2025 Sneak Peek

SOAPBOX

THE MULTI-ENTERPRISE SUPPLY CHAIN ECOSYSTEM SOLUTION

Functional Middleware For Scale and Simplicity

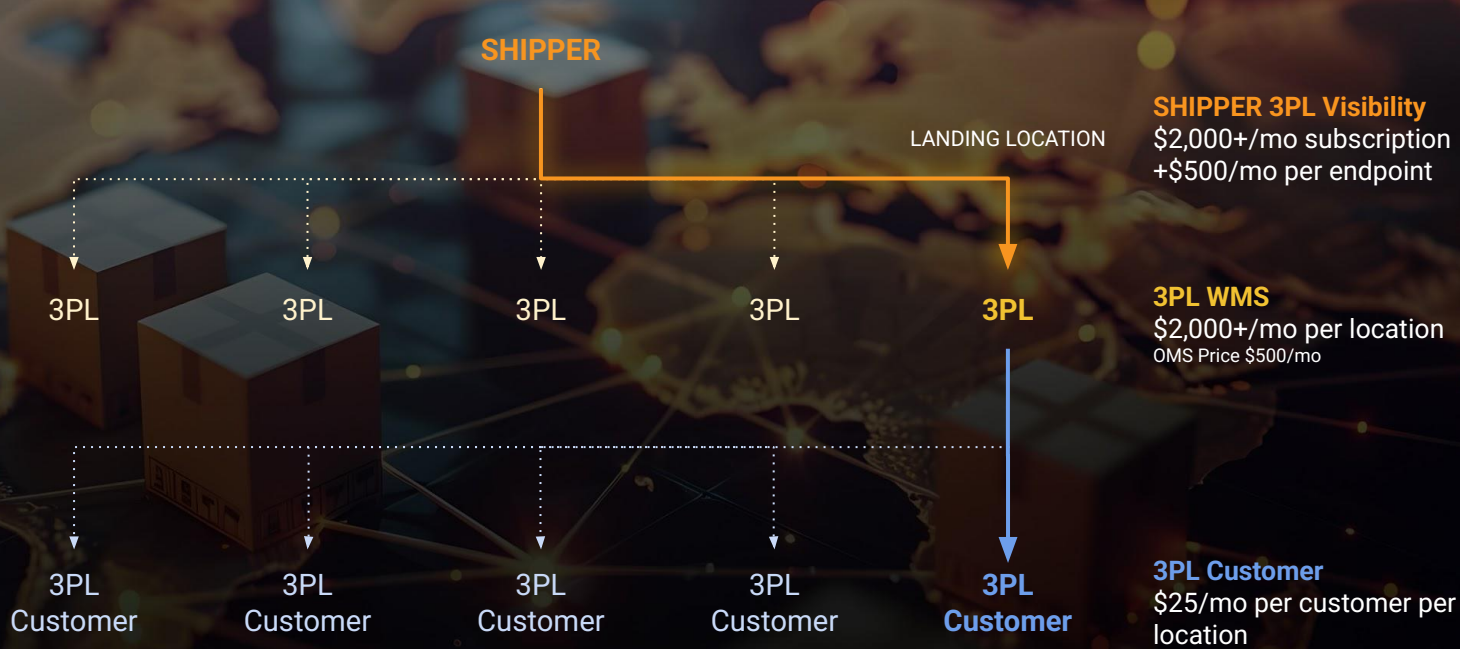**2025 SNEAK PEEK**

JANUARY 2025

SOAPBOX
BUSINESS MODEL

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HOW THE BUSINESS WORKS:
SUPPLY CHAIN ECOSYSTEM NETWORK EXPANSION

This is an example of a shipper with five 3PL endpoints, where one of the 3PLs has 5 customers.

SHIPPER

LANDING LOCATION

3PL   3PL   3PL   3PL   3PL

3PL   3PL   3PL   3PL   3PL
Customer   Customer   Customer   Customer   Customer

SHIPPER 3PL Visibility
$2,000+/mo subscription
+$500/mo per endpoint

3PL WMS
$2,000+/mo per location
OMS Price $500/mo

3PL Customer
$25/mo per customer per location

**This does not include transactional revenues or EDI from the warehouses.

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CASE STUDY EXAMPLE: ECOSYSTEM INTERFACES

Company (CO) introduces Soapbox to pilot 3PL distributor(s) for inventory and shipment visibility.

No integrations required.
($2,000+/mo subscription, +$500/mo per endpoint)

Pilot 3PL(s) deploy Soapbox OMS on top of their existing WMS, or Soapbox WMS for streamline ops.

Implementation and training usually takes up to 14 days, but can be as quick as 72 hours.

(3PL WMS)

Soapbox can now onboard the 3PL's other customers with no additional technical intervention by 3PL operators.

CO integrates ERP to Soapbox and extends connectivity to their distribution network to gain real-time supply and demand data along with inventory and shipment visibility.

ERP implementation time is contingent on connectivity requirements. Can also do direct trade partner integrations via EDI.

Each 3PL(s) deploy Soapbox OMS on top of their existing WMS, or Soapbox WMS for streamline ops.

Implementation and training usually takes up to 14 days, but can be as quick as 72 hours.

(3PL WMS)

CASE STUDY EXAMPLE: ECOSYSTEM ECONOMICS

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Company (CO) pays **$2,000/mo** base subscription + **$500/mo.** per endpoint for **orders**, **inventory** and **shipment** routing and visibility over pilot 3PL distributor.
(Enterprise+ Shippers)

Pilot **3PL** pays **$500/mo.** for OMS, or **$2,000/mo.** for WMS, plus **$25/mo.** for CO as a customer.
(3PL WMS)

Pilot **3PL** onboards their other **19 customers to Soapbox.** **$1,000-$2,500/mo. total to 3PL**
(3PL Customer Fee)

CO extends Soapbox to 150 3PL distribution network. **$52,000/mo. total to CO**

Each **3PL** distributor pays **$500-$2,000/mo.** for OMS (80%) or WMS (20%), and **$25/mo. Per customer.**

Total **3PL** distributor network with 20 customers per location: **$60k OMS, $60k WMS, $75k per customer fee**

Total monthly subscription fee for a single network (1 enterprise) ecosystem: $247,000/mo.

This does not include net transactional revenues (shipping markups, freight rev share, and payment processing fees) from the WMS usage, which is typically 2-5x SaaS subscription revenues.

ENTERPRISE MIDDLEWARE + DATA

Description

Key Initiatives

- ❖ Shift focus of sales from "tools" to "data and connectivity"
  - ➤ i.e. WMS is now an add-on
- ❖ Avoids rip/replace discussions and focus on value added drivers
- ❖ Meet companies where they are in their technical adoption journey
- ❖ Prioritize integrating with their existing technologies from WMS to ERPs
- ❖ Targeting customers with difficult M&A or proprietary systems where visibilities is causing pain points

AI INITIATIVES

Description

Key Initiatives

- ❖ 2025 Focus: Consolidate and standardize data to enable AI technologies, from automation to MLL
  - ➤ Consider this a 0 to 1 of AI
- ❖ Automate manual activities throughout the supply chain
- ❖ OCR document recognition + automated matching and attachment of files to records

VAR / CHANNEL SALES / SYSTEMS INTEGRATORS

Description

- Accenture
- Ahead
- CDW
- Cognizant
- Converge
- Deloitte
- EDGE
- Epoch Concepts
- EVT
- HCL

- Insight
- Presidio
- SHI
- Sirius
- SoftwareOne
- Tata
- Trace3
- WiPro
- WWT

ENTERPRISE DIRECT SALES

Description

Anthem BCBS	Guitar Center	Pure Systems
Autozone	HP / HPE	Red Bull
Caesar Entertainment Group	IBM	Skechers
Cisco	Ingram Micro	Sony
Coca Cola	Kaiser Permanente	Stryker
CVS	Lenovo	T-Mobile
Dell	Lineage	The Black Tux
Disney	Lumen Technologies	Vizient
EMC	Marriott	Vuori
Federal Government (VA)	McKesson	Walmart
Gallagher Insurance	Monster Energy	Welspun

3PLs

- ❖ Lineage
  - ➢ Soft pilot successful
  - ➢ Proposal reviewed yesterday by 1 key stakeholder
  - ➢ 500 locations, 20% WMS add-on
- ❖ Ryder
- ❖ GXO / XPO
- ❖ P44
- ❖ Flexport

FSMA 204 - FDA INITIATIVE

Description

Soapbox will aim to become a leading FDA compliance enabler technology for food manufacturers and grocers.

Key Initiatives

❖ https://www.fda.gov/food/food-safety-modernization-act-fsma/fsma-final-rule-requirements-additional-traceability-records-certain-foods

❖ FSMA 204 January 2026 - all non-packaged foods needs to have traceability

❖ Every non-packaged foods will need to have the ability to trace every ingredient down to the processing facility, and if possible to down to seed level

❖ Leverage current relationships (NDFSA) and expand

❖ DFA, Chobani, Grocers, etc.

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UNDERSTANDING FSMA 204 AND FOOD TRACEABILITY

The Food Safety Modernization Act (FSMA) 204 is a regulation established by the FDA to enhance traceability recordkeeping for certain foods.

- Deadline: January 20, 2026

- Entities who manufacture, process, pack, or hold foods on the (Food Traceability List) FTL must maintain records containing Key Data Elements (KDEs) associated with specific Critical Tracking Events (CTEs)

- An explicitly crafted Traceability Plan must be created for FDA review explaining how KDEs and CTEs will be identified and tracked

- From the farm and raw materials to the end product and consumer, the FDA is requiring individual lots to able to be tracked throughout all pieces of the supply chain.

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WHO DOES FSMA 204 AFFECT?

Entities who manufacture, process, pack, or hold foods on the (Food Traceability List)

- ❖ **Produce**
  - ➢ Herbs
  - ➢ Leafy Greens
  - ➢ Melons
  - ➢ Peppers
  - ➢ Cucumbers
  - ➢ Sprouts
  - ➢ Tomatoes
  - ➢ Tropical tree fruits
  - ➢ Fruits
  - ➢ Vegetables
- ❖ **Nut butters**
- ❖ **Eggs**
- ❖ **Ready-to-eat deli salads**
- ❖ **Cheeses**
- ❖ **Seafood**
  - ➢ Finfish (fresh, frozen, smoked, previously frozen, etc)
  - ➢ Crustaceans
  - ➢ Molluscan shellfish

IMPORTANCE OF FSMA 204 COMPLIANCE

CHALLENGES OF NON-COMPLIANCE

- ❖ Operational supply chain disruptions.
- ❖ Product recalls.
- ❖ Potential criminal charges.
- ❖ Damage to brand reputation.

BENEFITS OF COMPLIANCE

- ❖ Enhanced food safety and quality.
- ❖ Increased consumer trust.
- ❖ Improved operational efficiency.

HOW SOAPBOX ENSURES COMPLIANCE

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KEY FEATURES:

- Real-time data visibility across the supply chain with lot IDs and expiration at unit level
- Traceability throughout production, storage, transit, and delivery
- Comprehensive recordkeeping and reporting capabilities.
- Tracks lot numbers from first time raw materials are received (from producer or if entity is also producer, from the point the product is first entered as lot numbers)
- Expiration date tracking
- Can track "Transformation" of product into final product SKUs by attaching raw material lot number to SKUs
- Mandated by FDA
- Tracks storage, expiration dates, transportation and more.
- Seamless integration with existing ERP and operational systems.

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FSMA 204 COMPLIANCE WITH SOAPBOX IN ACTION

Tracking a product from raw material to end consumer.
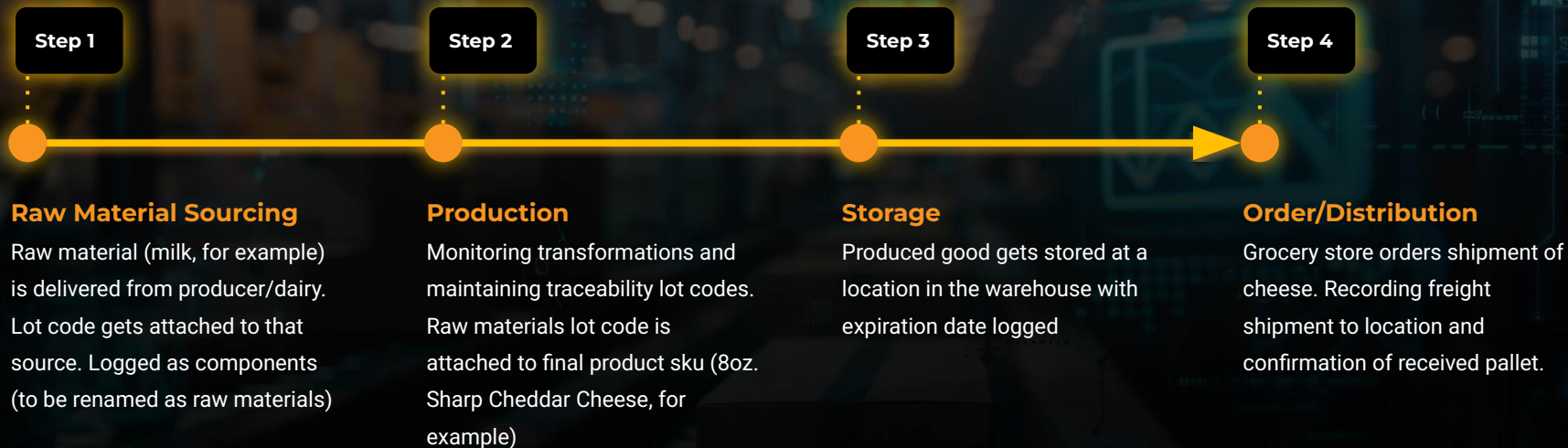
Step 1

Step 2

Step 3

Step 4

Raw Material Sourcing

Raw material (milk, for example) is delivered from producer/dairy. Lot code gets attached to that source. Logged as components (to be renamed as raw materials)

Production

Monitoring transformations and maintaining traceability lot codes. Raw materials lot code is attached to final product sku (8oz. Sharp Cheddar Cheese, for example)

Storage

Produced good gets stored at a location in the warehouse with expiration date logged

Order/Distribution

Grocery store orders shipment of cheese. Recording freight shipment to location and confirmation of received pallet.

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CHANNEL PARTNER
OVERVIEW

What Can You Do With A Soapbox Partnership

Consolidate and standardize supply chain data into contextualized formats with comprehensive logistics and fulfillment workflows across all operators and stakeholders.

AI Infrastructure

The true 0-to-1 for AI initiatives starts with great data infrastructure designed to support innovative AI use cases.

Supply Chain & Procurement Visibility

"You can't fix what you can't see," but with consolidated first- and third-party data sources, supply chain and procurement data becomes visibly transparent.

Data Standardization

Data standardization through workflows is the holy grail of supply chain because operators and vendors up and downstream are disparate.

Integrations Centralization

The key to these use cases is a software that's powerful but easy enough to connect to all supply chain endpoints regardless of complexity.

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MUTUAL AGREEMENT PLAN

	2 Weeks	2 Weeks	Open Ended

TECHNICAL SCOPING
- Review Workflow, Technical Stack, and Endpoints
- Customer Requirements & Business Objectives

PROPOSAL & MASTER AGREEMENT
- Sign agreement

EVALUATION PROGRAM / PILOT
- 3 months program
- Onboarding & Account Setup
- User Testing

PHASE V1
- UAT
- Training
- Parcel Setup
- Connect Storefronts

PHASE V2
- Location Growth
- Additional Integrations

*Go Live

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OPTIONAL INTEGRATION: TIMELINE VARIABLE
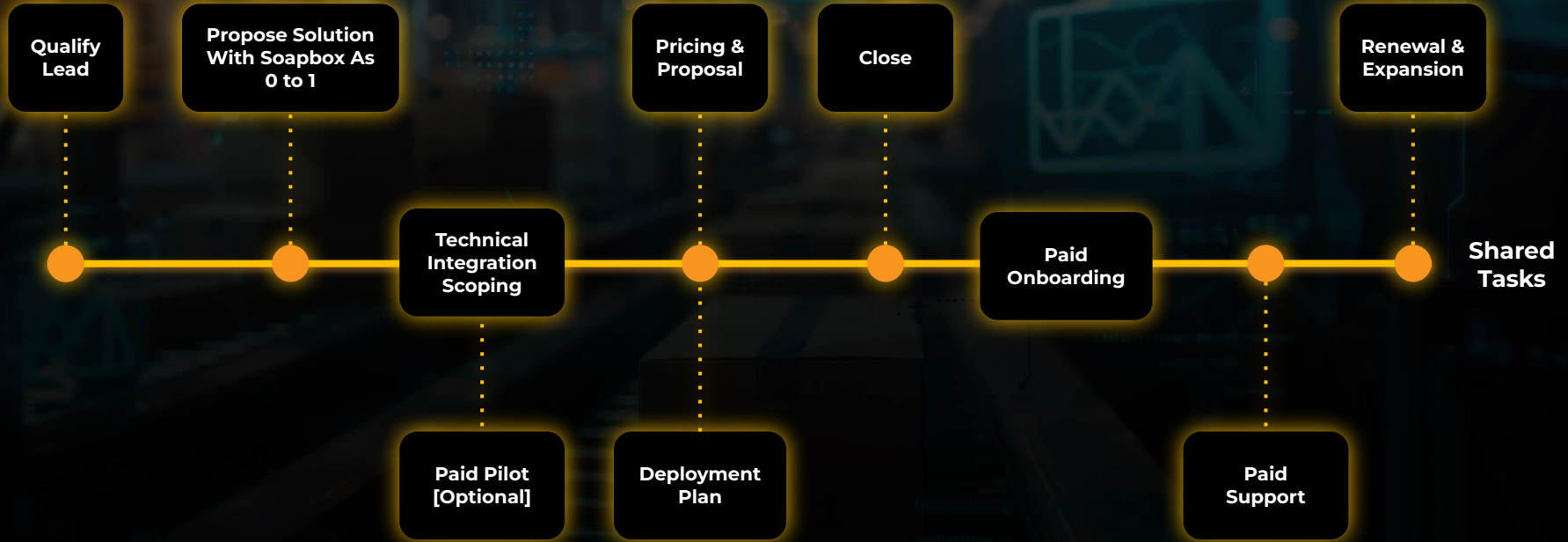
SOAPBOX PARTNER ECOSYSTEM SUPPORT

- Partner Portal

- Deal Registration Process

- Sales Onboarding & Training

- Dedicated Channel Partner Support Team

- Marketing Content & Asset Support

- Senior Partner / Development Manager Teaming Program

- QBRs

- Memos of Understanding - Mutual Scope of Work

- Customer Analytics

- Tiered-Partner Program

SOAPBOX
SALES DECK

Do These Sound Like Problems You've Heard In Supply Chain?

Integrations

Connections between shippers and 3PLs can be challenging, often requiring multiple integrations. And it never stops!

Onboarding

It costs time, effort, energy, and expertise to connect, which take away from everyone's time with their business.

Workflows

Sometimes it takes some serious work around to fit a shipper needs into 3PL's existing workflows and systems.

Visibility

These issues mean the most consistent data is analog data transfers and a gap in 2-way visibility into inventory, shipments, and orders.

Welcome to Soapbox

The Best-In-Class Functional
Middleware Platform For
Supply Chain, Logistics, and Fulfillment

✔ End-to-end operational tools

✔ Real-time visibility into standardized data

✔ First- to third-party transparency

✔ Seamless, single-point integrations

✔ USPS, UPS, FedEx, and DHL Preferred Technology Programs
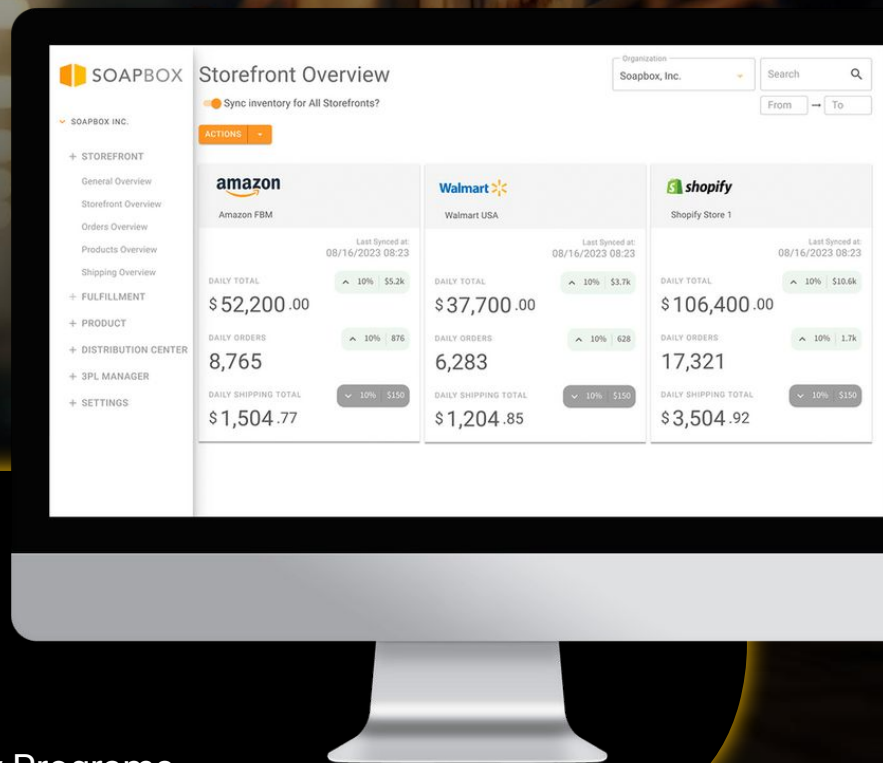
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Why Companies Need Soapbox

WE SOLVE THE BIGGEST PAIN POINT IN SUPPLY CHAIN: DATA VISIBILITY

1. **Bridging the connectivity and data gaps between 1st-party and 3rd-party logistics endpoints.**

2. **Distilling and standardizing that data into relevant format for consumption.**

SOAPBOX IS WHERE FUNCTIONAL TOOLS MEET SEAMLESS INTEGRATION TO CREATE STANDARDIZED DATA

Soapbox provides a single integration middleware to connect shippers to the service providers within their supply chain ecosystem including 3PLs.

For Shippers

Soapbox will connect to order sources and ERP **once** and take care of the integrations into their supply chain ecosystem to route orders, inventory, and shipments seamlessly.

For 3PLs

Soapbox will be the order management middleware endpoint **once**, routing all orders, inventory, and shipments while taking care of the technical onboarding for all shippers moving forward.

HOW IT WORKS

Enterprise Supply Chain Network

▼ Retail / Online Stores

▼ Wholesale Partner

▼ Distribution Centers

▼ Manufacturing

▼ Raw Materials

Embedded Services
Freight and Parcel
1st- and 3rd-Party Service Provider
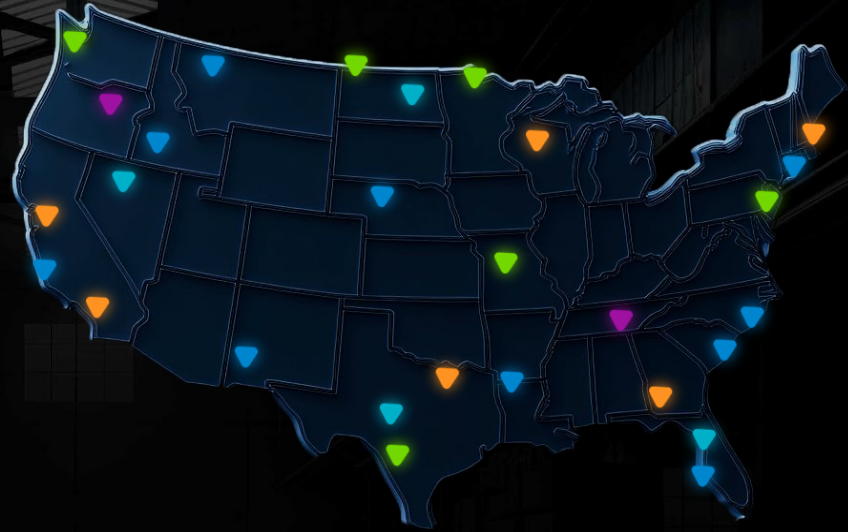
Soapbox Data Standardization Workflows

Enterprise System of Record

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HOW IT WORKS IN DETAIL

Enterprise Supply Chain Network

Retail / Online Stores
Order Data

Wholesale Partner
Shipment & Order Data

Distribution Centers
Shipment & Inventory Data

Manufacturing
Inventory Data

Raw Materials
Inventory Data

Embedded Services
Freight and Parcel Shipping Data
1st- and 3rd-Party Service Provider Data

Single-Point Integration

Soapbox Data Standardization Workflows

Order Mgmt
Order & Shipment Data

Inventory Mgmt
Inventory Data

Warehouse Mgmt
Inventory & Shipment Data

Product Mgmt
Inventory & Shipment Data

Shipment Mgmt
Shipment Data

Payments Mgmt
Order Data

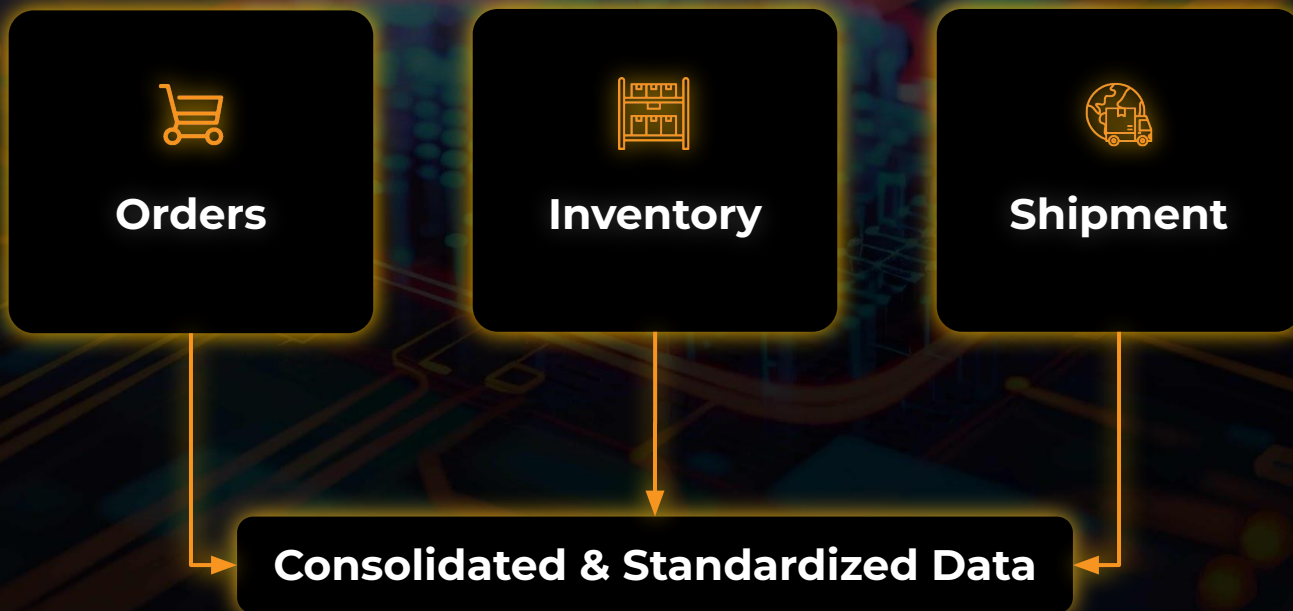Single-Point Integration

ERP

Enterprise System of Record

OUTCOMES
- Standardized Supply Chain Data
- Order Routing Command Center
- Unit-Level Inventory Tracking
- Centralized Shipment Coordination
- Dynamic Resource Execution
- Predictive and Prescriptive Analytics
- Service-level Compliance Monitoring

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WHAT ENTERPRISES GET

The best data in supply chain that can enable advanced analytics, predictive planning, AI, and other future technologies

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| Product Data Syndication | Product Listing | Order Management | Omni Channel | Warehouse Management | Inventory Management | Payment Reconciliations |

Advanced Analytics

AI

Future Technologies
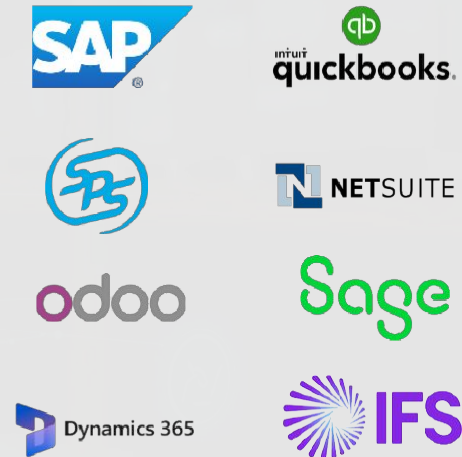
Connecting Top Customers & 3PLS

Beverage

Energy, Water, Alcohol

Consumables

Dairy, Baked Goods, Supplements

General

Headsets, Sunglasses, CPGs

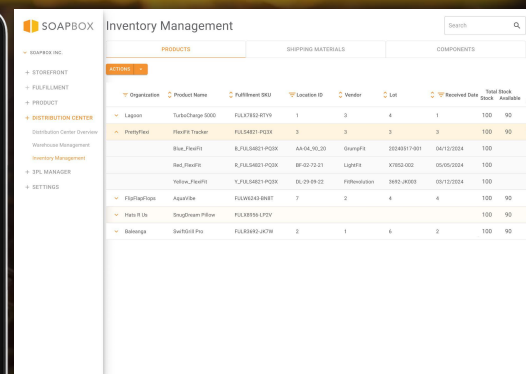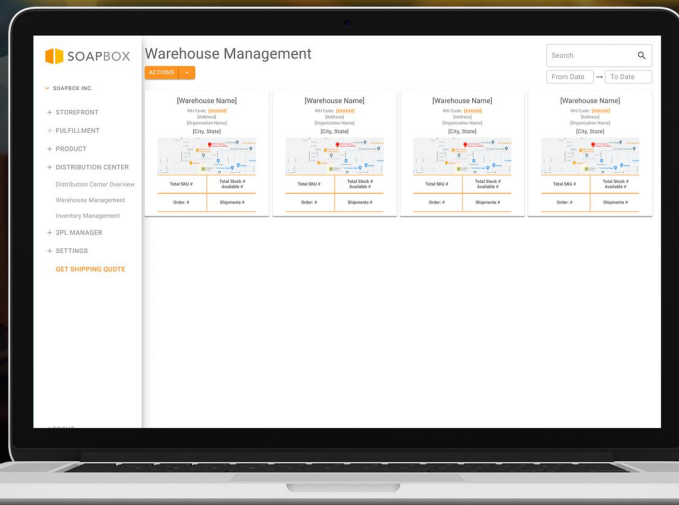**Large Format**

Pools, Furniture, Telecom

Non-Traditional

Franchise Assets, Mobility, Automotive

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SOAPBOX

CONNECT
WITH US.

soap-bx.com
sales@soap-bx.com

CASE STUDIES

CIO Review - 10/8/2024

Executive review with Bryan Muehlberger, CIO of Vuori, Red Bull, Beach Body, and current CIO of the Year

- Bryan believes our technology will transform the supply chain landscape like Salesforce changed the CRM landscape.
- Our technology should be pitched as as InsightRP, Real-Time ERP, or Operational ERP, because traditional ERPs provides stale data, whereas Soapbox provides live connections with contextualized data.
- He believes the concept of a functional middleware and having a unique way to standardize data from disparate data sources with our single-endpoint solution is highly attractive to technologists in organizations
- We should be targeting CTOs and CDOs - people in the technology arms, but not necessarily CIO, who is typically responsible for maintaining existing systems.
- We should work with internal stakeholders in charge of **planning, finance, analytics, insight, and AI**, and not necessarily the logistics operators because the operators are executing against plan, and the better data the planners have, the better outcome the company will have.
- Top Key Use Cases Bryan Identified:
  1. Shrinkage control
  2. Loss prevention
  3. Just-in-time replenishment
  4. Better financial forecasting
  5. Resource planning (raw materials to production)
- Sales Cycle Tips:
  1. Try to pilot during Q1/Q2/Q3 and get into fiscal planning Q3/Q4 for next fiscal year for full deployment the next year.
  2. Piggy-back on major technical overhauls where new tech is being evaluated (ERP, WMS refreshes, etc.)

CASE STUDY: MONSTER ENERGY COMPANY

Customer: Monster Energy Company, 2nd largest energy company in the world

Supply Chain Network: Fractional manufacturing, fully 3PL distribution

Problems: MEC leverages their own plants as well as copackers to manufacture their products. From there, the products are blind received into 3PL partners, who act as storage until the inventory needs to be sent to a distributor. MEC has at any given time between 75 - 200 3PL and distributor partners.

Given the nature of 3PL service providers as a commodity, MEC typically does not integrate with their partners because the time, effort, and energy to implement with SAP is not worth it. MEC receives daily/weekly data dumps from all their warehouse partners which include shipment and inventory data. This data gets distilled by an offshore team and imported into SAP. As a result, the data that MEC gets can be delayed up to 2 weeks.

Additional, MEC experiences an abnormally high shrinkage and loss/stolen/damaged inventory, with up to 10% in certain locations. With no real-time way to identify and track who is at fault (truck drivers to DC or the DC themselves), MEC basically has to absorb this shrinkage.

Estimated Revenue Impact: 10%, or about $75M annually

Solution: Implement the Soapbox Network Middleware to create and connect all 3PL vendor endpoints, providing real-time transparency into the operations of anything that can be shipped, stored, and counted.

The long term goal is to have a single dashboard for Monster to view their entire distribution network, track all shipments, flag inventory receiving discrepancies in order to minimize shrinkage and loss prevention impact.

Potentially fully loaded Soapbox revenue: **$300k/mo.**

CASE STUDY: ABINBEV

Customer: Anheuser-Busch, world's largest alcohol company
Supply Chain Network: Hybrid 1st-party and 3rd-party with retail links.
Problems: InBev owns most upstream supply chain (raw materials, production, through some distribution), but has less visibility between the distribution and wholesale endpoints that are 3PL operated.

InBev gets real time retail data from checkout and their sales team is supposed to use this data to inform replenishment. However, because the team has limited visibility into how much inventory their wholesaler has, and it's retail data can be difficult to manage and track seamlessly, their sales team just replenishes based on plan while their production bottles based on forecasts. This results in overstocking a retailer, in which case the beer has to be discarded (not allowed to resell), or worse, understocking a retailer, in which case revenue is lost.
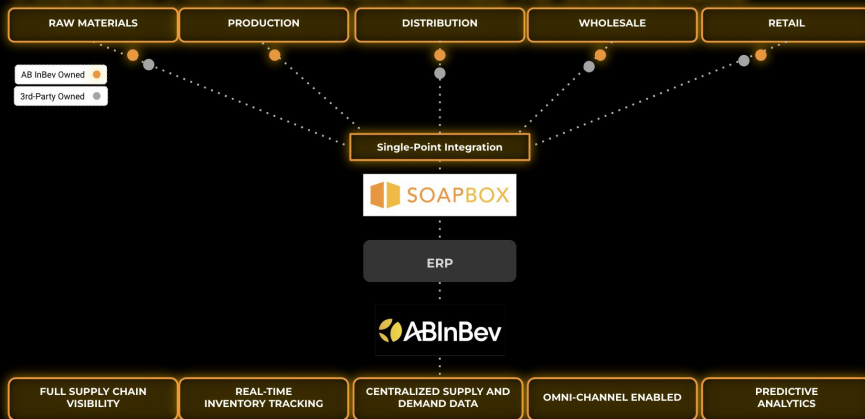
Benefits: 2%, or about $1.2B in lost revenue recovery and shrinkage reduction annually

Solution: Implement the Soapbox Network Middleware to create and connect the brand's supply chain, from raw materials to retail endpoints. The solution provides centralized retail data to distributors and the sales team in order to execute replenishment plans based on actual sales. By consolidating the data and making it easier to access and distilled information (standardizing sales data across retailers and inventory data across distributors), InBev could hopefully decrease their annual shrinkage rate significantly.

The long term goal is to have a single dashboard for InBev to view the end-to-end product lifecycle, from raw materials and production to delivered goods, by brand, and provide market-driven supply capabilities based on real-time sales.

Potentially fully loaded Soapbox revenue: $300k/mo.

SOAPBOX INTEGRATES WITH YOUR SYSTEM TO TRACK PRODUCT FROM RAW MATERIALS TO CONSUMERS

RAW MATERIALS	PRODUCTION	DISTRIBUTION	WHOLESALE	RETAIL

AB InBev Owned
3rd-Party Owned

Single-Point Integration

SOAPBOX

ERP

ABInBev

FULL SUPPLY CHAIN VISIBILITY	REAL-TIME INVENTORY TRACKING	CENTRALIZED SUPPLY AND DEMAND DATA	OMNI-CHANNEL ENABLED	PREDICTIVE ANALYTICS

CASE STUDY: AUTOZONE

Customer: AutoZone, world's largest auto parts retailer

Supply Chain Network: Almost entirely first-party operated, from retail locations, to distribution centers, to trucks doing replenishment milk runs.

Problems: Despite owning a majority of the distribution and retail assets, AutoZone has very limited visibility into their supply chain, distribution, logistics, and fulfillment operations.
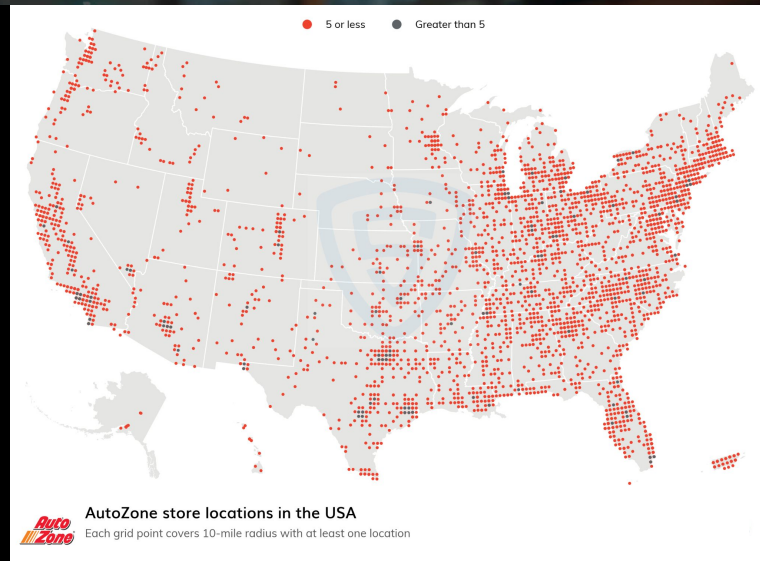
Each distribution center, clusters of retail locations, e-commerce, and fleet has its own technology. Any cross-department collaboration / planning functionality happens between shared spreadsheets and email.

There are resource constraints at each level that inhibit cross-functional integration, and political reasons why corporate doesn't get involved (if it isn't broken, don't fix it), but it has made procurement and replenishment highly challenging resulting in stock-outs and missed revenue opportunities.

Benefits: 3%, or about $550MM in lost revenue recovery annually

Solution: Implement the Soapbox Network Middleware to create and connect the brand's DCs, retail locations, and owned transportation assets endpoints for live orders, inventory, and transportation data. The data used to provide better planning and replenishment exercises. Currently, this is done through spreadsheets.

Potentially fully loaded Soapbox revenue: $750k/mo.

AutoZone store locations in the USA
Each grid point covers 10-mile radius with at least one location

● 5 or less   ● Greater than 5

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CASE STUDY: LINEAGE LOGISTICS

Customer: Lineage Logistics

Supply Chain Network: Around 500 hybrid owned and partner distribution centers

Problems: One of the world's largest cold storage 3PL, with nearly 100 million square feet in distribution capacity, has significant internal and external data and connectivity issues stemming from growth through acquisition, which subsequently means adopting many different WMSs within their network.

This results in severely fragmented customer experience, such as requiring multiple painful integrations into disparate technologies despite being a single branded operator. Most of their DCs are not connected to each other either, which results in customers who utilize multiple locations needing to keep separate accounting of inventory, orders, and shipments locally. Internally, these data points are tracked through spreadsheets that are shared between DCs at a customer level.

Solution: Implement Soapbox Network Middleware across all locations for dramatic decreases in onboarding time and complexity.
For those locations that require a warehouse solution refresh (roughly 20%), we are deploying the Soapbox WMS to instantly modernize their fulfillment operations.
For their customers, they have a consolidated dashboard and integration point for their 3PL network.

Benefits: Decrease onboarding time and time-to-value by up to 80%, predictive DC resourcing, their customers will have better supply chain planning.