

DEEP DIVE

PRODUCT AND TECHNOLOGY

ABOUT YOU GROUP

SEBASTIAN
BETZ

CO-FOUNDER AND
CO-CEO

SCAYLE

CHRISTOPHER
METZ

MANAGING DIRECTOR
TECHNOLOGY

SCAYLE

PETER
HOFFMAN

PRINCIPAL SOLUTION
CONSULTANT

We had unique requirements when we founded ABOUT YOU in 2014



Mobile first



High scalability



Rapid internationalization



Efficient marketplace operations

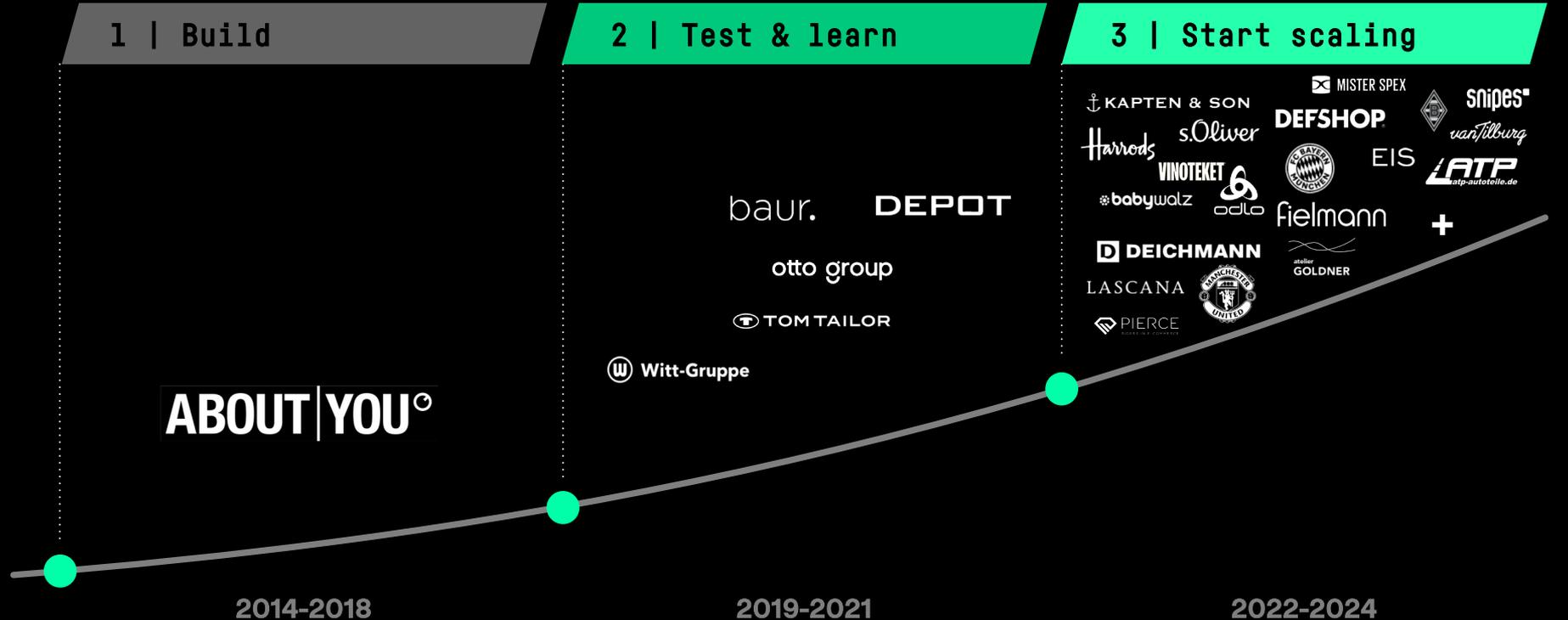


Full flexibility to react fast

ABOUT|YOU[®]

SCAYLE benefited from unmatched market validation from Day 1

SCAYLE[®]
COMMERCE ENGINE



SCAYLE product has extensive capabilities on the most modern architecture



Customer-facing

Storefront Web

Store Associates App

Physical Stores

External Marketplaces

...

SCAYLE's Unified Commerce Technology

Extended capabilities

PIM & DAM

OMS

Omnichannel

Marketplace Operations

Subscriptions

Customer Management

Core commerce

Shop Management

Catalog

Basket

Checkout and Payment

Pricing

Promotion Engine

Search



Surrounding

ERP

Warehouses

CRM

POS

CMS

Personalization

Loyalty

...

Provided by SCAYLE

Supported by SCAYLE

SCAYLE continues to add new capabilities at speed

Advanced Promotion Engine



Omnichannel



Subscription



Need

Run advanced promotions to protect margins and drive conversion

Provide a unified and seamless customer experience

Generate recurring, predictable revenue

Started

Early 2023

Late 2022

Early 2023

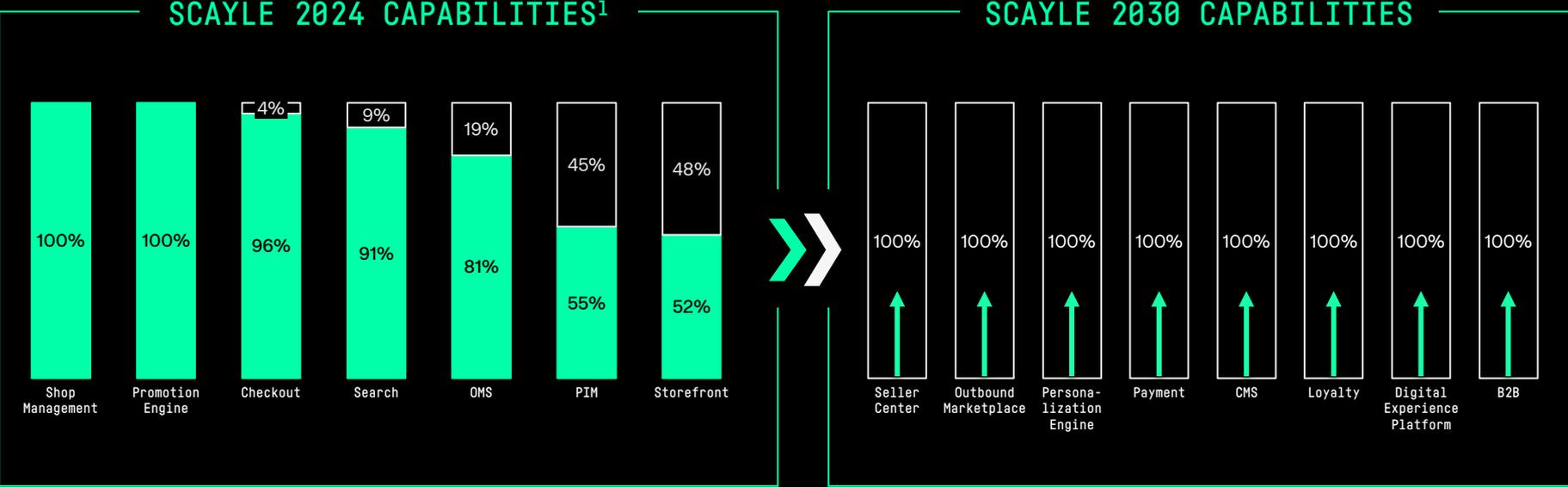
Released

Late 2023

Mid-2023

Mid-2024

Besides the use of capabilities, SCAYLE drives expansion



1. Current usage by SCAYLE customers (as of August 2024)

Product roadmap excerpt shows focus on customers' key value drivers

SELECTED SHORT-TERM ROADMAP INITIATIVES

Increased checkout performance from response time reduction

Extended payment method and identity provider support

Advanced sorting to optimize sell-out of relevant products

New promotion and omnichannel cases

Storefront engine to quickly launch engaging sites

Enhanced logistics support and delivery options

DRIVING VALUE FOR CUSTOMERS

CONVERSION
RATE



PROFITABILITY



EFFICIENT
OPERATIONS





SCAYLE is
specialized in
complex
B2C cases

Serving the multi-dimensions



Countries

Shipping to >150 countries



SKUs per
instance

Up to 50m in a single Instance



Sub-Shops

50+ in a single instance



Categories

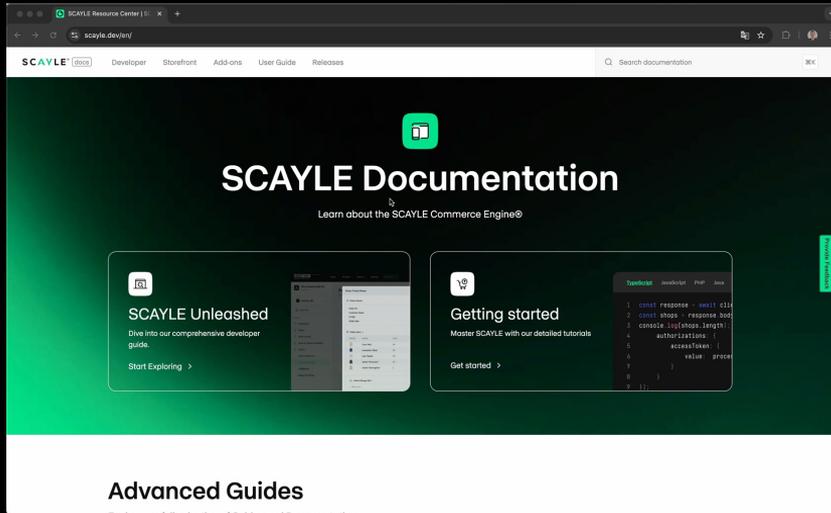
Up to 86k



Source systems

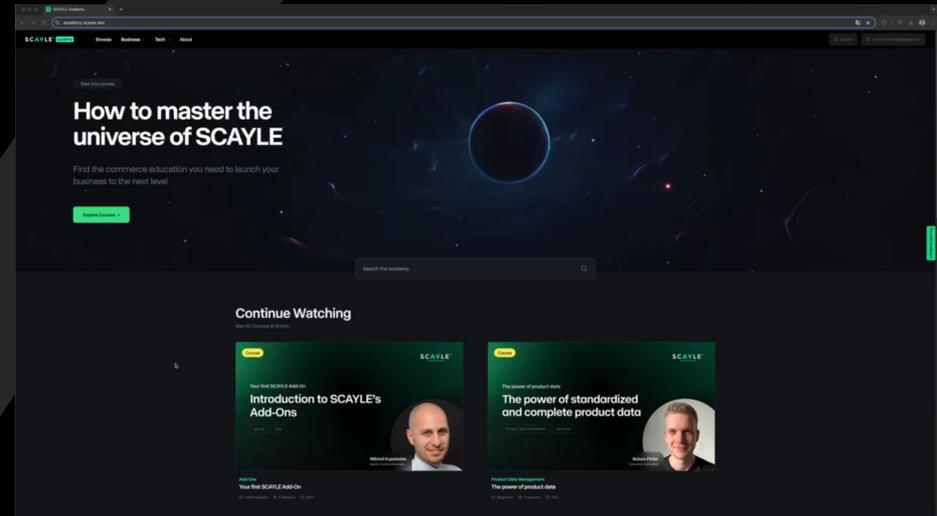
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SCAYLE empowers business and tech users with resource center and academy



RESOURCE CENTER

SCAYLE ACADEMY



Ecosystem enables customers to compose in no time

Selected examples



Focus on **leading solutions**
for large **B2C enterprises**

CMS
/ Frontend

contentful



storyblok

Vercel

platform.sh



Comprehensive
standard integrations

Promotion
/ Loyalty



yotpo.

Voyado

...

Personal
/ CDP / CRM



bloomreach

braze

Insider

emarsys

...



Customers benefit from **reduced**
time to revenue and lower costs

Search
/ Tax / Service

algolia

Global

parcelLab

Avalara

zendesk

freshdesk

...

Payments

adyen

Pay

Klarna.

stripe

VISA

amazon

PayPal

Apple Pay

...

Carriers

FedEx

DHL

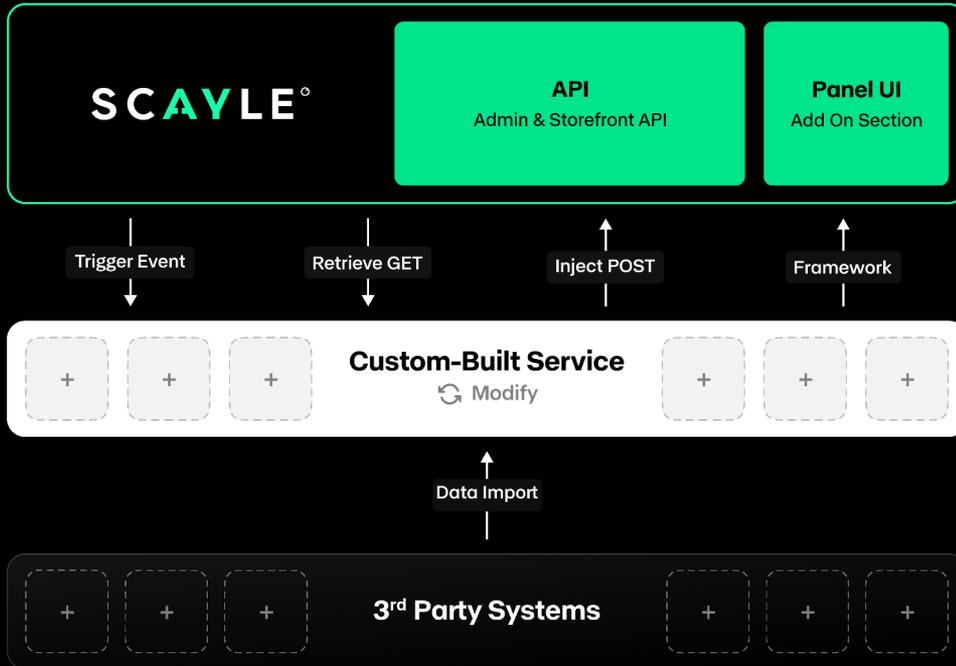
GLS.

Hermes

Post

...

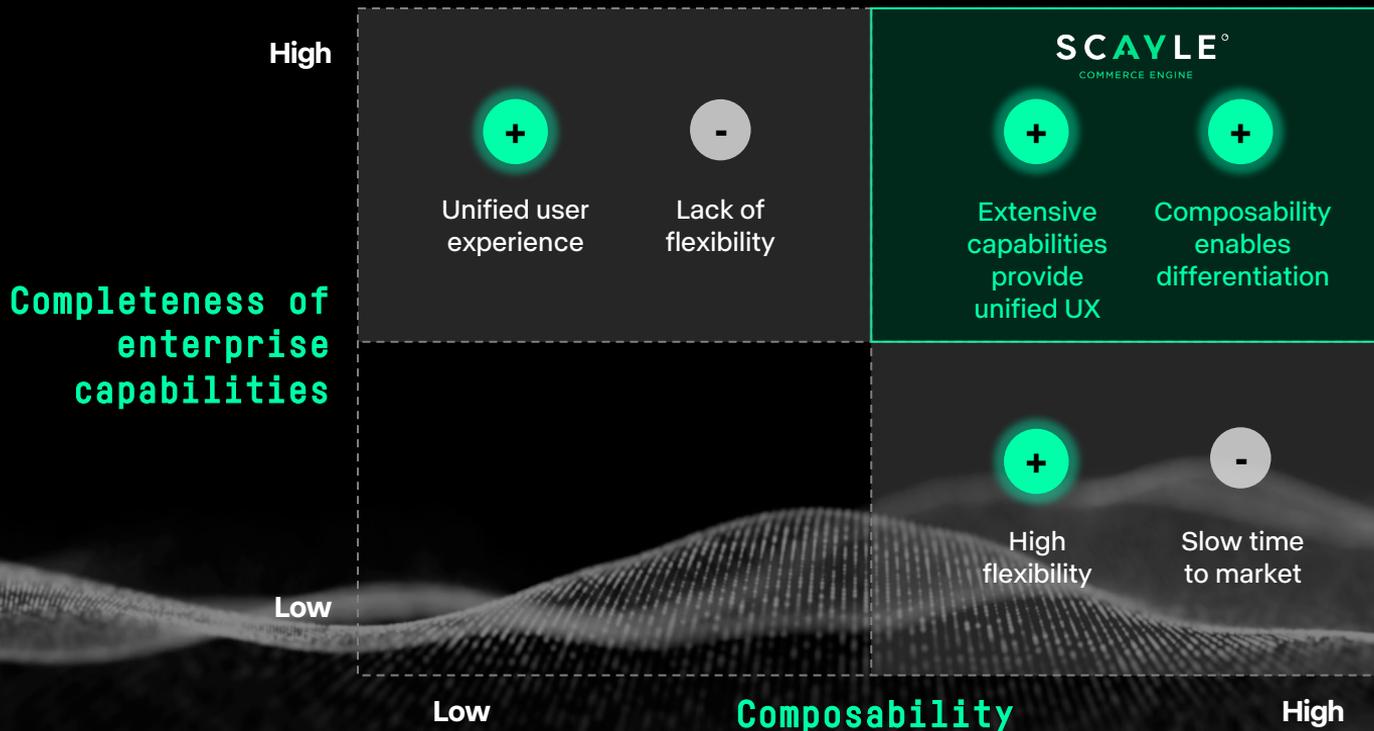
Extensions of SCAYLE are easily done through custom builds



FEATURE EXTENSION
OUTSIDE OF SCAYLE CORE
FUNCTIONALITY IS
POSSIBLE VIA
CUSTOM BUILDS

CUSTOM BUILDS CAN BE
INDEPENDENTLY
OPERATED AND
DEVELOPED

SCAYLE's product combines extensive enterprise capabilities with full composability



Key messages



ENTERPRISE FOCUS

Designed for
unlimited scalability



EXTENSIVE NATIVE CAPABILITIES

Adding new capabilities
at unparalleled speed



EASILY CUSTOMIZABLE

Based on an enterprise-
grade ecosystem

Let's dive into the product



Panel UI

Handle your business complexity with our intuitive UI



Internationalization

Localize your multi-country setup from a single backend



Multi Category

Manage disparate product families



Advanced Promotions

Configure and run complex promotions to optimize profitability



Omnichannel

Connect stores for enhanced customer experience and stock control



Extensibility

Extend SCAYLE to meet your unique business needs

Easily handle complex B2C cases

**Global technology
stack ensures
best in class
commerce by
enabling...**

A

...usage of the right technology

B

...unmatched availability levels

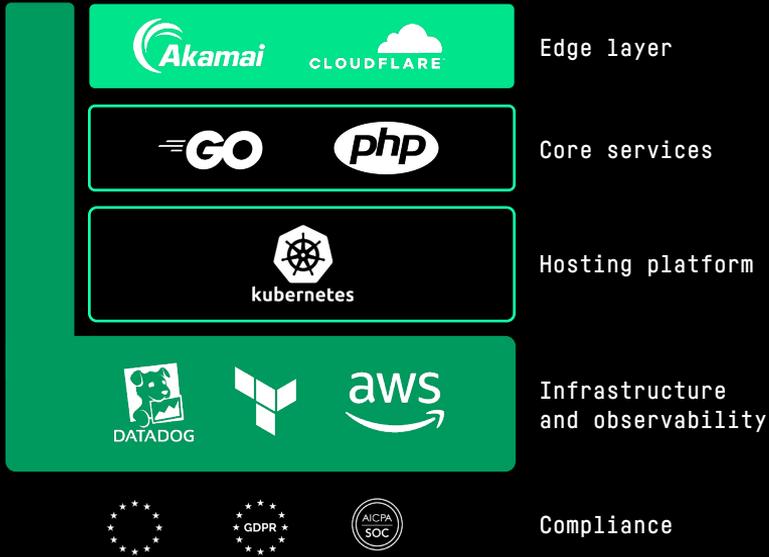
C

...highest scalability at any time

D

...constant performance improvements

Powered by industry's leading tech partners and technologies



Akamai

Lightning-fast global content delivery via Akamai's CDN

Cloudflare

Top-tier WAF, bot protection, and network security for fast and secure performance

Kubernetes

Ensuring, scalability, resilience, flexibility, and cloud-native app development

Datadog

Real-time monitoring, alerting, and analytics for proactive issue resolution

AWS

Ultra-low latency and elastic scalability across 26+ AWS regions

SCAYLE delivers unmatched availability...

99.9992%

Storefront API

99.9958%

Checkout API

99.9983%

Admin API

...and scalability for each customer instance

SELECTIVE METRICS OF ONE CUSTOMER INSTANCE

75k

Stock updates
consumed per second

10k

Orders processed
per minute

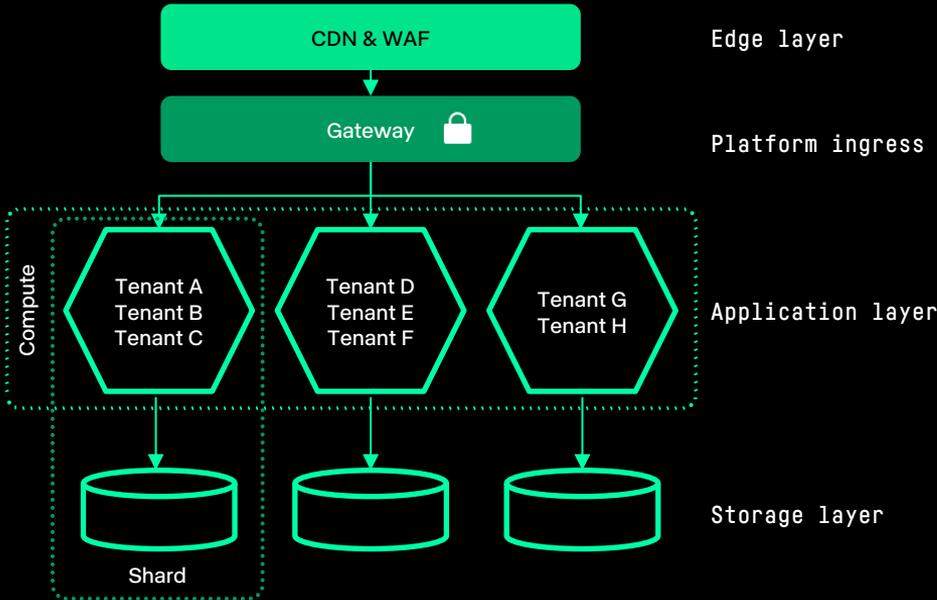
>5M

API calls to
Storefront API per
minute

119M

User sessions
per month

Highly scalable multi-tenancy infrastructure



The sharded SaaS architecture

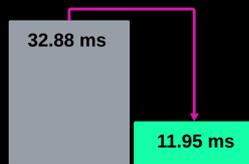
Gateway authenticates, signs, and routes all incoming requests to ensure tenant isolation

Shards allow to scale out horizontally without limits

Marginal costs kept as low as possible while ensuring highly performant and available service

SCAYLE continues to drive efficiency, resilience, and innovation

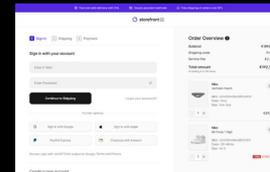
New Storefront API



Global hosting



New checkout backend



Need

Optimize speed of storefronts response times

Nine available regions provide customers globally a great experience

Improve performance for a fast and reliable experience

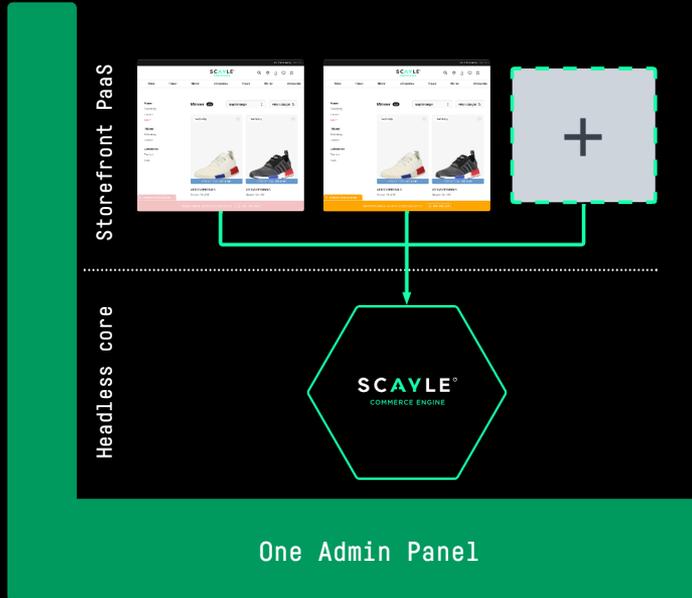
Released

Mid 2023

Early 2024

Late 2024

Next frontier: Seamless storefront PaaS for headless commerce



Storefront PaaS

Offers:

- Ease of use
- Rapid deployments
- Flexibility

Features:

- Same technology stack as core product
- Low-latency connections to headless APIs
- Seamless integration with admin panel
- Developer tools for faster, simplified deployment

Key messages



PROVEN ENTERPRISE SCALABILITY

Covering B2C enterprise
needs at all times



BEST IN CLASS PARTNERS AND TECHNOLOGY

Providing highest reliability
standards and future-proofing

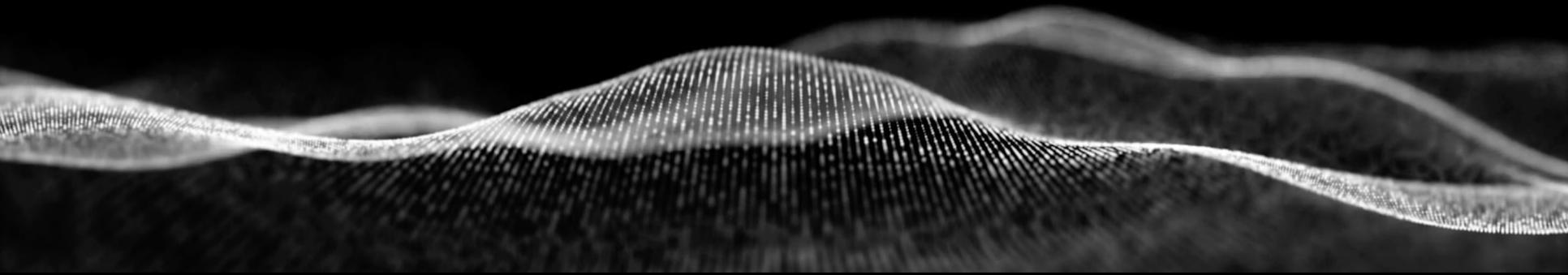


CONSTANT INNOVATION

Ensuring highest
efficiency and performance

SCAYLE[®]
COMMERCE ENGINE

CAPITAL MARKETS
EVENT 2024



Disclaimer (1/2)

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