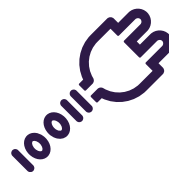




# Flooid Insights Data Platform

Flooid are thrilled to announce the launch of our Insights Data Platform, an inspired suite of products empowering retailers with the most advanced, comprehensive data insights available today.

**Introducing: Flooid Insights Data Connector, Flooid Insights Data Repository, and Flooid Insights Business Dashboards!**



Retail trade generates extraordinary volumes of data. The Flooid Insights Data Platform equips retailers with complete access to that data. It also provides the opportunity to combine point of service data with data from other Flooid sources and workflows such as promotions and refunds, yielding clear and actionable insights relevant to your business.

Each component of the Insights Data Platform has been meticulously developed to work individually or as part of the broader Flooid ecosystem. The Platform supports retailers by unlocking the full potential of their data from the Flooid Unified Commerce Platform.



### **Flooid Insights Data Connector: Take data, at volume, to feed your own data lake.**

The Flooid Insights Data Foundation is formed by our big data infrastructure, with streaming pipelines that land data in a centralised repository that leverages Google's powerful BigQuery service to provide scalable storage and analysis over vast quantities of data. The Flooid Insights Data foundation combines data feeds from all areas of a retailer's instance of the Flooid Unified Commerce Platform. Leveraging Google's powerful BigQuery service, we provide a secure, scalable and accessible repository while protecting each retailer's data in a single tenant architecture.

Imagine being able to extract all your Flooid data to feed your existing data lake or third-party reporting system for combined reporting across other systems. Available to push data to a variety of destinations via Google Cloud Pub/Sub or Google Cloud Storage. Choose from a variety of available Data Connectors covering all types of Flooid datasets.

Whether you're exploring complex data patterns, performing predictive analytics, or generating ad-hoc reports, Flooid's Insights Data connector ensures that your reporting can include your Flooid trade data.

The connector level is available for data science purposes and is provided for retailers that are confident in analysing large volumes of unstructured data overing all domains.



### **Flooid Insights Data Repository: POS data, available in near-real-time**

Query the centralised and managed data repository. The Flooid Insights Data Repository is formed by our big data infrastructure, with streaming pipelines that land data in a centralised cloud repository. Providing retailers scalable storage for vast quantities of data that is indefinitely-retained and Flooid managed.

The Flooid Insights Data Repository combines data feeds from all areas of a retailer's instance of the Flooid Unified Commerce Platform. Leveraging Google's powerful BigQuery service, we provide a secure, scalable and accessible repository while protecting each retailer's data in a single tenant architecture.

Behind the scenes, data arrives in the Insights Data Foundation with low latency via streaming data pipelines. Historical data can be retained indefinitely, powering current and future predictive analytics and enabling AI use cases.





## Flood Insights Business Dashboards: Self-serve analytics

To complete the platform, we proudly introduce Flood Business Dashboards. This ready-to-use collection provides pre-built dashboards designed by Flood retail experts to satisfy critical information requirements, with a core focus on store operations. Dashboard collections, such as Management & Audit, facilitate loss prevention activities, while the Performance collection dashboards help monitor and grow sales.

With a user-friendly interface and intuitive design, Flood Business Dashboards transform data analysis into a seamless, straightforward process, enabling all technical skill levels to quickly glean actionable insights from their data.

Flood Insights Business Dashboards will unlock the treasure trove of information you already hold. Squeeze every drop of detail from every endpoint transaction. Spot mistakes, identify improvements, trends at scale using an aesthetically engaging, easy to use, vastly flexible tool as shown below:



## Looking ahead

The launch of the Flood Insights Data Platform marks the beginning of our journey to revolutionise retail data analytics. We are actively planning additional capabilities to expand the possibilities of what retailers can achieve with their data.

We are particularly excited for our upcoming self-serve analytics solution that empowers retailers to create, customise, and consume reports and dashboards of their own concoction.

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