

veloAPI®

The platform for  
**EFFICIENT  
DATA EXCHANGE**  
between suppliers and retailers  
in the bicycle industry

Receive  
**real-time  
sales data**  
and more  
**from your  
retailers!**

RETAILER

SUPPLIER

Bike dealer XYZ  
Evaluation for 03-20-2024

Item	Description	Stock	Sold 03-20-24	Sales price
	Bicycle ABC 28" 24-G Acera mix Item no. 012045545	3	0	-
	Crossbike Men 28" 24-G Item no. 057895825	2	1	799
	Tire Superspeed X Item no. 278458456	18	3	79
	Lighting set Glow Item no. 421655557	5	-	-
	Child trailer Aqua Item no. 656655558	1	0	-

Sales history



# WHAT IS VELO.API?

velo.API is more than just an interface; it is an advanced platform facilitating seamless communication between suppliers and retailers. It seamlessly integrates both systems, simplifying the entire product data and order management process.

As an evolution of the trusted Veloconnect interface, velo.API has been enhanced with new features essential for today's bicycle industry.

## Why do I need a digital interface as a supplier?

In today's business environment, retailers increasingly prefer suppliers who provide digital interfaces. These interfaces help reduce the high personnel effort previously required for manual recording and updating of goods and delivery stocks.

## What is Veloconnect?

Veloconnect has long been established as the standard in the bicycle industry for B2B communication between suppliers and retailers. This interface simplifies the ordering process by transferring catalog data and information such as stocks and availability across respective ERP systems.

## What are the advantages of velo.API?

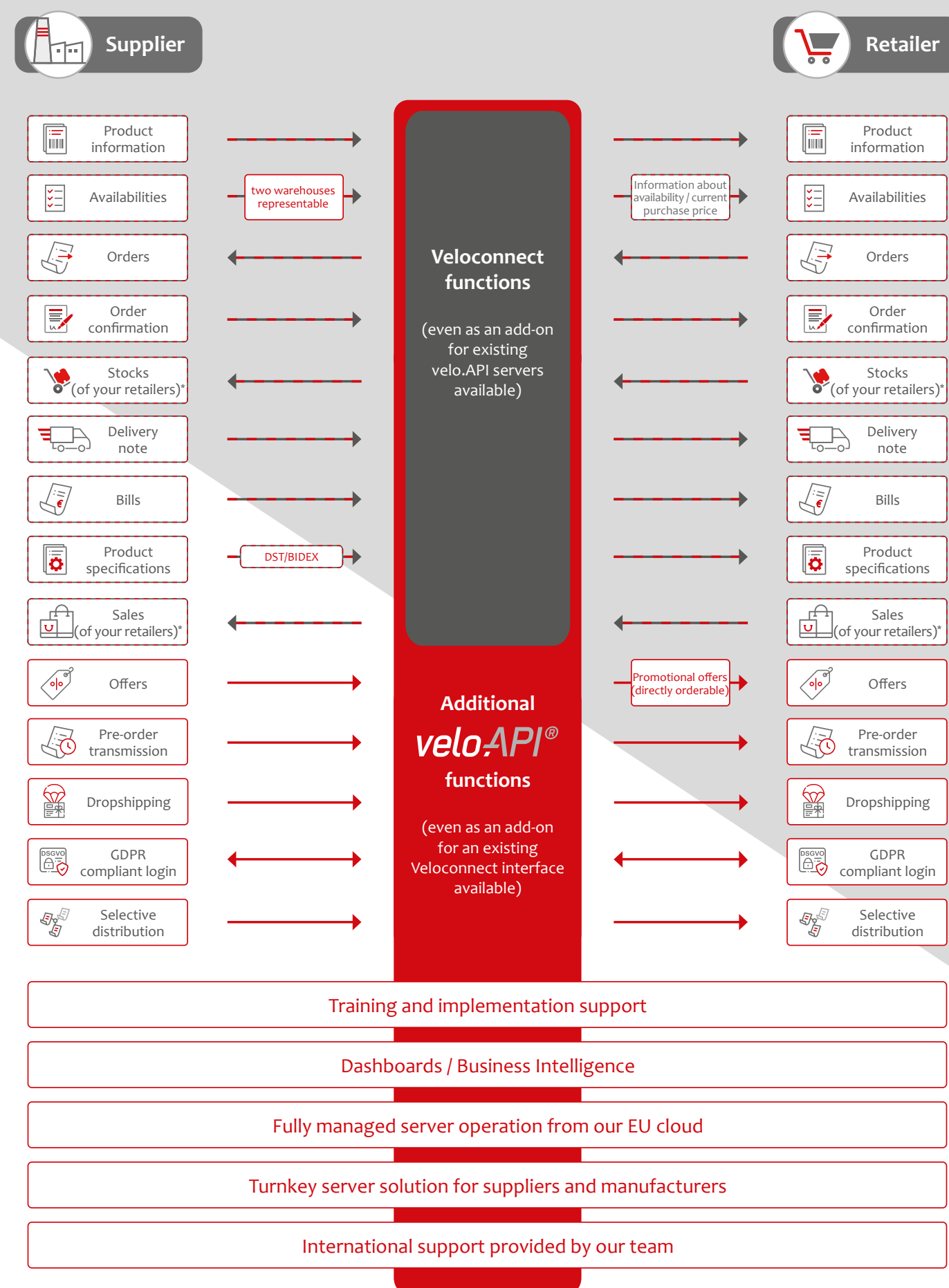
A velo.API server offers a cloud platform with all necessary functions for digital exchange between retailers and suppliers. This allows you to provide your customers with the best possible service while achieving significant time savings on both sides. Furthermore, a velo.API server also includes a fully functional Veloconnect interface.

Therefore, it doesn't matter which interface your customer uses - with a velo.API server, you can accommodate both formats.

## Can an existing Veloconnect server still be used?

Yes, all suppliers already operating a Veloconnect server can continue to use it and integrate velo.API functions through a simple add-on. There is no need to migrate to a new server. However, we recommend directly utilizing the velo.API format to benefit from a contemporary and readily available range of features.

**By the way, velo.API is completely free for ERP providers, retailers, and shop operators - forever. Guaranteed!**



Extract from the scope of functions

# REAL-TIME MARKET DATA FROM YOUR RETAILERS!

HIGHLIGHT

Receive real-time updates on sales figures, selling prices, stock levels, and other relevant data of your products from your retailers.\*

Gain insights into which of your products are in high demand and adjust your strategy dynamically. This provides you with numerous advantages:

- Efficient inventory planning
- Faster response to market trends
- Optimization of the supply chain
- Enhanced customer relationships
- Competitive advantage

### Never out of stock (NOS)

Utilize this service to establish minimum inventory levels with your retailers for specific products (e.g., parts shelves), which can be automatically replenished.



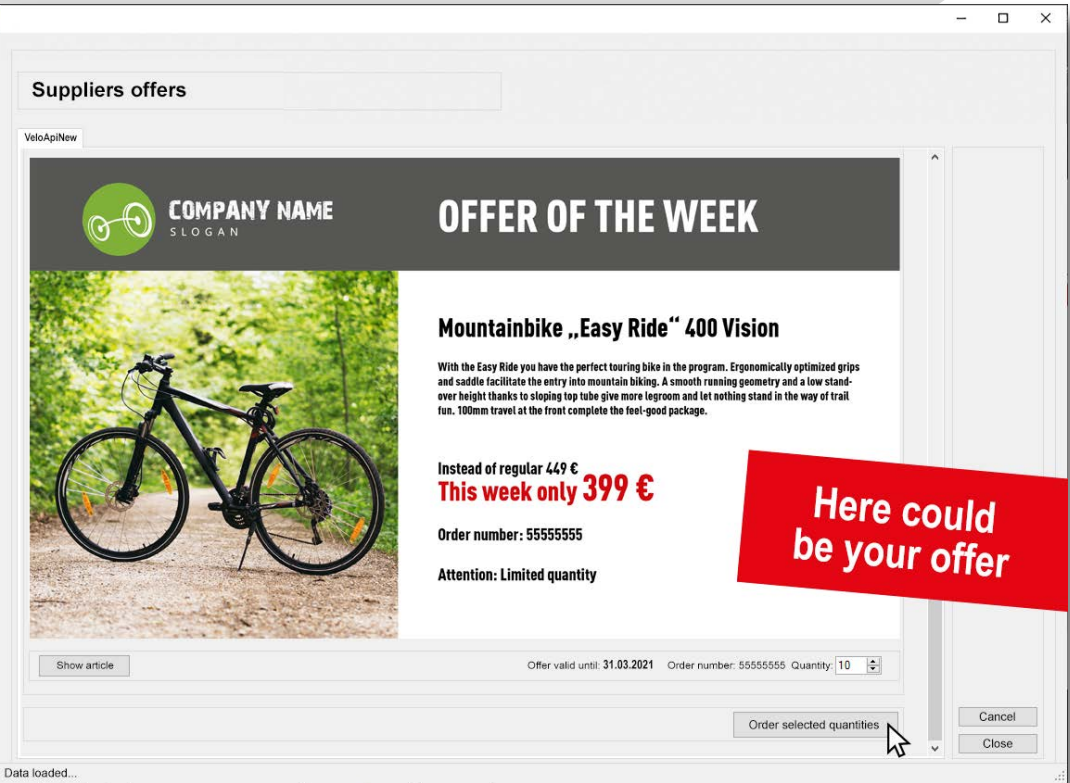
Illustration is exemplary. You have the freedom to choose which figures to analyze and how to visualize them.

## OFFERS

Place your special offers directly into the ERP and POS systems of your retailers.

Compared to sending out offer newsletters, this approach offers several advantages: advertised products are immediately available for ordering from the system, items are automatically added as needed, and both orders and receipts are prepared in advance.

By accessing offers directly within the ERP and POS systems, the need for a detour through a webshop or B2B portal, as well as manual creation of items and orders, is eliminated. This not only saves time but also significantly reduces potential errors. Additionally, offer newsletters often get lost in daily email volumes and may be overlooked.



## DELIVERY ON BEHALF OF THIRD PARTIES

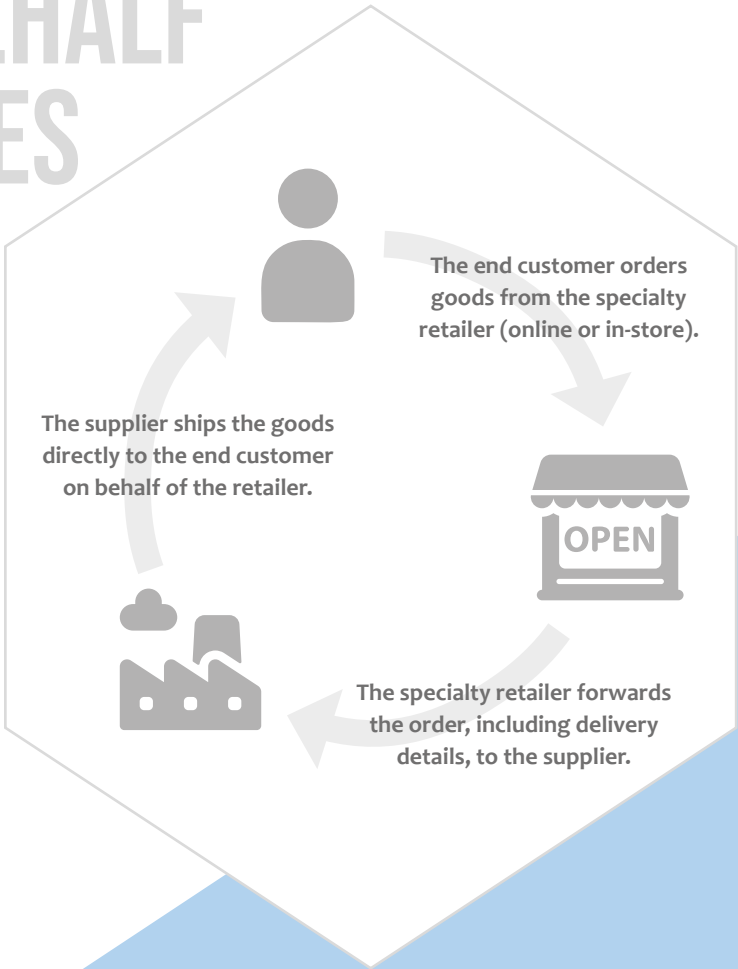
Offer your retailers dropshipping services to handle shipping directly to end customers.

This service helps minimize processing efforts, save costs, and provides numerous benefits for you, retailers, and end customers.

By allowing retailers to sell your products even when they are not in stock, you can increase both your and their sales. End customers can purchase your products even when they are unavailable at the retailer's location and have them delivered directly to their homes.

### Customer Loyalty

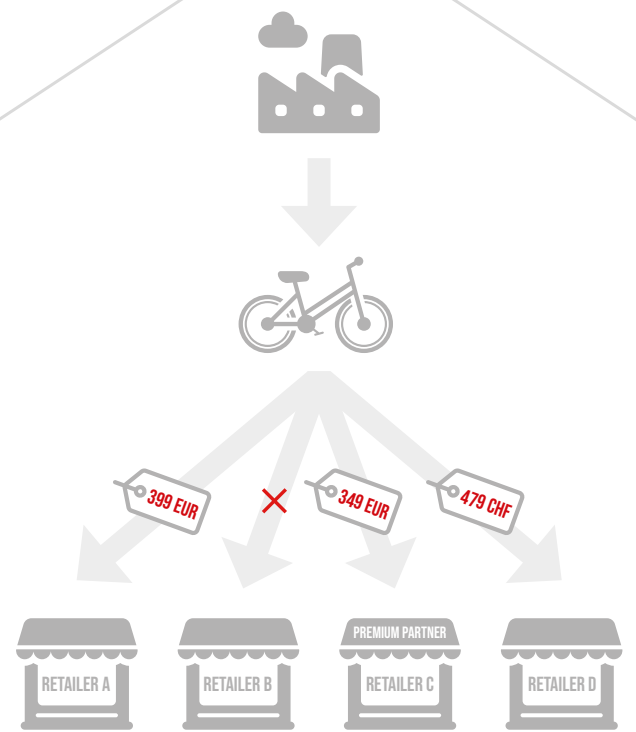
This service fosters stronger bonds with your retailers, as they won't need to offer alternative products from your competitors.



\*Subject to retailer consent.



Extract from the scope of functions



# SELECTIVE DISTRIBUTION

You determine which retailers receive which products/brands under specific conditions and specifications, regardless of country, language, or currency.

### Targeted Brand Management

By selectively choosing sellers and distribution channels, you control who is authorized to sell your products in which regions.

### Strengthen Partnerships

Nurture relationships with partners by providing tailored conditions, special offers, and high-quality product data.

# ONLINE DOCUMENTS

**End the paperwork:** Transmit order confirmations and delivery notes directly into the retailer's system digitally.

### Digital Order Transmission

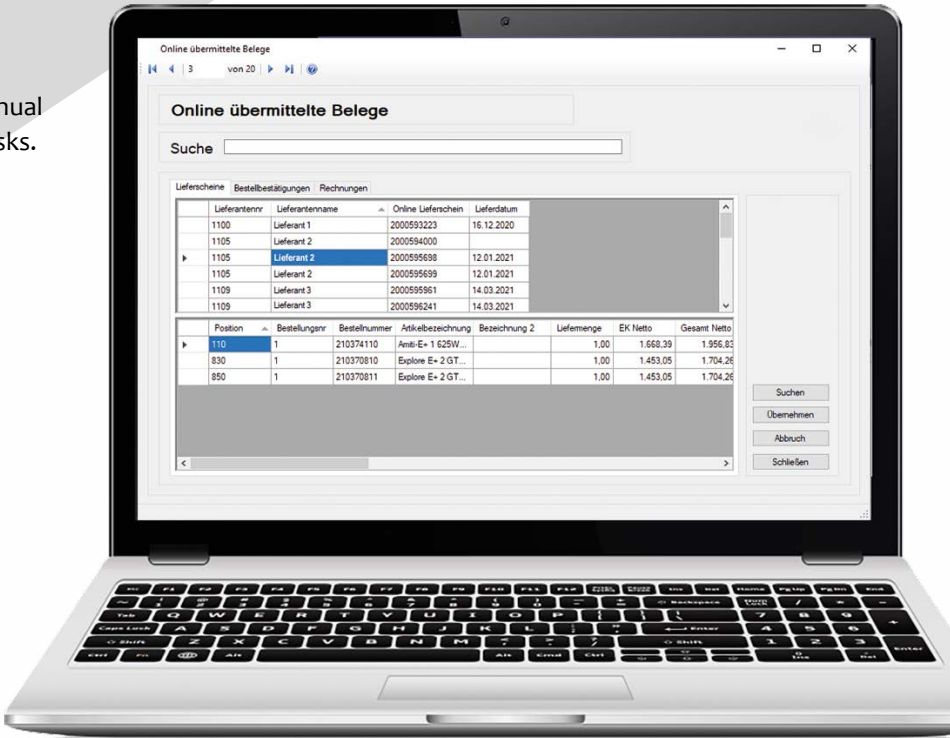
This significantly simplifies the ordering process for both you and your retailers. Order confirmations ensure that orders taken through B2B portals or by field sales are seamlessly integrated into your retailers' systems.

### Automatic Item Setup

Automatic item setup eliminates almost all manual effort, allowing the retailer to focus on core tasks.

**Digital Goods/Invoice Receipt with all associated vehicle data**

Goods receipt involves checking the delivery quantity and storing the goods. For vehicles, all specific numbers such as frame number, serial number, battery number, engine number, batch number, etc., are transmitted, enabling complete traceability from supplier to end customer.



Bike dealer XYZ

Evaluation for 03-20-2024

Item	Description	Stock	Sold 03-20-24	Sales price
	Bicycle ABC 28" 24-G Item no. 012045545	0	0	-
	Men's G 55825	0	0	-
	Tire eed X Item 58456	0	3	-
	L Glow Item 655557	0	1	-
	Trailer Aqua 55555234	0	0	-

Sales History



More than  
**300**  
well-known suppliers and  
manufacturers are already using

velo**API**®

## WILL YOU BE NEXT?

Discover the future of B2B communication  
with velo.API!

Our powerful velo.API server not only provides efficient item data and order management but can also be customized with your company logo. Enhance your professionalism and impress your retailers with tailored service.

# FLEXIBLE MODULES

We offer you a virtual server in velo.API/ Veloconnect format. Simply connect your ERP system or online shop to the server, and you're ready to go. Start with the „Starter“ or „Mono“ option and easily upgrade to a larger server variant as needed.

**NEW!**  
**Simplified Integration for Suppliers.**

velo.API now enables integration of the platform backend of the velo.API/Veloconnect server via REST. This significant development promises to streamline server programming significantly from the supplier's perspective. REST is an architectural style that simplifies communication between different computers by providing a uniform interface through standardized HTTP methods, based on the principle of resource orientation.

## MODULE

## PRICE

**3 month  
free**  
from start

**Veloconnect 1.6 +  
Upgrades**

**from 149,00 € \***

**Basic package**

**Velo.API**

**199,00 € \***

**Multicountry /  
-currency**

**99,00 € \***

**Selektive distribution**

**99,00 € \***

**Data serverside  
(DST, Bidex)**

**149,00 € \***

**Variants  
(Velo.API is required)**

**199,00 € \***

**Our specialists are ready to advise you on which variant is best suited for your needs.**

**We look forward to your call: +49 155 60 07 75 76**

\*All prices are subject to statutory value-added tax. Service charges apply for the duration of service operation and are mandatory.  
Price list as of 2025. Errors and changes reserved. We do not assume liability for printing errors.

# veloAPI®

*For all suppliers who want  
to offer best possible digital  
service to their retailers.*

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