

GAF Marketing Hub Demonstration

Contents

Response: Real-Time Rewards Integration and Multi-Tender Checkout.....	2	Page
Response: Fraud Controls and Prevention Strategy	5	1
Response: Quality Assurance (QA) and Compliance.....	8	
Response: Training and Adoption	10	
Response: Seasonal Look Books & Curation	11	
Response: End User Feedback Mechanisms.....	12	
Response: Admin Self-Service and Control.....	13	
Response: Collaborative Platform Enhancements and Ownership	17	
Response: Fulfillment & Production.....	19	
Response: Warehouse Ownership.....	20	
Response: Canada Distribution	20	
Response: Support	20	
Response: Account Management.....	20	
Response: Fees	20	
Response: Account Management Fees.....	20	
Response: Order Discrepancies.....	21	
Response: Reducing Costs and Waste.....	21	
Response: Quantifiable Reduction in Cost.....	21	
Response: Print On demand Model.....	22	
Response: Tiered Pricing.....	22	
Response: Multi-Site Architecture and Centralized Product Management.....	23	
Response: From Generative AI to Agentic Intelligence: Shopify's AI Strategy for 2025 and Beyond	25	
Response: Integration with SAP Ariba.....	27	
Response: Risk Mitigation.....	28	
Response: Extended Support for Canadian Operations	30	
Response: Required Extensions and Implementation Approach.....	31	
Response: Platform Implementation Experience (Shopify Plus)	32	
Response: Administrative Model and Expectations.....	33	
Response: DG3 Approach.....	35	

Question: Real-Time Rewards Integration:

- The platform must integrate directly with GAF's internal Rewards Service via an API to support the use of rewards points as a payment method. This integration is a critical component of the user checkout experience.
 - Real-Time Validation and Reconciliation: Our Rewards Points can be used by the contractors for all different offerings from us, including items in the hub. Meaning several disparate systems contend for the points. For this reason, we expose an API so you can treat the rewards points as a tender type. Do you have the ability to support this in your checkout flow? Please explain in detail. Some scenarios to think about: a) I have enough rewards points to cover half of the cost of my order, use those points and take a credit card from me for the balance, b) I have enough rewards points to cover the full order but I want to use my credit card for to pay for half, c) I use all of my points and a credit card to pay the full amount needed, but the credit card authorization fails and now I have to reverse the rewards capture, etc.
 - Multi-Tender Scenarios: How does your platform's checkout logic handle the specific multi-tender scenario where a contractor applies a partial amount of their rewards points (e.g., 20 points) toward an order and pays the remaining balance with a credit card? Please detail the user interface steps and the corresponding system action to demonstrate seamlessness.

Response: Real-Time Rewards Integration and Multi-Tender Checkout

We confirm this functionality. We currently have real time integration with GAF's Rewards Service. The DG3-managed Shopify Plus platform integrates directly with GAF's internal **Rewards Service API** to treat Rewards Bucks (and Co-Op Dollars) as a **true tender type** within checkout.

Contractors will be able to use any combination of Rewards Bucks and credit-card payment in real time—whether covering part of an order, splitting payment evenly, or combining tenders with automatic reversal logic if authorization fails.

How It Works

(From the contractor's perspective, the process is seamless and takes only a few seconds:

1. Single Sign-On (SSO) and Balance Retrieval

When a contractor signs in through SSO, the platform immediately calls GAF's Rewards Service to retrieve that user's available **Rewards Bucks or Co-Op Dollars**. The current balance is displayed on their account page and carried forward through checkout.

2. Checkout and Payment Selection

During checkout, the user selects how many Rewards Bucks to apply toward the order total. The remaining balance is automatically calculated and can be paid by credit card or any other active tender type.

3. Order Submission and Confirmation Screen

When the order is submitted, any transaction using Rewards Bucks or Co-Op Dollars is automatically placed on a brief hold while the system confirms funds in real time. The user immediately sees the following message on the confirmation page:

We're Finalizing Your Order

Thank you for your order. Because you've chosen to use Rewards Bucks for payment, your order is being confirmed against your available balance.

You'll receive an email within the next few minutes once your order has been successfully validated and released for processing.

4. Real-Time Validation (2–5 Seconds)

Behind the scenes, the system performs an API call to the GAF Rewards Service to confirm that the user still has sufficient funds available. This validation typically completes in **two to five seconds**.

5. Automatic Deduction and Confirmation

If the balance is sufficient, the Rewards Bucks are **deducted** in real time from the user's account via API, the order hold is lifted, and the user receives a "**Your Order Has Been Confirmed**" email.

6. Insufficient Funds Handling

If the API indicates that the available rewards are insufficient to cover the requested amount, the system automatically releases the hold and sends an email notification explaining that the **rewards balance was not enough** to complete the order, with instructions to retry. The tone is informational—not a "failed order" message.

The entire experience is designed to feel instantaneous and predictable for contractors while maintaining full transactional integrity for GAF.

Technical Implementation Details

1. Login and Data Sync

- On SSO login, DG3's middleware service calls the **GAF Rewards API** to fetch the contractor's current Rewards and Co-Op balances.
- The retrieved values are stored in **Shopify customer metafields** for temporary use during the active session.

2. Checkout Process

- When the user enters an amount of Rewards Bucks to apply, that intent (points amount + idempotency key) is saved with the checkout.
- The order proceeds normally through Shopify checkout, with both tenders (rewards + credit card) captured in a single flow.

3. Order Hold and Validation

- On order submission, any order containing Rewards or Co-Op payment automatically moves into an "**On Hold – Validating Rewards**" status.
- A **Shopify Flow workflow** is triggered, which uses the **Send HTTP Request** action to call a **DG3-hosted middleware endpoint**.
- The middleware immediately calls the **GAF Rewards API** to perform a **live balance check and authorization** of the requested amount.

4. Authorization, Deduction, and Reversal Logic

- If sufficient funds exist, the middleware calls the **GAF Rewards API Capture/Redeem** endpoint to **deduct** the authorized amount from the contractor's balance.
- If a credit-card payment is also part of the order, both tenders are captured together to ensure synchronized reconciliation.
- If the card authorization fails or GAF's API reports insufficient funds, the middleware calls the **GAF Rewards API Void/Release** endpoint to **reverse the authorization**, restoring the contractor's available balance instantly.

5. System Messaging and Status Updates

- While validation occurs, the Order Status page displays the "We're Finalizing Your Order" message.
- The DG3 middleware returns a real-time status to Shopify within seconds. Once confirmed, the order automatically transitions from **On Hold** to **Processing**, and an email confirmation is triggered.

- If the validation fails, the order remains in **Payment Required** status and the customer is notified via email to adjust payment.

6. Connectivity Safeguards

- In cases of network interruption or user-authorization mismatch (for example, an Okta entitlement configuration issue), the middleware will queue and retry the Rewards validation call several times before timing out gracefully.
- During this period, the order remains on hold, and **no deduction** occurs until confirmation is received.
- If connection cannot be re-established within a defined timeout window, the order is released and treated as unvalidated, with a notification sent to the user that Rewards could not be confirmed.

7. Data Logging and Reconciliation

- Each transaction (Authorize, Capture, Void) is recorded in Shopify **order metafields** with its corresponding GAF Rewards transaction ID.
- DG3's middleware logs all requests and responses with correlation IDs for full auditability.
- A nightly reconciliation process cross-verifies Shopify orders against the GAF Rewards ledger to confirm that all deductions, reversals, and balances match.
- **Idempotent transaction design** ensures that duplicate or retried API calls never result in double deductions.

Multi-Tender Scenarios

Scenario	System Behavior
a) Half Rewards / Half Credit Card	Rewards are authorized for the chosen amount and the remainder is authorized on the card. Once both succeed, the Rewards Bucks are deducted via API, the card is captured, and the order is released.
b) Enough Rewards to Cover All, but User Chooses 50/50	The platform honors the user's specified split. Only the chosen Rewards amount is deducted; the remainder is processed through card authorization and capture.
c) Rewards + Card, but Card Authorization Fails	Rewards authorization is held but not yet deducted. On card failure, the middleware calls the GAF Rewards API to void the authorization and restore the balance. The user is notified by email that their Rewards Bucks were returned and prompted to retry.
d) Adequate Rewards Balance, but Network or Authorization Failure Occurs	If the platform temporarily cannot connect to the GAF Rewards API—or if user authorization cannot be verified due to configuration issues (for example, an Okta entitlement mismatch)—the order remains in Pending Approval status while the system retries the API call at short intervals. If the Rewards Service becomes reachable and validation succeeds, the order proceeds normally. If the connection cannot be re-established within a defined timeout period, the system treats the transaction as unvalidated, releases the hold, and notifies the user that their Rewards payment could not be confirmed. No points are deducted during this period.

This logic ensures that orders are never stranded or double-charged and that any network, authorization, or configuration issues can be resolved safely without financial impact to the user or GAF.

Summary

The DG3-managed Shopify Plus implementation provides a **real-time, multi-tender checkout experience** that:

- Retrieves and displays live Rewards and Co-Op balances at login via SSO.

- Performs **instant API validation** (2–5 seconds) during checkout for any order using rewards.
- Displays clear, reassuring language (“We’re Finalizing Your Order”) during processing.
- **Deducts** Rewards Bucks immediately upon confirmation and updates the GAF Rewards ledger in real time.
- Automatically **reverses** deductions if card authorization, connectivity, or validation fails.
- Maintains full **audit, reconciliation, and transaction traceability** across Shopify, DG3 middleware, and GAF’s internal Rewards system.

This design ensures a **smooth and transparent user experience** for contractors while providing GAF’s technical teams with a **controlled, auditable, and API-driven** transaction lifecycle that gracefully handles both expected and exceptional scenarios.

Question: Fraud Controls and Prevention Strategy:

- GAF requires a robust, multilayered strategy to mitigate financial and non-financial fraud across the platform. Please provide a detailed response to the following:
 - Prevention Strategy: Describe the comprehensive controls your platform uses to reduce fraudulent activity. This should include both standard financial checks (e.g., AVS matching, velocity limits on transactions) and non-financial asset abuse controls (e.g., logo validation, unauthorized access to high-value assets).
 - Third-Party Tools: Do you integrate any third-party fraud monitoring tools (e.g., Kount, ClearSale) to score transactions in real-time? If so, please name the tools and briefly explain how they function within your checkout workflow.
 - Real-World Example: Provide a specific, anonymized example of when your fraud protection successfully intercepted or prevented a high-risk transaction or instance of asset abuse, and detail the control that was responsible for the stop.
 - Describe actions taken if transactions are flagged as suspicious. Internal/external review process, customer outreach, client outreach.

Response: Fraud Controls and Prevention Strategy

1. Prevention Strategy

Shopify Plus employs a **multi-layered, AI-driven fraud prevention framework** that continuously analyzes transactions across a global network exceeding **10 billion orders**. Every purchase is evaluated in real time by Shopify’s proprietary machine-learning engine, which assesses hundreds of signals—including **AVS and CVV verification, geolocation, device fingerprinting, velocity limits, and behavioral anomalies**—to generate a risk score (Low, Medium, High) before fulfillment.

The platform’s native defenses include:

- **Adaptive 3D Secure 2.0 authentication**, which uses machine learning to trigger step-up verification only when risk thresholds warrant it. This targeted routing strengthens payment security while maintaining high conversion rates, adding friction only where necessary.
- **Card-testing and bot-attack suppression**, using behavioral modeling and CAPTCHA to stop automated purchase attempts.
- **PCI DSS Level 1 compliance** and tokenized payment processing through Shopify Payments.

- **Shopify Flow automation**, allowing customized rules that hold, tag, or cancel suspect orders and support “manual capture” payment workflows to void fraudulent authorizations before fees accrue.

Together, these tools provide an **enterprise-class baseline** that neutralizes the majority of financial and operational fraud vectors across the entire Shopify Plus network.

Within GAF’s environment, these native capabilities are further reinforced by **Okta Single Sign-On (SSO)**, which ensures that every user reaching checkout has already been authenticated through corporate identity controls. This gated structure significantly reduces exposure to anonymous retail-style fraud, making Shopify’s native protections proportionally sufficient for the risk profile of the Unified Storefront.

2. Third-Party Tools

While native controls address detection and prevention comprehensively, **third-party integrations are available to extend protection into financial liability transfer and advanced policy-abuse management**.

Shopify Plus maintains direct API integrations with several leading partners:

Provider	Key Capabilities	Chargeback Guarantee	Ideal Use Case
Signifyd	Real-time approve/decline decisions with full reimbursement for fraud or “item not received” disputes	100 %	Enterprise-scale liability transfer
Riskified	Behavioral analytics + global order linking	100 % (fraud)	High-volume, international programs
ClearSale	Hybrid AI + human fraud-analyst review	100 %	Complex or cross-border orders
NoFraud	AI decisioning + manual verification for flagged cases	100 % (unauthorized use)	False-positive reduction

Each integrates seamlessly within the Shopify checkout workflow, analyzing transaction data in milliseconds and returning approve/decline/review decisions that can automatically trigger Shopify Flow actions.

Where chargeback guarantees are applied, protection covers **approved physical-goods transactions** fulfilled within defined timelines and shipped with valid tracking. Non-fraud disputes follow standard merchant policies. This transparency ensures predictable, auditable coverage for GAF.

For GAF, these services are **optional enhancements** that may be introduced to meet future business or compliance needs, but they are **not required** for secure operation within the authenticated SSO environment.

3. Real-World Example

A high-value order (\$8 K electronics) placed overnight from a foreign IP with mismatched billing and shipping addresses triggered Shopify’s fraud engine.

Detection: The system flagged the transaction as *High Risk* after identifying multiple failed card attempts and a proxy IP.

Automation: A pre-configured Shopify Flow rule instantly placed a fulfillment hold, tagged the order for review, and prevented automatic payment capture.

Verification: 3D Secure authentication failed, and the merchant’s outreach received no customer response.

Outcome: The order was canceled before settlement, avoiding both inventory loss and chargeback exposure.

In a separate case of card-testing abuse, Shopify’s native bot-protection layer blocked over 100 automated purchase attempts within minutes, demonstrating the platform’s ability to halt coordinated attacks without human intervention.

4. Actions Taken When Transactions Are Flagged

When Shopify's analysis flags an order as suspicious:

1. **Immediate Alert & Workflow Hold** – The order is highlighted in the admin (Δ icon) and triggers automated notifications via Shopify Flow; fulfillment is automatically paused.
2. **Fraud Review Process** – Analysts evaluate AVS/CVV results, IP geolocation, payment velocity, and order history using Shopify's detailed fraud-indicator dashboard.
3. **Human-in-the-Loop Validation** – Questionable transactions are **held—not auto-rejected—allowing manual review** through Shopify Flow or integrated analyst teams. This balances protection with customer experience and minimizes false positives.
4. **Customer Verification (As Needed)** – Polite outreach may confirm billing details or identity; legitimate buyers typically respond quickly, while fraudsters disengage.
5. **Resolution & Escalation** –
 - *Legitimate*: Payment captured, order fulfilled (optionally with signature on delivery).
 - *Fraudulent/Unverified*: Authorization voided or refund issued, order tagged for blocklisting.
 - *Third-Party Integration*: Partner's approve/decline status determines next steps; any guaranteed transactions are reimbursed automatically in the event of chargeback.

5. Ethical AI and Governance

Shopify's fraud-detection models are **continuously audited for accuracy and bias**. They evaluate behavioral and transactional data only—never personal or demographic attributes—and are maintained by Shopify's Trust & Safety organization to ensure ethical AI operation. Merchants retain full control: flagged orders can always be manually reviewed or approved within DG3's workflow, ensuring that human judgment remains the final authority.

Summary

Shopify Plus combines **AI-driven fraud intelligence, adaptive authentication, and workflow automation** to deliver a secure-by-default commerce environment.

For GAF, the additional control layer provided by **Okta SSO authentication** creates a closed, identity-verified user base that minimizes exposure to external fraud.

Third-party solutions such as **Signifyd, Riskified, ClearSale, or NoFraud** may be integrated to add guaranteed financial coverage or broader behavioral analytics, but the **native Shopify Plus toolset—reinforced by adaptive 3DS, bias-audited AI, and SSO—provides an exceptionally strong, enterprise-ready foundation** for both financial and non-financial fraud prevention.

Question: Quality Assurance (QA) and Compliance

- Please provide a detailed explanation of your quality assurance and compliance processes across all production and fulfillment activities.
- Production Quality and Certification:
 - Describe the procedures used to ensure high quality and consistency for all print, merchandise, and signage orders (e.g., image sharpness, paper quality, material durability).
 - Are you a G7 Certified Printer? If not, what specific color management standard do you use to ensure high fidelity and color accuracy?
- Brand and Legal Compliance:

- What internal checkpoints are in place to ensure the appropriate usage of the GAF logo and strict adherence to all brand guidelines on all final products?
- Event Kit and Post-Event Management:
 - Describe your rigorous Quality Assurance (QA) process for managing "Booth-in-a-Box" and other complex event kits. Does this process include physically unboxing, inspecting, and accounting for all individual components (e.g., checking for functionality or damage) before the kit is shipped?
 - For event materials returned after use (e.g., table cloths, banners), what post-event maintenance services do you offer, such as cleaning, repair, or refurbishment, to prepare them for the next use?

Response: Quality Assurance (QA) and Compliance

DG3 maintains a rigorous, ISO-aligned Quality Assurance (QA) framework that governs every stage of **merchandise production, decoration, kitting, and fulfillment**. Our processes emphasize **control, traceability, and accountability**, ensuring that every branded product, co-branded item, and event kit consistently meets GAF's standards for safety, accuracy, and brand integrity.

1. Production Quality and Certification

Merchandise and Promotional Products

DG3 enforces a multi-layered QA protocol that begins with supplier selection and extends through production, inspection, and post-fulfillment review.

Preferred Supplier Network – QCA Certified Partners

DG3 prioritizes working with **QCA (Quality Certification Alliance)** accredited suppliers, a leading compliance organization within the promotional products industry. QCA accreditation ensures that suppliers adhere to verified best practices in:

Product Safety & Regulatory Compliance (CPSIA, Prop 65, FDA, etc.)

Environmental Stewardship (sustainable material sourcing and waste reduction)

Social Accountability (ethical labor and workplace standards)

Supply Chain Transparency (traceable materials and manufacturing locations)

In addition to our domestic QCA-certified network, DG3 maintains **direct relationships with select overseas manufacturing partners** that undergo the same level of scrutiny and compliance validation. All offshore production facilities are **ISO-certified** and required to provide documentation of **third-party audit results** covering quality management systems, social responsibility, and environmental practices. DG3 reviews and archives these certifications as part of our supplier compliance program.

Through this hybrid domestic-global sourcing strategy, DG3 ensures that every product—whether produced domestically or abroad—meets consistent quality, safety, and ethical manufacturing standards while maintaining the scalability required for enterprise-level programs like GAF's Marketing Hub.

Pre-Production Sampling and QC Verification

We suggest for every new product introduced into the GAF program, DG3 produces a **pre-production sample** that serves as the official reference standard for all future production. These samples are approved for:

PMS color accuracy and logo placement

Decoration method and finishing quality

Material consistency and presentation

Once approved, pre-production samples are archived at DG3's Secaucus, NJ fulfillment center and cataloged for reference. Then every reorder or replenishment run is checked against this sample to ensure exact replication and **eliminate any variation across production cycles.**

Inbound Quality Checks and Ongoing Inspection

All merchandise shipments received into DG3's warehouse undergo **sample-based inspection**, including packaging review, decoration accuracy, and condition verification before being accepted into inventory. Randomized audits are conducted weekly to sustain a 99.7% fulfillment accuracy rate.

2. Brand and Legal Compliance

DG3 enforces strict **brand governance** across all merchandise and digital customization workflows:

- **Artwork Control:** All GAF logos and co-branding requests are reviewed to ensure proper GAF logo use, and brand-guideline compliance.
- **Template Locking:** Customizable product templates include locked variable fields that prevent unapproved edits or logo misuse.
- **Brand Audits:** DG3's conducts recurring audits on active products and sample inventories to confirm ongoing alignment with GAF brand standards.

3. Event Kit and Post-Event Management

DG3 applies the same disciplined QA methodology to **Booth-in-a-Box** and other multi-component event kits:

- Kits are **fully assembled, unboxed, and inspected** prior to shipment to verify that all components are present, functional, and damage-free.
- A **photo-based checklist** is maintained for each kit to document condition and completeness.
- Upon return, all kits are **logged and inspected** for damage, missing components, or cleaning requirements. Any issues identified—such as stains, broken hardware, or missing pieces—are **documented and reported to GAF at the time of receipt**.
- Returned kits undergo **post-event refurbishment**, including cleaning, repackaging, and component repair or replacement to ensure readiness for redeployment.

4. Print Quality:

DG3 is a G7 master certified printer with full systems integrated from native file to printing press automated color calibration. We have rigorous operating procedures and quality managed processes throughout our manufacturing process. We leverage information systems to document requirements and control quality. This is audited by our QC department. For GAF, we actually provide meaningful color management to ensure your products on paper match your products in the field, a critical component of brand trust for GAF. When quality exceptions occur, we immediately perform a root cause and corrective action review and replace product at our cost.

Question: Training and Adoption

- Beyond basic platform orientation, describe your multi-phased training approach for GAF. This plan should detail the unique training content and delivery methods you provide for System Administrators, SKU Owners, and the Sales Team upon implementation.

- End user Training: Do you offer training for our end users (sales, contractors, or distributors) on how to use the tool? Examples would be showing contractors how to use customization features.

Response: Training and Adoption

DG3 takes a **multi-phased, role-based approach** to training that combines structured instruction, interactive demonstrations, and embedded learning directly within the platform. Our objective is to ensure every user—administrators, SKU owners, sales teams, and contractors—can confidently leverage the platform from launch onward.

Phase 1 – Platform Orientation and Administrator Enablement

At implementation, DG3 provides comprehensive training for **System Administrators and SKU Owners**, including:

- **Recorded and live video sessions** covering configuration, product setup, reporting workflows, and integrations.
- **Self-guided demonstrations** that mirror real-world use cases, such as adding products, managing approvals, and reviewing analytics.
- **Extensive documentation** and quick-reference guides tailored to GAF's environment and processes.

These materials complement **Shopify's own extensive training library**, which offers hundreds of up-to-date tutorials and help articles across both merchant and developer use cases.

Additionally, administrators have access to **Shopify Sidekick**, their integrated **AI assistant** that is available directly within the platform. Sidekick can answer natural-language questions, explain platform features, and walk users through specific tasks step-by-step (for example, “How do I update a product image?” or “Show me how to create a discount rule”). This ensures that ongoing learning and support are always available, even after formal training has concluded.

Phase 2 –End-User Enablement

DG3 recognizes that ensuring your **end users can confidently and effectively use the platform** is essential to the program's success.

To achieve this, we employ a **multi-layered support and training strategy** that extends well beyond static documentation. Our approach delivers assistance precisely when and where it's needed, combining formal resources with in-platform, self-guided support.

On-Demand, Contextual Video Guides

For high-value functions—such as **product customization and co-branding features**—DG3 embeds short “how-to” videos directly within the relevant product pages. When a contractor visits a customization screen, for example, an **embedded link** provides immediate access to a brief, targeted video explaining that exact feature. This allows users to learn in the moment, without leaving the workflow.

Interactive, Self-Guided Tours

For workflows that extend beyond typical e-commerce interactions, DG3 can layer in **interactive, self-**

guided tours. When a user accesses a page for the first time, an on-screen overlay can guide them through each action step-by-step (e.g., “Step 1: Upload your logo here” → “Step 2: Add your custom text” → “Step 3: Preview your item”). These tours proactively reduce friction and ensure consistent user success, even for more complex tasks.

Formal Training Resources

In addition to digital, on-demand learning tools, DG3 provides **formal training sessions**—live or recorded—along with comprehensive guides and quick-reference materials customized for each user group. This ensures every audience segment has the knowledge required to succeed from day one.

Together, these tools create an **intuitive, supportive learning environment** where users can quickly master even advanced platform capabilities like personalization, co-branding, and multi-tender ordering—all with minimal ongoing support requirements.

Ongoing Adoption and Support

DG3’s blended approach—combining structured instruction, AI-driven support (via Shopify Sidekick), and embedded, role-specific learning—ensures **sustained adoption, faster onboarding, and long-term operational confidence** across all user groups.

Question: Seasonality

- Seasonal Look Books & Curation: How does your team support GAF in proactively planning for seasonality and product innovation? Specifically, what is your process for creating seasonal "look books" or trend reports to guide GAF on merchandise and promotional item additions?

Response: Seasonal Look Books & Curation

DG3 takes a **proactive, insight-driven approach** to seasonal product planning and curation, ensuring GAF’s Marketing Hub remains timely, relevant, and aligned with current trends and user expectations. Our strategy combines **ongoing supplier engagement, hands-on product testing, and dynamic merchandising** to deliver a consistently fresh and inspiring shopping experience.

1. Supplier Collaboration & Trend Monitoring

DG3’s promotional team maintains regular meetings with our core supplier partners throughout the year to track new product launches, upcoming seasonal assortments, and category innovations. This collaboration allows us to identify new styles, sustainable materials, and premium retail-aligned product lines before they reach the broader market.

In addition, DG3 actively participates in major industry tradeshows, including the **PPAI Expo in Las Vegas**—the largest promotional products event in North America—along with other regional and supplier-specific showcases. These events give our team direct access to emerging trends, new product technologies, and supplier insights that help us guide GAF’s merchandise strategy with real-world perspective and firsthand knowledge.

2. Hands-On Product Testing and Quality Evaluation

DG3 believes in fully understanding and standing behind every product we recommend. Before onboarding new items to the GAF Marketing Hub, our team **samples and tests** products to evaluate durability, functionality, decoration quality, and overall user

experience. Whether it's apparel, drinkware, or technology accessories, we use and handle each product in everyday scenarios to confirm it meets DG3's internal quality standards.

3. Digital Merchandising & Seasonal Categories

To make seasonal shopping intuitive and engaging, DG3 creates **dedicated product collections and categories** on the GAF Marketing Hub aligned with key holidays, events, and campaign cycles. Examples include:

- *Summer Essentials* – outdoor gear, hydration items, and apparel.
- *Winter Readiness* – outerwear, gloves, and safety accessories.
- *Holiday Gifting* – co-brandable products and gift/appreciation items.
- *Event Season Must-Haves* – trade show and pop-up display materials.

These curated collections rotate throughout the year and can be scheduled in advance, giving GAF the flexibility to align assortments with national campaigns, regional initiatives, or seasonal demand.

4. Seasonal Look Books & Trend Reports

DG3 develops **custom seasonal look books and trend reports** that showcase curated product recommendations tailored to GAF's marketing calendar. These look books—available as interactive digital files or PDF presentations.

Because they are created internally by DG3's merchandising and creative teams, they can be produced **quickly and as frequently as needed**, whether quarterly or tied to specific campaigns. Each edition highlights new products, retail-inspired trends, and sustainable alternatives sourced through our certified supplier network.

5. Continuous Refresh & Innovation

DG3 will continually refine the GAF Marketing Hub based on seasonal order data, search analytics, and supplier innovation. This ensures the storefront not only reflects the current season but also **anticipates what's next**—helping GAF stay ahead of market trends while maintaining a curated, brand-right assortment.

Question: User-Driven Product Strategy:

- Describe the tools and processes your platform provides to gather user feedback (e.g., surveys, in-app suggestions) specifically to inform which products or features should be added to the storefront. How do you help GAF turn qualitative feedback into quantitative product strategy?

Response: End User Feedback Mechanisms

Shopify Plus gives administrators several straightforward ways to collect actionable user feedback. Built-in analytics already capture search queries, including those that return no results, allowing admins to identify missing products or mislabeled items. In addition, lightweight feedback tools—such as post-purchase surveys, on-page ratings, and comment widgets—can be added easily through Shopify's native Forms app, DG3 custom forms or extensions.

These inputs turn real user behavior into measurable insight: what contractors search for, what they can't find, and what they value most. Over time, as Shopify introduces AI driven **semantic search** capabilities, that data will deepen—helping GAF not only see what users looked for, but

understand *what they meant*—transforming organic feedback into a continuously improving product and content strategy.

Question: Admin Self-Service and Control

- GAF requires robust, self-service administrative access to ensure rapid, day-to-day operational control and minimize reliance on vendor support for standard tasks.
- SKU and Product Management Control
 - Please outline the specific self-service capabilities GAF administrators will have to manage the product catalog and SKUs on a daily basis:
 - SKU Status & Details: Describe the functionality that allows a GAF admin to instantly Activate or Deactivate a SKU, change a SKU owner, update a PDF/thumb nail for a SKU, and add/edit keywords or product descriptions.
 - Order Quantity Control: How can an admin directly increase or decrease the maximum order quantities for any given item?
- User Access and Gating Management
 - User Lifecycle: Describe the tools that allow a GAF admin to instantly activate or deactivate users and rapidly change a buyer group's assignment.
 - Gated Content: How can an admin set up and manage gated items or exclusive catalogs for specific user groups (e.g., locking access to certain merchandise based on certification)?
 - Troubleshooting (Impersonation): Does your platform support the ability for a GAF admin to impersonate a user (e.g., switch to an ME/CE/Non-Cert persona) for troubleshooting purposes?
- Content, Communication, and Approval Management
 - On-the-Fly Content Edits: What is the process for a GAF admin to make direct, immediate changes to platform content, such as updating a promotional banner or correcting a misspelling in a product description? Please confirm if GAF admins can manage and deploy these banners and announcements within the platform.
 - Approval Workflow: Describe the experience for GAF admins to define Approval Limits and manage the list of approvers who can authorize budget or co-branded material requests.
- Support and Training
 - Admin Training: How do you structure the specialized training provided specifically for GAF administrators on these direct, self-edit functionalities?

Response: Admin Self-Service and Control

Shopify Plus, supported by the DG3 Integration Layer, provides GAF administrators with **comprehensive, self-service control** across all major functions of the platform—products, users, content, workflows, and approvals. Every standard administrative action can be completed instantly and independently, without waiting for vendor intervention.

At the same time, DG3 serves as a **dedicated and responsive partner**. Whether the need is a quick product update, a full-scale data import, or a complex automation build, our answer is always **yes**—we will perform, assist,

or guide any administrative task GAF chooses to delegate. The platform is built for independence, but DG3 remains a full-service extension of your team.

SKU and Product Management Control

GAF administrators have complete authority over product and catalog management through the Shopify Plus admin console.

SKU Status & Details

Admins can instantly **Activate or Deactivate** products, reassign **SKU ownership**, update **PDFs, thumbnails, or images**, and edit **keywords, metadata, and descriptions** in real time.

- All edits publish immediately and are recorded for traceability.
- DG3 is available to assist with **any level of update**—from single-SKU changes to multi-thousand-record imports or cross-system synchronization with Chili Graphics, Rewards, and Monarch.

Order Quantity Control

Admins can **set or adjust order-quantity limits** directly in Shopify Plus using variant-level purchase options or quantity metafields, globally or by user group.

- DG3 can perform or support these changes on request, including the creation of **dynamic thresholds** or **automated limit logic** tied to inventory, budget, or reward balances.

User Access and Gating Management

User Lifecycle

Through Shopify's customer-segment and access-control tools, GAF administrators can instantly **activate, deactivate, or modify user accounts** and **reassign buyer-group memberships** (e.g., Contractor, Certified, Non-Certified).

- These changes take effect immediately and maintain alignment with Okta SSO, Docebo certification data, and other connected systems.
- DG3 can manage or support any of these actions at GAF's request, ensuring seamless cross-platform consistency.

Gated Content & Exclusive Catalogs

Admins can define and manage **exclusive product access** using Shopify B2B catalogs and custom rules.

- Example: Certified Contractors see specialized product collections unavailable to Non-Certified users.
- Gating can be configured manually, triggered from Docebo or Rewards data, or automated through WS02 flows.
- DG3 can implement, monitor, or modify gating logic whenever assistance is desired.

Troubleshooting (Impersonation)

Shopify Plus **does not allow direct impersonation** of B2B users for **security and audit-log integrity**. This ensures all actions remain traceable to verified user credentials.

To maintain full diagnostic visibility, GAF can rely on two secure, industry-standard options:

1. **Test Accounts – Best Practice**

Administrators maintain test accounts for each persona (ME, CE, Non-Cert) to replicate experiences, confirm gating, and troubleshoot safely.

2. Session Emulation – DG3 Value-Add

DG3 can provide a **secure, audit-logged emulation environment** allowing admins to mirror a user's session within a controlled sandbox.

These methods preserve compliance while giving administrators complete insight into user experiences.

Content, Communication, and Approval Management

On-the-Fly Content Edits

Administrators can make **instant updates** to banners, copy, or layouts using Shopify's **Online Store 2.0 editor**, **Sections Everywhere**, and **Dynamic Blocks**—no coding required.

- Edits can be previewed, scheduled, or published immediately.
- DG3 can perform these updates on GAF's behalf at any time or help design new layouts, templates, or campaign assets.

Banners, Announcements, and Campaign Messaging

GAF admins can create and deploy homepage banners, global announcements, or promotional tiles through theme settings.

- DG3 can design reusable, brand-aligned templates and will happily manage or co-manage any future campaign rollouts per GAF's preference.

Support and Training

DG3 provides **specialized, hands-on training** focused on empowering GAF administrators to operate confidently across every aspect of the Shopify Plus environment. Training is practical, scenario-based, and tailored to GAF's internal structure.

Training Focus Areas

- **Product & Catalog Management:** Creating, editing, activating/deactivating SKUs and managing visibility by audience or role.
- **User & Access Controls:** Configuring permissions and roles within Shopify Organizations.
- **Workflow Automation:** Using Shopify Flow for approvals, alerts, and automated processes.
- **Content Management:** Updating storefront content via the Online Store 2.0 editor, sections, and metafields.
- **Troubleshooting:** Replicating user experiences safely through test or sandbox environments.

Delivery Methods

Training is provided through **live sessions**, **recorded modules**, and **step-by-step documentation**, all customized to GAF's administrative hierarchy.

Administrators also have access to **Shopify Sidekick**, the platform's built-in AI assistant, which provides contextual guidance, answers task-specific questions (e.g., *"How do I set an approval rule in Flow?"*), and walks users through tasks directly within the admin interface.

This structure ensures GAF's admin team achieves full operational independence while retaining DG3's ongoing commitment to assist with **anything they need, anytime they need it**—from a minor content fix to a complete workflow rebuild.

Summary

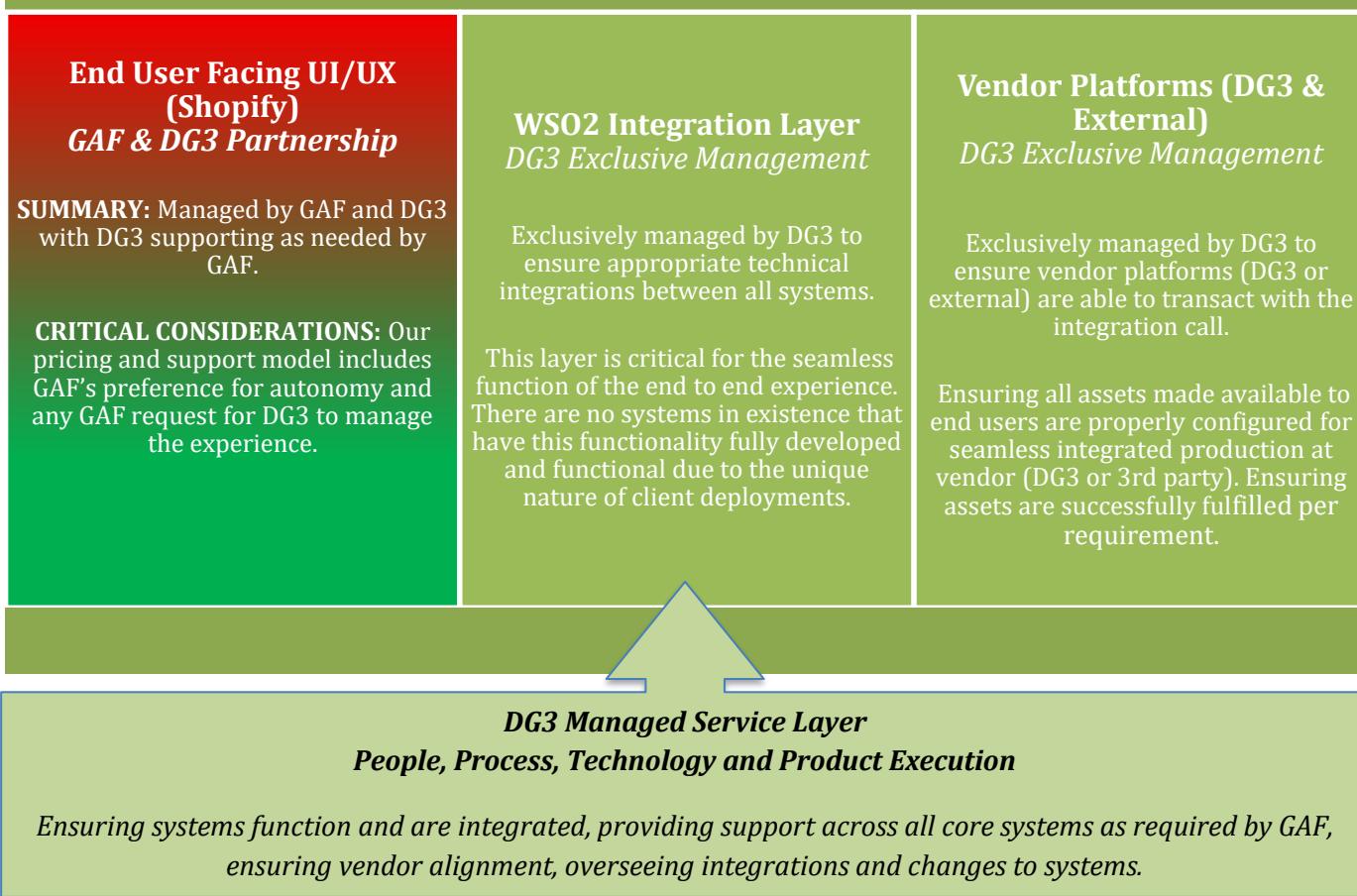
GAF administrators enjoy **complete, unrestricted control** of their platform while knowing that DG3 remains **fully available to execute, advise, or enhance any function—large or small—on demand**.

This shared-capability model blends independence with partnership, ensuring agility, governance, and enterprise-grade support at every level.

For a visual representation of the comprehensive ecosystem and our support of it, see below.

The DG3 Managed Ecosystem

It's critical to understand that the GAF Marketing Hub is not a single platform, but a complex, interconnected system. The information below provides a visual breakdown of the architecture, key components, and management responsibilities.



Question: Strategic Partnership and Roadmap Collaboration

GAF-Initiated Feature Development: Describe the process and typical timeline for when GAF submits a request for a net-new platform functionality. Who within your organization owns the intake and prioritization of GAF's specific development requests?

Leveraging Platform Innovation (Cross-Client Benefit): How can GAF benefit from new features or modules that are developed for other clients on your platform? Is there a formal mechanism (e.g., quarterly roadmap review, release notes) that ensures GAF can quickly take advantage of platform innovation, or are these features considered custom and exclusive?

How can GAF be notified of new platform features that have been developed for other customers?

What does the QA/UAT process look like? Break this down by backend/ERP/OMS/WMS updates and frontend/WebStore updates. Etc.

Vendor Operating Model & Ownership Structure

Platform & Technology Ownership

Software Ownership: Is the MarketingHub platform you are proposing proprietary and wholly owned by your company, licensed from a third party, or a partner offering?

Development Team: Is your primary platform development and engineering team internal to your organization, or is it managed and outsourced through a third party or external contract firm?

Technology Investment: Please describe your model for ongoing platform development. Do you maintain a unified code base across all clients, and how often do you typically deploy major feature updates or releases.

Page |
17

Response: Collaborative Platform Enhancements and Ownership

GAF-Initiated Feature Development

DG3 maintains a defined and responsive process for handling enhancement and net-new functionality requests from GAF. All requests are managed through a dedicated account team supported by DG3's in-house Shopify development group.

Ownership and Intake

GAF will be assigned a dedicated Account Project Manager (APM) who serves as the primary intake and communication point for all enhancement and feature requests. The APM coordinates directly with DG3's dedicated Shopify Developer, who remains on standby to scope, prototype, and deploy updates quickly when approved.

Process Overview and Typical Timeline

DG3 follows an Agile-inspired development framework to ensure enhancements are delivered efficiently and transparently. The process includes the following stages:

Request Acknowledgment (Within 1 Business Day)

Upon receipt of a feature or enhancement request, the APM acknowledges it and logs it into DG3's project management system for visibility and tracking.

Preliminary Evaluation and Scoping Call (Within 3–5 Business Days)

The APM and Shopify Developer review the request to determine feasibility, dependencies, and level of effort. A brief scoping session is scheduled with GAF stakeholders to confirm the requirement, desired outcomes, and any relevant user-experience considerations.

Documentation and Approval (Within 5–7 Business Days of Request)

Following the scoping session, DG3 prepares a concise Functional Specification Document (FSD) or User Story Summary, detailing objectives, acceptance criteria, and estimated development effort. This document is submitted to GAF for review and approval.

Development and Iteration (Based on Complexity)

Once approved, the feature is entered into the next available development sprint. Minor or low-impact items may be addressed via rolling releases (continuous deployment), while more complex items are scheduled within defined sprint cycles. DG3 uses Agile methodologies—emphasizing iterative development, early feedback loops, and rapid deployment—to accelerate turnaround without sacrificing quality.

Review, Testing, and Deployment

Completed work undergoes QA testing and is presented to GAF in a staging environment for validation. Upon

acceptance, DG3 deploys the update to production, typically aligning with scheduled release windows to minimize disruption.

Summary of Roles

Account Project Manager (APM): Owns intake, communication, documentation, and prioritization.

Dedicated Shopify Developer: Executes technical design, coding, and deployment.

GAF Stakeholders: Review and approve scoped specifications before development proceeds.

This structure ensures that every GAF-initiated enhancement moves through a disciplined yet flexible process—balancing agility with accountability, and enabling rapid delivery of new capabilities aligned to GAF's evolving business needs.

Platform & Technology Ownership

Software Ownership

The MarketingHub platform is built on **Shopify Plus**, which is a proprietary enterprise commerce platform wholly owned and maintained by **Shopify Inc.** DG3 leverages Shopify Plus as the foundation to deliver a secure, scalable, and continually evolving technology environment.

Within that framework, DG3 licenses a **limited number of third-party Shopify apps or extensions** as needed to enhance functionality and user experience. In addition, DG3's internal engineering team develops **private Shopify apps and extensions**—not available on the public Shopify App Store—for the **exclusive use of GAF** when those enhancements are funded through the GAF engagement.

DG3 continually invests in similar private applications for other enterprise clients, enabling shared learnings and platform improvements while maintaining full segregation of client-specific functionality and data.

Development Team

DG3's primary development and engineering teams are **fully internal**, consisting of certified **Shopify Plus developers** and full-stack engineers who specialize in API integration, workflow automation, and enterprise-scale Shopify customization. DG3 is a **Shopify Developer Partner**, giving our team early access to beta features, technical documentation, and direct support from Shopify's Partner Engineering group.

While our default model is to execute all development internally, DG3 may selectively engage vetted **third-party development partners** for specialized work, additional capacity, or accelerated timelines—always under DG3's architectural oversight and quality standards.

Technology Investment

DG3 maintains a **dedicated, full-time Shopify engineering team** focused exclusively on enhancing and extending the functionality of the Marketing Hub environment for GAF and other enterprise clients. Our internal investment model prioritizes continuous innovation, with frequent incremental updates and scheduled major releases aligned with Shopify's global deployment cycle.

Shopify itself invests heavily in its platform infrastructure and AI capabilities—**approximately \$2 billion in 2024, exceeding \$2 billion again in 2025**, with continued investment expected in 2026 and beyond. These investments power global enhancements in performance, security, and AI-driven commerce.

Many of these updates are rolled out platform-wide to ensure consistency and compliance with evolving global standards. Others are delivered as **configurable features** that can be selectively **activated or deactivated** by DG3 at the account or storefront level—allowing GAF to benefit from the latest innovations while retaining full control over feature adoption and timing.

Question: Fulfillment & Production Asset Ownership:

- We need clarity on which production assets your company directly owns versus which are managed through your network.
- Print Production Ownership:
 - Does your company own and operate the print equipment (presses) used for GAF's print-on-demand and bulk fulfillment?
 - If production is outsourced, how many Print Vendors are in your primary network, and how do you ensure their quality control and adherence to GAF's specific requirements (e.g., color matching)? Are they domestic or international?
- Merchandise Decoration Ownership:
 - Does your company own and operate the primary decoration equipment (e.g., embroidery machines, screen-printing facilities) used for GAF's merchandise, or is this managed by a third-party partner?

Response: Fulfillment & Production

DG3 owns and operates all of its own print, finishing, warehouse and fulfillment operations, which assures brand quality and consistency. DG3 has one of the most diverse print and finishing operations in existence all under one roof. This allows us to optimize your program in your interests whether you need 400,000 pocket folders or 10 sell sheets.

Should GAF direct DG3 to work with a third-party vendor, DG3's Strategic Solutions Group does manage procurement and oversight of third-party vendors in DG3's vendor network for clients who engage DG3 in a managed services model. There are roughly 30 vendors in our SSG network. DG3 has detailed procedures and vendor management policies to ensure compliance with brand requirements and on-time, error-free objectives.

For merchandise, DG3 does not own or operate in-house decorating equipment by design. This strategic decision allows us to remain **brand-agnostic and method-neutral**, ensuring that every product is decorated using the process that delivers the **highest quality outcome**—not simply what happens to be available internally.

Rather than limiting production to a single in-house capability, DG3 partners with a network of **state-of-the-art decorators** across North America who specialize in embroidery, screen printing, laser engraving, heat transfer, sublimation, UV printing, and other advanced techniques. These partners are **industry leaders**, continuously investing in new technology, equipment, and decoration methods to improve precision, durability, and color accuracy.

This approach allows DG3 to:

- Match each product with the **most appropriate decoration method** for its material, finish, and intended use.
- Scale production quickly across multiple facilities without compromising quality or turnaround.
- Access innovation faster—leveraging new printing technologies and eco-friendly processes as they emerge. We believe our substantial multiyear supply of merchandise, the quality of the decoration, compliance with brand standards, and satisfaction of end users support the effectiveness and flexibility of the model we have deployed for GAF.

Question: Fulfillment Warehouse Ownership:

Does your company own or lease the primary warehouse facilities where GAF's physical inventory will be stored? Where are these warehouses located?

Response: Warehouse Ownership

DG3's warehouse operation is wholly owned and operated by DG3. DG3 leases the facilities in which we operate under a long-term lease. The warehouse and fulfillment facility is located in Secaucus, New Jersey.

Question: How do you manage global distribution in Canada?

Response: Canada Distribution

We anticipate fulfilling Canadian requests from the US warehouse. However, we can support a vendor addition to the environment if GAF prefers to select a local Canadian print and/or fulfillment vendor. The platform can interact with any vendors GAF chooses provided the vendor has baseline technical capabilities. DG3 has evaluated local Canadian print and distribution demand in substantial detail in the past at GAF's request and shared that analysis with GAF stakeholders. We found that the current volume of demand failed to justify localized production in light of significant redundant costs for materials and infrastructure. We would be pleased to resurface that assessment.

Question: Support and Account Management

Support Team Ownership: Is your dedicated Customer Support and Help Desk team composed of internal employees, or is this function outsourced to a third-party call center?

Response: Support

All support and account management resources are internal employees.

Account Management: Will the Strategic Account Manager and Technical Implementation Manager assigned to GAF be full-time, internal employees of your company?

Response: Account Management

Yes. All resources for account management and technical implementation management are internal employees. These employees are already deeply familiar with GAF and its requirements.

Do you charge for set up fees, design fees or account management fees? If so, please provide a list of fees?

Response: Fees

- All **standard set-up fees, decoration charges, and design services** are included in the **product unit price** quoted for each item. DG3's pricing model is intentionally all-inclusive to simplify the buying experience and eliminate hidden or unexpected costs.
- In unique circumstances—such as complex customizations, special packaging requests, or third-party production services—DG3 will identify any **non-standard fees** in advance. These will be **clearly itemized on the project estimate** and require **written pre-approval from GAF** prior to any production or billing activity.
- **Account Management Fees:**
 - How do you determine the upcharge on fulfillment items based on the unit price? For example, a hat is 20\$ from Nike directly

Response: Account Management Fees

Assuming the question refers to branded merchandise unit costs (e.g., Nike, Carhartt, YETI, etc.), DG3's procurement team purchases directly from **authorized distributors** at verified wholesale cost. We then add the cost to decorate with GAF's brand (eg, not just an unbranded Nike hat) and all related logistics costs for this process.

It's important to note that **wholesale discounts vary significantly by brand**. Some retail brands offer generous wholesale pricing structures—allowing DG3 to provide GAF-branded products **at or even below standard retail pricing** once decoration is factored in. Other premium brands, however, provide **minimal wholesale discounts or enforce strict MAP (Minimum Advertised Pricing)** policies, which may result in a final branded item cost that is slightly higher than MSRP. In these cases, DG3 is fully transparent about the cost breakdown and will present clear, pre-approved pricing before any production begins.

- Describe your policy for returns, damage goods or order discrepancies?

Response: Order Discrepancies

DG3 stands behind every product we produce and fulfill. We maintain a **100% product quality guarantee** to ensure GAF and its end users receive items that meet expectations.

- If any product arrives **damaged, defective, or incorrect**, DG3 will promptly ship **replacements or issue a full refund**—whichever resolution GAF and/or the end user prefers.
- All quality-related issues or damages must be reported within **30 days of product receipt** to allow for timely investigation and resolution.
- **Co-branded, customized, or print-on-demand products** are only eligible for return or replacement in the event of a verified quality issue or damage, unless otherwise preapproved by GAF.
- Exchanges due to **personal preference** (e.g., size, color, or style change) will be handled according to GAF's direction at the time of program scoping.
- All returns and replacements are managed through DG3's centralized fulfillment center, where items are inspected, logged, and resolved with the same accountability and tracking applied to outbound orders.

● Cost Savings

- Outline your best practices to partner with GAF, aiming to reduce costs, waste, and overbuying within its print and promotional products program.

Response: Reducing Costs and Waste

We believe leveraging historic usage data will enable GAF to manage down program costs. We are prepared to support this with detailed analytics and option analysis. GAF literature demand can vary greatly depending on BU and event driven triggers. GAF merchandise demand can also vary greatly depending on GAF's brand penetration strategy. We currently work closely with GAF on these matters and will continue to do so. We believe the best approach is to establish quantifiable goals for the programs and they execute against.

- What is the average, quantifiable reduction in Cost Per Unit (CPU) we can expect to see by consolidating our spend with you versus our current? What is the average, quantifiable reduction in Cost Per Unit (CPU) we can expect by consolidating our spend with you, compared to our current spending?

Response: Quantifiable Reduction in Cost

On incumbent products we supplied pricing that should show a verifiable save of 5%-20% based on restricting of our account management and some input supplier price negotiation. On non-incumbent products, we would need to see current pricing vs. what we proposed to provide that answer.

- How does your Print-on-Demand (POD) model reduce our current annual costs associated with obsolete inventory and warehouse storage fees (i.e., the cost of wasted materials and the physical

space they occupy)? Could you explain how your Print-on-Demand (POD) model would help us reduce annual expenses related to obsolete inventory and warehouse storage?

Response: Print On demand Model

- This is a complex question regarding more comprehensive planning and analysis. We are providing you with the considerations below because we cannot assess true POD optimization impact without deeper collaboration with GAF:
 - Cost per delivered communication: We tend to analyze a total cost per delivered communication, because unit prices will usually be higher for POD than bulk production. As a result we look at total cost of items to include production, warehousing and obsolescence and divide that total cost by ONLY the units used and then compare that to a POD cost. This allows us to determine net savings per delivered piece. This requires a thoughtful analysis with GAF which we would be happy to perform.
 - Unit cost crossover point: Each production asset that fits an on demand production specification has a point where it becomes less cost effective to produce on demand. We need to look at historic and projected usage to intelligently ascertain this at the asset level.
 - Product reengineering: There are typically critical considerations when converting a printed asset from bulk production to on demand production. These include, printing treatments, paper stocks and finishing methods. We focus on those items that can be optimized for POD before we determine cost optimization.
 - Batching: We operate POD programs where identical production specifications regardless of asset content are consolidated and produced in single batches to achieve an optimal unit cost. Many times these programs have a timed release (for example: release all assets with common production specifications that have been ordered in the last three days and create a single batch). This can dramatically impact on demand unit production cost.
 - Consolidated order fulfillment: When combining POD and shelved items into orders, SLA's can become a key consideration. For example, POD may extend an SLA compared to a shelved item. We need to review the implications of this process with GAF.
- Do you offer tiered pricing rebates based on annual volume? If so, please provide?

Response: Tiered Pricing

Yes. We previously had these in effect with GAF. We recommend a tiered, non retroactive rebate model as outlined below. This rebate model would apply to all spend with DG3 and would be applied in real time as each tier is reached during an annual measurement period.

Spend Range	Discount on Spend Range
\$0MM-\$4MM	0%
\$4MM-\$6MM	1.5%
\$6MM-\$8MM	2.0%
\$8MM-\$10MM	2.5%
\$10MM +	3.0%

- Beyond the unit price of the print jobs, can you walk us through where the true cost savings and ROI will be generated? Specifically, how do your integrated fulfillment and POD services reduce our current costs in areas like obsolete inventory and administrative overhead?

Response: Please see the response above addressing POD.

Question: Multi-Site Architecture and Centralized Product Management

- We desire a true multisite architecture that supports distinct, branded storefronts while ensuring centralized product and experience management.
 - Multisite Architecture: Does your platform support a single code base/implementation that allows GAF to launch and manage multiple, skinned storefronts (e.g., separate sites for GAF, Siplast, and FT Synthetics) that operate with the same core functionality and checkout experience?
- Centralized Product Catalog: Please confirm that we can define and manage our entire product catalog (SKUs) in one central place. Will this allow GAF to easily control which specific products are visible on which distinct storefronts without having to duplicate the product across multiple implementations?
- Branding and Cost:
 - Can the look and feel (UI/UX) of each storefront be fully skinned to reflect the appropriate company's branding (e.g., GAF vs. FT Synthetics) while maintaining functional consistency?
 - Is there an additional setup, licensing, or recurring fee for configuring and maintaining each new, unique brand storefront? If so, please detail the cost structure.

Response: Multi-Site Architecture and Centralized Product Management

Shopify Plus is uniquely equipped to support enterprise-grade, multi-brand organizations through its **Shopify Organizations Admin**, **shared data model**, and **modular storefront architecture** — enabling GAF to manage a portfolio of distinct storefronts under one unified environment with centralized control, unified analytics, and shared product data.

Multi-Site Architecture

Shopify Plus natively supports a **true multi-site ecosystem** where a single organization can operate **multiple branded storefronts** (e.g., GAF, Siplast, FT Synthetics) all tied to one administrative backbone. Each storefront can have its own theme, URL, and localized content — yet all remain managed under the same umbrella organization.

Through **Shopify Markets** and **Shopify Organizations**, administrators can:

- Manage **multiple storefronts** from a single admin dashboard with unified roles, permissions, and analytics.
- Launch **new, fully branded storefronts** in days using the same code base, product data, and checkout logic.
- Use the **Store Copy** and **Theme Blocks** tools to rapidly replicate core layouts while customizing branding, content, and localization.
- Spin up **temporary or campaign-specific microsites or pop-ups** leveraging the same catalog and fulfillment infrastructure — perfect for short-term initiatives or co-branded experiences.

All sites share a **common integration layer**, allowing the same APIs, apps, workflows, and AI assistants (Shopify Sidekick, Shopify Flow, etc.) to operate consistently across brands.

Centralized Product Catalog

Shopify Plus supports a **single source of truth** for products and SKUs across all storefronts.

Using Shopify's **Product Publishing Control** and **Sales Channels**, GAF can:

- Define the **entire product catalog once** and decide which SKUs appear on which storefronts or channels.
- Assign product visibility based on brand, geography, audience, or any custom metafield logic — without duplicating records.
- Centrally manage pricing, imagery, inventory, and metadata updates that automatically cascade across all relevant storefronts.

This means GAF administrators can maintain complete control of the product lifecycle from one place, while delivering **brand-specific shopping experiences** to each customer group.

Branding and Cost

Each storefront can be **fully skinned** to reflect its unique brand identity using **Shopify Themes** and **Online Store 2.0 architecture** — giving complete control over layout, typography, imagery, and user experience while maintaining shared functional components (checkout, cart logic, integrations, etc.).

There is **no separate software license** required for each brand site under Shopify Plus — they are all managed under a single Shopify Plus contract within the same organization. Additional storefronts may incur a **modest per-store setup fee** (typically around **\$250/month per additional store**, billed by Shopify), but they all share the same core infrastructure, user base, and support tier.

Based on the complexity and design of any new site there may be managed service hours applied if scope exceeds the skill or time availability of your dedicated resources.

In summary:

Shopify Plus delivers a **true enterprise-grade multi-site architecture** that allows GAF to centrally manage a unified catalog, maintain consistent functionality across brands, and still provide unique, fully skinned digital experiences — all backed by the same analytics, AI capabilities, and administrative controls.

It's a platform designed for **portfolio brands that move fast**, enabling GAF to launch new storefronts, microsites, and co-branded campaigns at enterprise scale without operational complexity.

Question: Generative AI (GenAI) Strategy and Implementation

- GAF views Generative AI as a critical component for future success and seeks a partner that is a leader in this space. We need assurance that your platform will remain competitive by leveraging AI for marketing efficiency.
 - Current AI Implementation: Describe how your platform currently uses AI or Machine Learning (ML) features. Provide specific examples of how AI is already delivering measurable value today for tasks like product recommendations, content tagging, or dynamic pricing/forecasting.
 - GenAI Roadmap: What is your strategy and product roadmap for implementing Generative AI over the next 12–24 months? Please detail how GAF and our users will be able to leverage GenAI for critical marketing tasks such as:
 - Data Synthesis: Using AI to synthesize and simplify complex reporting data for GAF administrators.
 - Ethical Use and Data Security: Since GenAI relies heavily on data, what policies and technical controls do you have in place to ensure the security, privacy, and ethical use of GAF's proprietary data when training or utilizing these AI models?

Response: From Generative AI to Agentic Intelligence: Shopify's AI Strategy for 2025 and Beyond

Shopify Plus offers one of the most advanced, production-ready AI stacks in commerce—where Generative AI is already embedded across content creation, image generation, search, and analytics. But the platform isn't stopping there.

Over the next 12–24 months, Shopify is evolving from GenAI into **agentic intelligence**: AI that not only responds to prompts, but actively identifies opportunities, recommends strategies, and takes action. This shift is powered by Shopify's unified data architecture, proactive AI roadmap, and deep investment in machine learning infrastructure.

The following outlines Shopify's current AI features, strategic roadmap, and approach to data security—designed to support long-term marketing efficiency and enterprise-scale intelligence.

Current AI Implementation: Features Delivering Value Today

Shopify Plus provides a robust suite of AI/ML capabilities that are natively embedded—delivering measurable value across content creation, insights, personalization, and operations.

Shopify Magic – Generative Content and Media

Shopify Magic enables merchants to instantly generate product descriptions and SEO copy using prompt-based AI tools. It also supports visual media creation—including background editing and on-brand image generation—and can assist in theme customization via Liquid code prompts inside the Theme Editor.

Value to GAF: Teams can reduce content creation time from hours to seconds, accelerate SKU onboarding, maintain consistent voice across catalogs, and localize product pages without reliance on creative or development bottlenecks.

Shopify Sidekick – Conversational AI Assistant

Sidekick is a built-in AI assistant that understands natural language, reads real-time store data, and performs multi-step reasoning. Users can ask business questions (e.g., “Which SKUs underperformed in Q3 in the Southeast?”) or request actions (e.g., “Draft a sitewide discount for overstocked items”), and Sidekick delivers complete, contextual responses and automation.

Value to GAF: GAF teams can rapidly analyze marketing performance, update campaigns, and launch operational workflows through a single conversational interface—reducing admin effort and surfacing insights that would otherwise require multiple tools and roles.

Custom Skills Framework

Shopify enables merchants to create and reuse advanced prompt sequences as Skills. These can be tailored to GAF-specific use cases—such as generating predictive reorder reports or summarizing product performance by distributor region.

Value to GAF: Once built, Skills allow any administrator to execute standardized, strategic tasks without recreating the logic—bringing repeatability and scale to your AI workflows.

Semantic Search and Personalization

All Shopify Plus storefronts now benefit from AI-powered semantic search, which interprets the intent behind natural-language queries to improve product discoverability. In parallel, Shopify's personalization engine can deliver real-time, behavior-based product recommendations.

Value to GAF: Whether serving contractors, architects, or distributor partners, search results and product suggestions adapt dynamically to user needs—boosting conversion and engagement without additional manual targeting.

Predictive and Proactive Insights (Emerging Core)

Shopify is transitioning from static dashboards to real-time AI-generated insights. Sidekick and ShopifyQL will

increasingly allow users to ask questions like, “What’s driving campaign ROI differences by region?” and receive automated reports and recommended actions.

Value to GAF: GAF’s teams can act faster with deeper understanding—free from manual data wrangling or cross-system reporting.

GenAI Roadmap: Strategy and Development Over the Next 12–24 Months

While Shopify’s GenAI capabilities are already in production, the platform’s AI roadmap over the next 12–24 months pushes into new territory:

1. Agentic Commerce AI

Sidekick is evolving from a responsive assistant into a **proactive agent**. It will detect anomalies (e.g., a sudden drop in add-to-cart rates), recommend corrective actions, and—when authorized—execute those actions automatically.

Why it matters: GAF won’t need to wait for reports or chase down issues; the system will surface them and initiate solutions in real time.

2. Real-Time Data Synthesis

Users will be able to ask complex, cross-functional questions (e.g., “Summarize Q4 regional sales by channel with a comparison to forecast”) and receive AI-generated reports complete with data visualizations and explanations.

Why it matters: GAF’s teams will gain decision-ready insights on demand, without dependency on analysts or dashboards.

3. Unified Data Intelligence

Shopify has already completed its data unification initiative—merging orders, products, customers, inventory, and marketing signals into a single model.

Why it matters: AI can reason across all your data without the limitations of siloed systems. Sidekick can answer questions like, “Which distributor should I prioritize in Q1 based on forecasted demand and historical co-op spend?”

4. Skills Expansion and Integrations

Shopify is expanding its Sidekick Skills framework from a prompt-based assistant into an action-oriented automation layer. Today, Skills are reusable AI queries that generate summaries, forecasts, or insights. Over the next 12–24 months, they’ll evolve into executable AI workflows that take action inside the platform.

Why it matters: GAF could create Skills that not only summarize regional SKU performance, but also trigger a reorder request to a preferred vendor, draft a co-branded asset brief, or pre-schedule a seasonal promotion—all with a single AI command. This moves Sidekick from a smart assistant to a true operating partner.

5. AI-Generated Experiences and Media

Shopify Magic will continue to expand into full campaign and content generation, including landing pages, interactive modules, and video assets—all generated within brand guidelines using your product and performance data.

Why it matters: GAF will be able to deploy campaign kits and branded experiences faster, without waiting on external production cycles.

Ethical Use and Data Security

Shopify’s approach to AI is governed by enterprise-grade policies and a strong ethical charter:

- **Data Isolation by Default**

GAF's store data is never used to train global models or shared outside your instance without explicit consent.

- **Regulatory Compliance and Infrastructure**

Shopify is fully compliant with GDPR, CCPA, SOC 2, PCI-DSS, and ISO 27001. Data is encrypted in transit and at rest, and AI features operate within the same secure architecture as the broader platform.

Page |
27

- **Transparency and Merchant Control**

AI features are clearly marked, opt-in, and reviewable. Merchants can edit, approve, or disable suggestions at any time using Shopify's AI controls dashboard.

- **Responsible AI Charter**

Shopify adheres to internal development standards that emphasize non-bias, explainability, and the right to human override.

Investment and Long-Term Vision

Shopify has made AI a foundational investment priority—building its own machine learning infrastructure and processing over **200 million AI model inferences daily**. Analysts and Shopify leadership confirm that the company has committed **hundreds of millions of dollars** to AI development and infrastructure, with an “AI-first” mindset driving product design and innovation at every layer of the platform.

What this means for GAF: You're not onboarding to a static solution. Shopify's momentum in AI ensures that your platform will evolve alongside your needs through 2031 and beyond—delivering not just content automation, but proactive, intelligent business optimization.

AI-Driven Campaign and Messaging Development

In addition to the generative AI features described above, DG3 has developed a stand-alone artificial intelligence platform designed to act as a virtual marketing agency. This system ingests a brand's marketing plan, audience segments, and product strategy to automatically generate campaign concepts, key messaging, creative briefs, and recommended distribution channels. While distinct from the generative AI used within the GAF Marketing Hub for product management and onboarding, this companion tool operates earlier in the marketing cycle—helping organizations like GAF refine their strategies, accelerate campaign ideation, and maintain consistent messaging across digital and physical channels. Demonstrations of this capability are available upon request.

Summary

Generative AI is just the beginning. Shopify Plus offers a mature, secure, and measurable set of GenAI tools—but the true differentiator lies in what comes next: agentic commerce intelligence, unified data synthesis, and proactive decision automation.

As a Shopify Plus partner, we work closely to align these capabilities to your workflows, helping GAF realize greater speed, efficiency, and insight—while staying ahead of the next evolution in intelligent commerce.

Question: Can your system integrate with Ariba?

Response: Integration with SAP Ariba

Yes. DG3 supports L1 and L2 punch out integration and has deep experience with these standards and highly customized integration. Integration with **SAP Ariba** will be delivered as part of the **DG3 Integration Layer powered by WSO2**, enabling secure, standards-based connectivity between **Shopify Plus** and GAF's enterprise procurement environment. This architecture supports a full **PunchOut workflow**—allowing GAF users to access Shopify directly from within Ariba, configure items, return approved carts for requisition, and transmit purchase orders automatically for fulfillment.

How It Works

1. Federated Identity and Access Alignment

GAF will continue to manage its existing **Okta → Ariba SSO** relationship on the buyer side. The **DG3 Integration Layer** will then extend that authenticated session downstream, using **WSO2** to securely broker identity and transaction data between **Ariba** and **Shopify Plus**. This ensures authentication continuity and data integrity without requiring DG3 to administer buyer-side credentials or Ariba SSO configuration.

2. Ariba Level 2 PunchOut Workflow

DG3 will implement a **Level 2 (L2) PunchOut** integration, enabling GAF's Shopify catalog items to be discoverable within the Ariba procurement interface. When selected, the user is directed to the Shopify storefront, where they can configure items or bundles, then return the completed cart to Ariba for requisition and approval.

3. WSO2 Integration Layer for Transaction Exchange

Once the requisition is approved, Ariba transmits a **cXML purchase order** to the DG3 Integration Layer, where **WSO2** translates it into Shopify's native **Order API** structure. The Integration Layer manages all data synchronization between systems, including order confirmations, shipment updates, and invoicing data.

4. Authentication Continuity and Compliance

By leveraging existing buyer-side identity management (Okta + Ariba) and extending it securely through WSO2, DG3 ensures a compliant, auditable transaction chain without introducing redundant authentication systems or pseudo-anonymous logins.

In summary:

Shopify Plus integrates seamlessly with SAP Ariba through the **DG3 Integration Layer powered by WSO2**, supporting **Level 2 PunchOut**, automated **purchase order synchronization**, and **federated authentication continuity**. GAF retains full control over its Okta ↔ Ariba identity relationship, while DG3 ensures secure interoperability and data flow between Ariba and Shopify.

Question: How do you manage supply chain risk or disruptions?

Material shortages?

Response: Risk Mitigation

DG3 mitigates the risk of material shortages through a combination of **strategic vendor diversification** and **forecast-based procurement planning**.

- **Multi-Supplier Sourcing:** We maintain a robust network of qualified, pre-vetted suppliers—both domestic and international—ensuring redundancy in every major product category. This allows for rapid substitution when material or product availability becomes constrained in a particular region.
- **Forecast and Inventory Alignment:** For core GAF program items, DG3 leverages historical sales data and seasonal trends to forecast demand and maintain appropriate inventory levels within our Secaucus, NJ fulfillment center.
- **Early Warning Communication:** DG3's suppliers provide ongoing production status updates and raw material availability forecasts, allowing us to alert GAF proactively of potential shortages before they impact fulfillment.

- **Material Alternatives:** When applicable, DG3 can recommend alternate products, comparable materials, or near-identical specifications to ensure continuity of supply without compromising brand consistency or quality.

Response: Freight delays?

DG3 is required to leverage GAF's negotiated UPS relationship. We find this overwhelmingly reliable, but sometimes there are scan failures, misplaced shipments or damage. DG3 manages the resolution of all these issues with UPS. DG3 minimizes freight-related risk through a combination of **flexible logistics partnerships** and **real-time shipment visibility**:

- **Multiple Carrier Relationships:** We work with multiple national and international carriers (UPS, FedEx, DHL, and LTL freight providers) to ensure routing flexibility and redundancy in the event of regional or capacity-based delays.
- **Domestic + Overseas Fulfillment Balance:** By maintaining a mix of domestic stock and overseas sourcing, DG3 can shift production or fulfillment channels to maintain delivery timelines when international shipping congestion occurs without compromising the product.
- **Active Freight Monitoring:** Our logistics team monitors all in-transit freight and flags any potential delays in real time. If a disruption is anticipated, we communicate with GAF immediately to determine whether to expedite through alternate carriers, air freight, or alternate production locations.

Response: Typical lead times?

Lead times vary based on the product category and customization requirements. DG3 maintains **transparent and reliable production timelines**, which are communicated clearly during the quoting and approval process. Typical averages are as follows:

Category	Standard Lead Time	Expedited Option (if available)
Inventory Print and Promo (In-Stock Items)	1-3 business days	Same day / next say shipping
Standard Promotional Products not in inventory	5-10 business days	1-5 business days
Apparel (Decorated on Demand)	7-10 business days	3-7 business days
Custom or Overseas Items	20-60 calendar days <i>(transit time not included)</i>	7-30 calendar days <i>(transit time not included)</i>
Print-on-Demand	3-7 business days	2-5 business days

Lead times are continuously monitored through DG3's production tracking system. Any deviation—due to supply chain interruptions, weather, or transport issues—is communicated immediately, along with recovery options.

Question: Would they handle Canada differently than they do today?

Response: Extended Support for Canadian Operations

We anticipate fulfilling Canadian requests from the US warehouse. However, we can support a vendor addition to the environment if GAF prefers to select a local Canadian print and/or fulfilment vendor. The platform can interact with any vendors GAF chooses provided the vendor has baseline technical capabilities. DG3 has evaluated local Canadian print and distribution demand in substantial detail in the past at GAF's request and shared that analysis with GAF stakeholders. We found that current volume of demand failed to justify localized production in light of significant redundant costs for materials and infrastructure. We would be pleased to resurface that assessment.

Overall, DG3 can fully support GAF's Canadian operations through a **dual-sourcing and regional fulfillment model** designed to reduce cost, improve speed, and eliminate unnecessary cross-border complexity.

DG3 partners with a handful of **North American manufacturers and decorators** that maintain facilities in both the **United States and Canada**, allowing us to produce identical products—using the same materials, decoration methods, and branding specifications—within each respective country. Key considerations include:

- **Duties and Tariffs**
- **Transit Times**
- **Brand and Quality Consistency**
- **Optimal Inventory Distribution**

The platform is architected to make cross-border commerce feel like a domestic experience by abstracting away the financial, compliance, and logistical complexities of international trade. This enables enterprises like GAF to extend their U.S. platform into **Canada** and other markets seamlessly—without requiring separate implementations or duplicate data structures. We can create a Canada specific substore to provide a more white glove feel.

1. Simplified Global Commerce with Shopify Markets Pro

Shopify Markets Pro automates many of the complexities associated with selling internationally:

- **Localized Pricing and Currency Conversion:** Supports CAD transactions and transparent exchange rates.
- **Automated Tax and Duty Calculation:** Automatically manages GST/HST and import duty remittance at checkout.
- **Regional Compliance:** Built-in tools ensure Canadian tax and invoicing requirements are applied automatically.
- **B2B Enablement:** Markets Pro supports expansion of GAF's contractor and partner programs into Canada with proper regional invoicing and credit terms.

2. Product and Catalog Segmentation by Region

Shopify Plus allows **product visibility and availability to be dynamically permissioned by customer location or company profile**.

- **Localized Product Sets:** GAF can easily define which products, categories, or price lists are visible to Canadian users versus U.S. users.
- **Regional Fulfillment Optimization:** Canadian users can view and order only from a Canada-specific catalog tied to local inventory sources, ensuring faster delivery and lower shipping costs.
- **Unified Management:** Despite regional differences, all products are managed centrally within a single Shopify admin, simplifying oversight while maintaining strict control over availability rules.

3. Multi-Entity and Multi-Region Operations

For enterprises managing separate legal entities, Shopify Plus supports **multi-entity configuration**, enabling U.S. and Canadian business units to operate under distinct financial and tax profiles within a unified environment.

- **Centralized Oversight:** Administrators manage catalogs, pricing, and reporting globally while maintaining local compliance.
- **Reduced Architecture Complexity:** Avoids duplicative country-specific stores while allowing for regional experiences and fulfillment rules.

4. Financial Infrastructure and Payments Expansion

Shopify continues to strengthen its financial ecosystem to support multi-region operations:

- **Shopify Payments for CAD Transactions:** Enables native processing and payouts in Canadian dollars.
- **Multi-Currency Payouts:** Reduces FX fees and simplifies reconciliation across USD and CAD accounts.

In summary:

Shopify Plus delivers a unified yet localized global commerce environment. For GAF, this means the ability to **serve Canadian users with region-specific catalogs, pricing, and fulfillment**—all managed centrally. Through **Shopify Markets Pro, regional product segmentation, and multi-entity support**, GAF can scale internationally while maintaining consistency, compliance, and operational simplicity.

Question: What extensions would be needed to support a Shopify as demoed for implementation?

- What are the fees associated with each extension?
- ChiliGrafx.com - and plug that into Shopify for premium customization
- Video extension needed
- What others are needed based on our requirements and the solution you are proposing?
- Do you expect to be able to deliver all features and functionality at one time or do you expect this to be a phased approach?

Response: Required Extensions and Implementation Approach

Based on the requirements outlined in the RFP, we anticipate leveraging a combination of **Shopify-developed applications, DG3-developed extensions**, and a limited number of **trusted third-party integrations** to deliver the proposed solution.

We expect to incorporate the following as part of the implementation:

- **Official Shopify Apps** to extend native platform functionality while maintaining full Plus-level support and compatibility.
- **Locksmith** (third-party) for granular access control over products, pages, and collections.
- **CHILI GraFx** for premium creative customization and digital asset personalization.
- **UPS Official App** (or equivalent) for shipping rate and label management.
- Additional well-vetted marketplace apps as may be required to meet specific use cases identified during the detailed design phase.

All anticipated extension costs have been **fully contemplated within our proposed pricing**.

During the formal scoping session, DG3 and GAF will jointly validate and refine the detailed functional requirements. This process will determine the precise combination of native features, DG3-developed components, and third-party extensions necessary to achieve the optimal balance of capability, maintainability, and cost efficiency.

Our guiding implementation hierarchy is as follows:

Page |
32

1. **Shopify native functionality** (preferred wherever possible)
2. **DG3-developed extensions or middleware** to extend the platform securely
3. **Third-party extensions** only where functionality cannot be achieved natively or through DG3 development

This approach ensures maximum use of supported Shopify capabilities, minimizes dependency risk, and maintains long-term scalability and control for GAF.

Question: Platform Implementation Experience (Shopify Plus)

- Please provide a minimum of two detailed case studies or examples that demonstrate your prior experience implementing complex B2B solutions utilizing the Shopify Plus platform. For each example, please detail the project scope, the specific customizations required to meet B2B needs (such as multi-tender payments or custom user roles), and the final business results achieved.
- How many current customers are using this platform? Can we have their references if not already provided?

Response: Platform Implementation Experience (Shopify Plus)

DG3 has two fully deployed Shopify front ends seamlessly integrated into client and vendor (DG3 and 3rd party systems). One is a political action committee and one is a for non-profit educational corporation. Neither agree to be disclosed.

All store front customers are deployed with a WS02 integration layer and vendor integration layer (with DG3 and multi vendor models). However, only two customers have leveraged the Shopify layer. There are no customers deployed in the exact way we are proposing to deploy GAF. This is due to the business specific needs of GAF and the sophisticated deployment approach to Shopify. However, we provided a reference for Goldman Sachs. This reference can speak to our sophisticated and complex technical deployment skills for commerce and end to procure to pay integration.

It is critical to highlight the context of our selection of Shopify for this solution (with DG3 as an integrator and managed service provider). DG3 did research of platforms and customer interviews about potential platforms being considered by GAF for this solution in the earlier initiative. We performed extensive reviews and also conducted client research to provide this information to GAF. We also participated in a planning call with Ansira with GAF. Throughout this entire process we determined that there was not a suitable platform that would support GAF's need, that homegrown and off the shelf end to end solutions are costly, cumbersome, force significant function tradeoffs and take up to years to deploy. We then began conducting additional research and asked to be involved in this RFP. We identified that the Shopify layer is the safest, most advanced and most scalable commerce front end but that we would need to develop an integration layer and vendor system integrations. That is the genesis of our proposal.

Shopify Plus is intuitive and robust and highly ubiquitous, making deployments and integrations efficient, scalable and achievable by most people. We believe this aspect of the deployment is very low risk and less constrained than vendor provided closed architecture technologies and provides the best possible commerce outcome. As a result, a

significant amount of our effort and focus under this engagement is the WS02 integration layer and integration with vendor (DG3 and third party) systems. This is the key focus to ensure closed loop and end-to-end execution.

Further, we have proposed a no risk model to GAF because we are confident in the completeness of the solution against your scope and our ability to deploy it in a reasonable time frame. This includes our institutional knowledge of your products and end users.

Question: Administrative Model and Expectations

- Administrative Expectation: Based on the RFP, what is your understanding of Administrator roles for the platform?
 - If GAF: Please specify which administrative tasks GAF employees would be responsible for.
 - If DG3: Please detail which tasks you recommend DG3 fully manage on GAF's behalf.
- Self-Service vs. Vendor-Managed: Since our requirements emphasize GAF needing strong self-service control for immediate changes (e.g., managing banners, activating/deactivating SKUs), does your proposal allow for a hybrid model? How do you envision this model working?

Response: Administrative Model and Expectations

DG3's understanding of GAF's RFP is that GAF seeks a high degree of administrative control and self-service functionality within the Shopify Plus environment. We approach that request with clear eyes and a decade-plus of experience operating enterprise-grade, business-to-business storefronts. In our experience, clients do want to be empowered to manage their own environments—but you also expect and rely on a responsive partner who can step in whenever the workload spikes, the task grows in complexity, or broader configuration changes could carry downstream effects.

Our model provides resources to perform any task that GAF assigns to us

We interpret the GAF Administrator role as focusing on **day-to-day operational control**, enabling GAF to make routine updates without requiring DG3 intervention. Typical GAF-administered activities would include:

- Activating and deactivating SKUs or promotional items.
- Modifying product visibility, limits, or eligibility by audience or region.
- Approving orders placed on hold for budget or policy reasons.
- Updating product imagery, PDFs, or descriptive content.
- Managing promotional banners and homepage features.
- Running and reviewing basic reports or analytics within Shopify.

We consider these the “everyday touches” of platform administration—tasks that are safe, intuitive, and designed for business users within Shopify Plus.

DG3, in contrast, would assume responsibility for **structural, system-wide, and technically sensitive activities** that affect the configuration or performance of the environment. Examples include:

- Managing and maintaining integrations within the DG3 Integration Layer powered by WS02 (Okta SSO, Rewards, Tableau, Docebo, BigQuery, Monarch, etc.).

- Configuring or modifying workflows that impact multiple stores or user roles.
- Performing app and plugin management, version upgrades, and Shopify API changes.
- Overseeing security patches, environment performance, and disaster-recovery protocols.
- Supporting advanced theme customization, metafield schema design, and Liquid or Hydrogen component updates.
- Troubleshooting complex issues that require developer-level access or testing within staging environments.
- Managing vendor onboards and integration with vendor systems (DG3 or 3rd party vendors) as well as asset setups and synchronizations in operational (not storefront) platforms to ensure asset match between Shopify and vendor systems.

This division ensures that GAF's team can move quickly on visible, business-level updates, while DG3 safeguards the broader system integrity.

Self-Service vs. Vendor-Managed Model

DG3 fully supports a **hybrid administrative model**. The platform is being built to be business-user-friendly and to empower GAF's administrators with as much autonomy as they choose to exercise. However, we recognize that priorities shift and internal capacity fluctuates. Our model anticipates that GAF will have full control—but will also have full access to DG3 support resources capable of performing any administrative or technical task on demand.

In practice, this means GAF can execute most day-to-day updates independently, yet rely on DG3 for complex requests, overflow assistance, or high-impact configuration changes. We meet GAF where it is—offering hands-on partnership rather than a strict delineation of “you do this, we do that.”

In short, we are delivering technology combined with a Managed Service model to ensure delivery against your scope. We believe this is in GAF's best interest, and we know that management of assets and orders doesn't end with adding them in Shopify. They need to be pulled through all the way to vendor (DG3 and 3rd party) systems to ensure accurate and on time production and distribution. Operational systems require commodity-specific information to be successful and that would not be managed in any high-quality front-end commerce UI/UX. This is the tradeoff we are trying to help GAF avoid.

Pricing and Task Allocation

DG3's pricing model reflects this flexibility.

- **Self-Service Tasks (GAF-Administered):** No vendor fees apply for tasks performed directly by GAF administrators within their permission scope.
- **Vendor-Managed Tasks (DG3-Administered):** DG3 offers one simple structure for supporting the systems:
 - A **dedicated monthly administrative and technical retainer** for proactive management and on-demand support, which includes end to end overall management and support of the three system layers (Shopify, WSO2 and Vendor Systems) with as much or as little intervention as GAF requires on the Shopify layer and full intervention on the WSO2 and vendor layers.

- **Hourly billing** tied to large scope changes or out of scope requirements which would be quoted and approved in advance. For example, integration with a new GAF system that did not exist at the time of the scoping.

This approach ensures transparency and scalability: GAF pays only for what it chooses to delegate.

Shopify-Specific Responsibilities

Page |
35

Within Shopify Plus, certain administrative activities inherently require DG3 oversight due to their technical nature or elevated permission level. These include:

- Core platform updates and version transitions.
- App and function deployment, testing, and rollback.
- Integration maintenance and troubleshooting across connected systems.
- Security patching, permission audits, and SSO governance.

GAF administrators will retain the ability to manage storefront content, SKUs, pricing visibility, and day-to-day merchandising within the safe boundaries of Shopify's admin interface and organizational controls.

Recommendation:

DG3 supports GAF's desire to maintain administrative control over day-to-day merchandising, product, and content functions while delegating environment-level configuration, integration, and technical governance to DG3, but DG3 is ready to step in to also perform these functions. This hybrid partnership ensures speed and flexibility for GAF's team while preserving the stability, compliance, and long-term performance of the platform.

Question: Pricing and Task Allocation

- If DG3 expects GAF to administer certain tasks, it changes the pricing structure. If DG3 is to manage these tasks, the cost must be transparent.
- Vendor Management Pricing: For the daily administrative tasks we require (e.g., activating/deactivating SKUs, updating product imagery/PDFs, creating new banners), please provide an explicit vendor management fee structure. Is this a dedicated monthly retainer, or is it billed hourly?
- Shopify-Specific Activities: For the proposed Shopify experience, please identify the administrative activities that must be managed by DG3 due to the technical nature of the Shopify environment (e.g., core platform updates, managing app integrations, security patches) versus those activities GAF could execute independently.

Response: DG3 Approach

Our cost is fully transparent. We have proposed a single end-to-end annual (billed monthly) support fee to ensure end-to-end success in the platform across all three layers of the system. This includes an end-to-end program administrator and one dedicated development resource to ensure GAF system integrations and vendor system integrations with the WS02 layer and WS02 later integration with Shopify. The fees for these two resources are \$130,000 and \$40,000 annually (or \$10,833 and \$3,333 monthly). This dedicated monthly retainer across all activities for the platform is based on our current knowledge of GAF operations. It includes all interfacing with GAF administrators, oversight of DG3 internal resources, management of linkages between the systems and actual

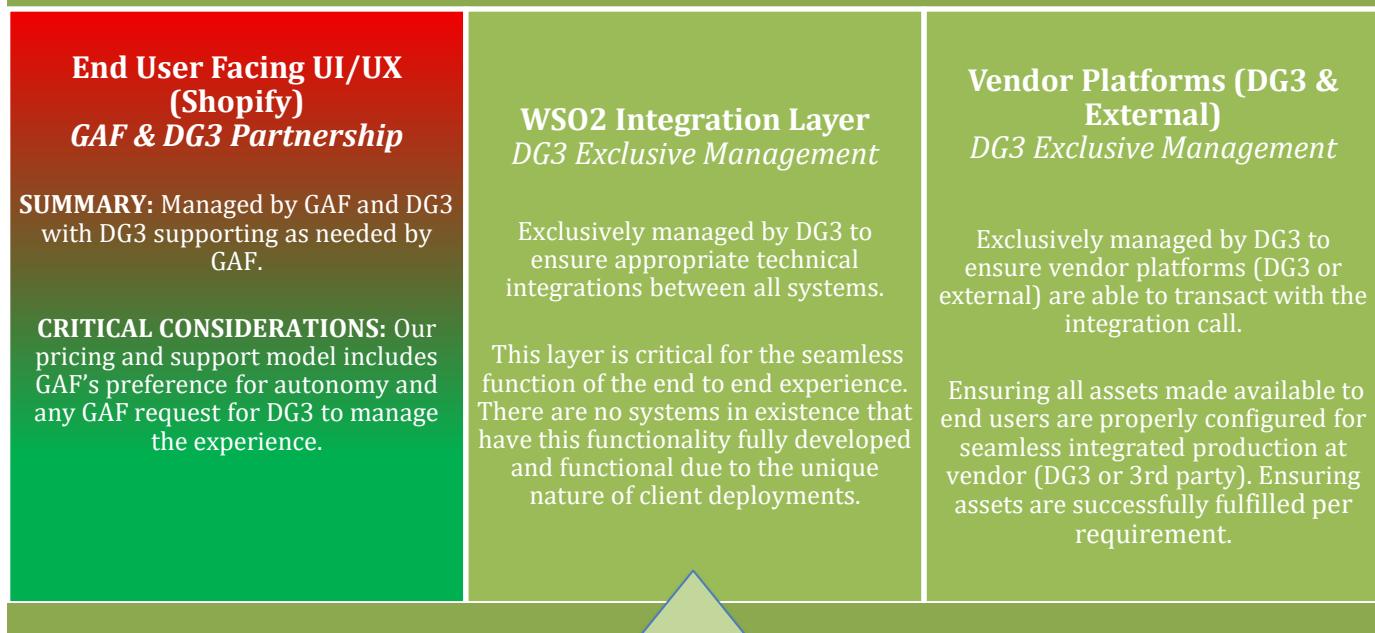
operational execution of the products and services. This replaces any current support and maintenance fees charged by DG3 to GAF. There are no additional fees or hidden fees. DG3 assumes full responsibility for delivering against GAF requirements without additional fees. In addition, these fees support FULL management of the platform on a managed service basis in the Shopify layer or partial. They also support FULL oversight of the WS02 integration layer and integration with 3rd party vendors.

Separate from these end-to-end process management and technical management fees, DG3's platform licensing fee contemplates and includes an appropriate level of support hours for specific application customization on an ongoing basis for SME based needs (Shopify +, Chili, etc.). GAF will not be responsible for any additional fees. Ordinarily this would be the Annual Support and Maintenance fee of 20%-25% on top of a traditional platform license fee. To simplify our proposal, we have consolidated fees into a single annual platform fee (billed monthly).

Our overall support and fees models assume a white glove managed model that extends the technology but also provides extensive support that ranges from full management of the model or background support. We are happy to review these needs on a quarterly basis to determine if our support and cost model can be scaled back to deliver savings to GAF, but we do firmly believe we have captured the requirements of GAF in this future model correctly.

The DG3 Managed Ecosystem

It's critical to understand that the GAF Marketing Hub is not a single platform, but a complex, interconnected system. The information below provides a visual breakdown of the architecture, key components, and management responsibilities.



DG3 Managed Service Layer

People, Process, Technology and Product Execution

Ensuring systems function and are integrated, providing support across all core systems as required by GAF, ensuring vendor alignment, overseeing integrations and changes to systems.