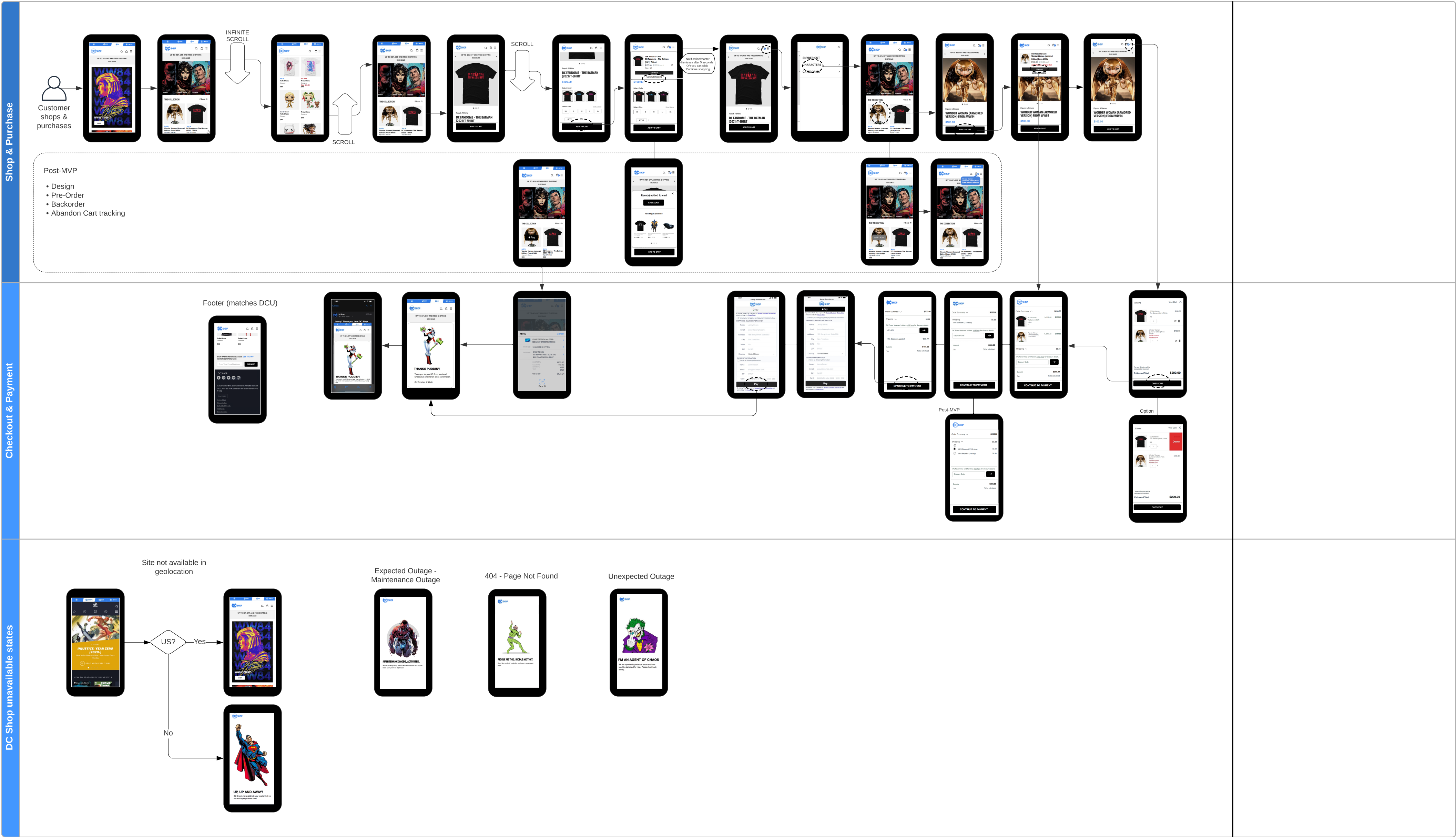
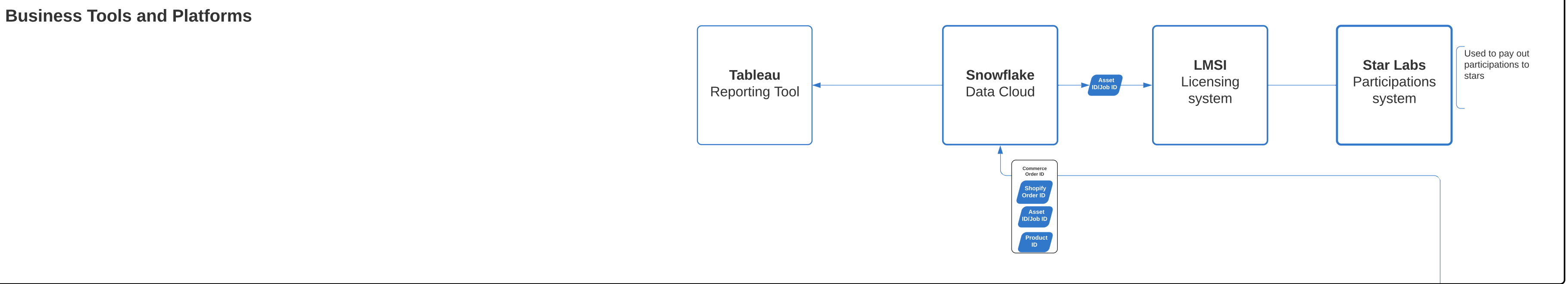


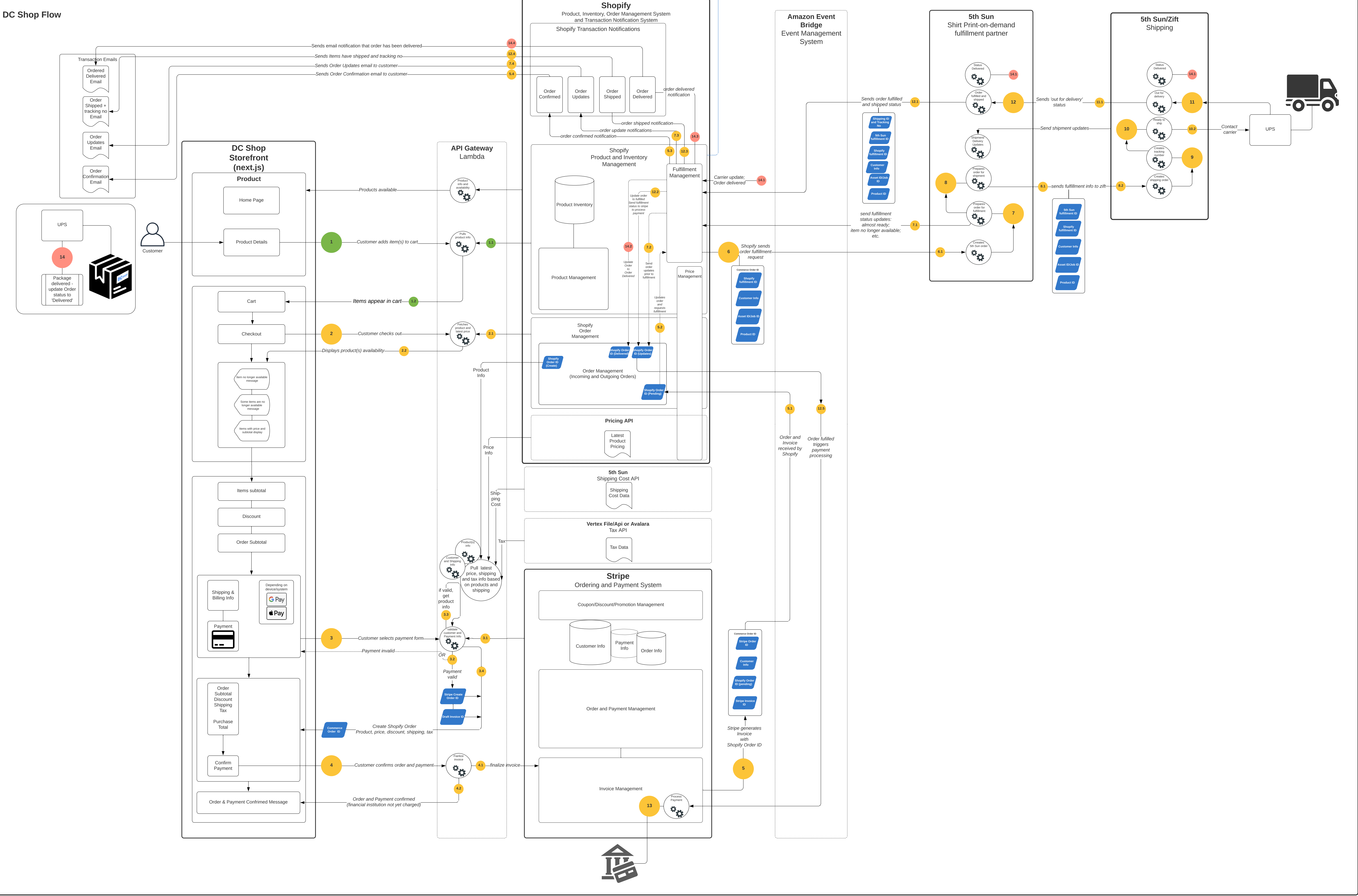
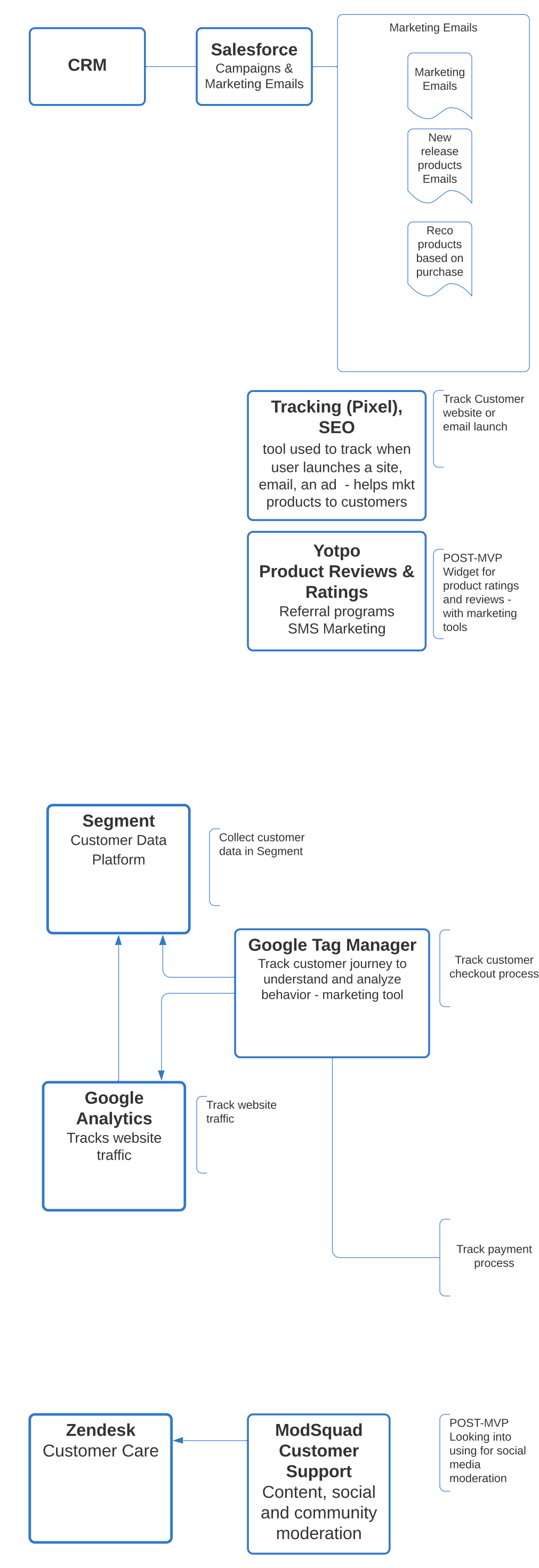
DC Shop Purchase Flow



DC SHOP SYSTEMS
MAPPING AND FLOW
(DETAILED)



Platforms and tools - Customers



- **Headless commerce** - storefront is next.js – not using Shopify for this portion
- **Amazon Eventbridge** - manages events api calls of the ecommerce site
- **Shopify** - used as CMS, order and fulfillment system, transaction notification system
- **Stripe** - used as payment processing system, payment notification system, and discount/coupon generator
- **Imgx** (not yet live) - repository for images and media
- **Vertex or Avalara** - Tax File download or API for tax calculation
- **Zift (Fifth Sun partner)** - Shipment and Shipping File provider
- **Fifth Sun** - print on demand shirt merchant/fulfillment partner
- **Bioworld** - merch on demand fulfillment partner
- **HingeTo** - supply chain drop-ship management system
- **Funko** - merch partner
- **3G** - AT&T O&O inventory warehouse and fulfillment center
- **Veeqo** - 3G shipping partner
- **Salesforce** - Campaigns, marketing notifications and CRM
- **Google Tag Manager** - for tracking and SEO
- **Google Analytics** - for web traffic analytics
- **Segment** - customer data platform
- **Data Lake** - Unstructured Data collected from DC Shop and analytics
- **Tableau** - for reporting (not yet live)
- **Snowflake** – data cloud SAAS for our data lake – possibly integrate with Segment and perhaps Tableau
- **Zendesk** - for Customer Support
- **Yotpo** - (not yet live) ratings and reviews and marketing company
- **ModSquad** - (not yet live) customer relationship manager - social media monitoring and response

