

FLORMAR

PARTNER INTEGRATION INITIATIVE

A Connected Commerce Future

Building real-time visibility across 70+ markets through automated Partner API integration.

AUDIENCE

Sales Operations & Partners

OWNER

Flormar IT — Integration Team

CONTACT

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OVERVIEW

What We'll Cover

A short walk through the why, the what, and the value this project unlocks.

01 **The Problem We're Solving**
Why manual data collection is holding our global business back.

02 **The Solution — Partner API**
A standardized, system-to-system data pipeline across all markets.

03 **Value for Flormar & Partners**
How both sides win from automated, real-time data flow.

04 **What This Project Is NOT**
Clarifying common misconceptions about the integration.

THE CHALLENGE

From Fragmented to Flowing

Today, sales and stock data reaches Flormar in inconsistent ways. This is what needs to change.

● Today — Manual & Fragmented

- Partners send Excel files at month-end, in different formats and currencies.
- Data arrives delayed by weeks — by the time we analyze, the moment has passed.
- Sales Operations spends most of its time cleaning data, not acting on it.
- Stock and replenishment decisions rely on outdated snapshots.
- Campaign performance can only be evaluated after the campaign ends.

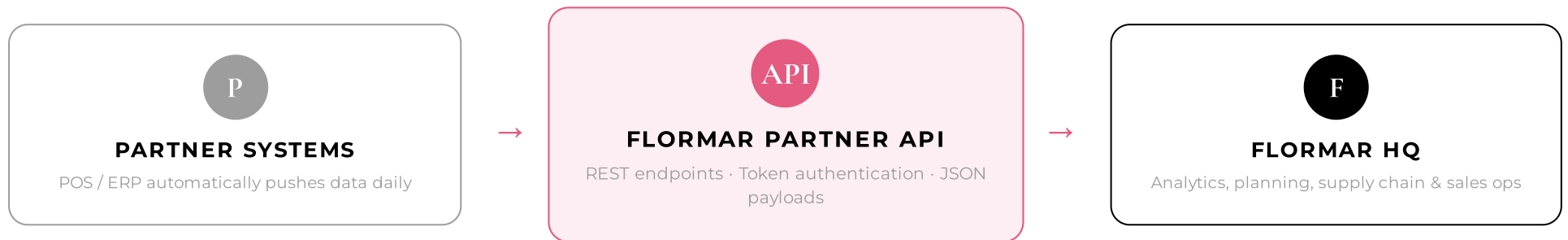
● Tomorrow — Automated & Real-Time

- Partners' systems push data to Flormar automatically every day.
- Sell-out, stock and traffic data is available the next morning, structured and clean.
- Sales Operations focuses on analysis, action and growth — not file consolidation.
- Replenishment and supply planning use today's reality, not last month's.
- Campaigns are tracked, tuned and optimized while they are still running.

THE SOLUTION

One API. Six Data Streams.

A REST-based Partner API that connects partner systems directly to Flormar — automated, daily, structured.



UNDER THE HOOD

17 Endpoints — Built for Partners

A clean REST design. Authentication, posting, retrieval and correction — all standardized.

AUTHENTICATION

Login once, use the token in every call

GET /Int/Auth/GetToken

SELL-OUT • END CONSUMER SALES

The most critical stream for performance analytics

POST /Int/Sellout/Create

GET /Int/Sellout/Get

DELETE /Int/Sellout/Del

SELL-THROUGH • WHOLESALE SALES

Tracks volume moving through B2B channels

POST /Int/SellThrough/Create

GET /Int/SellThrough/Get

DELETE /Int/SellThrough/Del

STOCK • DAILY SNAPSHOT

End-of-day stock levels per store and SKU

POST /Int/Stock/Create

GET /Int/Stock/Get

DELETE /Int/Stock/Del

STORE TRAFFIC • VISITOR COUNT

Hourly visitor data to measure conversion

POST /Int/Traffic/Create

GET /Int/Traffic/Get

DELETE /Int/Traffic/Del

ITEMS & INVOICE

Product master data, GWP sets and shipment info

GET /B2B/Item

POST /Int/Item/Create

PUT /Int/Item/Merge

GET /B2B/Invoice

BUILT-IN

Data & System Security

🔒 TOKEN AUTHENTICATION

Every request authorized with a time-bound access token. No anonymous calls reach Flormar.

🛡️ HTTPS END-TO-END

All traffic encrypted in transit between partner systems and Flormar's API gateway.

👤 SCOPED CREDENTIALS

Each partner receives a dedicated user — data is isolated and access is fully auditable.

✓ VALIDATED PAYLOADS

Strict JSON schemas, ISO date & currency standards — bad or unauthorized data is rejected.

MUTUAL VALUE

Built to Benefit Both Sides

This is not a one-way data request. Both Flormar and our partners gain from real-time visibility.

F FOR FLORMAR
Smarter Global Operations

REAL-TIME MARKET VISIBILITY

See what is selling in every market — product, store and channel — the next morning.

DEMAND-DRIVEN SUPPLY CHAIN

Production, sourcing and shipment plans aligned with actual sell-out, not assumptions.

FASTER COMMERCIAL DECISIONS

Identify winning products and underperforming SKUs in days, not quarters.

CAMPAIGN & LAUNCH INTELLIGENCE

Measure campaign impact while it's live — adjust before the budget is spent.

P FOR OUR PARTNERS
A Stronger Partnership

RIGHT STOCK, RIGHT TIME

Less out-of-stock, less dead stock — supply matched to real local demand.

TAILORED COMMERCIAL SUPPORT

Campaigns, launches and product mix tuned to each partner's market reality.

ZERO MANUAL REPORTING

No more monthly Excel exports — operations teams focus on selling, not formatting.

FASTER ISSUE RESOLUTION

Shared data means shared truth — fewer disputes, faster alignment with Flormar HQ.

A COMMON MISCONCEPTION

This Is Not a Dashboard

When partners hear "reports", some assume granting access to their POS is enough. It is not. Here's why.

FREQUENTLY HEARD FROM PARTNERS

"We will be able to provide a user with access to the POS system, and all required reports will be available through it..."

A human logging into a screen does **not** satisfy this integration. We need partner systems to **automatically send data** to Flormar — every day, in a structured format, without manual steps.

X WHAT IT IS NOT

A user account on the partner's POS

A human watching reports on a screen — no automation, no structured data, no scalability across 70+ markets.

✓ WHAT IT IS

A system-to-system data pipeline

Partner IT builds an automated integration that calls Flormar's API endpoints daily — JSON in, JSON out, no human involved.

LET'S BUILD IT TOGETHER

Connected data. Stronger partnerships. Smarter growth.

The Partner API is the foundation for Flormar's next chapter of global expansion — where every decision is informed by real data, in real time, from every market we serve.

— Questions or onboarding requests · itbs@flormar.com

— Documentation · developers.flormar.com

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