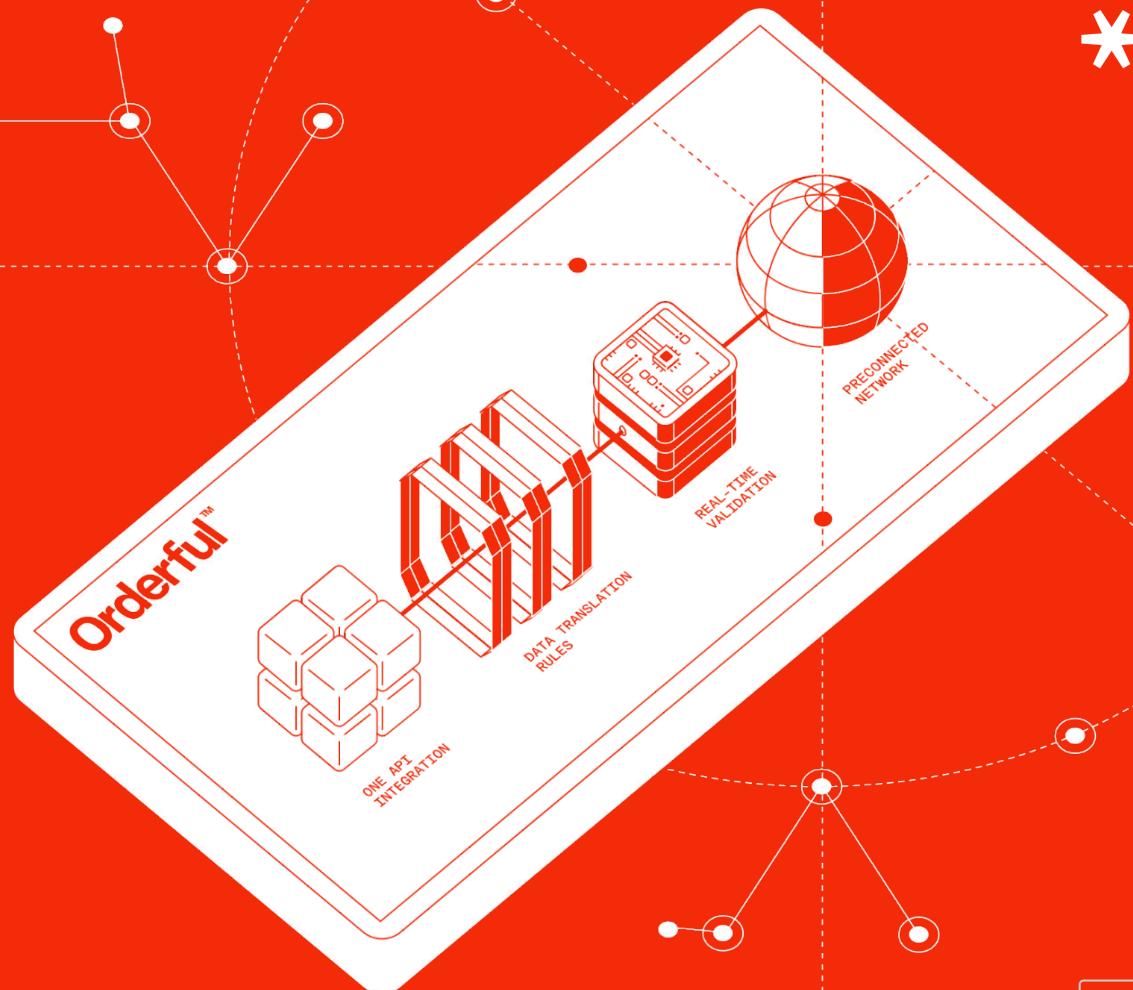
- Instant EDI Visibility
- Automate Processes with Auto-send ASNs & Smart Invoicing
- Effortless Data Mapping
- Less manual data entry and fewer errors
- Transparent Pricing
- Comprehensive Support and Training





Platform Slides

Transform EDI from a costly and non-scalable process into a competitive advantage





Complete Cloud EDI

Orderful's EDI infrastructure that is industry and transaction agnostic that allows you to onboard a new Trading Partner in 9 days.

BACKED BY

andreesen.
horowitz

initialized ()



“Working with Orderful allows us to dramatically **reduce the time to onboard** retail fulfillment customers”



Wes Duquette

GM OF RETAIL, SHIPBOB

GLP
CAPITAL
PARTNERS

Orderful is a Merchant Service for Platforms



Improve OpEx

- Legacy EDI integrations are labor intensive
- Orderful's automation allows for speed and efficiency in Trading Partner onboarding
- Orderful makes the process repeatable and scalable

Drive Revenue

- Continue to monetize EDI as a top line product for your merchants
- Faster implementation = Faster time to revenue

Marketing Driver

- Focus on what you do best
- Faster integrations = Happier merchants
- Competitive Differentiator
- Seamless merchant experience





Orderful Connector Benefits



Improve Operating Margins

- Enable your services team to implement SAP and replace T&M with a platform
- Onboard trading partners in Orderful instead of making changes to the ERP
- Use one EDI integration for all of your customers trading partners



Boost Product Revenue

- Generate recurring revenue on EDI.
- Improve closed/won rate by solving a core implementation challenge for ERP buyers: EDI



Elevate Your Customer Experience

- Allow your merchants to go live with a new EDI integration in 9 days
- Save customers money that's traditionally spent on bloated ERP projects

CONNECTOR PARTNERS WHO TRUST ORDERFUL

ORACLE
NETSUITE

DEPOSCO

Fulfil

MASTERY

SHIPWELL

odoo

datex

infor

Who We Are

SaaS platform for EDI

Orderful transforms EDI from a tedious, costly process into a competitive advantage for your business.

Fastest growing EDI network

With millions of transactions traded, we're the leaders in supply chain, manufacturing and retail.

Loved by forward thinking brands like yours

400+ customers and counting with thousands of trading partnerships across dozens of verticals and industries.

INFOR CUSTOMERS WHO TRUST ORDERFUL



BERKSHIRE
BLANKET & HOME CO*

VIDA



FRONTIER™
NATURAL PRODUCTS CO-OP



Who We Are

\$32m raised

Backed by the largest venture capital firms in logistics, Orderful is positioned for continue innovation.

265 mil EDI transactions

With millions of transactions traded, we're the leaders in supply chain, manufacturing and retail.

5K trading partnerships

400+ customers and counting with thousands of trading partnerships across dozens of verticals and industries.

BACKED BY

andreasen.
horowitz

initialized()

GLP
CAPITAL
PARTNERS

Reach out to Orderful

Email us with questions, comments or for a personalized demo

Email

infor@orderful.com



Leah Jackson

Director of Channels and Alliances



Copy & paste into slide to use

Illustration and Icon Library



Icon Library

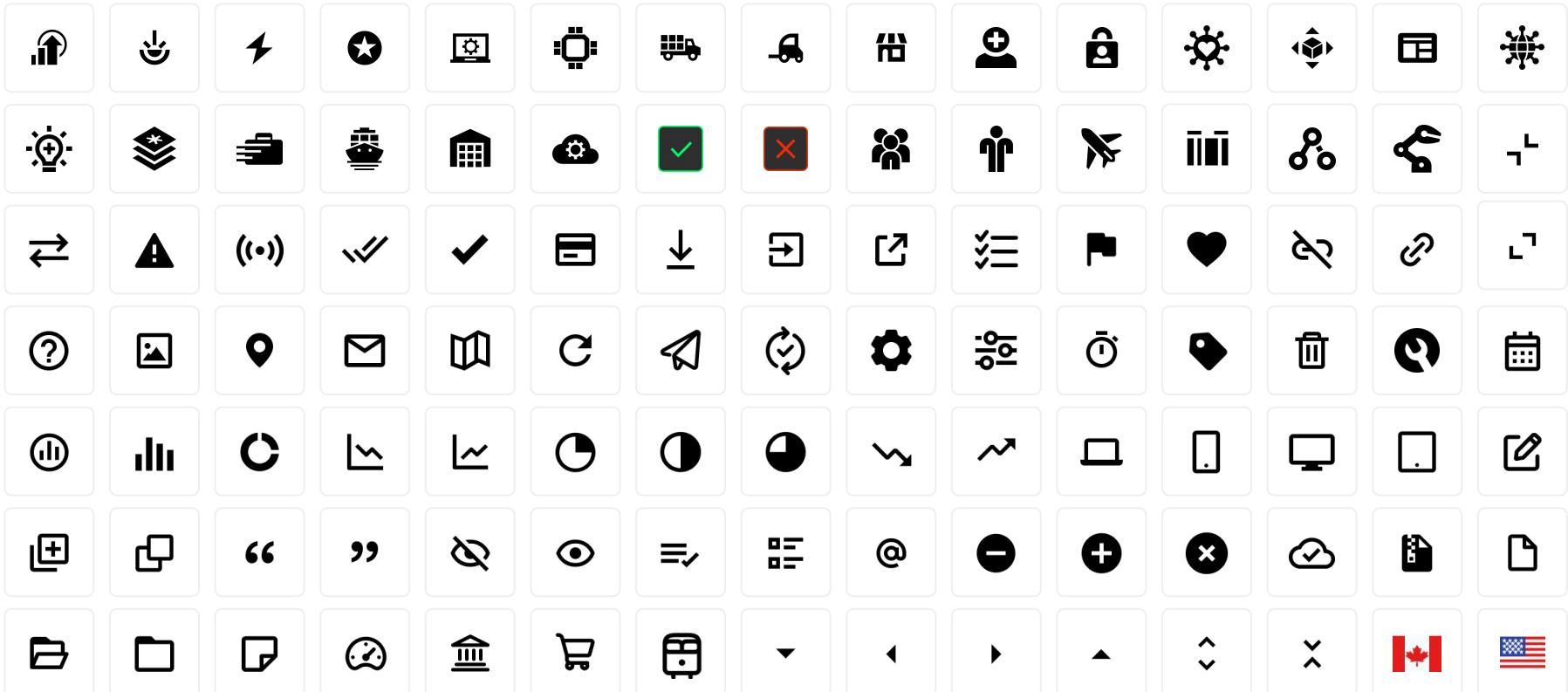


Illustration Library

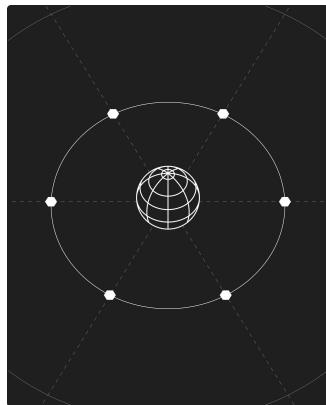
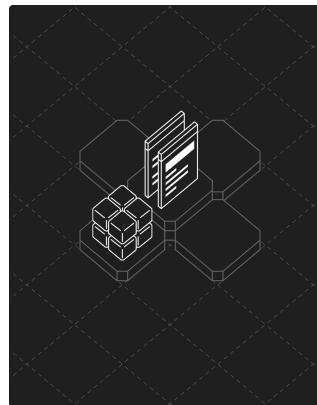
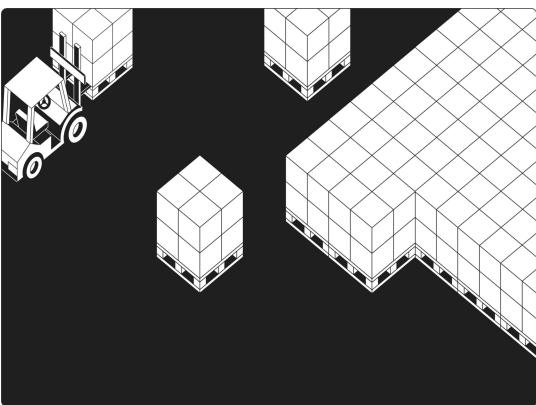
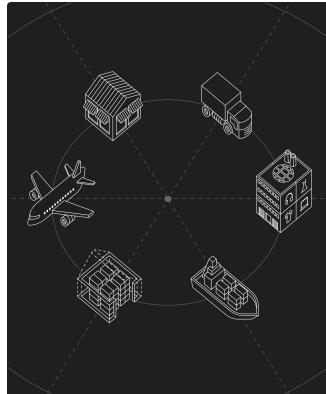
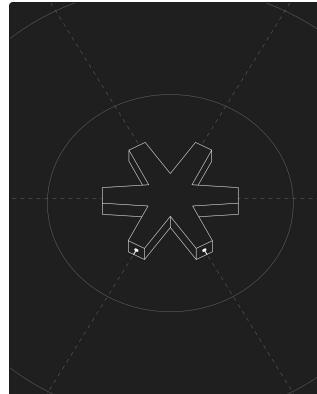
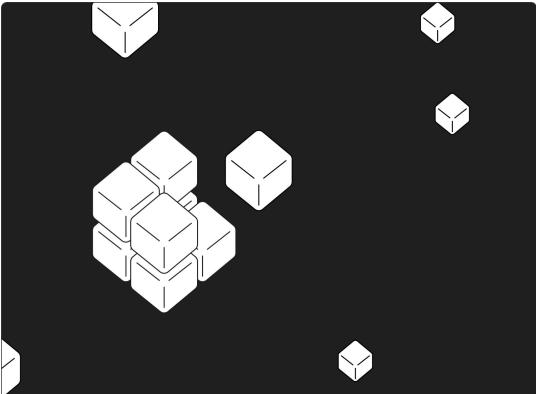


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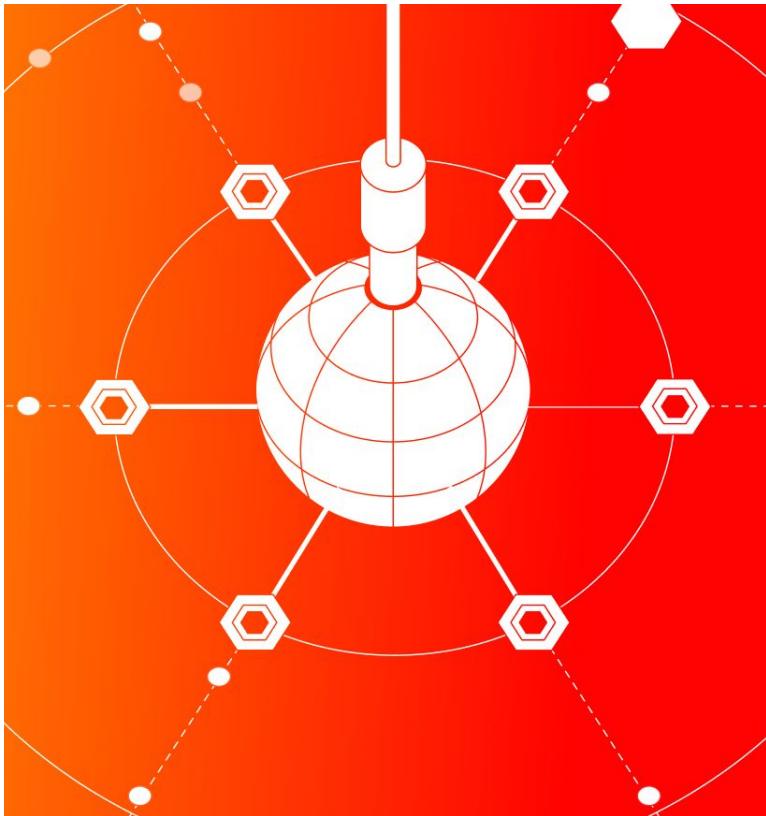
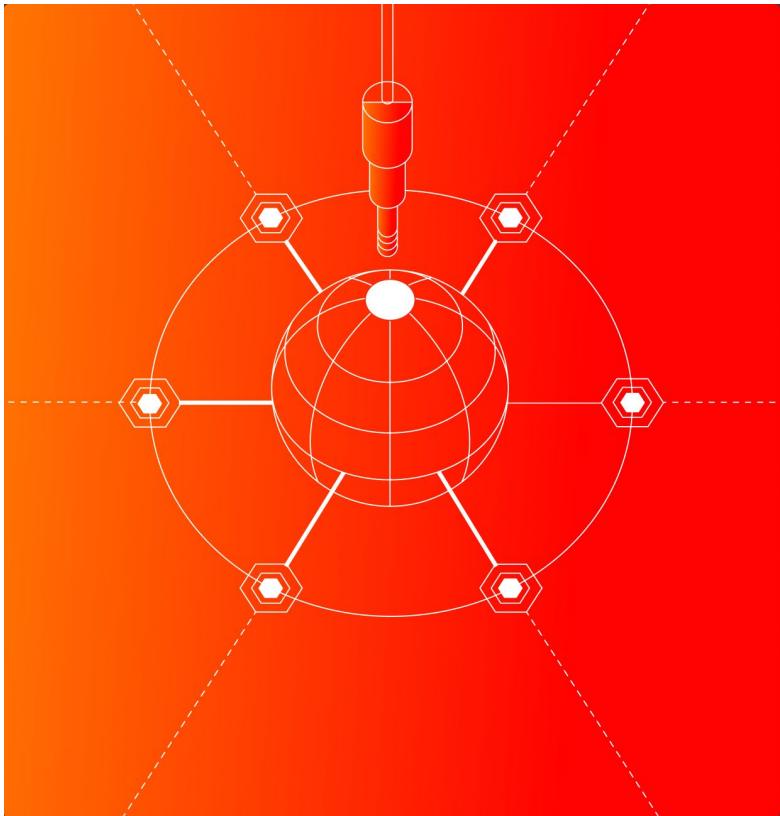


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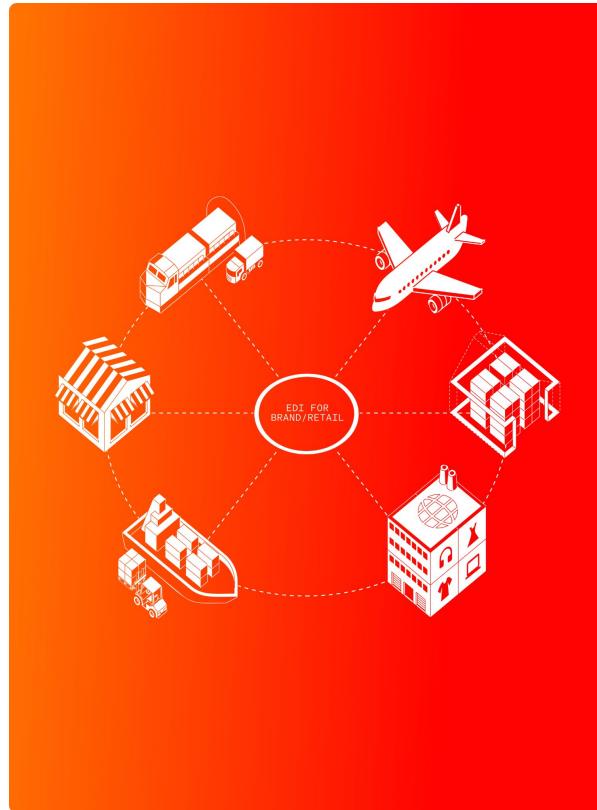
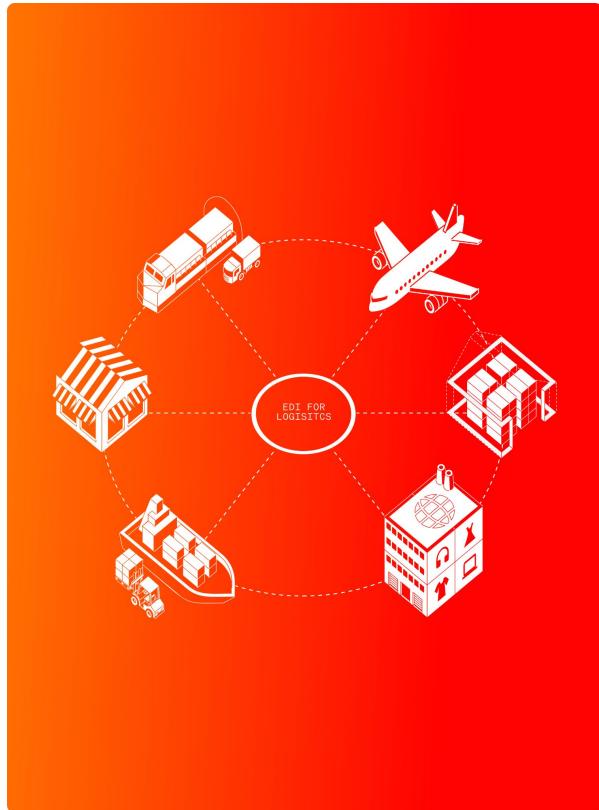


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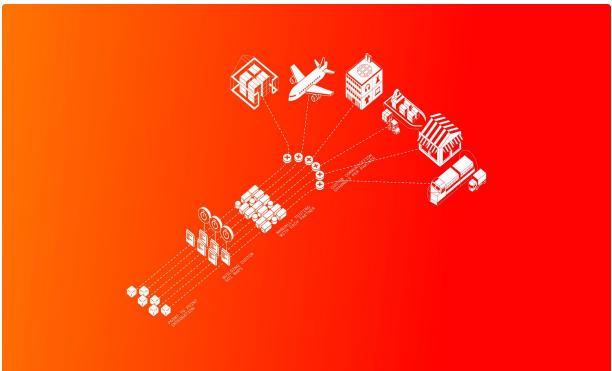


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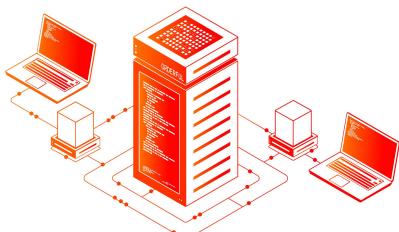
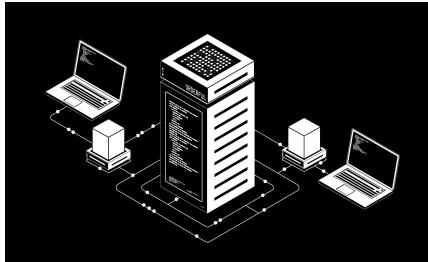
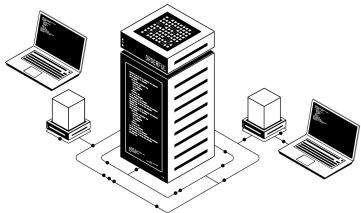


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