



Velo Platform

Tech Overview

Technology intro

Velo is the **AI cloud data** for online commerce, built on a dynamic cloud database that creates a connected, trusted, and easy-to-use environment for managing consumer, order, and supply-chain data across the full purchase chain.

Our governed data environment designed to structure how data is stored, validated, transmitted, authorized, and acted on across distributed commerce systems. By combining its dynamic database foundation with web services, governed dataflow, validation protocols, and risk controls in one operating environment, Velo helps organizations manage complexity across modern digital commerce.

As commerce ecosystems grow, consumer data, order data, operational events, and supply-chain signals no longer stay in one place. They move continuously between delivery providers, payment systems, communications tools, internal operations, and external service layers. Velo is built to control this movement — not only to connect systems, but to align them through trusted data structures and real-time governance across the purchase chain.

This creates a stronger foundation for businesses that need more than visibility alone. It enables a more reliable environment for AI, because the quality of automation, prediction, and decision-making depends on the integrity and alignment of the data underneath it. With cleaner data, stronger validation, and more controlled dataflow, organizations can use AI to improve performance, reduce risk, launch services faster, and accelerate growth on top of a more stable digital foundation.

The result is a more scalable and **enterprise-grade** environment for online commerce — one that helps businesses manage consumer, order, and supply-chain data with greater confidence while turning that data into a stronger engine for operational control, security, and growth.

12%

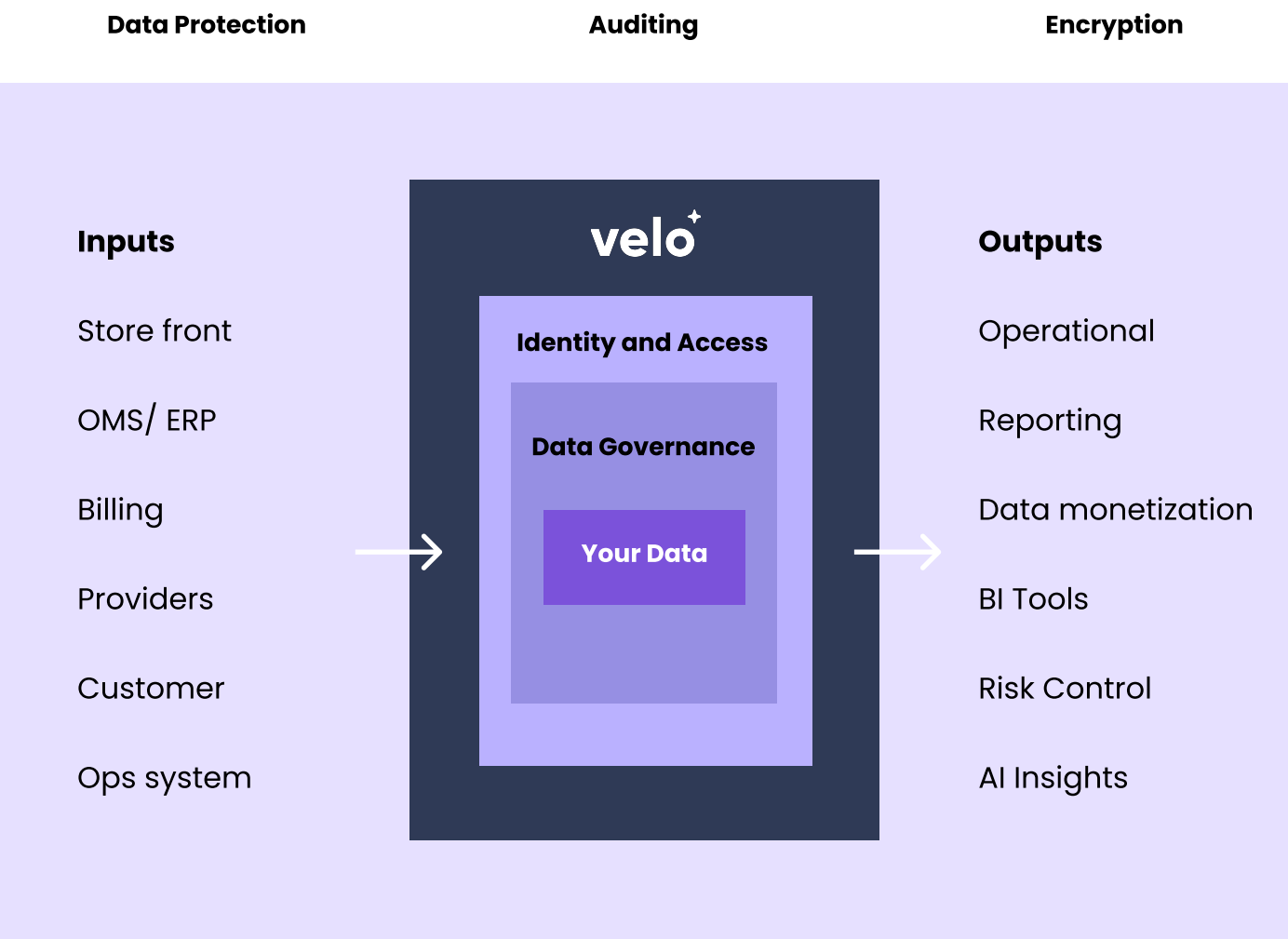
Companies operating across complex commerce and supply-chain environments, poor data quality alone costs an average of 12% of annual revenue.

Data Structure and Privacy

Velo structures commerce data inside a governed environment designed to control how information is stored, validated, transmitted, accessed, and retained across the full purchase chain.

By combining a dynamic database layer, governed dataflow, validation protocols, authorization controls, encryption, masking, tokenization, and audit visibility, Velo helps organizations protect sensitive commerce data while keeping it operationally usable. This allows businesses to manage customer, order, supply-chain, billing, and transaction data in one controlled environment without losing integrity across systems and services.

As commerce ecosystems become more distributed, the challenge is no longer only collecting data, but governing how that data moves between platforms, providers, internal teams, and external services. Velo is built to solve that problem by creating a structured data environment where every movement of data can be validated, controlled, and aligned with policy.



Data Integrity and AVS

Velo creates a governed validation layer that helps businesses ensure the data entering the ecosystem is accurate, usable, and aligned before it affects operations.

As commerce environments grow, small data errors quickly become operational failures. Incorrect delivery addresses, missing phone numbers, invalid client details, incomplete order data, and inconsistent provider inputs can all create failed workflows, billing friction, service delays, weaker SLA performance, and unnecessary manual intervention. This is where data integrity becomes operationally critical.

Through real-time validation, authorization rules, structured data controls, and a dynamic database layer, Velo helps verify that the right data enters the system in the right format, for the right purpose, and with the right access controls. This includes validating key operational fields such as addresses, phone numbers, service data, client identifiers, and transaction-related records before they move across the purchase chain.

User score: 97%

Missing address details

Missing phone character

Missing phone character

Last name: John

First name: Alfonso

Address: Broadway

House number: 1030

City: New York

Zip code (optional):

phone: +1 212-498-9696

Secure Transactions and Data

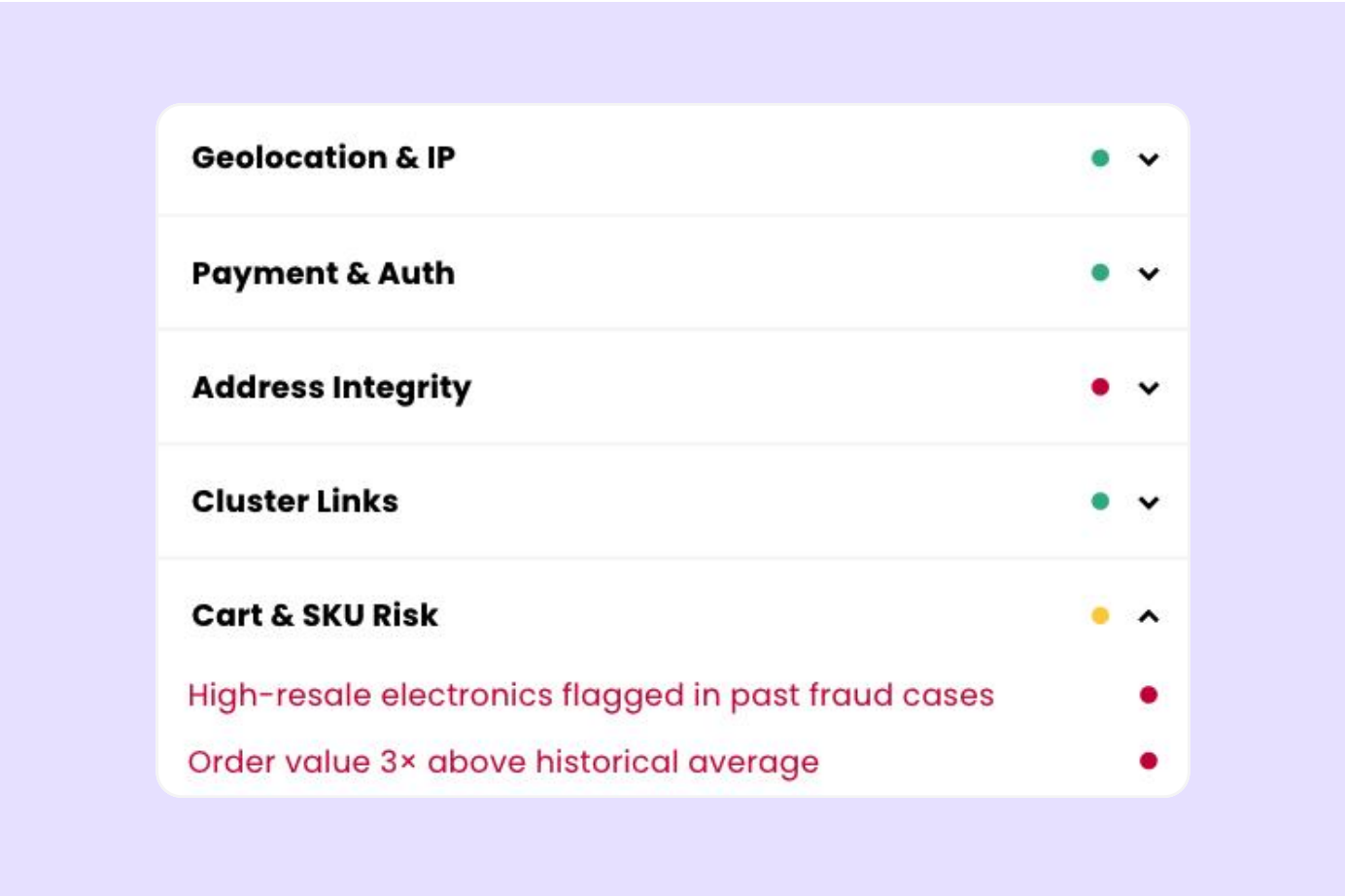
Velo created an active risk and security layer designed to validate the integrity of each transaction across the full purchase chain.

Through identity validation, risk assessment, payment-risk checks, address integrity controls, and over **100 data points**, Velo helps organizations assess whether a transaction is secure, consistent, and trustworthy before risk turns into loss. Rather than relying on one signal alone, the platform evaluates the transaction across multiple layers and gives clear warning when behavior, data, or flow integrity begin to break.

This creates a stronger environment for reducing fraud exposure, preventing chargebacks, and eliminating avoidable risk before it spreads across the system. By combining validation, scoring, and governed dataflow in one environment, Velo turns security into an active part of the transaction itself.

The goal is not only to detect risk, but to eliminate fraud, reduce chargebacks, and strengthen trust across every transaction.

Validating governed data in motion across the purchase chain reduce risk, create a safer merchant environment, and in most cases recover up to 5–9% more revenue.

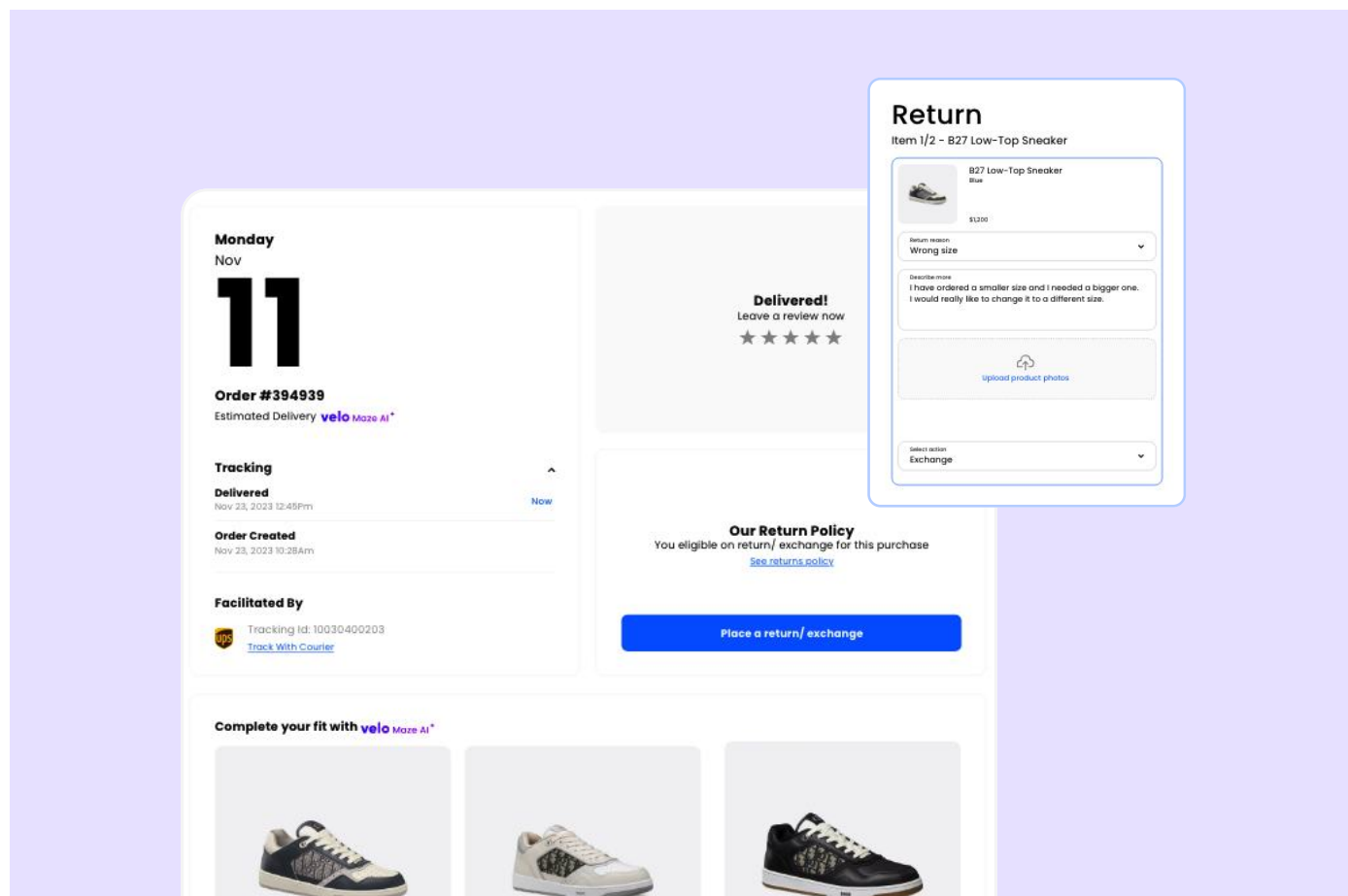


Web services suite

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.

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- 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.
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- 02 Returns and exchanges** is a Self-service portal, flexible policies, smart exchanges, automation, and restocking / refund flow.
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- 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.
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- 04 AI and automation tool** helps with live rate optimization, address validation, customer verification, automated resolutions, predictive alerts, and smart recovery protocols.
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- 05 Smart tracking** allowing you to create branded pages with real-time notifications, delivery visibility, feedbacks, and upsell opportunities.
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- 06 Driver Platform** is tailored for businesses with a logistics touch that require secure delivery handling within one connected ecosystem.

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.



Better purchase-chain visibility directly affects profit: 59% of retail executives expect a positive ROI from AI-driven supply-chain visibility within 12 months, while e-commerce margins can decline by 2–3 percentage points when operational complexity and fulfillment costs rise.

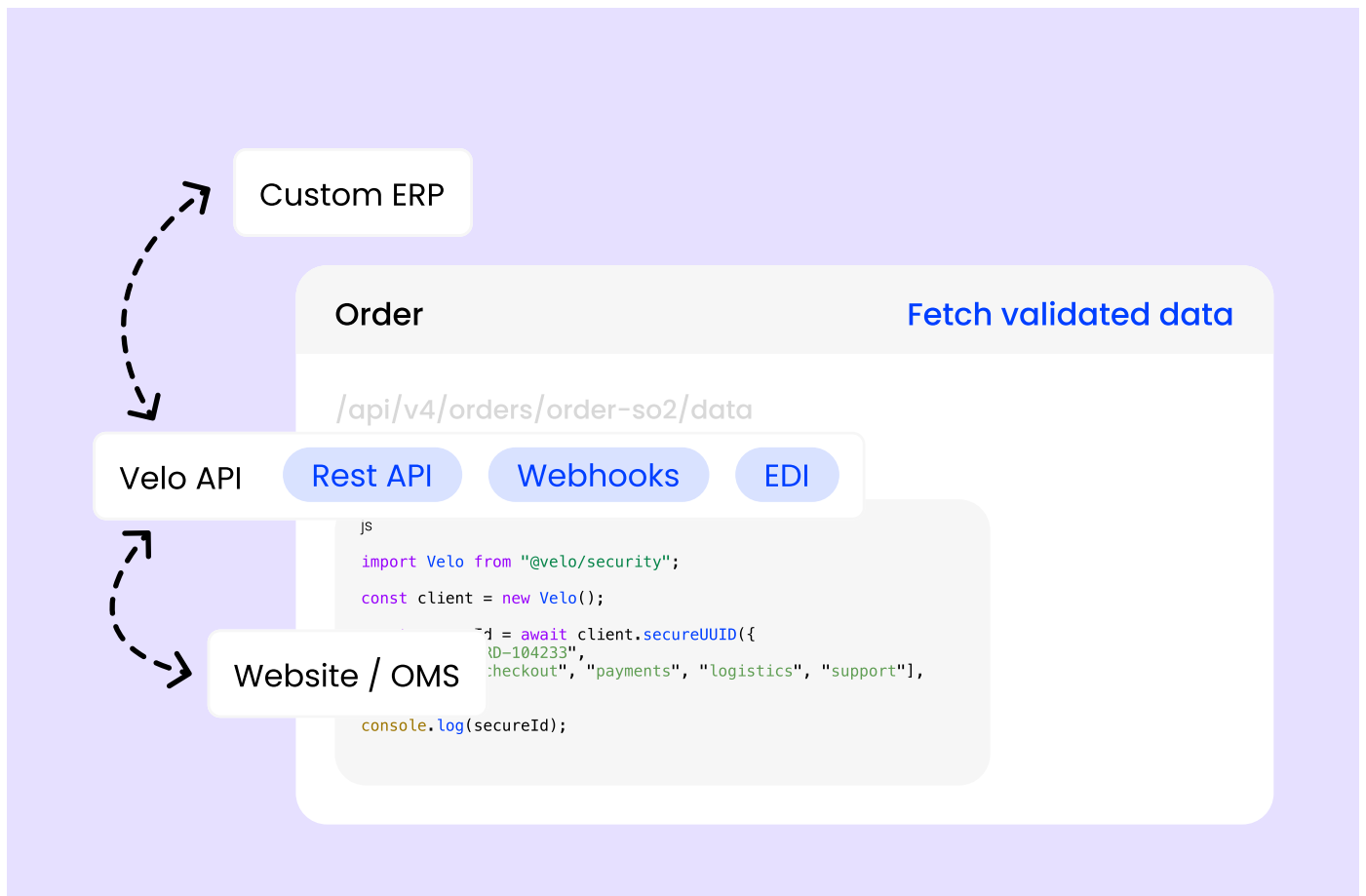
Deloitte

Integration Flexibility

Velo creates a secure integration layer designed to protect how data, systems, and providers connect across the full supply chain.

As supply-chain environments grow, security is no longer limited to one platform or one transaction. It depends on how merchants, providers, internal systems, billing flows, delivery events, and external services exchange data across the ecosystem. The more integrations involved, the more important it becomes to ensure that data is aligned, authorized, validated, and securely transmitted at every point of connection.

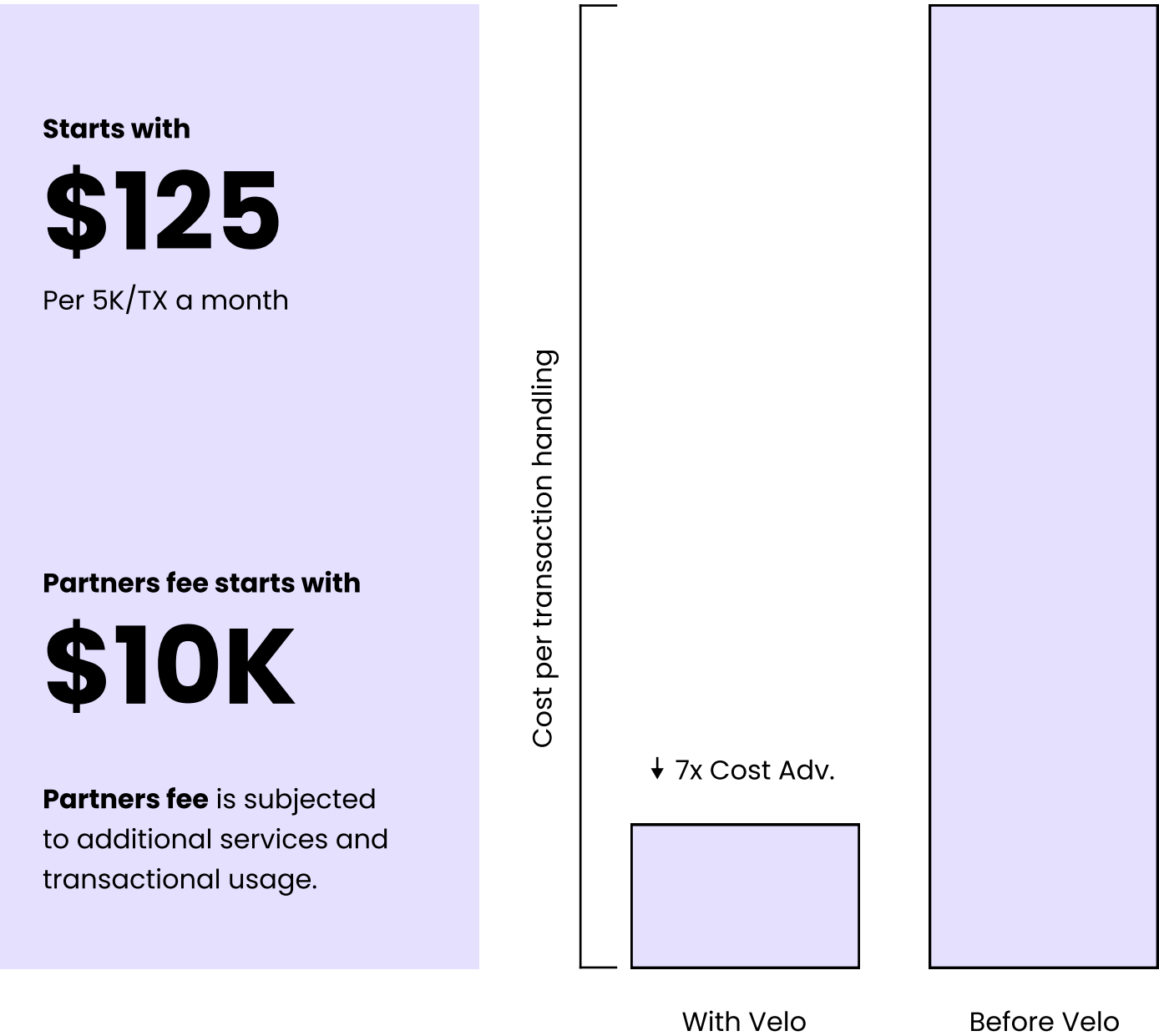
Through governed dataflow, encrypted transmission, validation protocols, authorization controls, and a dynamic database layer, Velo creates a more secure structure for how integrations operate across the purchase chain. This allows organizations to connect platforms, providers, and services without losing control over what data is shared, who can access it, how long it remains visible, and whether it is being used correctly across the flow.



Flexible growth

Velo’s pricing and platform model are designed to grow with operational complexity.

Organizations can begin with a focused core layer and expand into broader control across integrations, data governance, delivery operations, billing, AI, advanced transaction protection, and enterprise-grade capabilities as their platform strategy matures.



Business impact

Integrating a **AI cloud database** as one connected environment, the value goes far beyond cleaner operations. Better data, stronger validation, and more controlled workflows create measurable business outcomes that affect revenue, cost, service load, and long-term scalability.

In more advanced environments, Velo can help recover **9–15% of lost revenue**, reduce customer service inquiries by more than 70%, lower operational costs by up to 2500%, and improve data validity by 300%.

Together, these gains create a more efficient, more accurate, and more scalable environment — helping businesses operate with stronger enterprise grade data control and a better foundation for growth.

