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**NEW BLACK**  
CUT THE CRAP

## Microsoft & New Black

15.03.2020 - For discussion purposes only



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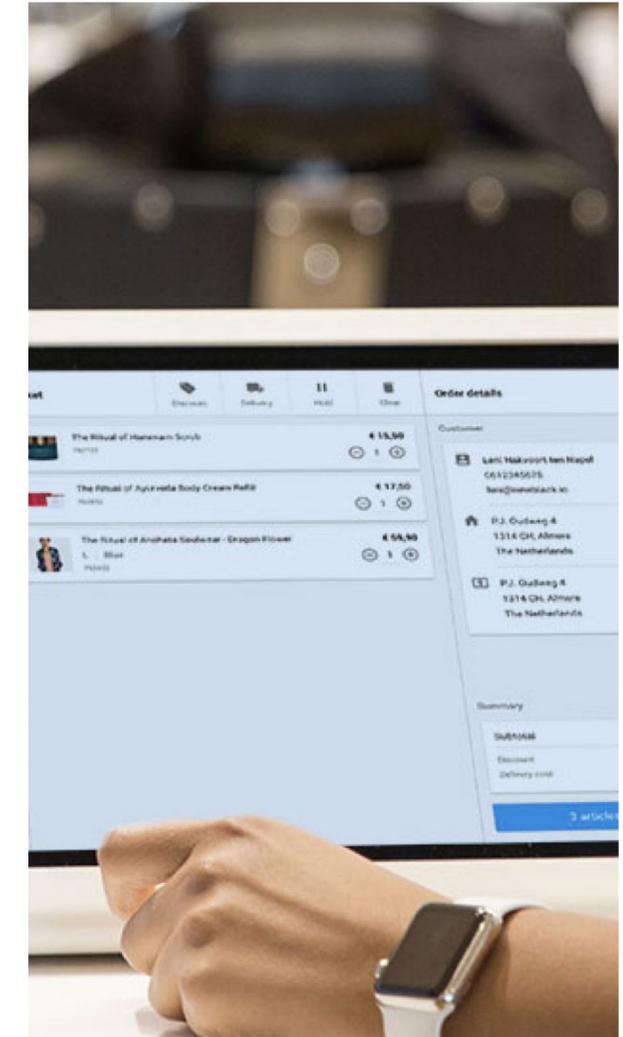
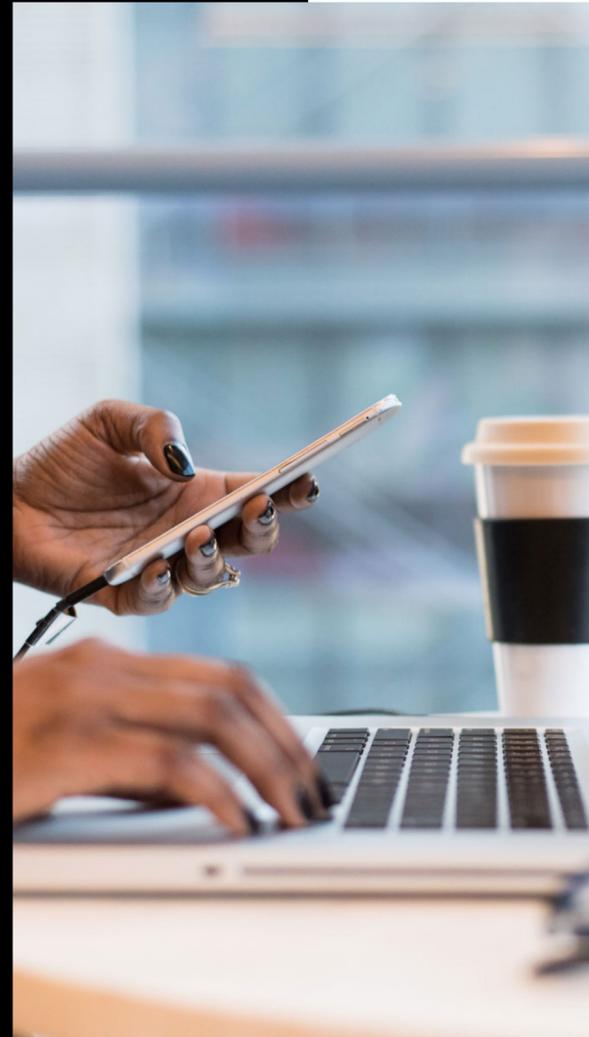
What we believe

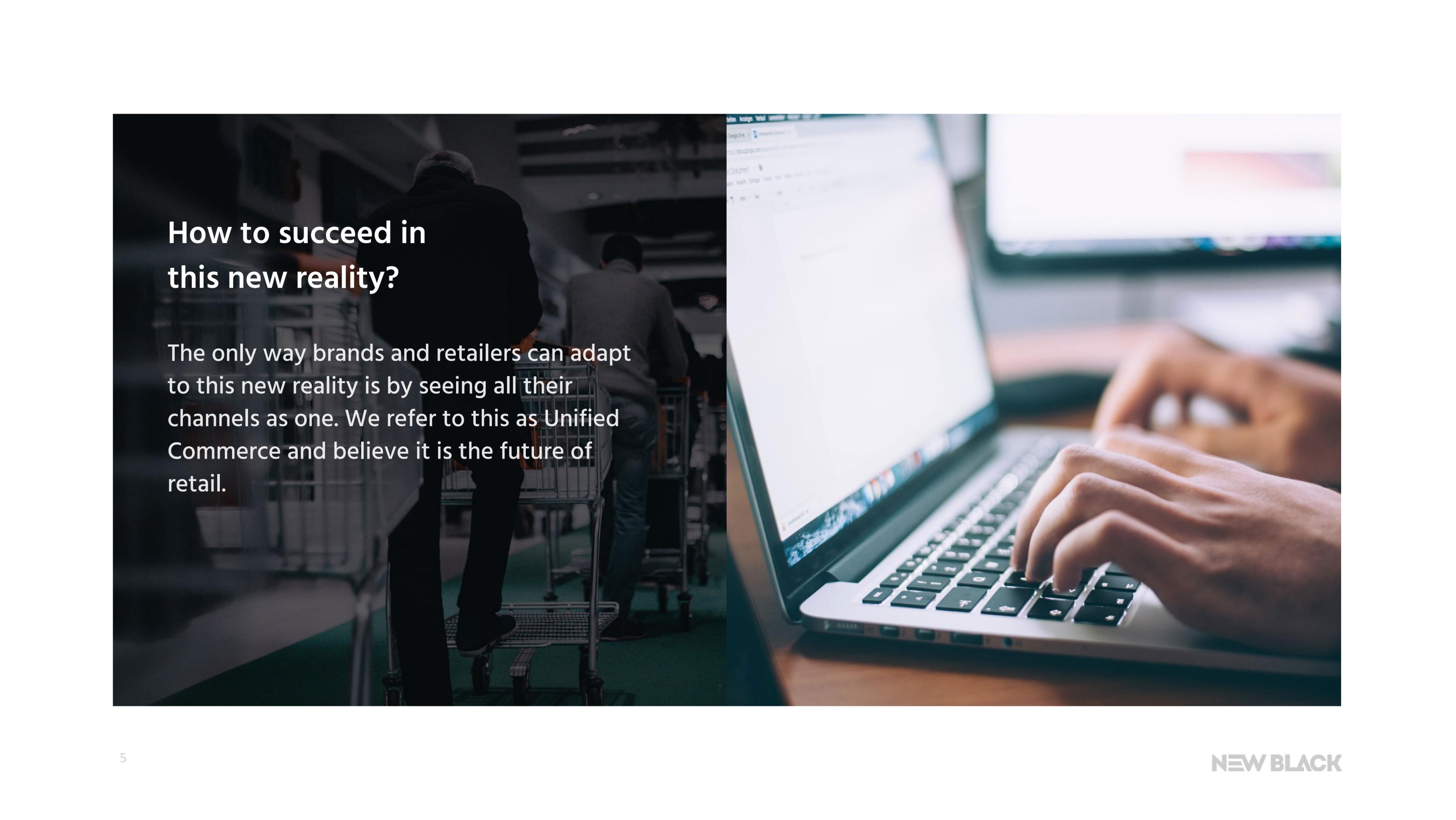


## The new reality

Today, customers don't think in terms of online and offline, separate shops, or country borders.

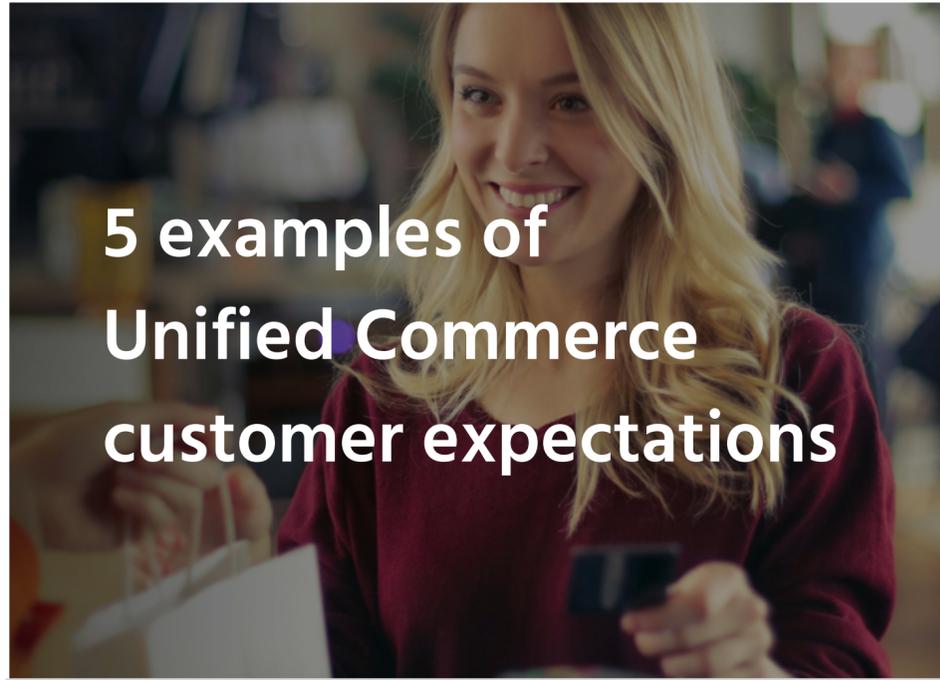
They just shop at a brand, and expect the same experience, everywhere they go.





## How to succeed in this new reality?

The only way brands and retailers can adapt to this new reality is by seeing all their channels as one. We refer to this as Unified Commerce and believe it is the future of retail.



## 5 examples of Unified Commerce customer expectations



### In-store web returns

You've ordered a product online that you'd like to exchange at your local store. **"Sorry we cannot process online orders..."**



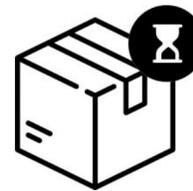
### Endless Aisle

You're at the check-out with most of your wishlist, but still need some items that are out-of-stock. **"Can't you just order, pay everything now and have the rest delivered?"**



### Payments across channels

Online, customers can check-out via a service for delayed or spread payments. **"Can I pay with Klarna for these items?"**



### Ship from store

Your customer orders online, because they have a busy day. Their items are in-stock at a store nearby. **"Can you deliver the items today via a bike messenger?"**

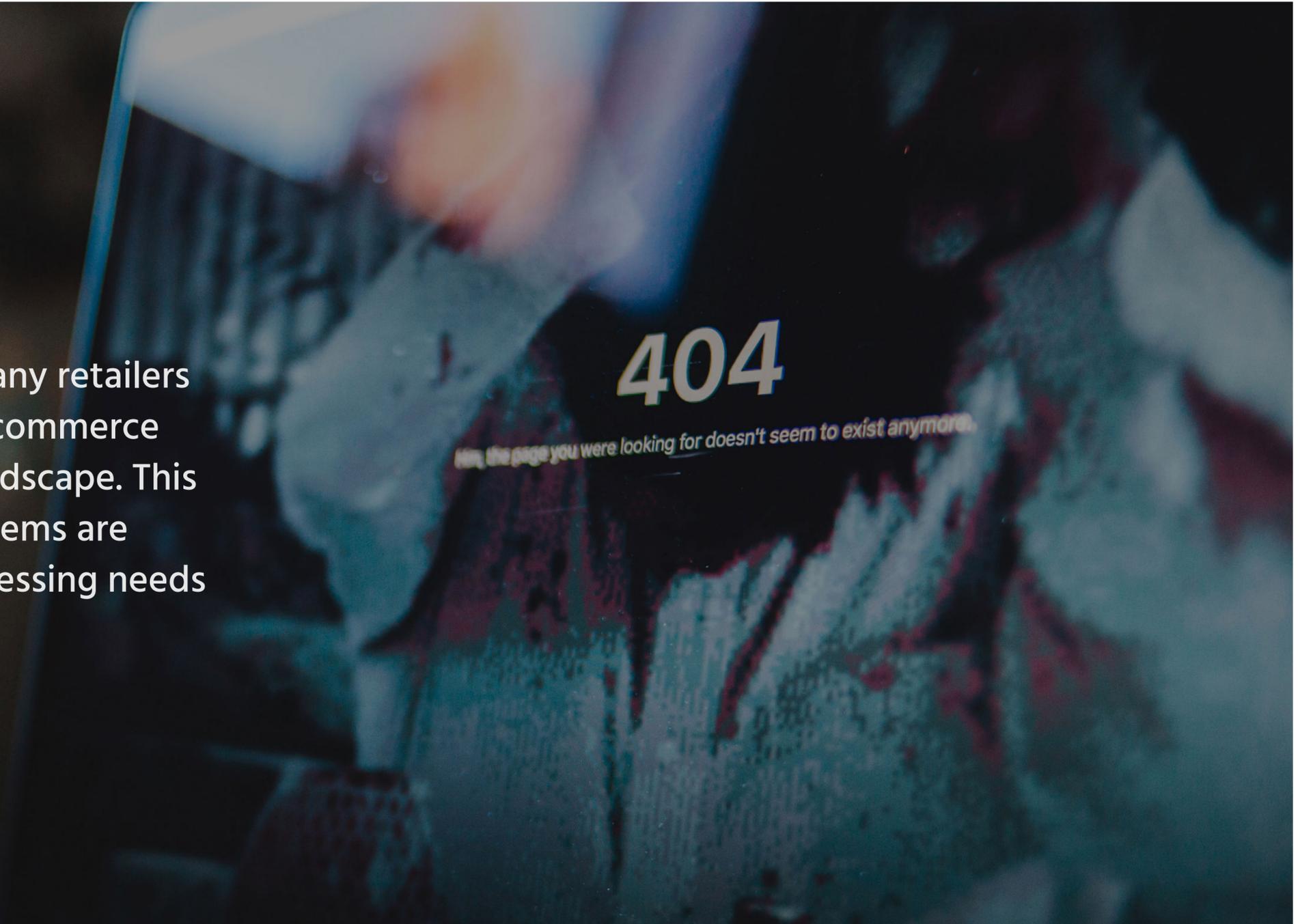


### Customer profile

Your customer has shopped in your brand's stores in other countries before. **"Can you look up my order history in your system?"**

## What is holding retailers back?

To enable unified experiences many retailers stitch together existing retail, e-commerce and ERP systems into a single landscape. This creates challenges, as not all systems are ready for the real-time data processing needs of modern commerce.



# About the EVA Platform



## Let us introduce EVA

EVA is a Unified Commerce Platform that offers retailers the power to adapt to change and create a customer centric experience across all digital and physical touchpoints.



# One platform across all channels

## Unified by Design

EVA is 'Unified by Design' - meaning all features are built around online, offline and cross-channel transactions by default. No more syncing files, no more elaborate interfaces. One customer database, one pricing database and one source for all stock information.



# A flexible foundation

## Our Best-of-Technology philosophy

In traditional software development features are completely intertwined with the back-end technologies used to build them. So when you want to switch to a better back-end technology, you are forced to greatly alter your feature code.

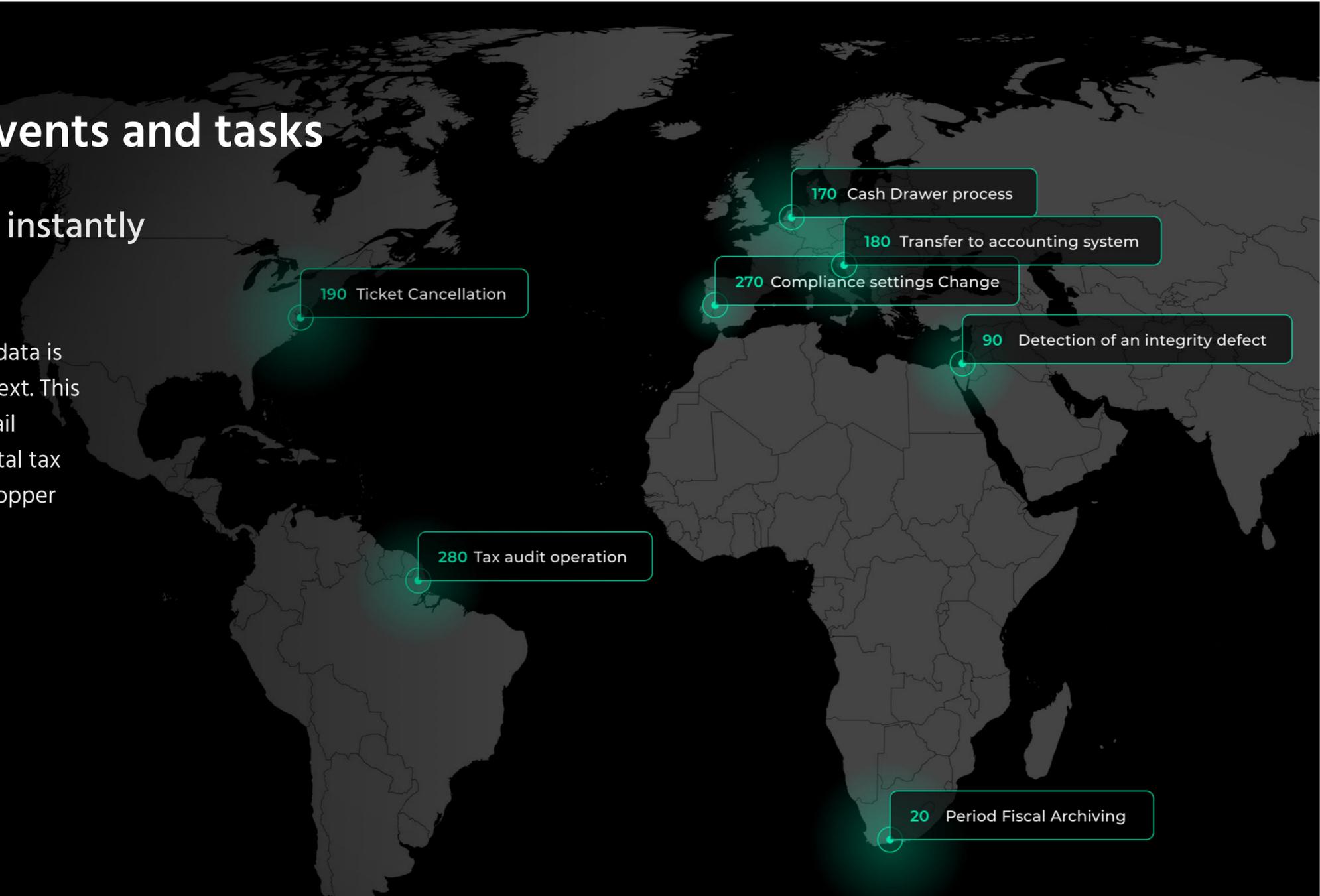
EVA is different. We keep a strict line between feature code, our back-end technology and the cloud suppliers we use, meaning we can instantly upgrade to the latest technology that the market has to offer. This philosophy forms a fundamental part of our adaptiveness to change.



## Based on real-time events and tasks

All data in EVA is processed instantly

All inventory, customer, order information data is available in real-time, including its full context. This presents the solution for many modern retail challenges including fiscal compliance, digital tax reporting and the ability to improve the shopper experience across all touchpoints.



# What we promise



Lower your total direct and indirect IT cost (TCO).



Decrease the complexity of your IT systems and processes exponentially.



Make your staff more in control, rather than experience IT as a (expansive) bottleneck.



Enable your enterprise to be much more "adaptive to change".



Save costs on finance and control by digitisation of processes.



Share instant and live information in attractive interactive dashboards.



Save in total labor costs of physical store operations up to 20%.



Increase conversion (on- and offline) by 10% and much more.



Increase employee satisfaction up to 20%.



Increase NPS (customer satisfaction) up to 20%.



Operate and expand as a true omnichannel player

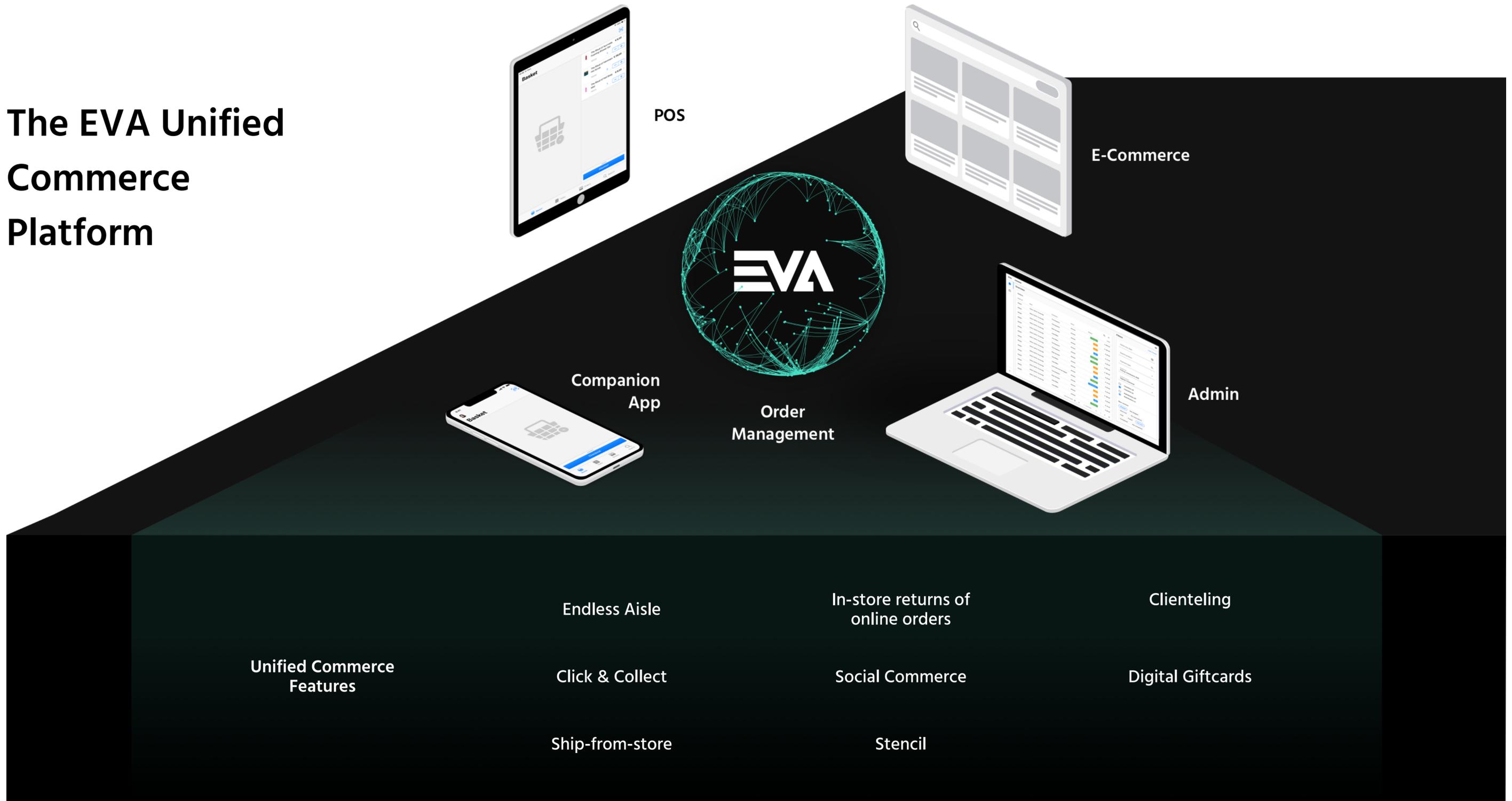
(exponential increase in data points, integrated Bigdata and BI).



Be a data-driven enterprise.

# Overview of the EVA Platform

# The EVA Unified Commerce Platform



# Unified Commerce Features



# Endless Aisle

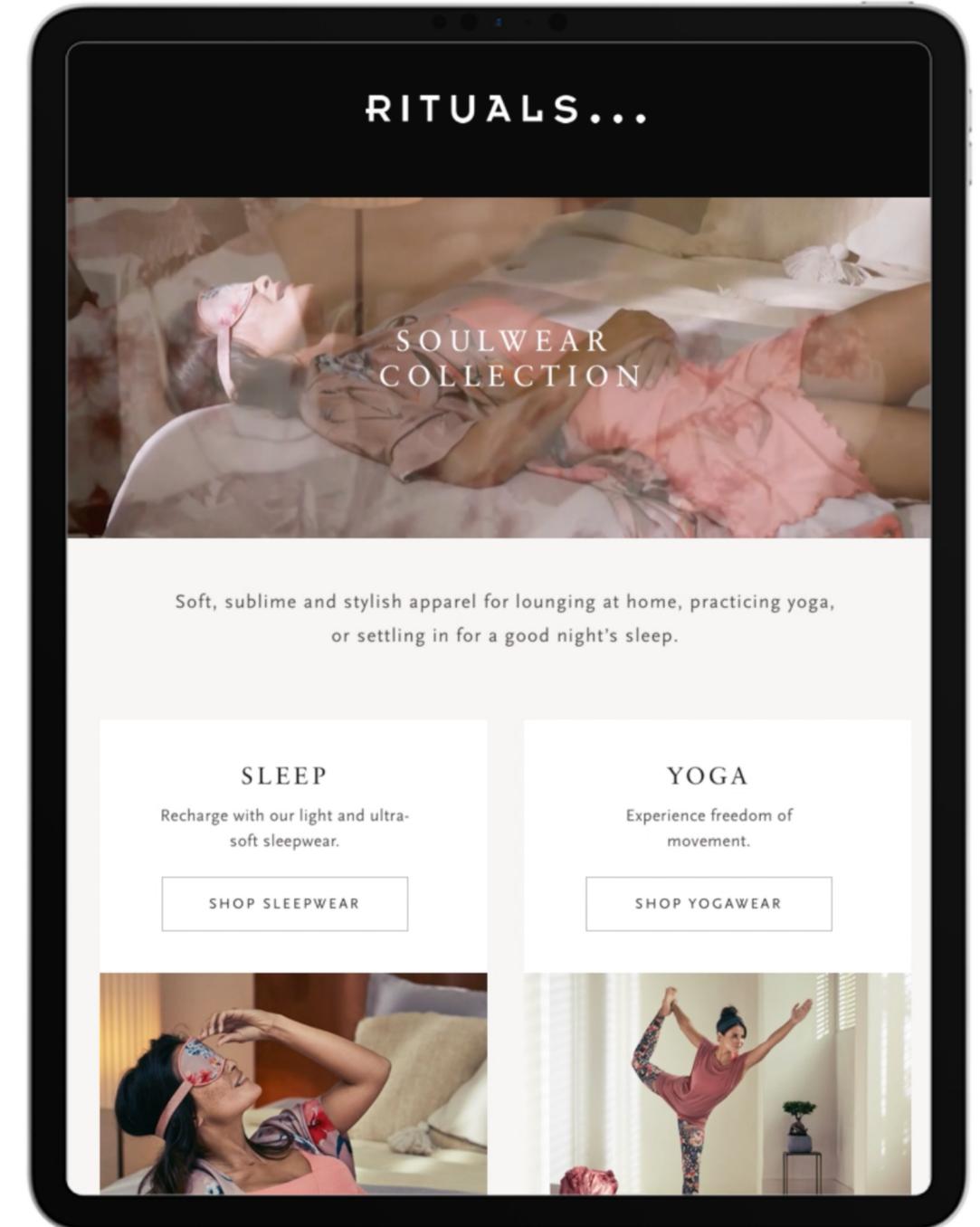
## Sell your complete stock and product catalogue from every location

In traditional retail, space equals revenue. The larger your store, the more products you could display and sell. Those times are over. Using EVA Endless Aisle, any store can now sell the entire product catalogue of the brand. Real-time information on stock-levels at other stores or central warehouses allows employees, or even customers, to order any product for home delivery or pick-up. All orders are handled via EVA, including underlying stock mutations and pro-active updates on order progress.

- ✓ Sell the complete brand catalogue from any store
- ✓ Instant visibility of stock levels across the organization
- ✓ Reduce lost sales due to out-of-stock situations

**\$984 billion**

in revenue is missed by retailers due to out-of-stock situations in stores  
Retaildive, 2018



# Ship from store

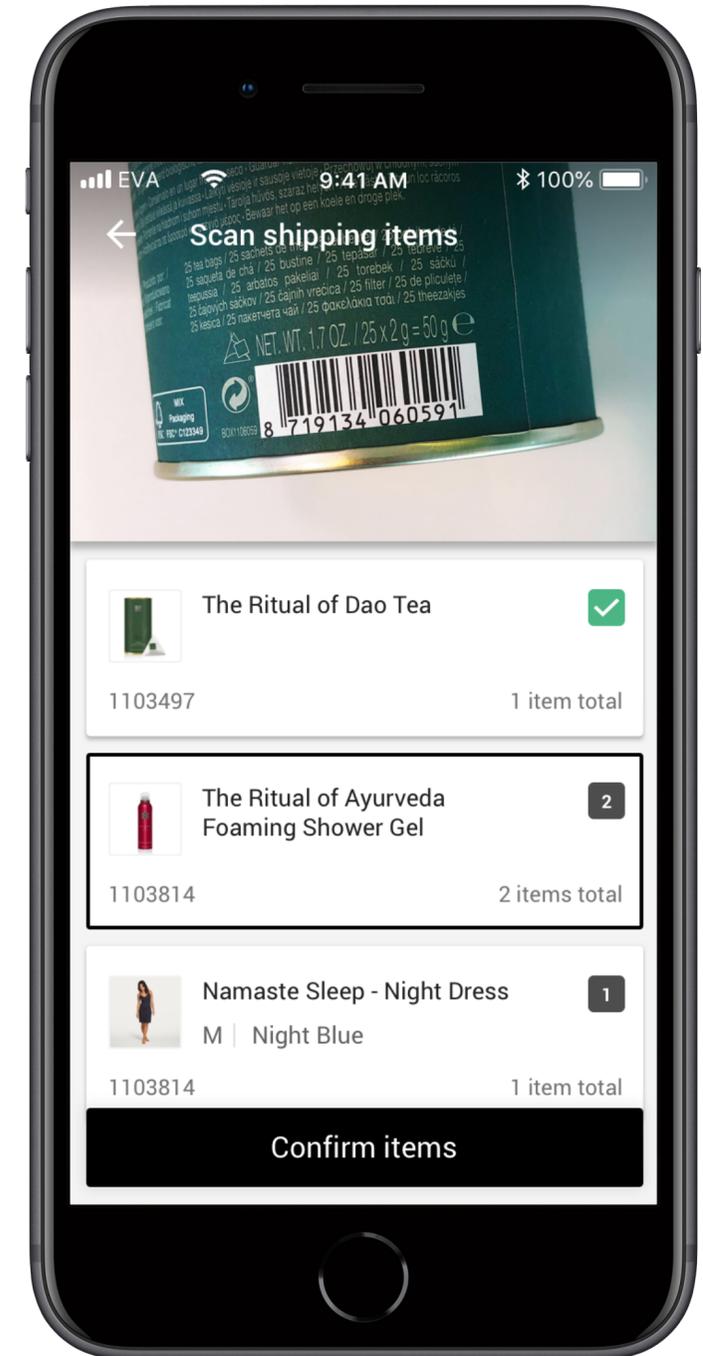
## Are stores the e-commerce warehouses of the future?

Using EVA Ship from store retailers can fulfil e-commerce orders straight from their store floors. Algorithms in the EVA Order Orchestration module distribute the online orders across stores, based on e.g. store proximity, fulfilment capacity and stock levels. Via the EVA Companion App, employees accept, pick, pack and ship orders in a matter of minutes. Integrations with (local) carriers take care of shipping documentation, the planning of the carrier pick-up and real-time Track & Trace information.

- ✓ Distribute online orders across physical stores for fulfilment
- ✓ Based on e.g. proximity, store capacity, delivery speed or fulfilment capacity
- ✓ Reduce pressure on your central warehouse during peak moments
- ✓ Offer faster, greener and more cost-efficient shipping
- ✓ Maximise margins on e-commerce orders

**39%**

of consumers say same-day shipping makes them more likely to shop online  
Walker Sands, 2019



# Click & Collect

## Encourage online customers to visit your stores

Click & Collect is a cornerstone of Unified Commerce. It is the perfect way to encourage online consumers to (re)visit stores to pick up their items. But there is more than meets the eye. How do you manage all reserved stock? How do you make the customer pick-up as easy as possible? EVA Click & Collect offers a complete solution for any 'purchase online, pick-up in-store' flow. Whether you ship items from your central warehouse, or pick them straight from the store stock: the complete process is streamlined in EVA. This includes the creation of EVA Companion App tasks for employees to reserve and pack store items, validate incoming shipments from the warehouse, or scan a customer's QR code to confirm the pick-up.

- ✓ Encourage online customers to visit the stores, creating up-sell opportunities
- ✓ Support any payment method, including (partial) pre-payment
- ✓ Reduce return rates as customers can see, touch, fit and exchange products
- ✓ All in-store tasks are managed by employees via their EVA Companion App
- ✓ Automatically remind customers when they have not yet picked-up their order



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# 85%

Buy something additional when they arrive at the store to pick up their online purchase  
Forbes, 2019

# In-store returns of online orders

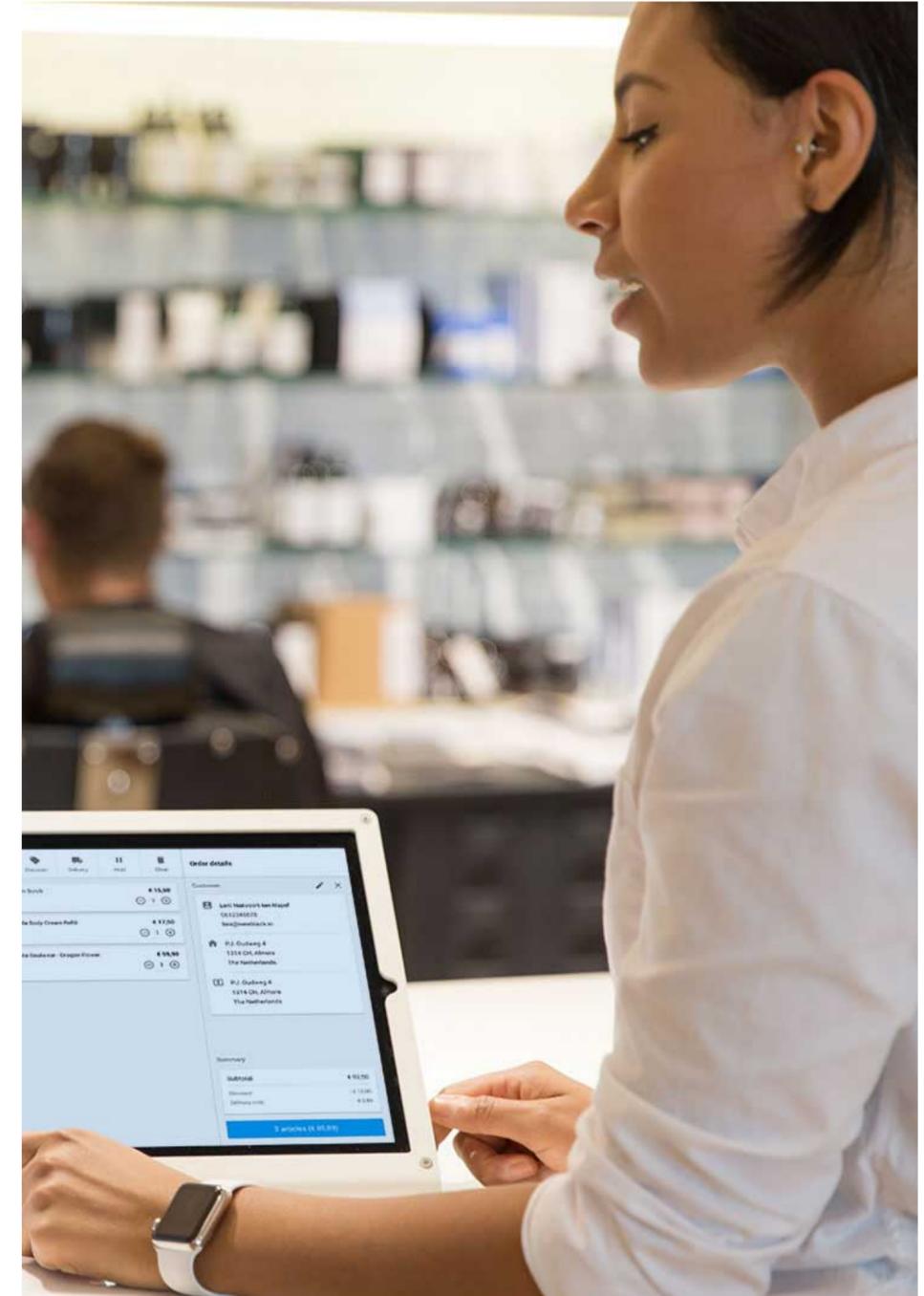
## Processing returns across all channels

Because of siloed systems or out-of-sync order data many brands are still struggling to process in-store returns of items ordered online. With EVA, retailers create a truly unified returns experience. All order and customer data, whether from online or in-store purchases, is synced in real-time across the entire organization. Via the EVA (m)POS, employees simply look-up the original order to offer a refund or exchange for a different item. Depending on the preferred workflow, stores can send back the returned items to the warehouse or even add them directly to the store stock for further sales.

- ✓ Offer the opportunity to return items anywhere, regardless of the sales channel
- ✓ Process in-store returns of online orders
- ✓ Instant visibility of the original order and customer data
- ✓ Maintain revenue by offering an exchange for a different item
- ✓ Put returned items back to sellable stock instantly

**20%**

Of consumers prefer in-store returns because of easier exchanges and faster refunds  
Baymard Institute, 2018



# Social Order Service

## Increase sales with conversational commerce

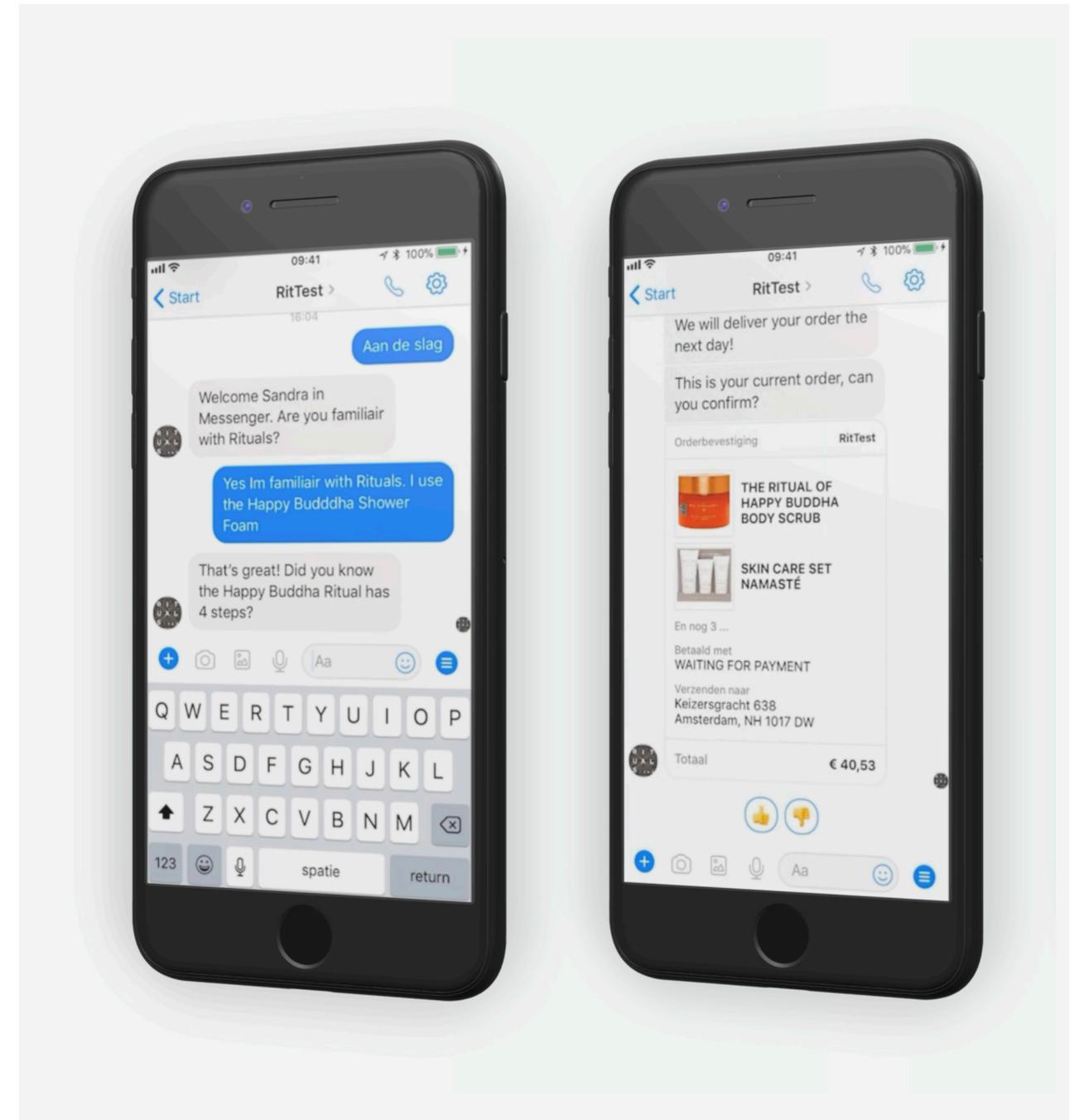
Customers increasingly expect a blend of e-commerce convenience and in-store service, explaining the fast growth of conversational commerce.

EVA enables our clients to use social media platforms like Whatsapp and Facebook to virtually help customers and handle orders. The entire store process - from helping the customer to payment and shipping the order - can be done by a customer service employee. By doing so, you're not only delivering a seamless customer experience, you're also empowering your employees.

- ✓ Increase conversion through a personalized shopping experience
- ✓ Set up alternative sales channels
- ✓ Empower customer service employees to make sales
- ✓ Complete payments without an e-commerce page using EVA Pay
- ✓ Gather feedback easily after conversation

# 49%

of consumers spend more with a brand that offers the option to message through Facebook Messenger or WhatsApp  
Liveperson, 2019



# Shop The Look

## Sell complete outfits

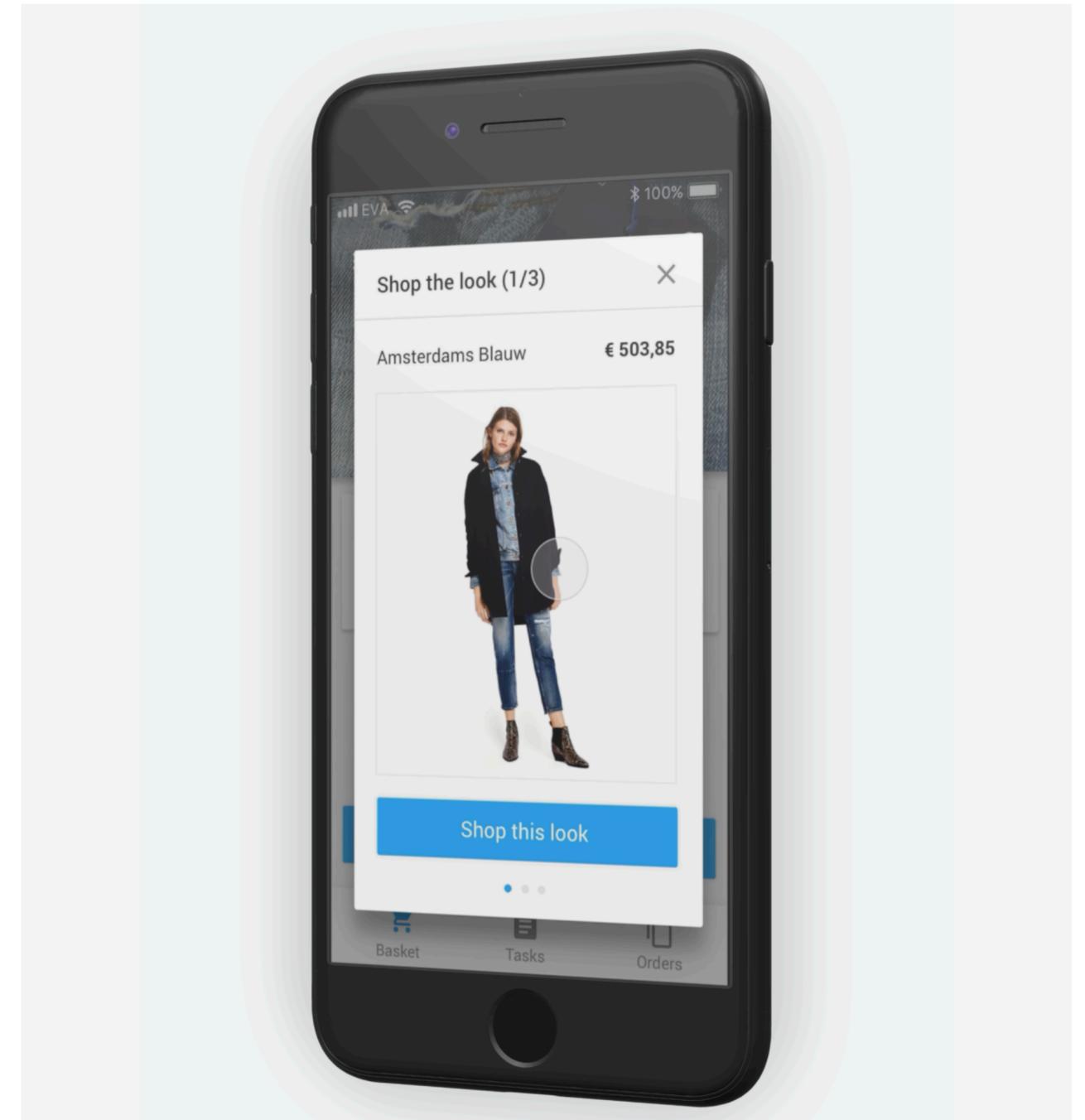
Customers don't like to spend much time and effort in finding what they need. Presenting full outfits on a mannequin is a tried and true way of increasing fashion sales. Using EVA Shop the look, retailers can now create virtual outfits consisting of multiple matching items.

You can present the outfits in customer facing front-ends, or allow employees to present outfits with matching products via the Companion App. The store employee uses the app to inform on products, availability, price and more.

- ✓ Create up-sell possibilities
- ✓ Create a look by combining matching products
- ✓ Engage with customers via inspiring outfits
- ✓ Save customers time and effort
- ✓ Empower employees with real-time information

**60%**

of recommendations have a success rate  
Fortune, 2012



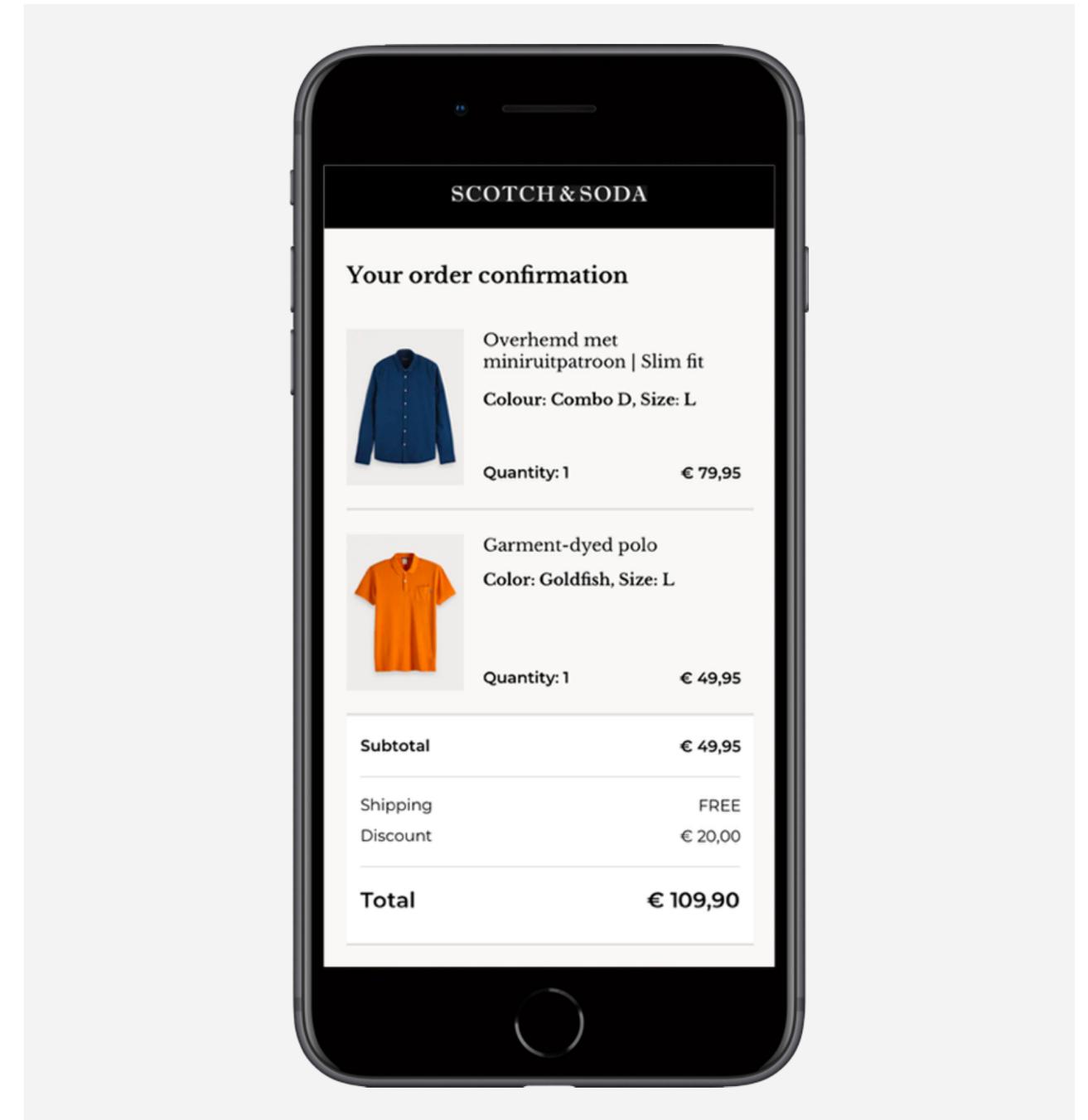
# Stencil

## Create custom messaging triggered by any event in EVA

Every event in EVA, from a transaction to a stock movement, creates an event. Using EVA Stencil, retailers can use these events to trigger communication to customers or employees via e-mail, SMS or WhatsApp. Stencil offers full customization of templates using HTML, XML and CSS. After creating the right templates (which can be done per organization unit, country, language or even user) you can use the EVA Mailgun connector to send e-mail, or rely on your own 3rd party mail solution like Selligent, Marketing Cloud or Mailchimp.

EVA Stencil is also used to create and customize Thermal Receipts, containing all relevant order and store data.

- ✓ Create custom messaging for any event in EVA
- ✓ Design your own template for e-mails, SMS and PDF invoices
- ✓ Create newsletter subscriptions following an event
- ✓ Send end of day reports
- ✓ Send personalized emails to customers after an event
- ✓ Create custom receipts



# Digital giftcards

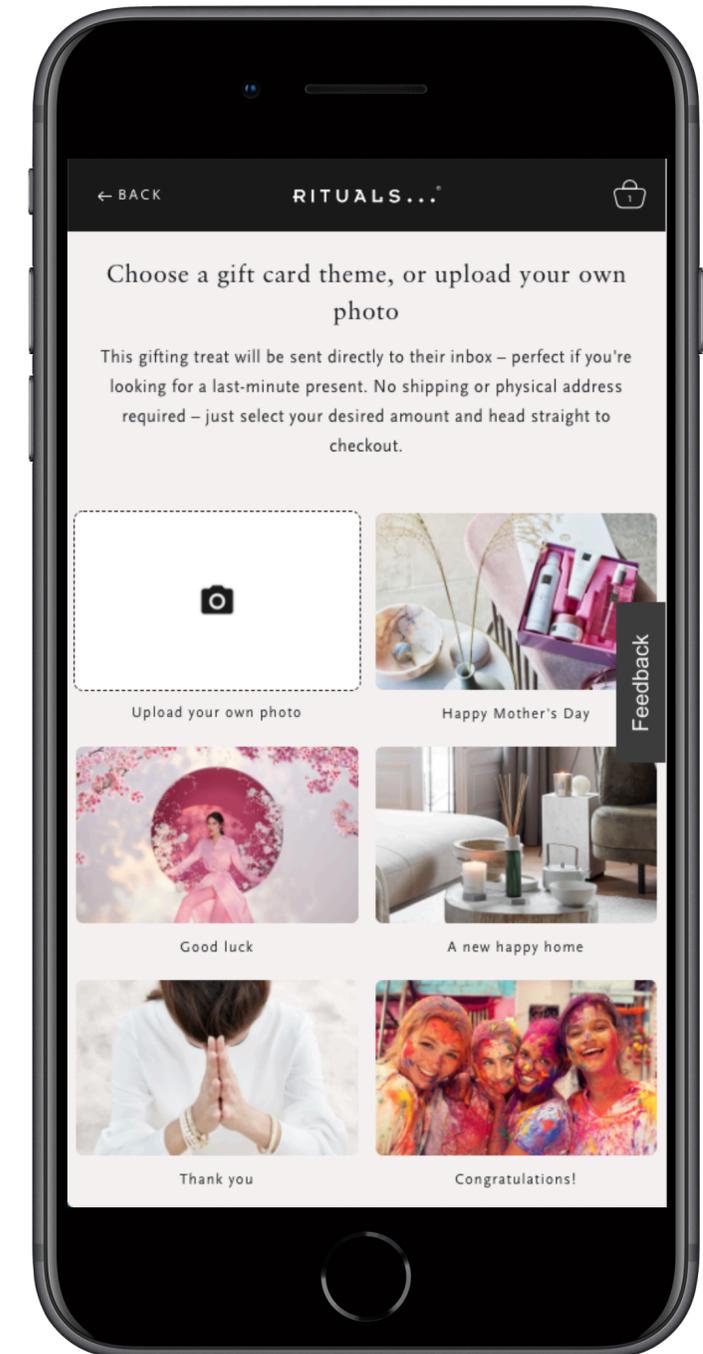
## How to make a giftcard more than a simple gift?

All (partial) transactions, stock movements or order changes create a series of real-time events in the EVA platform. At day closing, totals for each event type are needed for bookkeeping in external (ERP) systems such as SAP, Microsoft AX or Oracle. Get full control on finance with EVA Cookbook. With scripted rules on financial events, companies can automate bookkeeping and enable general ledger automation on digitalized processes. Retailers can map the output of event data in so-called Recipes. These translate each event type to the correct formatting and required debit/credit mutations on each ledger.

- ✓ Customise giftcards via images, text or even personal video messages
- ✓ Giftcard creation, balance management and payment is processed via EVA
- ✓ Giftcards can be created or spent via all sales channels including POS, apps and e-commerce
- ✓ Integration with 3rd party providers including Intersolve

**58%**

of consumers prefer digital giftcards because they are easy to send and receive  
Firstdata, 2019



# Order Management



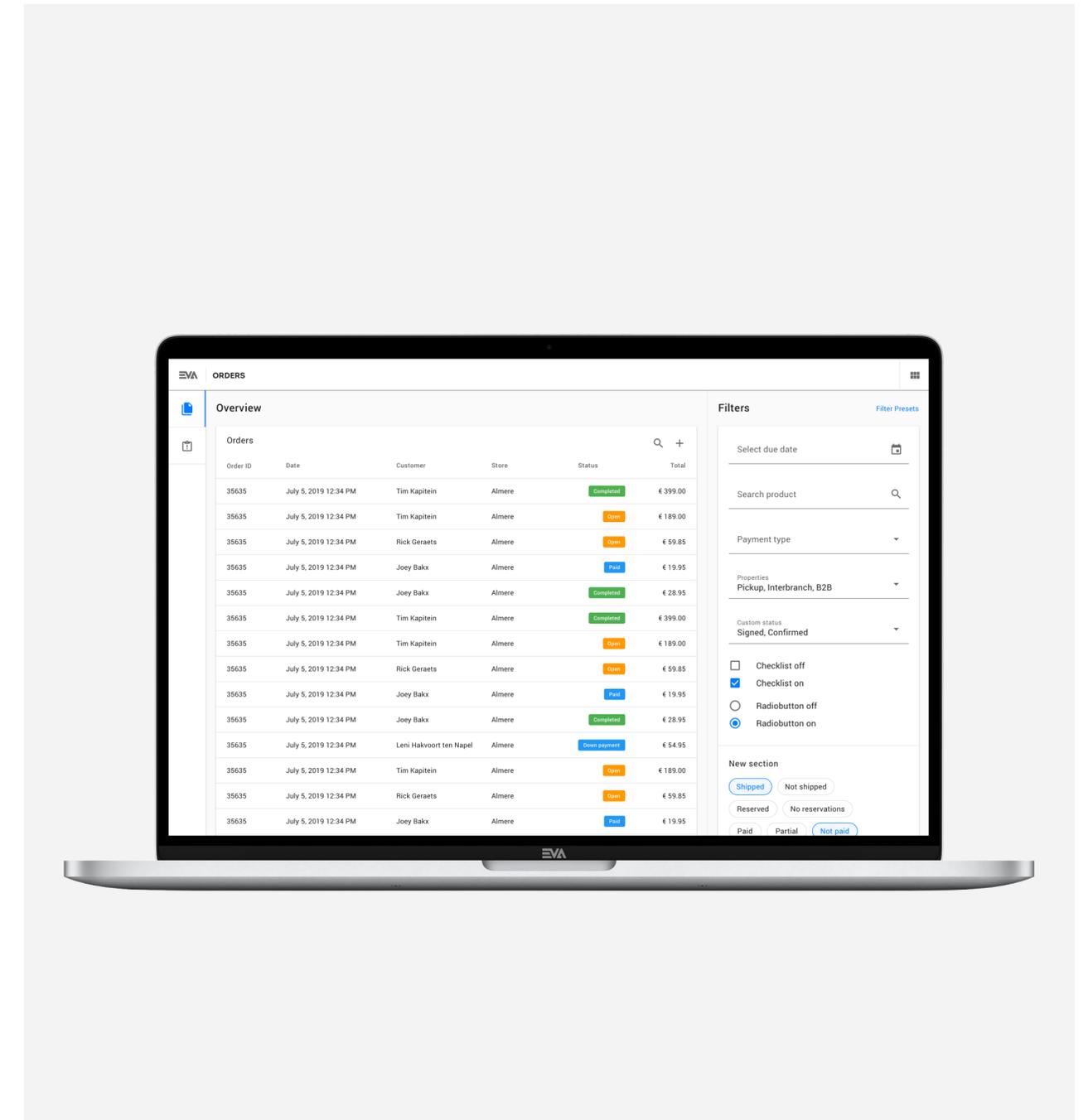
# Order Management System

## The hub for all your Unified Commerce strategy

With EVA OMS we offer retailers a truly Unified OMS that supports all modern retail purchase or return scenarios. Not only can it process orders and orchestrate data flows across the entire organisation - it also serves as complete foundation for new front-ends. All order updates, from order intake to warehouse statuses and tracking updates are all visible in EVA in real-time.

With horizontal and vertical scaling capabilities EVA OMS is amongst the fastest in class, backed by a 99,99% uptime. The platform is scalable and flexible in its core to support current and future edge cases with great ease. The entire platform is built on our Best-of-Technology philosophy, offering the capability to switch to new cloud providers, technology or development frameworks instantly, helping retailers become adaptive to change.

- ✓ Single platform for managing orders across all sales channels
- ✓ Unified by Design - supporting any order or return flow across all channels
- ✓ Automatic supply and demand of products across all organisation units
- ✓ Process order, stock and transaction data on a single platform
- ✓ Build new front-end on a foundation that is ready to scale



# Inventory Management

## Ensure stores always have the right products on stock

Having the right products, in the right stores, at the right time is essential to maximizing retail revenues. Unified Commerce adds the challenge of having all this stock information available in real-time. Using EVA Inventory Management retailers fully automate their store replenishment, based on variables such as min-max levels, stock availability and product run-rates. Each stock movement triggers Purchase & Sales orders for bookkeeping purposes. Pending replenishments shipped from the warehouse (or other stores) are instantly visible within EVA, so employees know which products are on the way. Naturally, all incoming items are added to the sellable stock levels instantly, once validated using the EVA Companion App.

- ✓ Automate store replenishment
- ✓ Get real-time access to all inventory across the organisation
- ✓ Take stock snapshots per store or country for any historical or future date
- ✓ Full visibility of pending shipments
- ✓ Incoming shipments are available as sellable stock instantly



**87%**

of retailers consider inaccurate inventory a larger factor in revenue loss than theft  
Wakefield Research, 2019

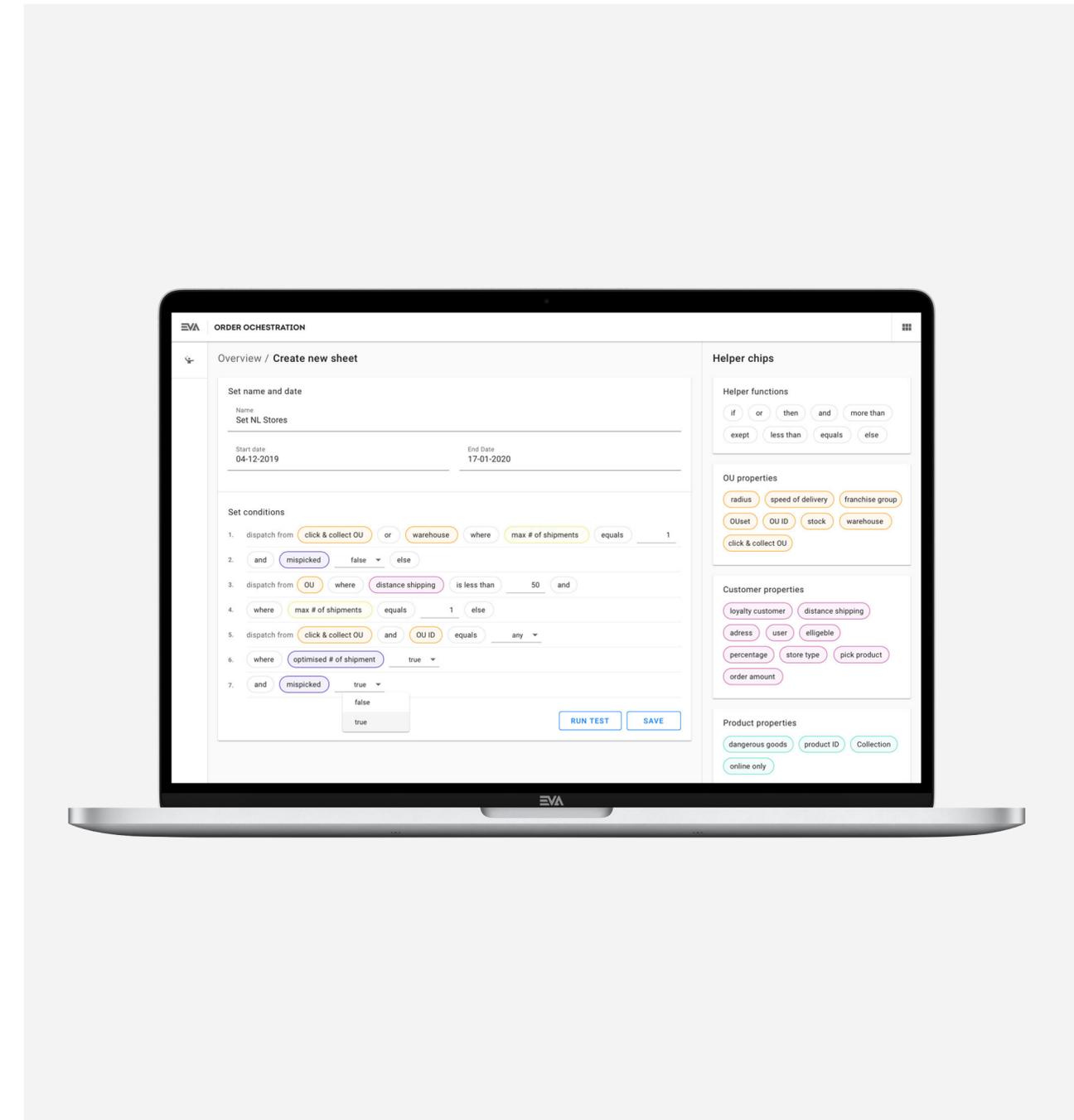
# Order Orchestration

## Allocate orders to the right fulfilment channel

What is the 'best' way to fulfil an online order in a network of stores and warehouses? It depends. Variables such as stock availability, fulfilment capacity, proximity to the customer or preferred delivery speed all impact the ideal fulfilment scenario.

EVA Order Orchestration lets retailers create custom business ruling to create the right fulfilment scenarios for any order type. Via the intuitive UI users set parameters and preferred outcomes to create perfect order flows. Advanced testing allows users to assess the outcome for a set of orders in the EVA OMS.

- ✓ Automatically re-route orders to the optimal fulfilment locations
- ✓ Enable ship-from-store for faster, greener and more cost-efficient shipping
- ✓ Configure business rules per country for optimal order orchestration
- ✓ As a shop owner, be able to allocate (a part of) your inventory, and adjust availability
- ✓ Gain insight in order handling time, success rates and shipping costs

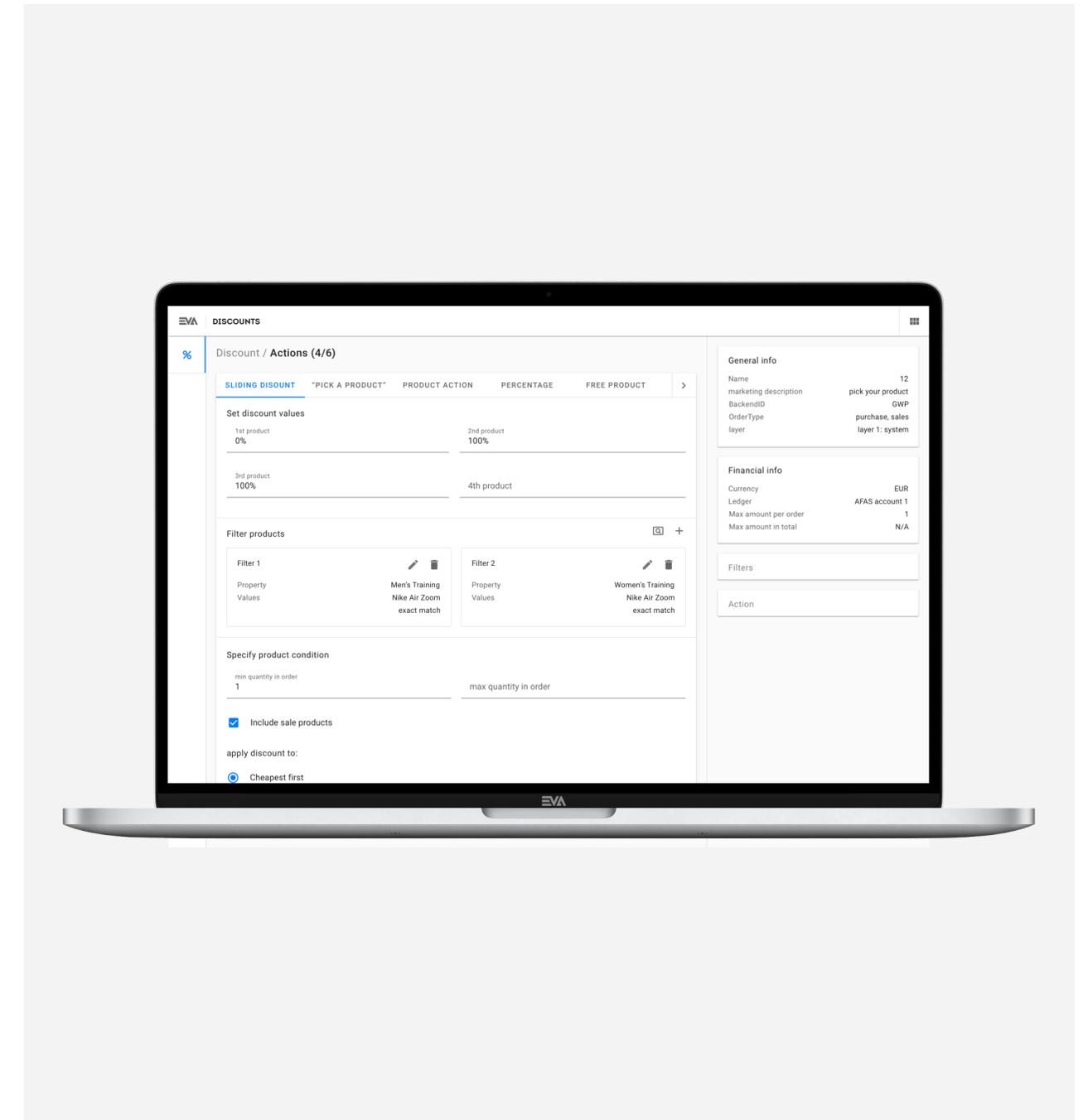


# Promotions & discounts

## Manage all discounts across from one single platform

The EVA Promotion Engine offers a complete discount and promotion solution for online and in-store sales. It supports anything from standard promotions, which are easily managed by less experienced users, to the more advanced promotion scenarios. All conditions are managed via the EVA Admin, and applied instantly across physical stores and the e-commerce platform. Variables such as date-range, store(set), country or customer status allow for precise refinement.

- ✓ Prevent mismatching discounts across sales channels or stores
- ✓ Manage promotions across your entire organisation from a single platform
- ✓ Apply promotions and discounts instantly
- ✓ Create standard discount types or complex scenarios



**57%** of retailers want the ability to run discounts and promotions across channels (including reporting)  
Multichannel Merchant, 2019

POS



# POS

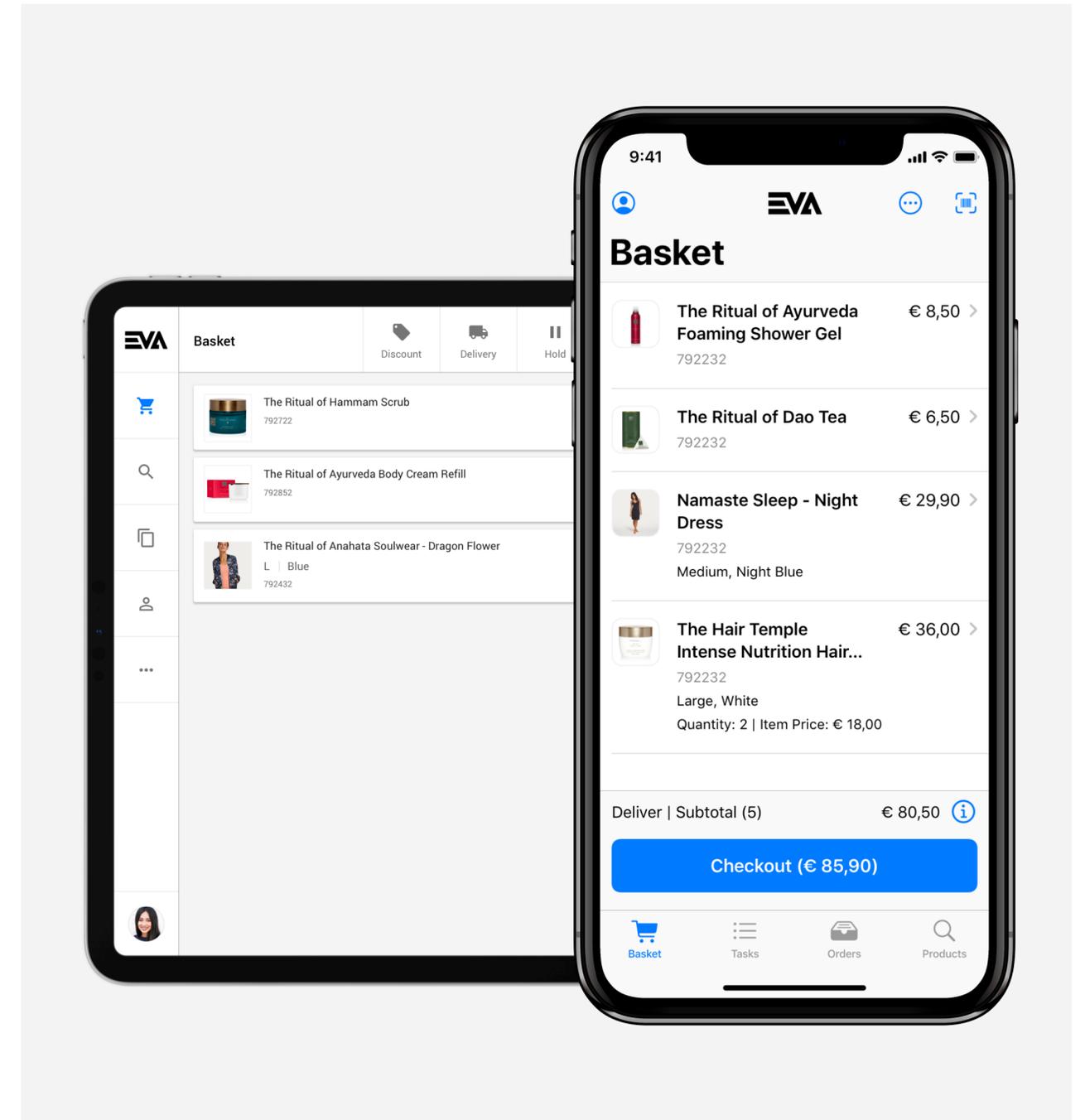
## Cloud-based check-out for Unified Commerce

Traditional POS solutions rely on bulky hardware and on-premise installation. EVA POS offers a future-proof and flexible alternative that needs minimal hardware and is fully cloud-based. The application is Unified by design, meaning all omnichannel sales scenarios are supported out-of-the-box. Employees get real-time access to stock level information across the entire organization, so they are able to order anything the customer wants. All order and customer data, whether from online or in-store purchases, is available instantly creating that the single-view-of-the-customer that is so crucial in modern retail.

- ✓ Unified by design: supporting all scenarios
- ✓ Flexible and easy to roll-out
- ✓ Native iPad application
- ✓ Real-time data on orders and customers across all channels
- ✓ Thin client
- ✓ Certified in all major retail markets

# 75%

of retailers plan to switch to a cloud-based POS in the next three years  
Boston Consultancy Group, 2019

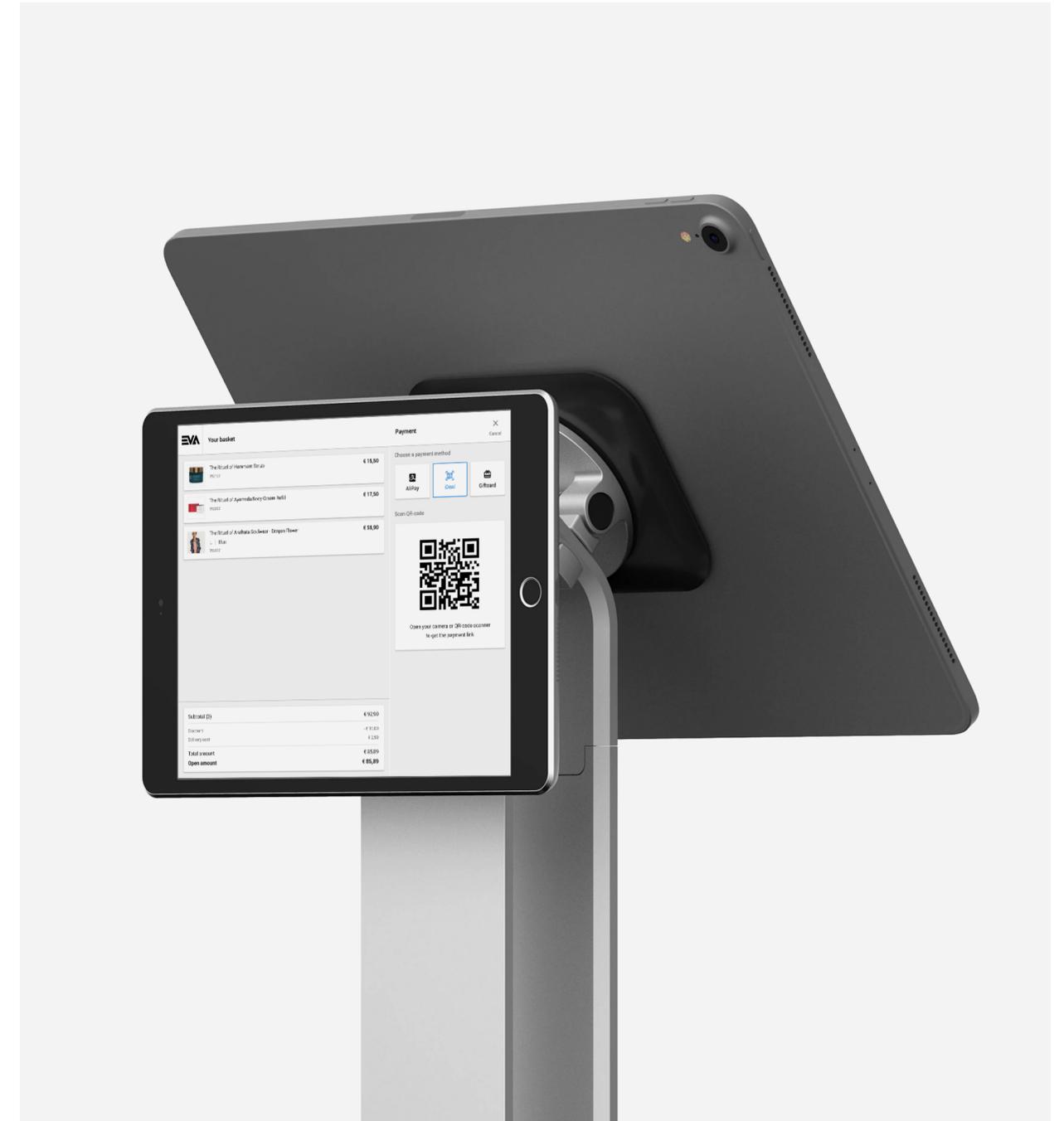


# Customer Facing Display

## Elevate the customer experience through a customizable display

To keep the customer engaged in the entire journey a fully customizable display facing the customers delivers the final touch. The Customer Facing Display allows in-store customers to check their order details, edit their personal details or proceed to mobile payment. By scanning the QR code, customers are directed to a mobile payment page. When no order is processed, the Customer Facing Display serves as an interactive product display or notification screen, that supports rich media content that you can manage and edit instantly.

- ✓ Enhance customer experience
- ✓ Provide fully customizable content
- ✓ Onboard customers to loyalty programs
- ✓ Improve order and customer data accuracy
- ✓ Increase sales by highlighting specials/promotions



# Companion App



# Companion App Overview

## The Unified Commerce companion for your store employees

To manage essential Unified Commerce tasks New Black created the EVA Companion App. This iOS application offers complete Mobile Point-of-Sale functionality plus management of all operational tasks in a modern store. Using the app brands can finally link their e-commerce operations directly to their staff on the store floor, allowing them to create truly Unified experiences.

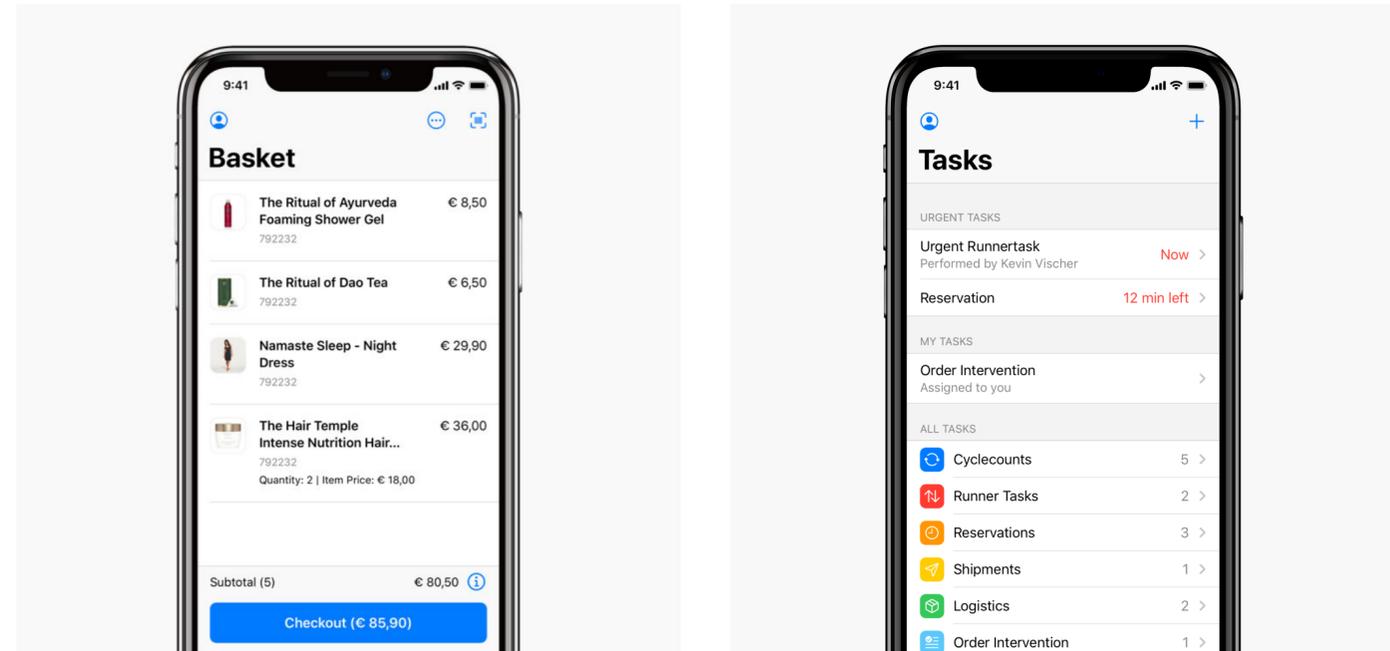
Features include:

### 1. Mobile POS

- ✓ Complete mobile POS transactions for increased flexibility and queue busting
- ✓ Linking smartphone to POS for item scanning
- ✓ Looking up customer data and order history

### 2. Zoned Cycle Counts & Stock Management

- ✓ Maintaining stock accuracy via tasks for Cycle Counts on items in-store
- ✓ Tasks to validate incoming stock and replenishments



### 3. Task Management

- ✓ Tasks to reserve items for Click & Collect or interbranch shipment
- ✓ Creation of Runner Tasks to pickup items from the storeroom

### 4. Ship-from-store

- ✓ Preparing and processing items for ship-from-store

# Mobile POS | Companion App

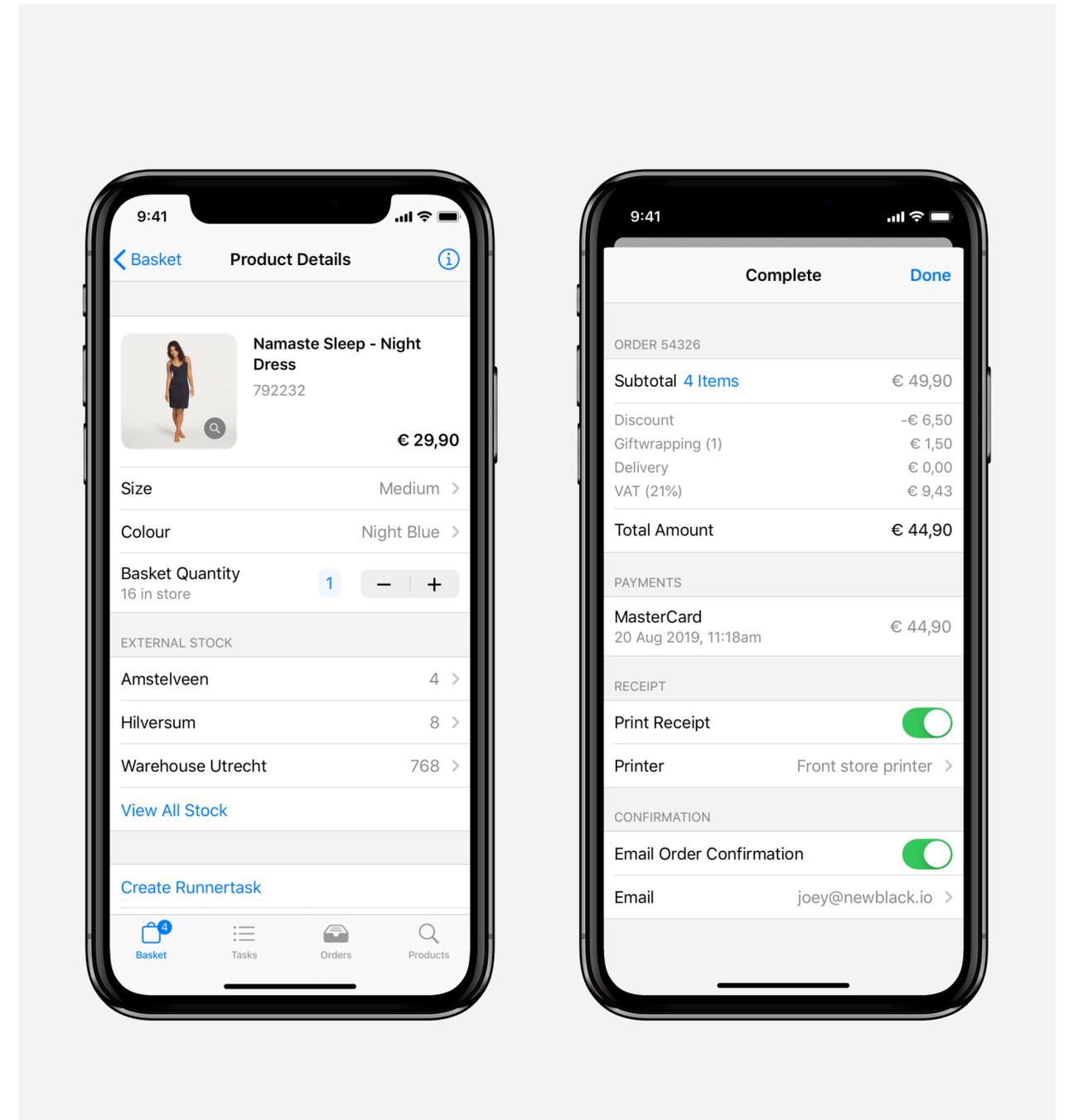
## Create custom messaging triggered by any event in EVA

In traditional retail, a check-out is a physical location. Using EVA mPOS on the Companion App, store employees can now complete a transaction anywhere in the store. The app includes full check-out functionality, including connections to payment terminals and receipt printers. Ideal for queue busting or personal shopping. The app also provides real-time access to store and warehouse stock levels or customer data across all sales channels, meaning employees can give faster, more complete answers to any question.

- ✓ Complete mobile POS transactions for increased flexibility and queue busting
- ✓ Connected to payment terminals and receipt printers
- ✓ Link the smartphone to the stationary POS for item scanning
- ✓ Instant access to information on stock levels across the organisation
- ✓ Look up customer data and order history

# 62%

of store employees say mPOS  
has made their jobs easier.  
Capterra, 2018



# Zoned Cycle Counts & Stock Management | Companion App

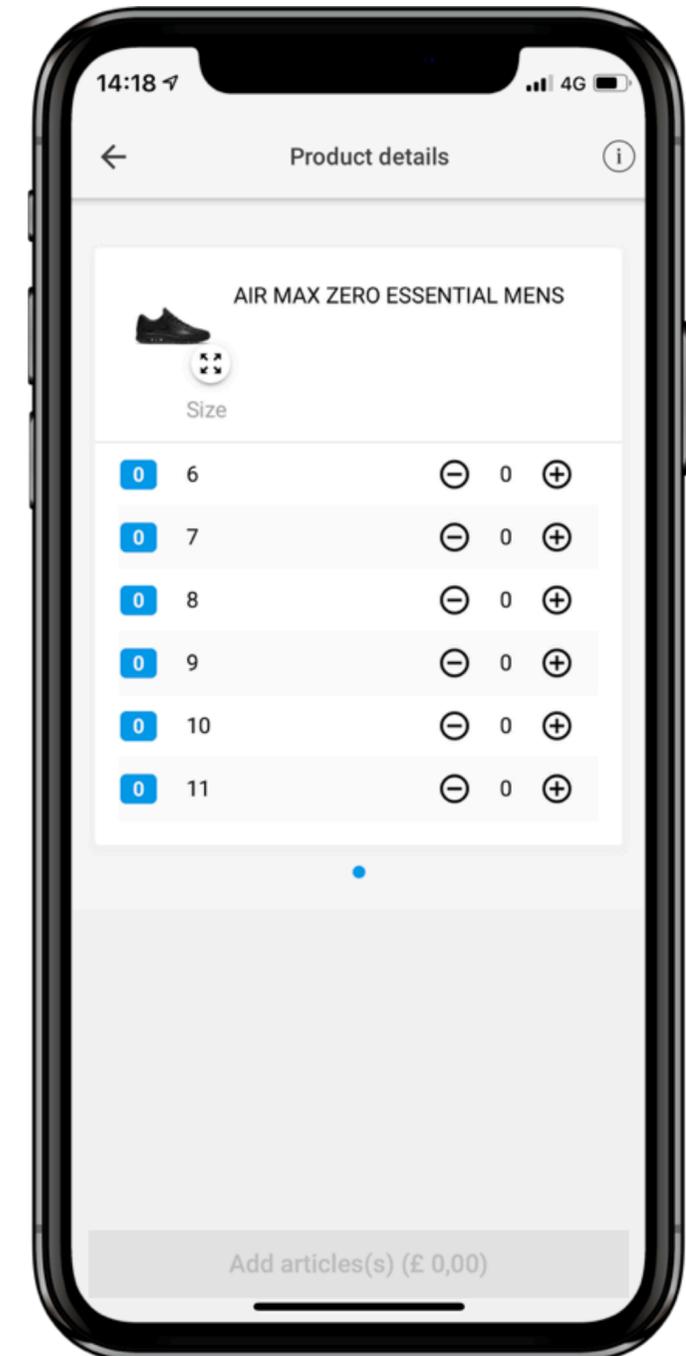
## Maximise stock level accuracy with continuous counts

In a Unified Commerce reality stock accuracy is more important than ever. Services like Click & Collect or ship-from-store demand maximum accuracy and visibility to work, meaning retailers need to rethink their stock management. Traditionally retailers would rely on extensive periodical stock counts to keep stock levels accurate, often forcing stores to close for a day. Using Zoned Cycle Counts in EVA, retailers can continuously (re)count small batches of store items to update stock levels. Guided by business rules, the EVA algorithms create a set of daily counting tasks for a subset of items. Once completed, counts are validated by store managers. Any differences are updated instantly, ensuring continuous accuracy and real-time visibility of the stock levels.

- ✓ Maintain stock level accuracy via continuous cycle counts
- ✓ Automatically create daily tasks for employees to count a subset of products
- ✓ Update stock levels instantly when differences are found
- ✓ No more need to close stores to perform a total recount of the stock
- ✓ Manage the frequency and level of created tasks via the EVA Admin

# 70%

Traditional store inventory accuracy is typically below 70%  
Auburn University, 2019

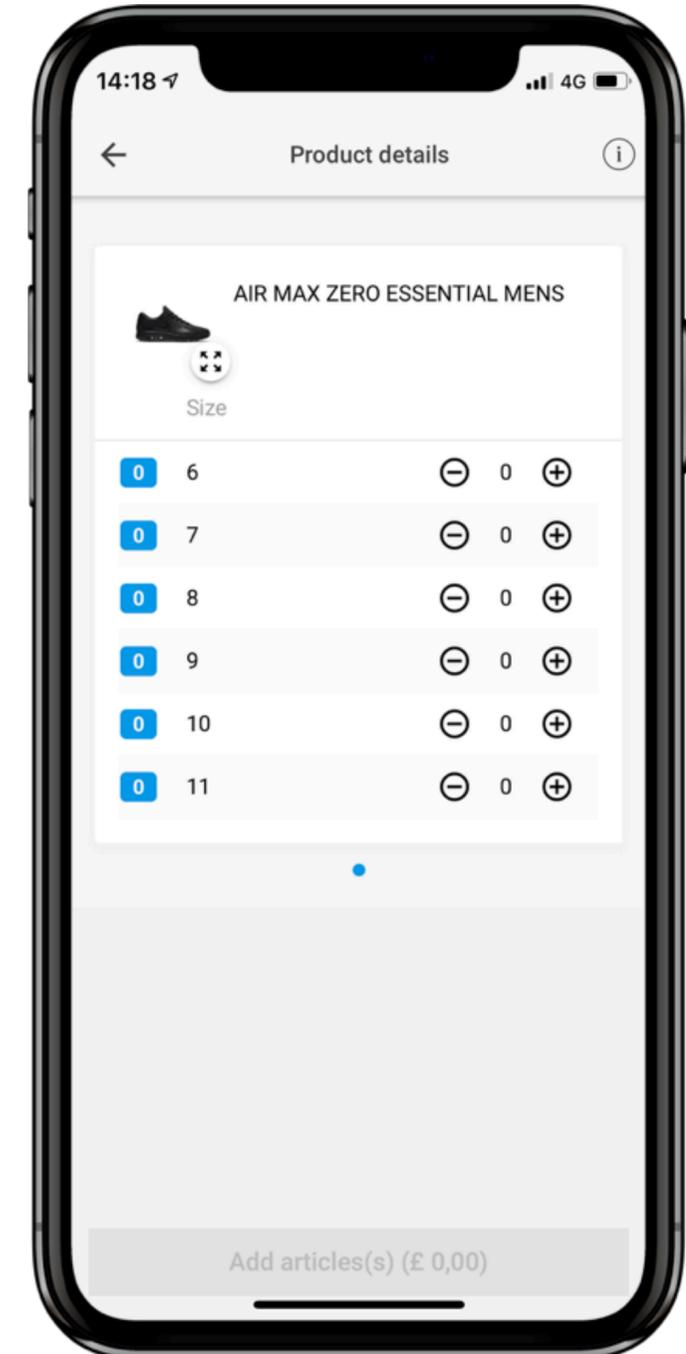


# Zoned Cycle Counts & Stock Management | Companion App

## Validate incoming shipments to instantly update stock levels

All incoming shipments to a store need to be validated, to ensure stock levels are updated correctly. For this, the EVA Companion App allows employees to scan incoming goods, either by scanning the shipment barcode, or individual barcodes on product packaging - depending on configuration. Since all shipments between stores and warehouses are linked to sales & purchase orders in EVA, the expected content of shipments is known beforehand. Should differences occur, stock levels are updated instantly and the warehouse is notified.

- ✓ Validate the content of incoming shipments and replenishment
- ✓ Correct stock deviations instantly
- ✓ Scan items on shipment or barcode level using the EVA Companion App



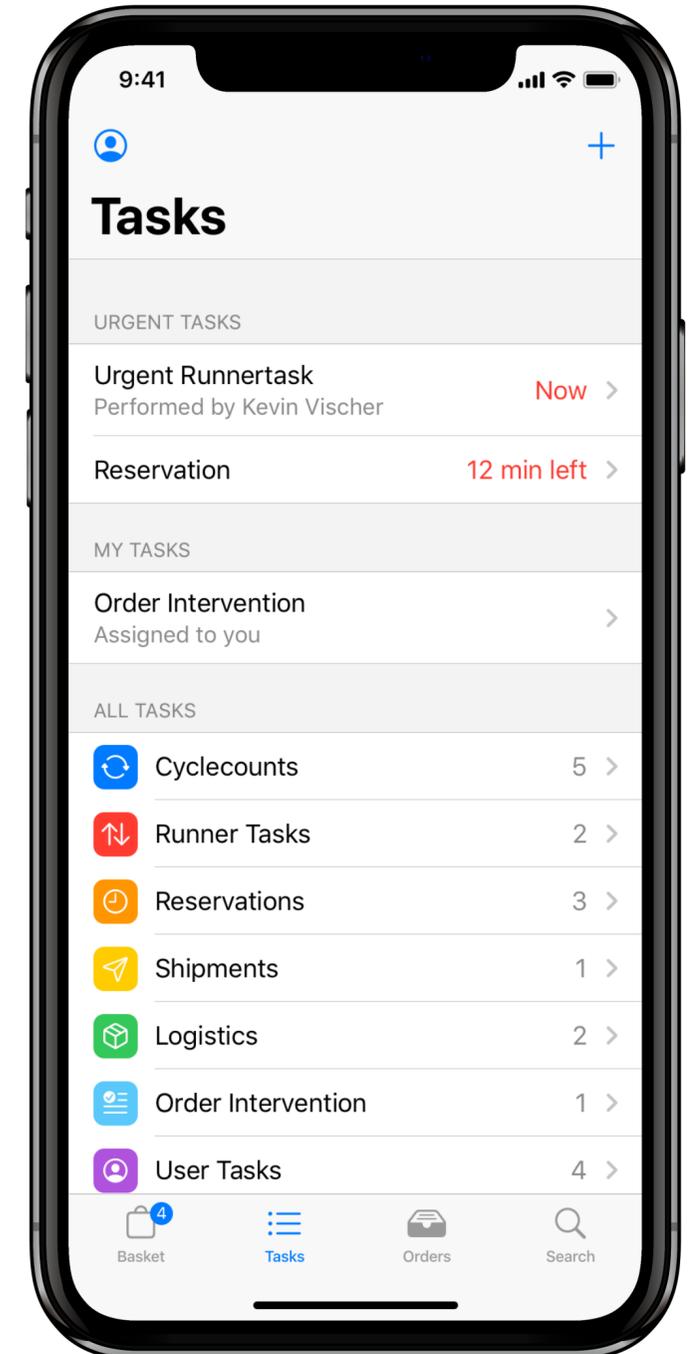
# Task Management | Companion App

## Reserve, pick or ship items

In Unified Commerce store employees play many roles. Not only do they assist customers, complete transactions or keep stock levels accurate - they also play an essential role in fulfilling various Unified Commerce order scenarios.

Using Task Management in the EVA Companion App store employees receive automated tasks triggered by incoming orders, customer requests or EVA algorithms. These include putting items aside for a reservation, replenishing shelves with items from the backroom or shipping items to another store. Tasks can be managed on an admin level and assigned to employees based on roles or permissions.

- ✓ Enable store employees to help with Unified Commerce scenarios
- ✓ Create automated tasks triggered by incoming orders, customer requests or algorithms
- ✓ All tasks are managed using the EVA Companion App on a mobile device



# Ship from store | Companion App

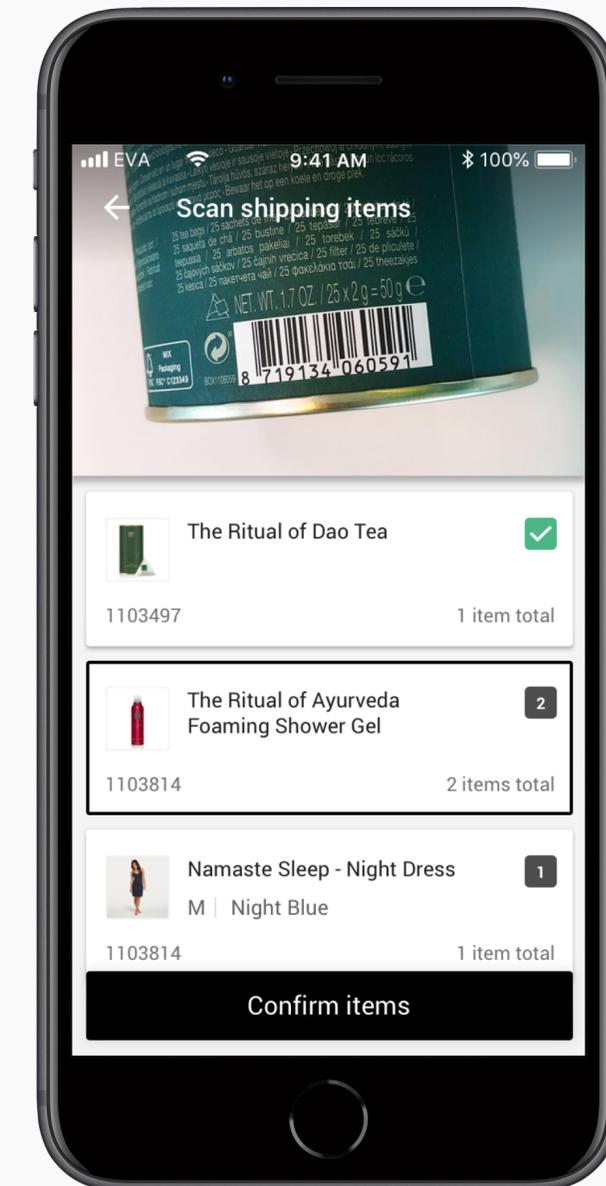
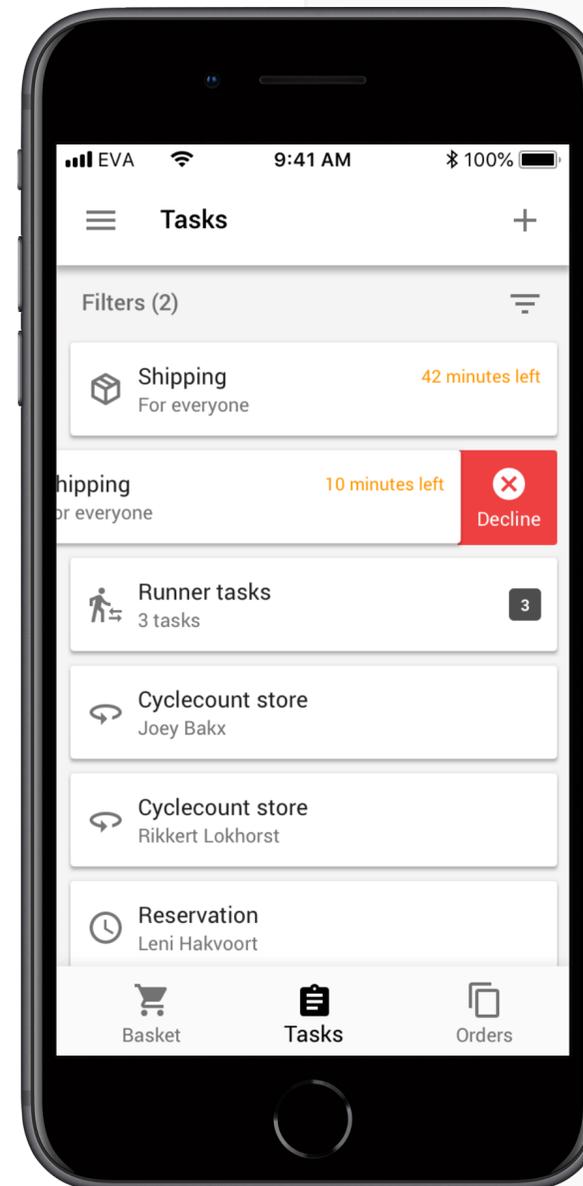
Ship-from-store orders are created as tasks instantly

Once an order is placed, a task is created for designated stores.

Once a store employee accepts the task, it instantly disappears for other store.

## Pick, scan & pack items

The employee will open the specific ship-from-store task. Being instructed by the Companion App the employee will collect the ordered articles and confirm each item by scanning it.



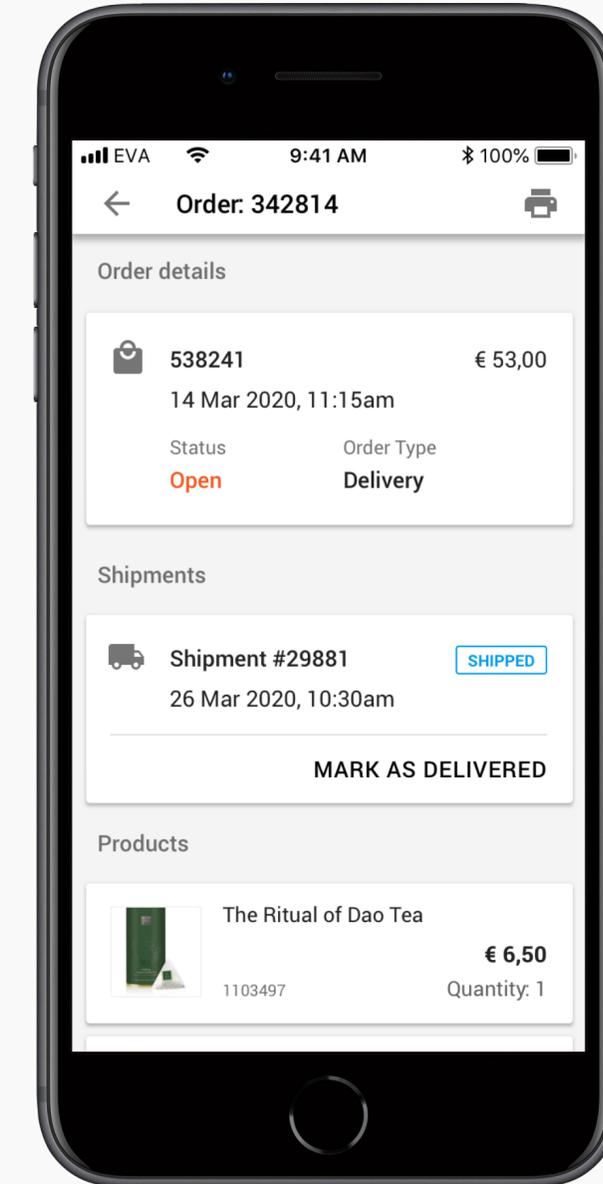
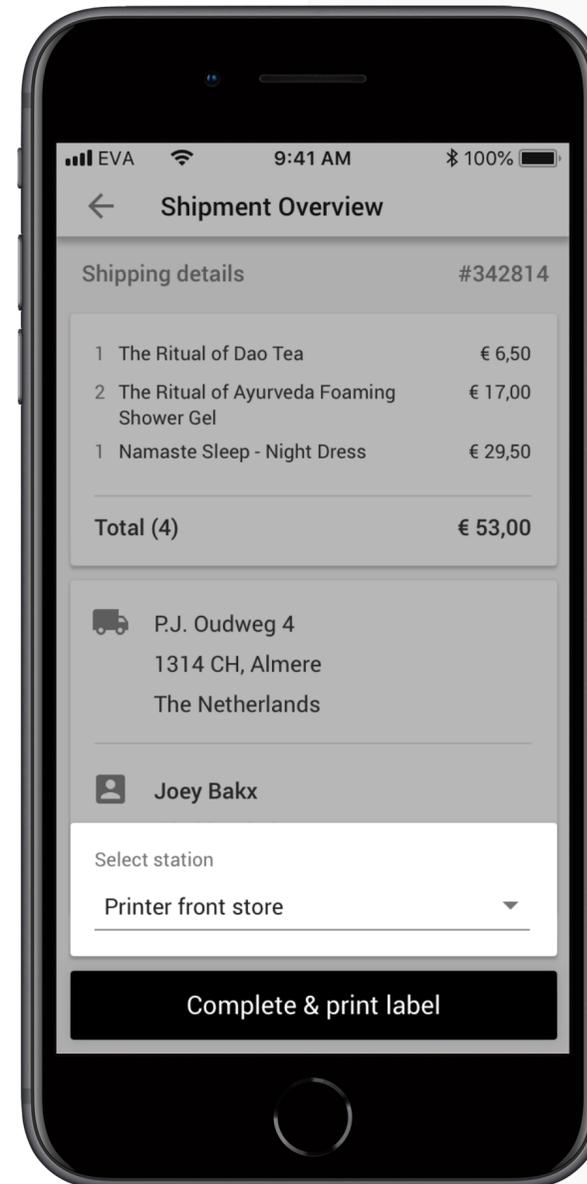
# Ship from store | Companion App

## Prepare shipments for pick-up by the carrier

A reservation receipt is printed automatically from the POS printer which, together with the ordered products are put aside awaiting pick-up by the carrier. Once picked up by the carrier, the order will get the status shipped which you can use to trigger a notification to the customer.

## Complete the flow

The delivery can be done by employees themselves or via a dedicated parcel carrier, bike messenger or courier service. Delivery can be confirmed via a dedicated EVA interface which the delivery driver can access by scanning a QR code. Alternatively you can sync to carrier Track & Trace updates to confirm delivery.



## Finance, payments & reporting



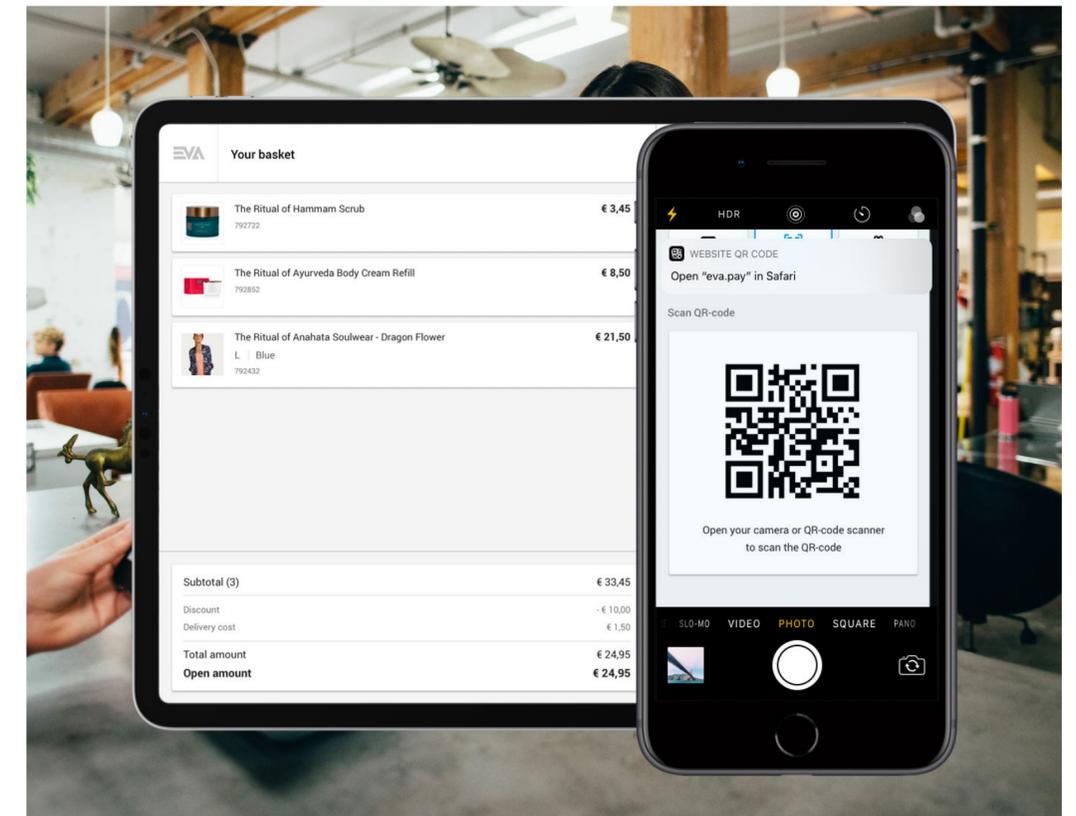
# EVA Pay

## Offer all modern payment methods regardless of the sales channel

Why can I 'order now and pay later' in many online stores, but not when shopping offline? EVAPay is a mobile payment page, powered by Adyen, via which a retailer can offer all payment methods for any order. This payment page can be triggered via a POS transaction and converted into a QR-code. Scanning the QR-code allows customers to pick their desired payment method on their smartphone, meaning they can now use methods like Afterpay, Klarna or Paypal for offline transactions.

You can even use EVAPay for Social Commerce, in which customer care employees create a basket based on a chat conversation (e.g. via Whatsapp or Facebook). Using the EVAPay payment link, customers complete the transaction without the need to visit an e-commerce check-out page.

- ✓ Offer all payment methods, regardless of the sales channel
- ✓ Supporting all payment methods in the Adyen payment platform
- ✓ Complete offline payments without the need of a payment terminal
- ✓ Complete online payments without the need of an e-commerce check-out
- ✓



# 36%

of consumers say would shop again at a retailer that offered buy now, pay later options at check out  
European Payments Council, 2019

# EVA Cookbook

## General ledger automation and financial event orchestration

Giftcards are the perfect last-minute gift. They are never out of stock and instantly available. But how to make these cards more than a plain email? The EVA Digital Giftcard solution allows customers to create fully customised digital giftcards, including personalised messages, custom imagery or even a personal video message.

Digital giftcard creation, management of the balance and payment is all managed in EVA. If needed, integrations with 3rd party giftcard and loyalty providers are supported.

- ✓ Customize daily financial output for processing in your ERP
- ✓ Translate financial events to credit/debit mutations on your ledgers
  - ✓ Sale transactions
  - ✓ Interbranch transactions
  - ✓ Stock mutations
  - ✓ Discounts
  - ✓ Giftcards
  - ✓ Sales tax

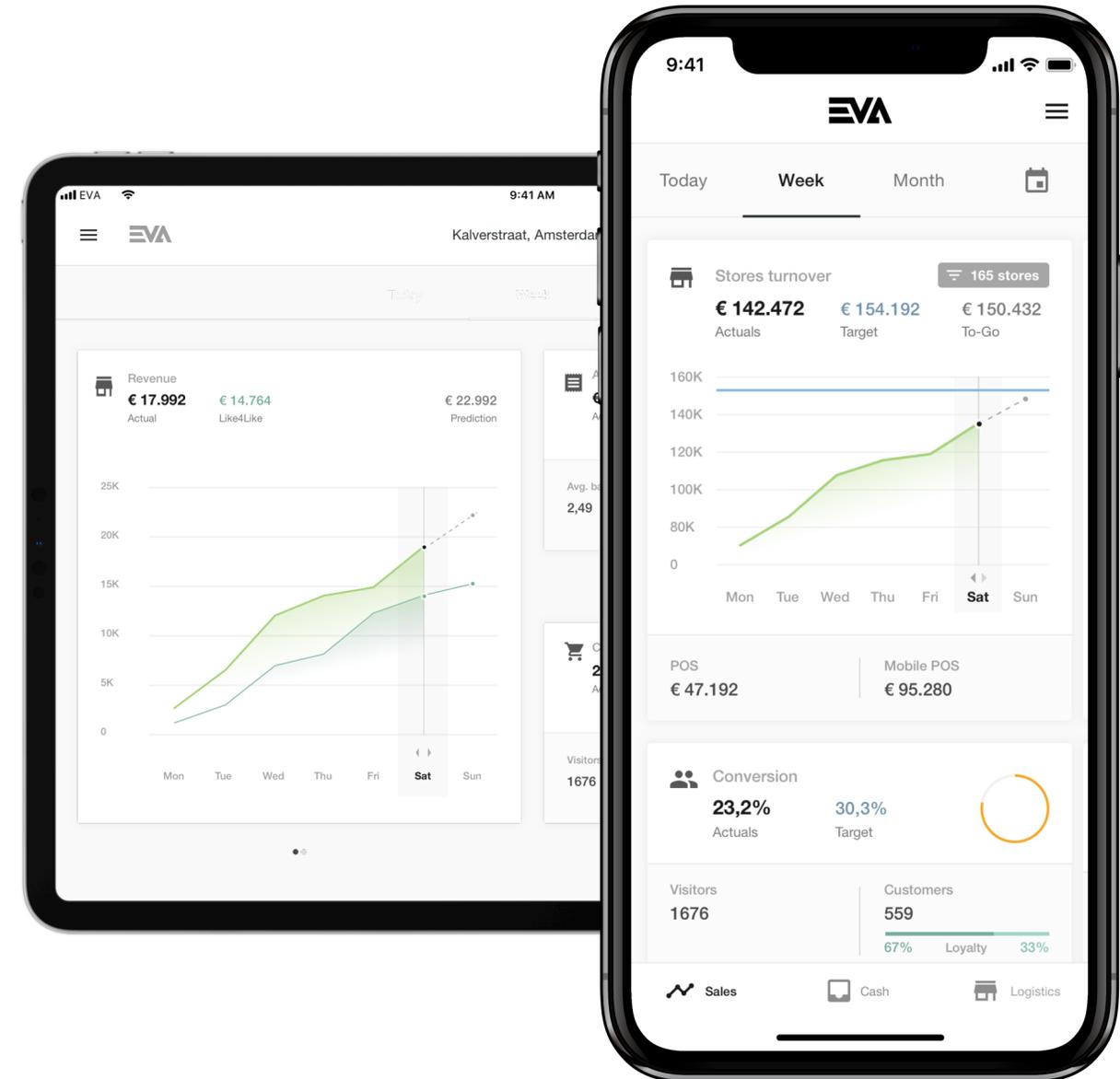
```
EVA | COOKBOOK
1 recipe for SalesTax
2
3 with [isEuCountry] as:
4   - [Order.BillingAddress.CountryID] in ['AX','AT','BE','BG',
5     'HR','CY','CZ','EE','FO','FI','FR','GF',
6     'DE','GI','GR','HU','IE','IM','IT','LV','LT',
7     'LU','MT','NL','PL','PT','RO','SK','SI','ES','SE','GB']
8
9 with [isShippingEuCountry] as:
10  - [Order.ShippingAddress.CountryID] in ['AX','AT','BE','BG',
11    'HR','CY','CZ','EE','FO','FI','FR','GF',
12    'DE','GI','GR','HU','IE','IM','IT','LV','LT',
13    'LU','MT','NL','PL','PT','RO','SK','SI','ES','SE','GB']
14
15 with [isDKCountry] as:
16  - [Order.BillingAddress.CountryID] in ['DK']
17
18 with [isBtoB] as:
19  - [OrganizationUnit.ID] in ['6','20']
20
21 with [isConsignment] as:
22  - [Order.Customer.IsConsignment] = true
23
24 with [hasShippingCosts] as:
25  - [OrderLine.Type] in ['ShippingCosts']
26
27 # Danish Consignment b2b
28 when:
29   - [isConsignment]
30   - [isDKCountry]
31   - [isBtoB]
32
33 debit:
34   - book [Amount] to 8210 'Revenue' with '61A' as [TaxBookin
35
36 credit:
37   - book [Amount] to 1510 'VAT' with '61A' as [TaxBookingCod
38
39 # Europe Consignment b2b
40 else when:
41
```

# Data & analytics

## Create unique dashboards based on real-time event data

Everything on the EVA platform, from (partial) transactions and stock mutations to updates on products, stores or customers creates a series of real-time events. By forwarding these events to a data lake, retailers can create unique real-time views on any topic. Since EVA tracks orders across all sales channels instantly, you can get new levels of insights on your Unified Commerce strategy.

- ✓ Combine event data to create unique dashboards
- ✓ Access data instantly for real-time reporting
- ✓ Forward data to a data lake for use in any Business Intelligence tooling
- ✓ Common views include:
- ✓ Revenue funnel
- ✓ Orders
- ✓ Productivity
- ✓ Returns
- ✓ Budget performance
- ✓ Trends
- ✓ Omnichannel overview
- ✓ Payment methods
- ✓ Ranking stores



# EVA Architecture



Continuous integration

**EVA**  
Test Suite

bitrise

argo

AI DEPLOY BOT

fastlane

circleci

GitHub

Husky

COVERALLS

### Front Ends

Mobile Apps  
Web Apps  
Desktop Apps



### EVA Platform SDKs

Interfaces  
Documentation  
State management



### EVA API Layer

Restful webservice  
Websockets



{json:api}

Byte Stream

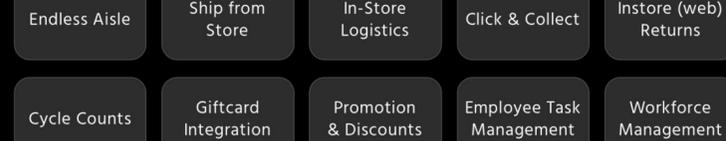
### BI Cloud

Power BI  
Google Big Query



### EVA Platform

Unified Commerce Platform



### EVA Tech Core

Technology agnostic and hybrid



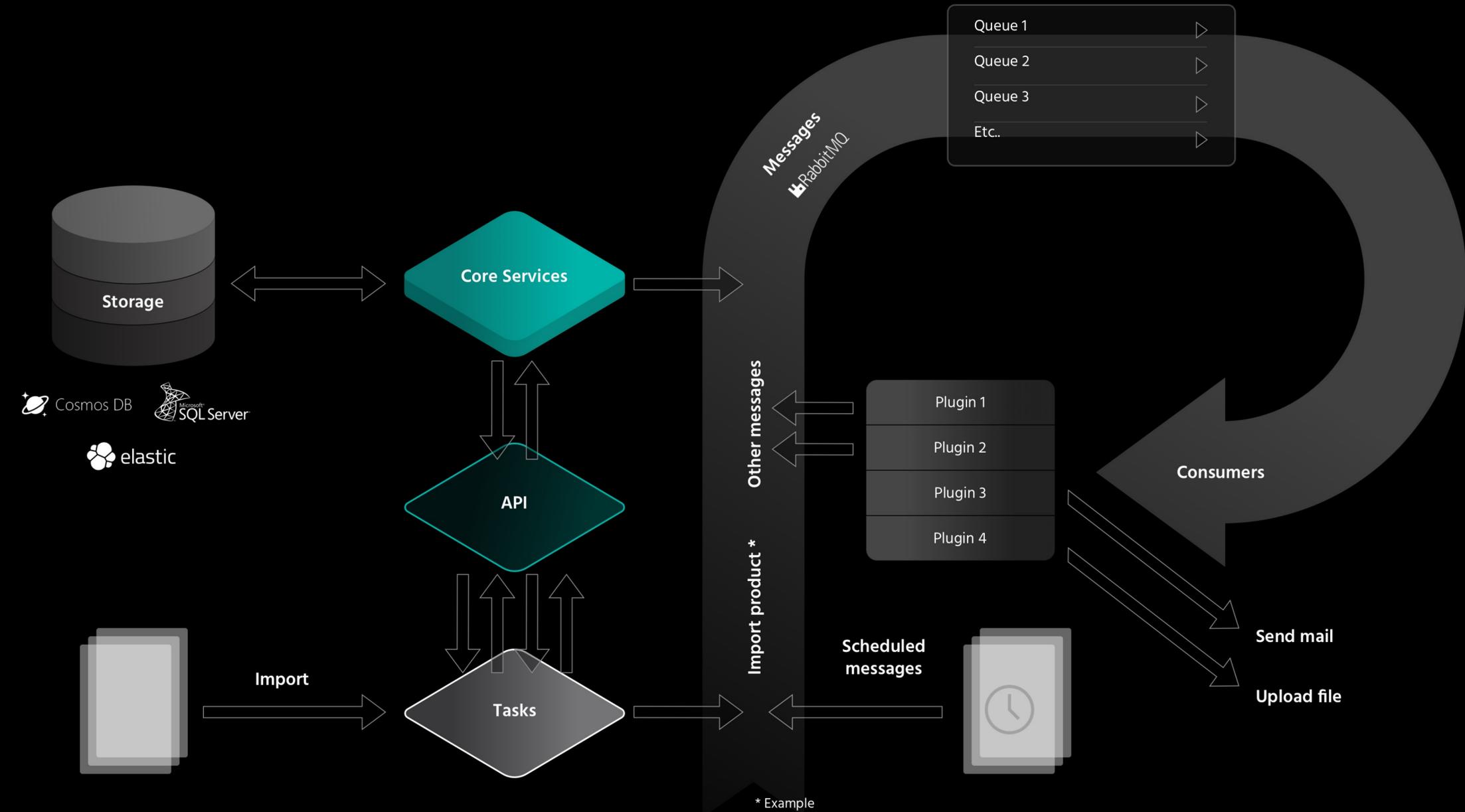
### Orchestrated Cloud Infrastructure

Cloud provider agnostic  
Scripted deployments

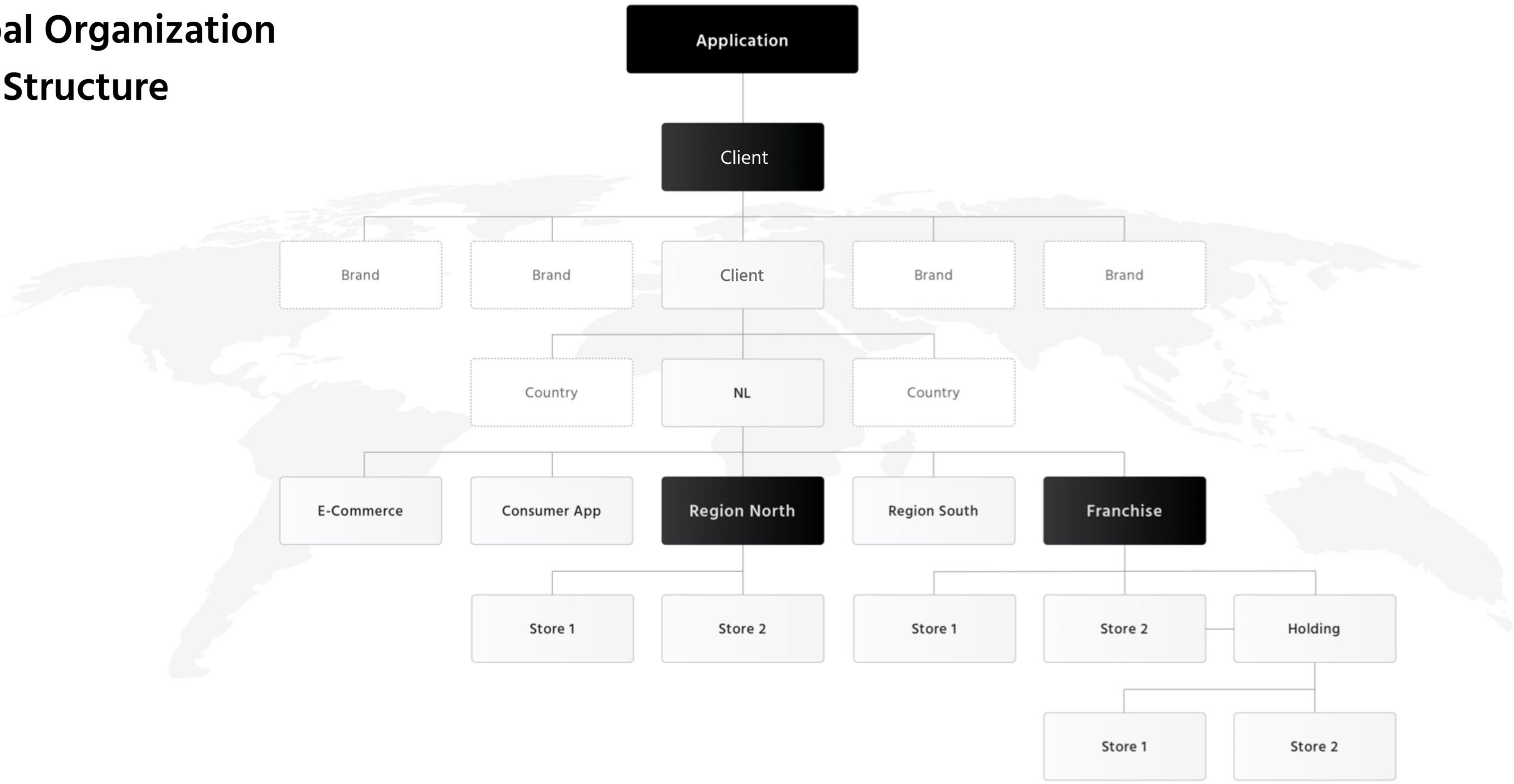


# Event Architecture

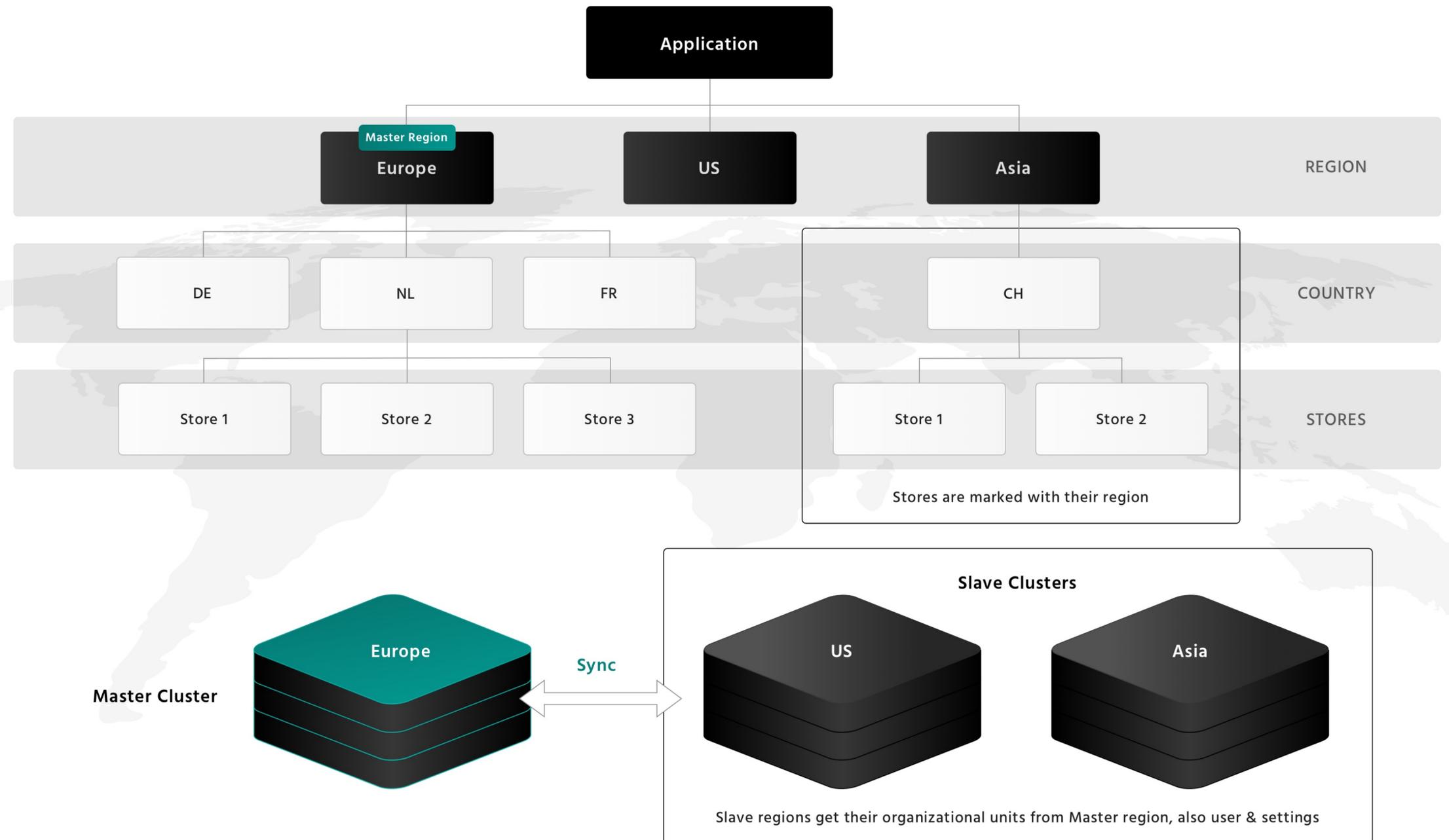
Real-time events & messaging



# Global Organization Unit Structure



# Global Application Structure



+ Possibility to insert a 'brand' layer above or below countries

# Fiscalization



# Ensuring global compliance

## Compliance strategy

Regulatory change, increased transparency, technology advancements. Everything about the way tax authorities operate is in flux. It is not only the way that tax codes, cash register acts and rules change in an exponential pace, but especially the movement to a digital era to fight tax evasion and fraud, presents an extra burden to the retailer. However, it is not only that, the ever-changing behavior of the consumer also brings a need to support more enhanced features with your (m)POS such as endless aisle, click & collect and ship from store as well as the need to support E-invoicing.

## Realtime compliance

Real-time data and best of technology are therefore cornerstones in our global compliance strategy. To achieve these goals New Black has a dedicated Global Compliance team in place which is led by New Black Chief Compliance Officer Mr. Pim A. Vijftigschild. This team includes cash registers acts, SAF-T & Real-time reporting specialists.

## Strategic partnership

To ensure that EVA meets the international & national requirements in the field of Unified Commerce, New Black entered into an international strategic partnership with Deloitte Tax & Legal. This partnership is managed from the side of Deloitte by Rogier Vanhorick (Global Indirect Tax Leader) & Guido Lubbers (Retail Leader Indirect Tax).



Pim Vijftigschild  
Chief Compliance Officer  
New Black



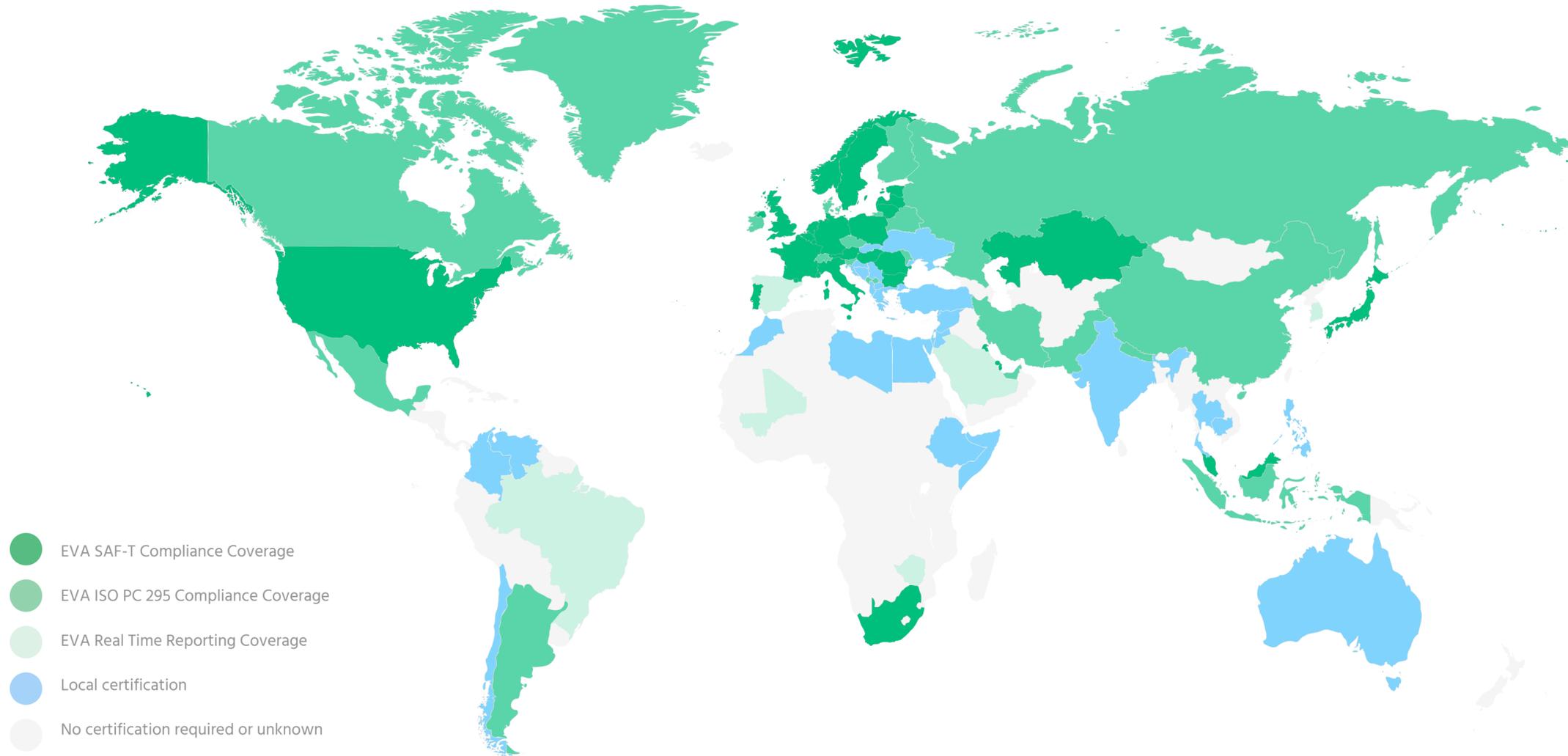
Rogier Vanhorick  
Global Leader Indirect Tax  
Deloitte

# Global coverage

EVA is fully in compliance with international and national legislation in the field of Fiscalization & Digital Tax Reporting. EVA meets the high standards that are requested by authorities worldwide. Our ecosystem complies with GDPR regulations, The OECD Saf-T Standard, the FEC-standards, SII -Standards, XAF- Standards, XAA – Standards, JPK – Standards, IAF-Filing, GST- filing standard, IT14sd – Standards.

In addition to the fact that New Black meets the standards described above, New Blacks Global Fiscalization & Digital Tax reporting team has been asked to read along with the new to be implemented global standard for auditing and advices tax authorities across Europe in digitalization .

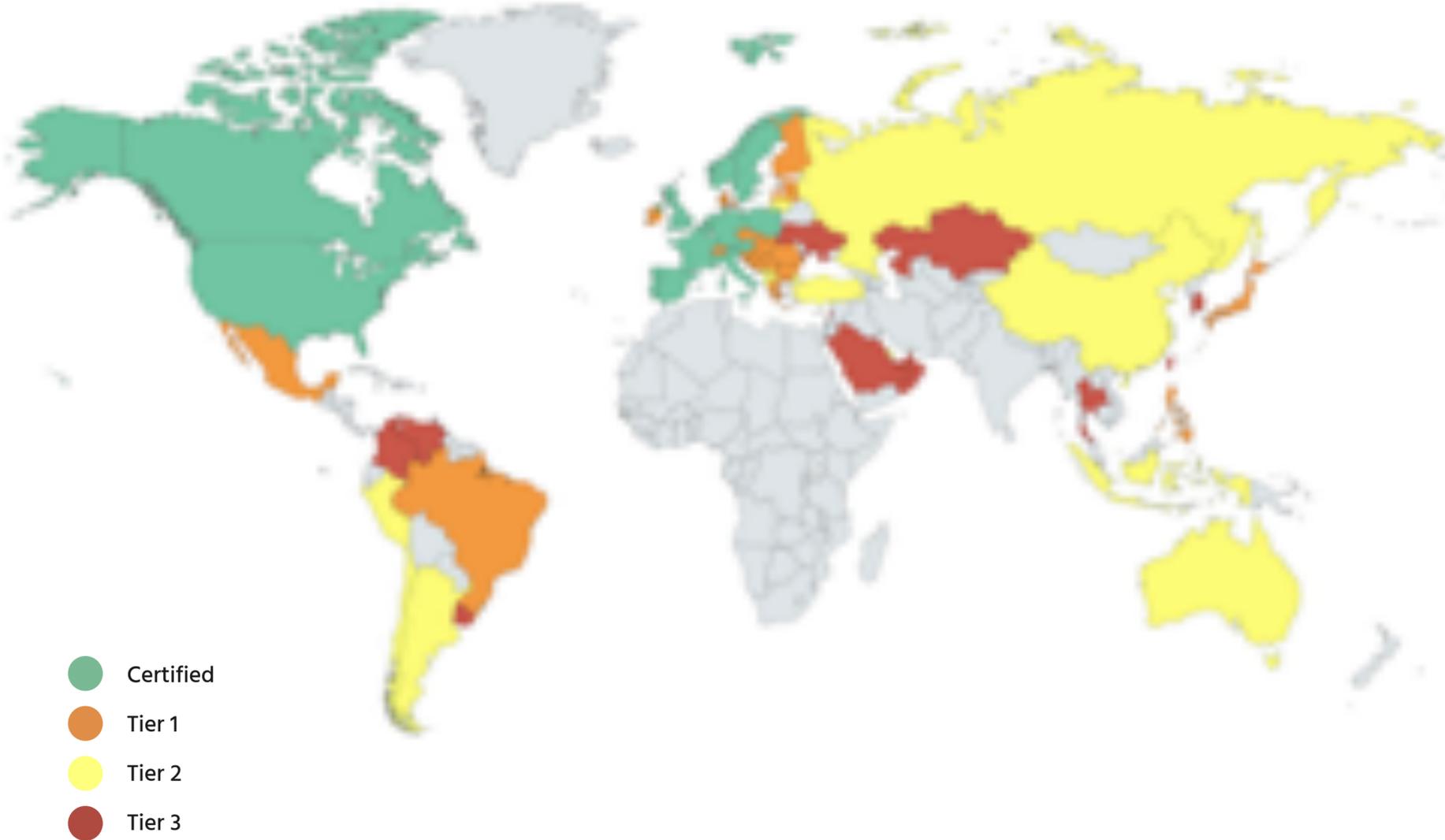
The tax encyclopedia developed by New Black is seen as one of the most extensive databases in the field of Fiscalization



# Certification roadmap

EVA POS is structured according to the data standards of the OECD standard Audit File 2.0 and ISO PC 295 standards. Therefore, we are compliant in most of the countries who have implemented a kind of fiscalization. For EVA we adhere to several parts of the legislation, POS requirements, Ticket & Invoice Requirements, E-invoice requirements, Periodic Auditfiles and Movement of Goods. In our fiscalization processes we take these elements into account.

Currently, EVA POS is compliant & audited in Norway, Netherlands, Belgium, Luxemburg, Germany, Austria, Poland, Italy, Portugal, France, Sweden & Spain. In scope of the fiscalization of EVA we currently have over 50 countries which have some kind of fiscalization. We divided these countries in Tier 1, Tier 2, Tier 3. We can prioritize certification on our clients request, resulting in the ability to have any country certified within average 3 to 4 months after we received a specific request to prioritize.



## Reference Cases





## About Rituals

Founded in 2000, Rituals is a unique luxury lifestyle brand with a passion to transform everyday routines into meaningful rituals. Today Rituals operates in more than 600 stores across 27 countries throughout Europe, Asia, Middle East and North America and is growing its business and results exponentially.

## OMS as foundation for Unified Commerce

To handle the growing number of digital touchpoints and at the same time create a foundation to support all omni-channel processes in physical stores, Rituals was in need of a new OMS solution. New Black was selected to implement the EVA Unified Commerce Platform. The implementation of EVA as the new global OMS was marked as one of the most successful IT projects ever within Rituals, taking only 3 months from start to finish.

## Ongoing innovation

Based on this fast and successful implementation New Black was asked to enable Ship from Store to serve the Rituals e-commerce business in countries where no central warehouse was in place. With EVA already operational this was realized effortlessly. The next step was getting the inventory in the stores under control as preparation for Click & Collect. In order to accomplish this Rituals deployed the EVA Companion App across all stores to manage incoming goods, execute cycle counts and process all in- and outgoing transactions. Within 3 months after the roll-out store inventory levels were at an all-time high. Just before the Christmas season Mobile POS was activated in the global top 200 stores to increase revenue and reduce queuing during peak season. In parallel the Rituals global consumer app was rebuilt by New Black based on the EVA architecture and other cool consumer experience projects were launched including Conversational Commerce and Digital Gift Cards.

## Implementation period (EVA OMS)

Project started: March 2017

Customer acceptance: May 2017

## Project size (EVA OMS)

Global e-commerce related order orchestration, starting with 5 global e-commerce warehouses and multiple transportation options. EVA is also used to Ship from Store in countries where no e-commerce warehouse is setup (yet) and for queue busting using Mobile POS. EVA processes all e-commerce orders plus orders generated with the Consumer App and Social Commerce Channels. The load is measured at 10 orders per second processing a few million orders a day.

## Standard Software Delivered

EVA with currently in use: Full OMS, GL automation, Mobile POS, Instore Logistics, Social Order Services, Promotion Engine, Consumer App and much more.

## Customer benefits

Worry free and fully scalable OMS. Established the foundation to accelerate digitisation and enable seamless Unified Commerce all over the world.

**RITUALS...**

### Customer contactperson

Name: Nico Wartenbergh

Position: CTO

Telephone number: 06 50240907

Email: nico.wartenbergh@rituals.com

# Rituals Cases



## About Scotch & Soda

Scotch & Soda's secret to success is their ability to understand and adapt to the rapidly evolving consumer and shopping trends. The retailer works closely with New Black and developed a best-in-class store associate mobility solution to connect their stores, empower their workers and deliver a truly Unified Commerce experience to their consumers. Store associates are not only the face of Scotch & Soda, they are the key drivers of sales and customer loyalty.

## Our solution

New Black collaborated with Scotch & Soda to deliver a mobile solution that empowered the store associates with the information and tools they need. Scotch & Soda introduced a EVA-based mobile app to connect their associates to all sellable inventory, both in the online warehouses and in all other stores) to as.p esseven the smallest Scotch & Soda tialls to offer the full product catagy connecteenables store, offering custologue, xpe tlos them tourchase the products across their stores and thus increasing store revenue and conversion rates.get it delivered right to their doorstep.



## Implementation period

Project started: Augustus 2018

Customer acceptance: November 2018

## Project size

Starting with 120 company owned stores, later extended to franchise owned stores.

## Standard Software Delivered

In this case the client uses EVA as an OMS, routing between the store and the ecommerce business. This also creates a strong foundation to build other services like mobile POS and Click & Collect. EVA OMS, PIM and the Companion App are used. New developments are already done based on our default out of the box SDK to create other instore apps enabling employees to have more meaningful interaction with their clients on content available in the EVA Platform.

## Customer benefits

Additional revenue for physical stores, reduce lost sales in store. Improve instore customer experience, enabled by the ability to enable store associates with enhanced tools (direct sellable longtail assortment, accurate stock availability in other stores and central warehouse, shop the look on POS)



**SCOTCH & SODA**  
AMSTERDAM COUTURE

### Customer contactperson

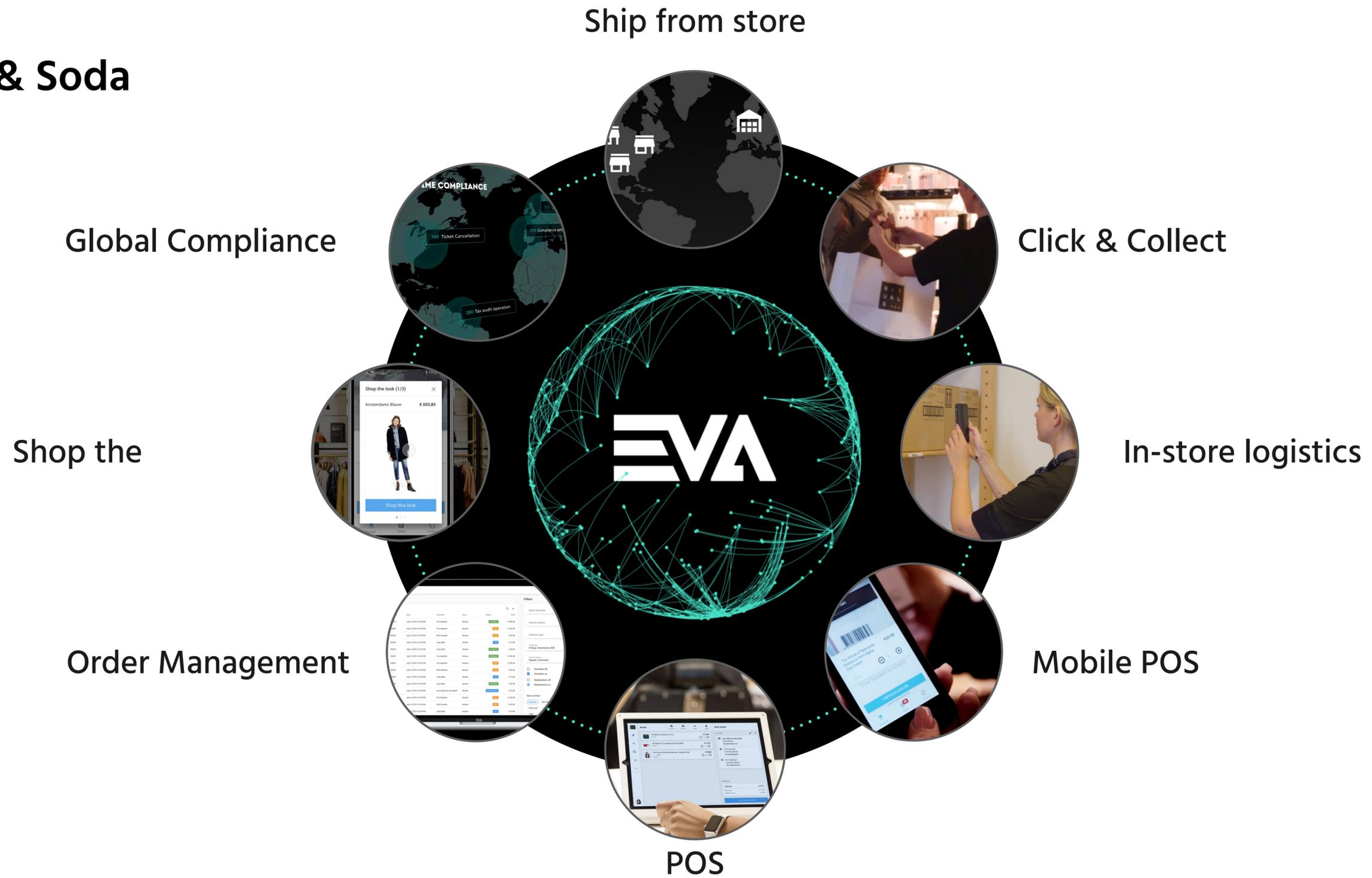
Name: Rik Kok

Position: Director Procurement

Telephone number: 020 514 1060

Email: kok.rik@scotch-soda.com

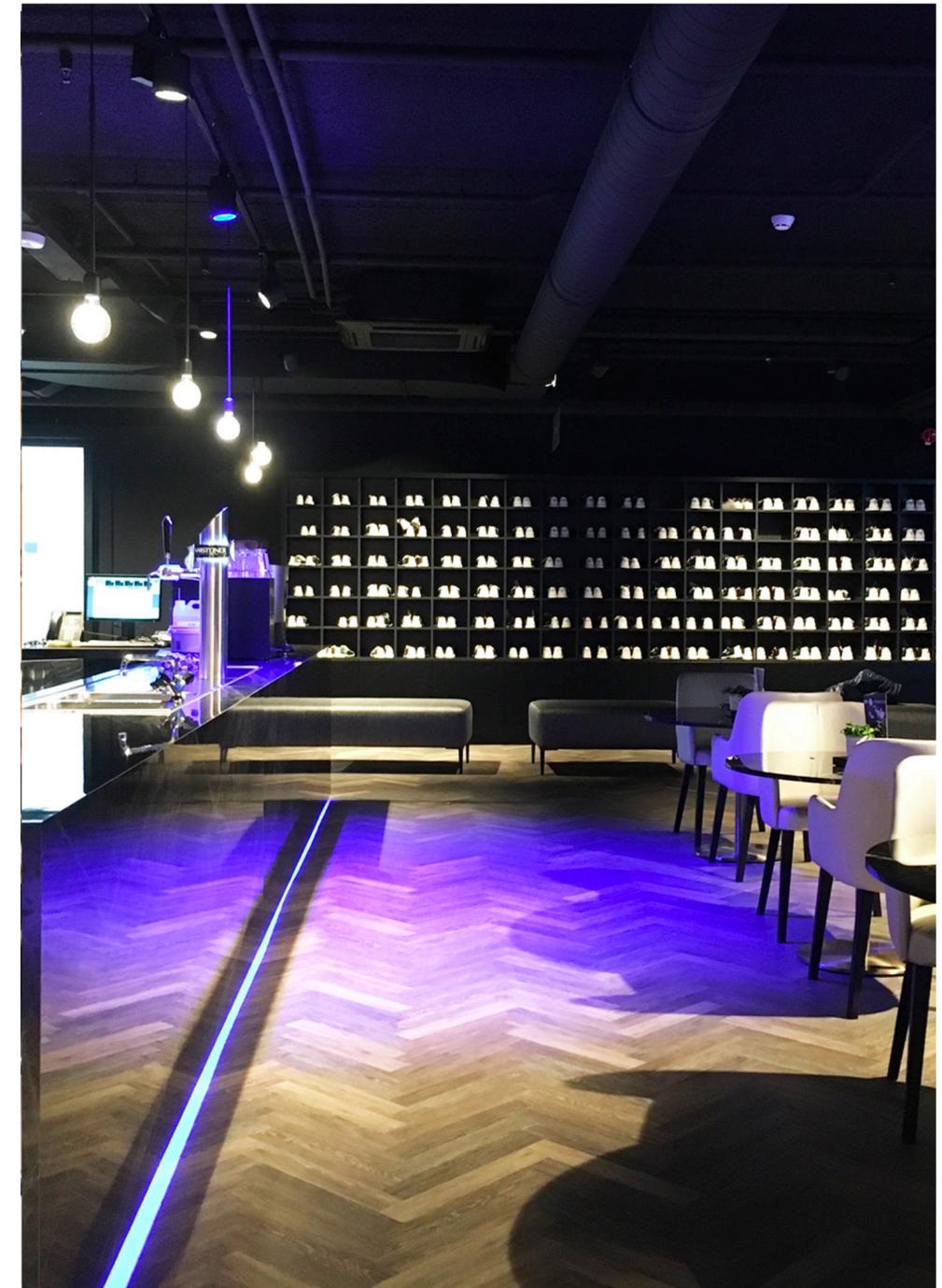
# Scotch & Soda



## About FTH Retail Group

FTH Retail Group is a fast growing retail brand with 2 Retail formulas and own production/distribution of all baby related products. Both formulas have an outdated enterprise architecture and FTH wanted to “replatform” all of the existing software to one Unified commerce solution.

This is the scope of the project, replacing not only the OMS, but also the POS, purchase modules, taking care of all of the GL atomization all the way into implementing the EVA SDK’s into the customer facing web and app frontends.



## Implementation period

Project started: July 2018

Customer acceptance: Jan 2019 for POS in Babydump

The ERP is slowly phased out till July 2019 moving all functionality “full stack” to the EVA platform. Between July and beginning of next year BabyPark & “de Bongerd” will move to the EVA solutions.

## Project size

50 XL stores (at least 3000m2) in 2 countries 2 HQ, 2 warehouses in the Netherlands and B2B distribution in several European countries.

## Standard Software Delivered

FTH had the wish to stay as close as possible to the EVA solution. They use almost all of our modules and out of the box frontend solutions like OMS, PIM, CRM, CDN, DAM, GLA, Stencil and applications like POS and our Companion App (M-Pos.)

## Customer benefits

Give their customers a 360 degrees experience, opening new ways of doing business, having online/ realtime insight into their order flow, keeping track on stock, saving money and growing business.

**FTHGROEP**

Customer contactperson

Name: Arie Timmer

Position: CIO

Telephone number: +31 6 53585785

Email: arie@babypark.nl

**FTH**

Ship from store



# Partnerships



# Strategic Partnerships

New Black partnered with with a strong network to help turn complex problems into practical solutions



Bringing worlds together

Apple & New Black are bringing the best in hardware & software to life. Apple iOS devices are secure and designed to work together for maximum security and creates magic in the shopper experience.



Embrace change. Lead with confidence

What's most needed in the global tax environment is also most elusive: Confidence. Deloitte helps you anticipate change, unlock the full potential of your people, extract strategic insights from your data, and create new value for your organization through digital technologies.



Consistent and comprehensive hybrid cloud

With Microsoft Azure we can build and deploy our application consistently, seamlessly manage data, enable anywhere access with single sign-on, and deliver integrated security and management across on-premises and the cloud.



Change is the only constant

CGI & New Black team-up for the support to our clients. So we can constantly enable the best of technology without any compromise on support. We want to stay agile to stay relevant without compromise on quality. Together we experiment and aren't afraid to challenge the status quo. CGI & New Black's shared values are being eager and not waiting for change but choose to be part of it.



Simplicity is the ultimate sophistication

Adyen & New Black create a seamless payment experience. To become indispensable, you need simplicity. From mobile payments to card & cash. The integration of all different payment methods adds up to change in a big way in shopper experience. From home, from work, on the move... where you are... we deliver you a great check-out.



Driven by curiosity

Scandit & New Black are a curious bunch, always seeking to understand in order to find smarter, better and more beautiful ways to do things. The solutions of Scandit in Scanning increase the customer, employee experiences and creates smarter & better ways to improve retail processes.

# Integration Partners

## Avalara

Avalara is software for automated tax compliance.



Alipay is an online payment solution provider for individuals and businesses to make and receive payments.



Cisco Meraki is the leader in cloud controlled WiFi, routing, and security. Secure and scalable, Cisco Meraki networks simply work.



Intersolve has powerful API's for loyalty solutions such as giftcards and loyalty cards.

## arvato

Arvato delivers a network for logistics and distribution and supports E-commerce platforms.



Salesforce is a cloud-based, CRM applications for sales, service, commerce, marketing.



Microsoft Biztalk is a server product for business process management and enterprise application management.



Copernica provides software for email marketing automation with advanced multidimensional databases, campaigns management and personalized emails.



Adcurve is a tool to connect, analyze and optimize your digital marketing channels.



Powerful APIs that enable you to send, receive, and track emails effortlessly. Optimize your email deliverability with Mailgun.



Epson is a manufacturer of hardware in the world of (fiscal) printers.



Corebuild designs, executes and develops front-end solutions such as apps, websites, digital touchpoints.



Emakina designs and execute wonderful, useful, and effective digital experiences.



Geekyants create products that build brands and engages consumers. Highly experienced in React, React Native, AngularJS, NodeJS and Google's Flutter, and Vue.



CNET is the world's leader in tech product reviews, news, prices, videos, forums, how-tos and more.



Microsoft Azure is an open, flexible, enterprise-grade cloud computing platform.



Google Cloud is a suite of cloud computing service that runs on the same infrastructure that Google uses. It provides along side services like data storage, data analytics & machine learning.



Amazon Web Services offers reliable, scalable, and inexpensive cloud computing services.

**NEW BLACK**