

# Selfly eCommerce Platform and API

by Stora Enso Intelligent Packaging



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## Overview

Stora Enso's Selfly Store solution with Selfly Intelligent Cabinets and Selfly eCommerce web portal enables easy and fast 24/7 purchasing of fresh food for the customers. Selfly eCommerce Platform allows you to access all the data about the sales, see ready made sales dashboards and generate sales reports of selected scope (complete, region, specific fridge). You can also utilize real time inventory dates to optimize your logistic process and product offering. Selfly eCommerce Platform is easy to integrate to your existing back-end systems.

The service enables centralized product catalog management with images and prices. The product pricing can be regionally defined: For example, there may be different pricing for airports and for universities.

You can manage the advertisement visible on the cabinet display. You can define the schedule for each advertisement and select the target devices. You can generate complex reports about the sales figures with the capability of exporting to Excel. Using the service you can also see how many of the fridges are online / offline.

For your clients the purchase experience with Selfly Intelligent Cabinet is easy and simple, offering different mobile payment options as well as credit or debit card payments.



## Key Features

- Online 24/7
- Real time sales analytics
- Remote cabinets customization – advertisements, prices, products
- New experience for the buyers
- API for integration to third party systems
- Multiple payment methods via mobile phone
- Credit card payments

## Software / Firmware

Public Cloud Provider	Microsoft Azure
Data Storage	Globally replicated, with secured access and daily backups
SLA	99.5%
Access Protocol for API	HTTPS
User interface	Web Based, globally accessible
Security	Oauth 2.0 authentication
Analytics	Dynamic report builder API and Dashboard view
Alerts notification	Email notification on device errors and offline incidents
Reports	Real time sales and temperature reports via API and Web User interface

The screenshot displays the Selfly eCommerce Platform interface. At the top, there are navigation tabs for Analytics, Device Management, Advertisements, Product Catalog, and VAT Categories. The main dashboard area includes a 'Sales' section with three charts: 'Sales' (bar chart), 'Transactions' (bar chart), and 'Top products' (horizontal bar chart). Below these charts, a summary shows 'Sales 1178.60 €'. To the right, there is a 'Fresh food' section with a 'Lifetime' indicator and a '3 Days' timer. The bottom section features an 'Advertisements' management interface with a table of active ads, including details like 'Ad Title', 'Ad description', 'Regions', and 'Individual Cabinets'. A 'Refill Report' section is also visible, showing a date range and an 'Export' button.

**Selfly eCommerce Platform includes many advanced features such as real-time inventory management and sales reporting, dynamic ads and expiry date management for fresh food.**

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