

Speed Up!

Unified Commerce by Actindo



Operate

AI-powered all-in-one solution for scalable commerce operations

Operate empowers retailers and brands to centrally control all their commerce operations – from product data to fulfillment.

The **modular solution** is ready to deploy, integrates seamlessly into your IT landscape, and combines efficiency, speed, and scalability in everyday business. Product data is managed across systems, orders are processed automatically, and workflows are intelligently connected.

Artificial intelligence identifies patterns, optimizes processes in real time, and enables data-driven decisions on the fly.

Marketplaces, shops, and logistics partners are connected without friction – no media gaps, no data loss. Returns, inventory, and payments converge in a unified cockpit, creating a single control hub for all operational commerce activities.

Your teams gain **full visibility** – and real control in real time.

Highlights

- ✓ **Central ERP & PIM** for all channels
- ✓ **Integration** of shops, marketplaces & logistics partners
- ✓ Automated **order and returns processing**

Operate reduces operational complexity – and becomes the backbone of commerce: standardized, stable, and process-oriented, so that day-to-day business runs faster and more efficiently in the long term.



Orchestrate

AI-driven orchestration for real-time commerce

Orchestrate connects systems, data flows, and fulfillment processes in real time through a central integration layer. Instead of fragmented point solutions, you get a unified, controllable process logic that is flexible, scalable, and API-first.

Orchestrate becomes the **backbone of your commerce operations**: intelligently routing orders, synchronizing inventory, and automating workflows across all channels. Whether you manage multiple brands, countries, or logistics partners, Orchestrate provides a single point of control.

When needed, Actindo also enables true unified commerce by integrating brick-and-mortar stores via an embedded POS system – so physical touchpoints seamlessly connect with digital sales. **Store fulfillment is handled efficiently – from in-store picking and packing to click & collect and local returns.**

Orders are dynamically routed based on inventory, location, priority, or availability. Inventory data moves in real time between shops, marketplaces, warehouses, and stores – always synchronized, always visible.

Manual interventions are eliminated. **Proactive monitoring and AI-powered alerts** detect deviations before they impact your business.

Orchestrate turns complexity into clarity – and scales with you as your operations grow.

Highlights

- ✓ **Scalable API-first architecture** for multi-brand and multi-region setups
- ✓ **Central iPaaS integration layer** for all sales channels
- ✓ **Distributed Order Management (DOM)** with rule-based, cross-channel order routing
- ✓ **Real-time inventory synchronization** across shops, marketplaces, warehouses, and stores
- ✓ **Automated fulfillment and returns processes** with proactive AI monitoring

Orchestrate is the control center for complex commerce – AI-powered, scalable, and process-oriented.



ERP & Order Management

Composable Commerce in Action

Real-time orders. Seamless fulfillment.

Actindo unites classic ERP capabilities with modern commerce requirements. **Orders, payments, and fulfillment processes are captured and automated across systems.** From order intake to accounting, all workflows run seamlessly.

Integrated payment handling and automated tax mapping eliminate manual work. Inventory is synchronized across channels and intelligently allocated or reserved. Returns are fully mapped and transparent.

The **modular architecture** enables rapid implementation and easy extension.

Highlights

- ✓ Automated **order processing and financial posting**
- ✓ Real-time **fulfillment and cross-channel inventory**
- ✓ Smart, configurable **return workflows**

All commerce data converges in one cockpit for reporting and control – combining operational precision with strategic scalability.



Relevance

Reduce manual work: Automation replaces spreadsheets and manual tasks.

Control inventory in real time: Cross-channel availability becomes your edge.

Exceed customer expectations: Fast, transparent, error-free processes as standard.

MUSTANG[®]

Use Case – Mustang

Rethinking ERP commerce – for more speed and control

How Mustang orchestrates all orders in real time with Actindo.

From legacy ERP to a modern order engine. Denim pioneer MUSTANG faced the challenge of replacing a historically grown ERP system with high process complexity – without jeopardizing ongoing operations.

Challenge:

- High manual effort in order processing
- Lack of transparency over inventory and order status
- No real-time capability in fulfillment

Solution with Actindo:

- Implementation of intelligent order routing and real-time inventory
- Automation of postings and workflows
- Flexible management of warehouse processes via a central cockpit



“With Actindo, we found the ideal partner to realize our ambitious e-commerce goals. The platform empowers us to centralize digital processes and execute our omnichannel strategy seamlessly.”



Andreas Demel
Director Digital & E-Commerce



Omnichannel & PIM

Omnichannel at the click of a button

Central product data. Maximum reach.

Actindo provides a central Product Information Management (PIM) system built for omnichannel commerce. Product data is maintained once and automatically distributed to shops, marketplaces, and social platforms – quickly and reliably.

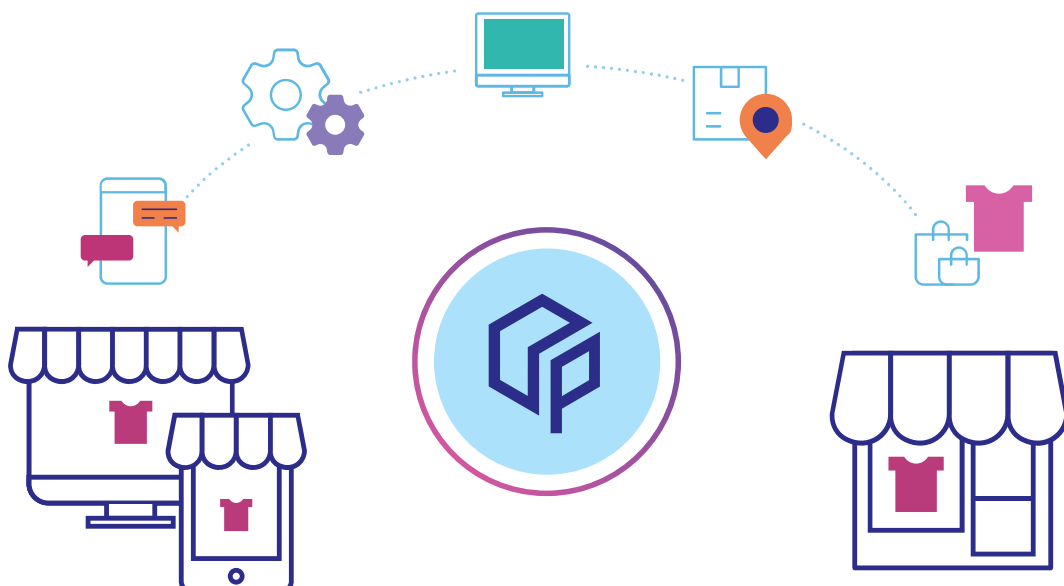
The system adapts to the requirements of each channel – pricing, images, content. Bundles, sets, and promotions are configured flexibly and published automatically. Commerce teams can synchronize catalogs in real time without manual rework.

D2C and B2B scenarios are both supported, with role-based views of assortments. Pricing and content changes are centrally managed and rolled out instantly.

Highlights

- ✓ **Central PIM** with channel-specific logic
- ✓ **Automated syndication** to marketplaces and shops
- ✓ **Flexible pricing and content management**

The result: faster time to market, consistent product communication, and a highly dynamic product data setup for scalable commerce success.



Relevance

Maintain product data once – no duplication, no copy-paste.

Accelerate launches – new products live in just a few clicks.

Ensure quality – automated sync keeps content accurate everywhere.

KAPTEN & SON

Use Case – Kapten & Son

From Social to Storefront

How Kapten & Son automates their unified commerce.

Centralized process control for B2B, D2C, retail, and social commerce. Kapten & Son distributes its collections through own online shops, physical stores, marketplaces like Amazon, retail partners – and recently also via TikTok Shop. As the number of channels grew, so did the complexity of managing product data.

Challenge:

- Multiple systems and Excel sheets for product management
- Diverse requirements across a fragmented tech stack
- High manual effort for launches and promotions

Solution with Actindo:

- Implementation of a central DOM with channel-specific workflows
- Automated synchronization with shops and marketplaces
- Rule-based management of bundles, sets, and discounts

Result:

- Less operational workload in day-to-day business
- Faster time-to-market for product launches
- Full transparency across all channels – from a single interface



“We chose Actindo because fragmented IT was slowing us down. Today, Actindo is our central hub to orchestrate and automate processes and data.”



Patric Bökemeyer
VP Operations



POS & Store Experience

POS – Reimagined

Where brick-and-mortar becomes a platform

Retail is transforming – connected, digital, and customer-centric. With Actindo, the point of sale (POS) is integrated **in real time with your commerce backbone**.

Whether click & collect, order in store, or personalized advice: Everything connects smoothly. Associates have instant access to inventory, prices, and customer profiles.

Returns? Effortless. **Campaigns** run online and in-store in parallel, with consistent offers.

Integrated **loyalty solutions** create a 360° customer view – whether shopping online or offline. The POS becomes a core part of the customer journey.

And best of all, employees can provide targeted advice, offer personalized recommendations, and increase in-store conversions with data-driven tools. Less effort, more impact – for brands that want to rethink their stores.

Highlights

- ✓ **Click & collect, order in store, and returns** fully connected
- ✓ **Real-time customer data and inventory** at POS
- ✓ **Easy cross-channel campaigns and loyalty programs**



Relevance

Unite physical and digital – seamless customer experience.

Leverage data where it happens – in real time.

Make the store a revenue driver – an intelligent extension of your digital business.



Use Case – Powerfood

Omnichannel commerce with strong POS integration

How Swiss market leader Powerfood realizes its omnichannel approach including POS.

Powerfood sells sports nutrition products via e-commerce, its own stores, and franchise partners across multiple countries. For campaigns, products, and checkout processes, the goal was to create a consistent experience across all touchpoints – without relying on rigid cash register systems.

Challenge:

- Disconnected systems between online shop and physical retail
- No unified inventory or customer status
- Cross-channel promotions were difficult to implement

Solution with Actindo:

- Introduction of a unified checkout and order process for web and store
- Integration of store POS into the ERP system with real-time data
- Development of a clienteling concept with customer profiles, recommendations, and loyalty logic

Result:

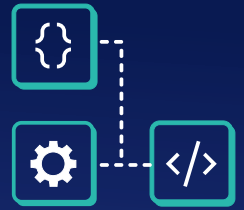
- Multichannel campaigns with measurable increases in conversion
- Product availability and inventory usable seamlessly across all channels
- New services like order-in-store and ship-from-store successfully launched



“We have worked successfully with Actindo for many years. This solution makes our systems more powerful and scalable.”



Reto Hugli
General Manager



AI & Process Orchestration

Commerce intelligence meets process automation

Automate processes. Use data. Run commerce intelligently.

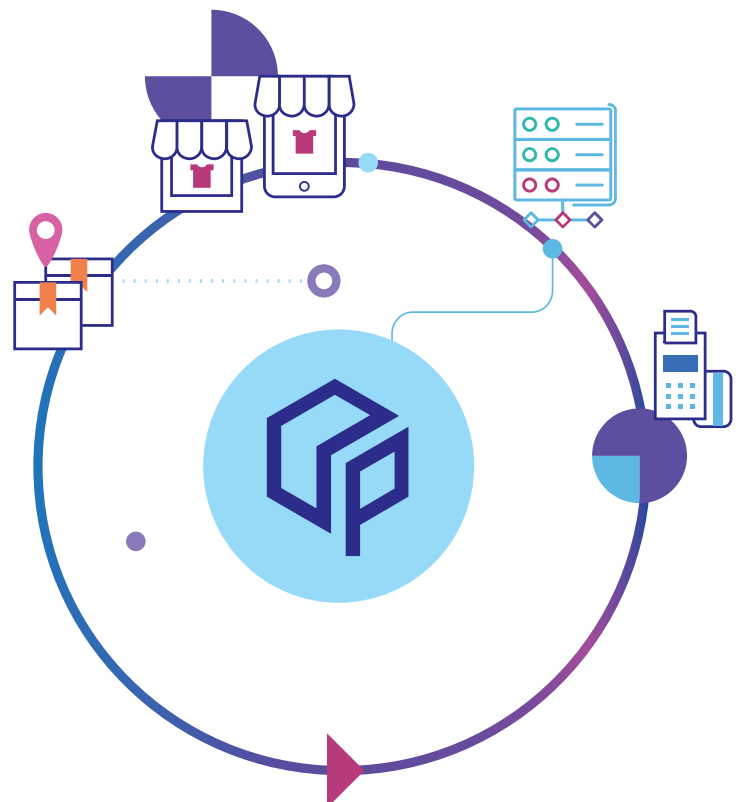
The Actindo Orchestration Engine connects fragmented workflows across systems, teams, and countries. Visual tools let you model, automate, and trigger processes with data. AI forecasts reveal risks, bottlenecks, or churn early – and recommend actions. Order routing, payments, returns, and merchandising all run rule-based without manual effort.

Real-time monitoring and alerting keep you in control. **Every action – from campaign launch to fulfillment – is coordinated intelligently.** Flexible workflows replace rigid processes. Teams gain relief, clarity, and speed. **Commerce becomes not just scalable – but resilient.**

Actindo brings processes together – and creates the foundation for data-driven growth.

Highlights

- ✓ **Visual workflow engine** with cross-system control
- ✓ **AI predictions and alerts** for faster decisions
- ✓ **Real-time monitoring and business-level automation**



Relevance

Scale without chaos – processes grow with your business.

Detect issues early – AI identifies problems before they hurt performance.

Replace silos with business logic – workflows follow strategy, not limitations.

About Actindo

Since 2007, Actindo has pioneered order management automation for 200+ European brands and retailers, including Aldi, Nintendo Europe, Kapten & Son, tesa, alpha trading solutions, and PowerFood.

Actindo is the only MACH-certified solution combining Unified Sales, Digital Operations Management, and Process Orchestration. We future-proof brands with unified commerce capabilities across channels and provide flexibility through our modular MACH architecture.

With fast implementation, commerce leaders deliver outstanding experiences faster than ever.

Innovation trusted by leading brands.



Speed Up!

Ready to accelerate
your commerce operations?

Discover Actindo – we'd love to hear from you!

www.actindo.com
sales@actindo.com

