



Velo Partners

For delivery companies

Integrated eco-system

As a data leader in e-commerce, Velo focuses on the transaction and purchase-chain layer where delivery complexity becomes most visible. Our models perform best in sophisticated, interconnected environments, where checkout, risk, dataflow, shipping, tracking, and returns are no longer separate functions, but part of one operating system.

We have recognized that many delivery platforms create friction as complexity grows. The issue is not only missing features, but weaker alignment across systems, more manual handling, lower data integrity, slower service launches, and less control over how operational data moves between merchants, internal teams, providers, and client-facing services.

In more advanced e-commerce environments, both merchants and delivery companies begin to feel the limits of disconnected workflows, fragmented dataflow, and rising operational risk. When these layers are not governed well, the cost appears in billing friction, operational leakage, manual intervention, slower issue resolution, and weaker ability to meet changing market needs. It also limits the company's ability to support larger accounts, where regulation, performance, and seamless integration increasingly shape commercial decisions.

By strengthening this layer, companies can reduce data errors, improve SLA performance, lower fraud and abuse exposure, and create a more scalable environment for merchants to grow within. It also gives delivery companies a stronger operational base to adapt to daily changes, improve performance with real market visibility, and reduce customer service load through better automation and cleaner data flow.

70%

Data-driven environment can reduce customer service inquiries by more than 70%.

Velo helps delivery companies strengthen the digital environment around their delivery operation. That includes cleaner dataflow, stronger integration control, better visibility across workflows, and a more secure structure for managing the full purchase chain.

For **delivery companies**, the value is not in changing tools for the sake of technology. It is in creating a stronger delivery ecosystem around the business itself — one that improves how data is transmitted, validated, governed, and acted on across merchants, providers, internal teams, billing flows, and customer-facing services.

This gives **delivery companies** a more efficient operation, a more secure and enterprise-grade environment, and a stronger platform for launching additional services on top of its core delivery activity.



Layers of control

Delivery companies no longer operate only as physical networks. They now sit at the center of a broader digital ecosystem where logistics, integrations, and business services must work together as one aligned environment. The companies that control these layers well are better positioned to scale operations, support larger clients, launch new services, and create stronger long-term platform value.

-
- 01 Delivery** layer is the physical execution engine: drivers, routes, dispatching, allocations, delivery options, polygons, and distribution flows. This is where operational performance is measured in speed, reliability, SLA execution, and delivery quality.
-
- 02 Integration** layer controls how merchants, e-commerce platforms, ERPs, OMSs, billing systems, operational tools, and providers connect into the delivery ecosystem. This layer is not only about APIs — it is about aligned dataflow, encrypted transaction movement, protocol consistency, and secure connectivity across the full purchase chain.
-
- 03 Business Services** layer is where the delivery company creates more value on top of logistics. This includes communication tools, finance and billing control, alerts, insights, AI workflows, secure data services, and other digital capabilities that strengthen client retention, enterprise readiness, and monetization.

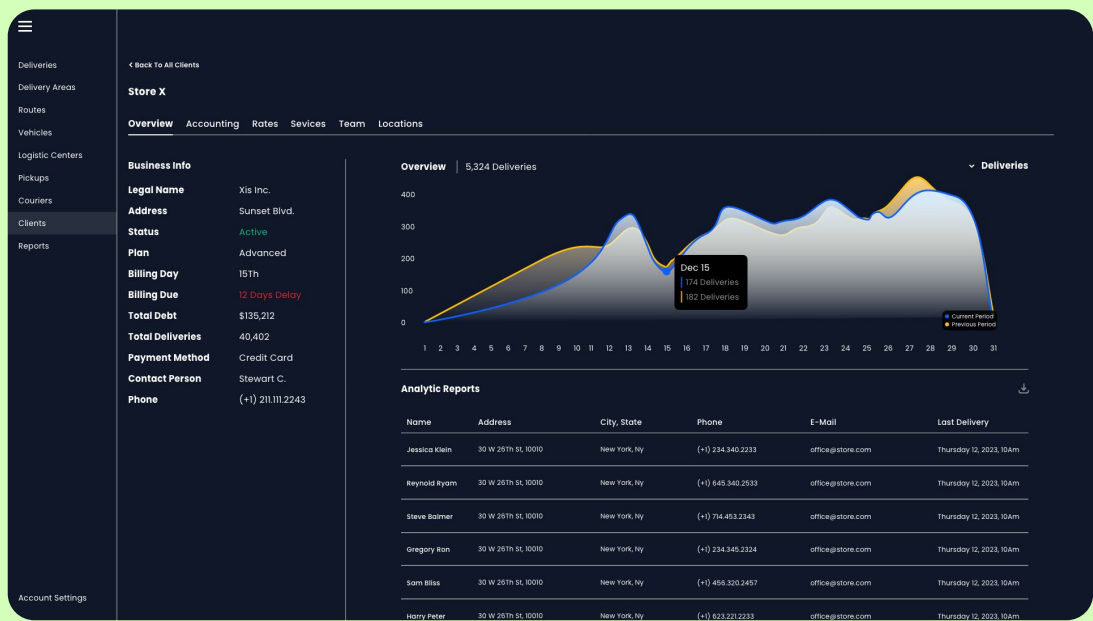
When these **three layers** are connected through one governed environment, the delivery company becomes more than a carrier — it becomes a stronger digital infrastructure partner.

Client management

Client Management and Overview gives each **delivery companies’** team member access to the client view most relevant to their role — from customer service and operations to billing, account management, and performance oversight.

Instead of forcing teams to work across disconnected systems, the platform creates one structured client environment where every function can access the information it needs: deliveries, account status, billing details, service plans, rates, locations, team permissions, and performance trends. This makes it easier for each team to work from the same client record while still focusing on its own responsibilities.

For operations, this means better visibility into delivery activity, service performance, and account-level execution. **For finance**, it means faster access to billing status, debt exposure, payment methods, and invoice-related controls. **For account and support** teams, it means a clearer view of client structure, contacts, service configuration, and historical activity. Each persona works from the same environment, but with the context that matters most to them.



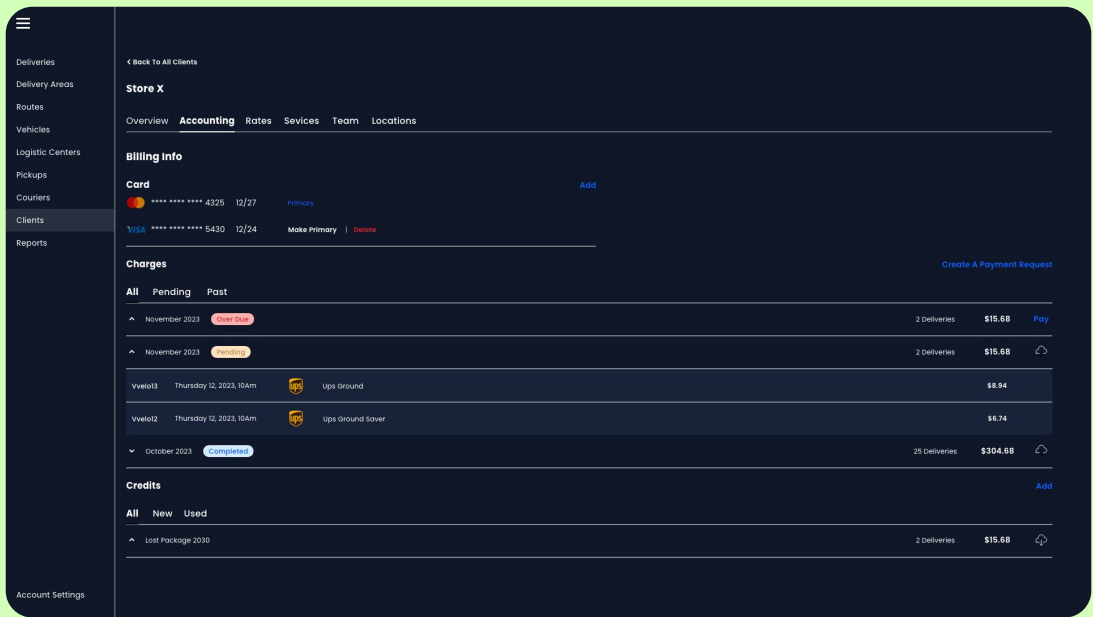
Finance

Finance and Billing Control gives **delivery companies** a faster and more structured way to manage the full financial layer around its delivery services.

As delivery operations grow, billing becomes more than issuing invoices. It becomes the layer where shipment events, pricing rules, delivery outcomes, client terms, adjustments, and reconciliation must stay aligned across the full purchase chain. When that environment is weak, the cost appears in billing friction, manual reconciliation, disputed charges, delayed collections, and weaker visibility into real operational profitability.

Velo enables **delivery companies** to initiate payment requests within seconds, attach invoices, bill credit cards, verify transactions against proof of delivery, and manage usage limits across client accounts. It also gives **delivery companies** stronger control over service pricing, rate management, additional charges, and payment requests across the full delivery flow.

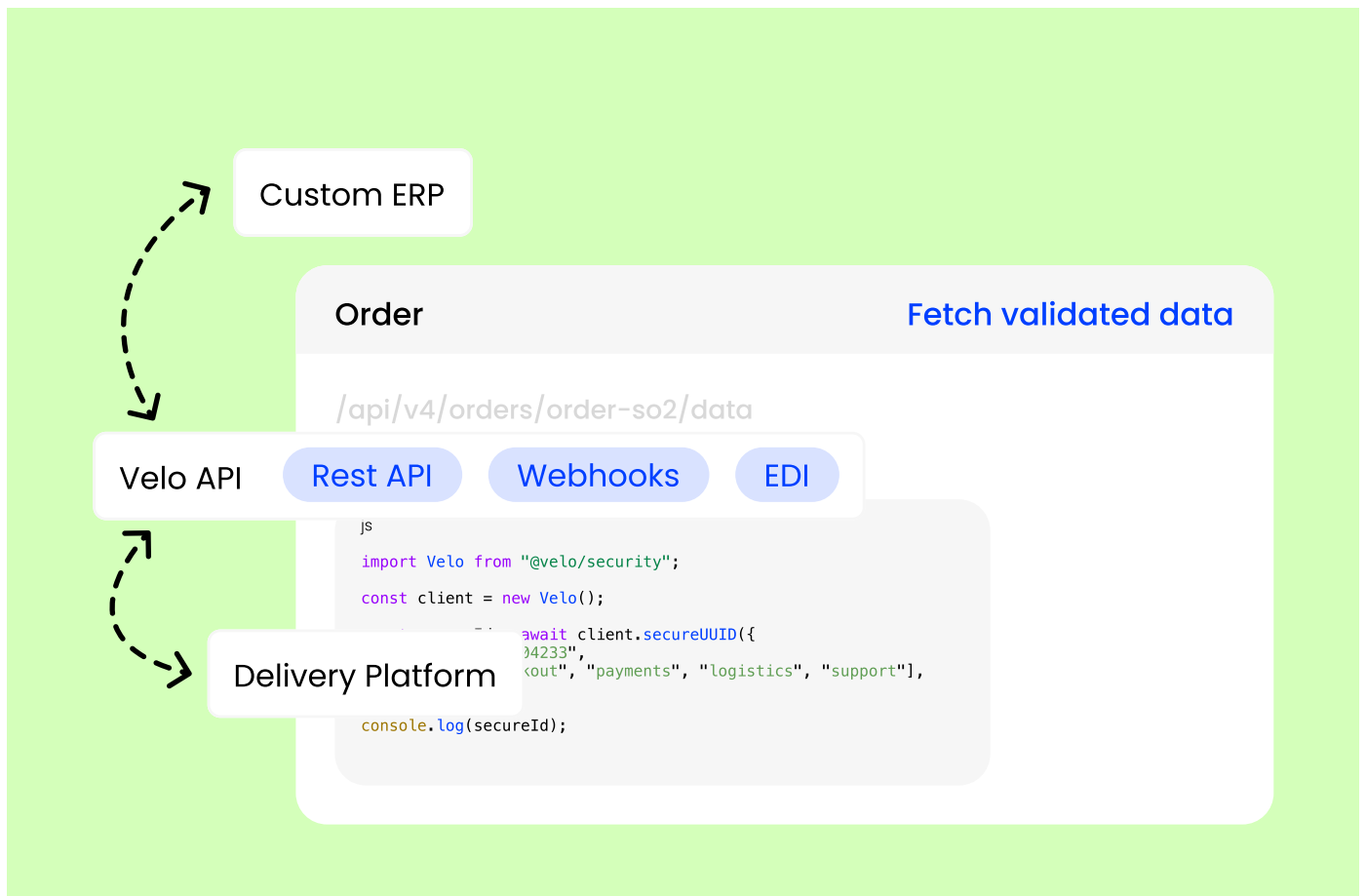
This creates a more reliable billing environment where operational activity and financial activity stay aligned. Instead of relying on fragmented manual processes, **delivery companies** can manage client service costs, validate what should be charged, and turn delivery events into faster, cleaner, and more accurate billing actions.



Integration Flexibility

Velo created a secure integration layer that allows the delivery company's merchants to connect from **any platform they use, including built-in support for all major e-commerce platforms**. Through this layer, merchants can transmit data to the delivery company inside a governed environment with clear data-policy controls — including visibility into what data is being shared, who accessed it outside the organisation, how long it remains visible, and how it is used across the flow.

At the same time, the layer returns live operational data back to the merchant while preserving proof of delivery and other delivery events inside a structured record that is kept within the merchant account. This gives the delivery company a more secure, transparent, and scalable way to manage integrations across its ecosystem.

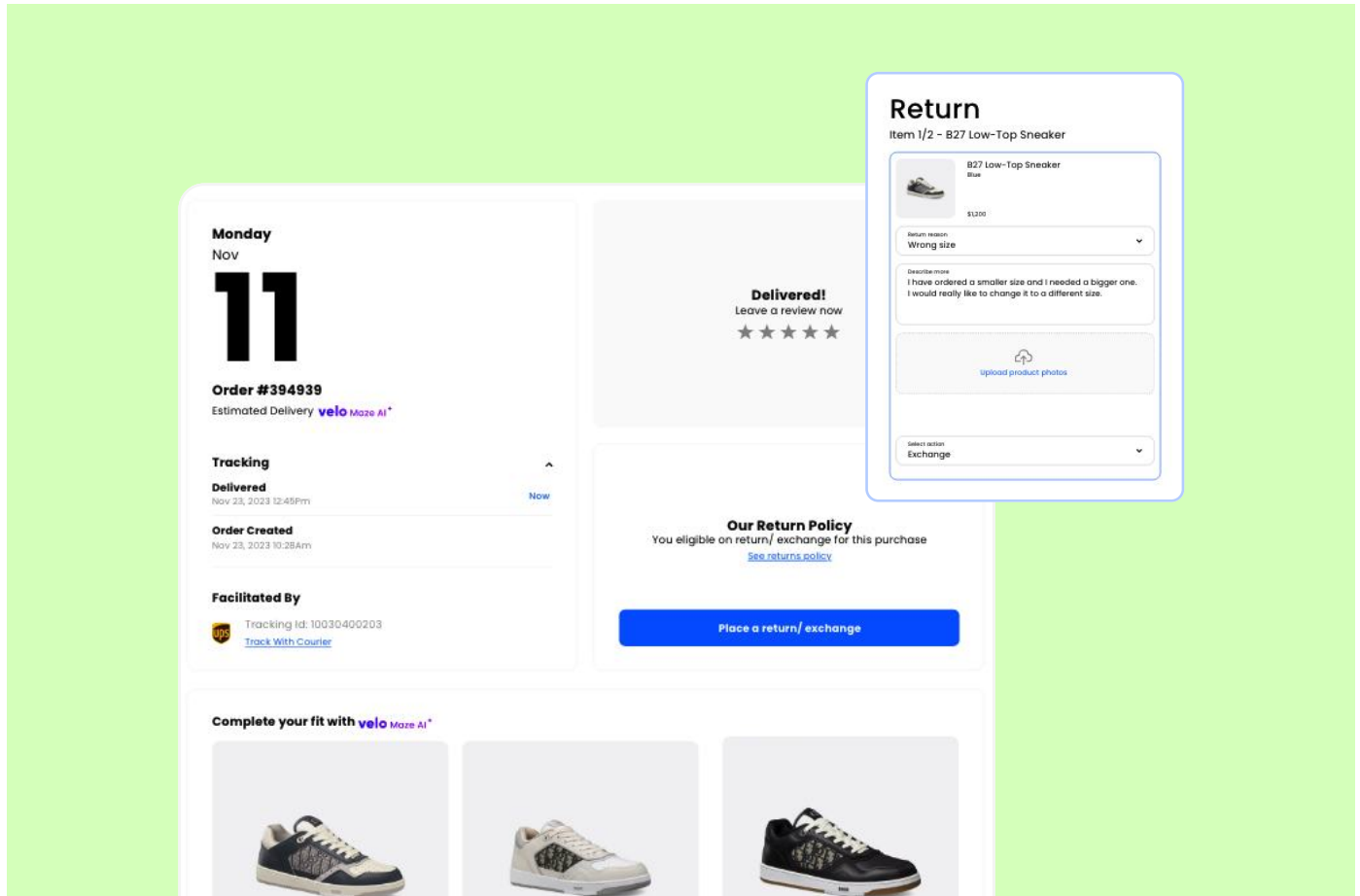


Web services suite

As merchants grow, the purchase chain becomes more than a set of isolated tasks. Shipping, tracking, returns, provider coordination, operational visibility, AI-driven automation, and transaction intelligence begin to work as one connected layer that directly affects customer trust, merchant efficiency, and long-term retention. At that stage, merchants increasingly need more than separate tools — they need a structured environment that helps them manage the full purchase chain with greater control and less fragmentation.

-
- 01 Purchase chain management** provides an operating layer with dynamic rates, fulfillment flow, data validation, provider integrations, label creation and verification, SLA monitoring, issue resolution, exception handling, and workflow automation.
 -
 - 02 Returns and exchanges** is a Self-service portal, flexible policies, smart exchanges, automation, and restocking / refund flow.
 -
 - 03 Insights and analytics** dashboard enhances order-level data to provide full visibility across every stage of the purchase chain, including delivery performance, carrier behavior, delay rates, WISMO trends, benchmarking, cost and revenue trade-offs, churn risk, and predictive alerts.
 -
 - 04 AI and automation tool** helps with live rate optimization, address validation, customer verification, automated resolutions, predictive alerts, and smart recovery protocols.
 -
 - 05 Smart tracking** allowing you to create branded pages with real-time notifications, delivery visibility, feedbacks, and upsell opportunities.

The value is not only in adding capabilities. It is in creating a stronger digital layer around the delivery business itself — one that improves how services are launched, how data is governed, how workflows align across teams and providers, and how additional value-added offerings can be introduced on top of the core delivery operation and creating a new revenue model.



Technology solutions across shippers and logistics providers is accelerating, reinforcing that digital control is becoming part of the competitive layer in logistics, not just a back-office function.

McKinsey

Data Integrity and AVS

Velo creates a governed data-validation layer that helps the delivery company ensure the data entering its environment is accurate, usable, and aligned before it affects operations.

As delivery operations scale, small data errors quickly become **operational failures**. **Incorrect addresses, missing phone numbers, invalid contact details, incomplete order data, or weak validation across merchant inputs can create** failed deliveries, billing friction, support load, and weaker SLA performance. This is where data integrity becomes operationally critical.

Velo helps change that. Through address validation, data verification, authorization controls, and structured data-governance rules, the delivery company can validate what enters the system before it moves across the purchase chain. AVS strengthens this layer further by helping confirm that delivery data is complete, consistent, and usable before orders move into execution.

The image shows a delivery form with several fields and annotations. The form is set against a light green background. The fields are as follows:

- Last name:** John
- First name:** Alfonso
- Address line 1:** Broadway
- House number:** 1030
- city:** New York
- Zip code (optional):** (empty)
- phone:** +1 212-498-9696

Annotations (callouts) are present:

- User score: 97%** (green text, top left)
- Missing address details** (red text, top right)
- Missing phone character** (red text, bottom left)

The form also includes a dropdown menu for the country (currently showing the US flag) and a help icon (question mark) next to the phone field.

Delivery Operations

Velo created a dedicated delivery-operations layer for the driver environment, fully connected to the broader ecosystem around it.

This gives the delivery company a structured execution layer for dispatching, driver allocation, route and polygon management, delivery options, proof of delivery, communication, issue handling, drivers app, and performance review — all within the same governed environment as its data, integrations, and operational workflows.

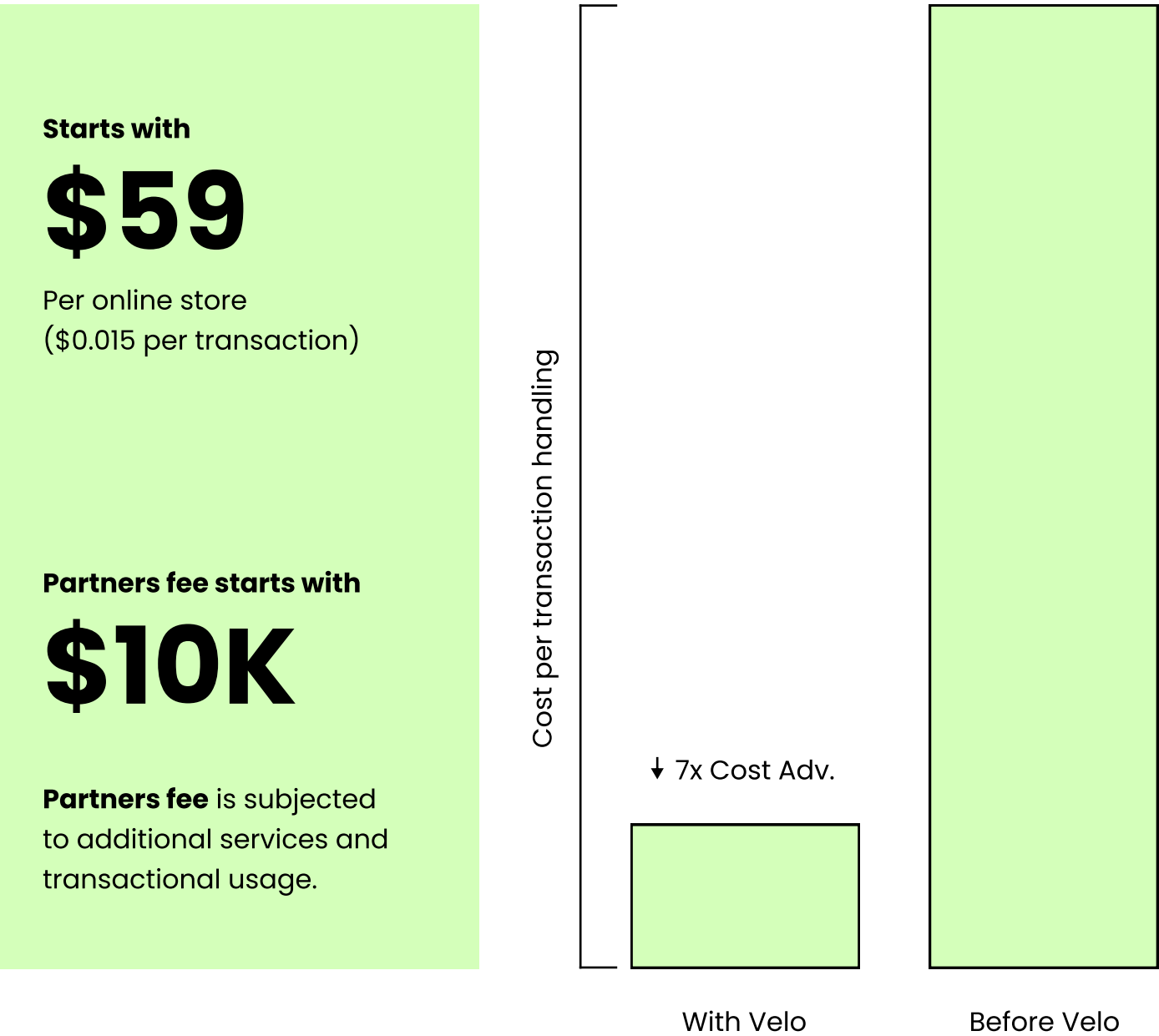
Instead of treating driver operations as a disconnected field tool, Velo brings it into a more secure and aligned ecosystem where execution, communication, validation, and visibility work together as one system. That means the delivery company can manage the field layer with stronger control, cleaner coordination, and better integrity across every delivery event.

It creates a more reliable operational environment for drivers and internal teams, reduces fragmentation between field execution and core systems, and helps the delivery company scale daily operations inside a more secure and enterprise-grade ecosystem.



Flexible growth

Velo’s pricing and platform model are designed to grow with **delivery companies’** operational complexity. **delivery companies** can begin with a focused core layer and expand into broader ecosystem control across integrations, data governance, delivery operations, billing, AI, advanced transaction protection, and enterprise-grade capabilities as demand grows.



Partnership Model

Velo partnership designed to strengthen the **delivery companies** digital layer around its delivery business. Rather than selling isolated tools, Velo provides **delivery companies** with one connected environment across integrations, data governance, delivery operations, billing, AI, and secure transaction controls.

Under this model, **delivery companies** licenses Velo as infrastructure. That allows **delivery companies** to use the platform across its own ecosystem, extend more services to clients through one governed environment, and grow its digital capabilities without depending on fragmented external systems for each operational layer.

The partnership is structured to support **delivery companies** at multiple levels. At the core, Velo strengthens internal control across dataflow, integrations, operations, finance, and security. On top of that, it gives **delivery companies** the ability to offer more advanced services to clients through a stronger and more connected platform environment. As **delivery companies** needs grow, the partnership can expand with deeper use of AI, advanced transaction protection, and broader enterprise-grade capabilities.

The goal is not only to provide software, but to help delivery companies create a stronger delivery ecosystem, improve operational efficiency, and build a more scalable digital platform around its core business. From **delivery companies** side, the value is a faster path to stronger infrastructure, better control, and a more commercially valuable service environment.

