

— THE ONBOARD RETAIL PLATFORM

Fleet retail, on a single platform.

Inventra centralises catalogues, price lists and shop configuration for the whole fleet from head office. On board, each ship manages stock levels, warehouse movements and sales locally, and keeps operating even with no connectivity. When the link is restored, the data syncs with the central platform.

Running one shop is complex. Running a fleet of them is harder still.

Dozens of shops spread across a fleet mean fragmented catalogues, prices that drift apart, sales that are not visible in real time, and connectivity that comes and goes at sea. You need the power of enterprise retail without the enterprise complexity.

01

Fragmented catalogues

Products, prices and promotions can be handled differently from ship to ship, and drift out of line.

02

Intermittent connectivity

The shop has to keep trading even when the link to head office is unavailable.

03

Data that is hard to consolidate

Sales, stock and margin have to be brought together to build a reliable view of the fleet.

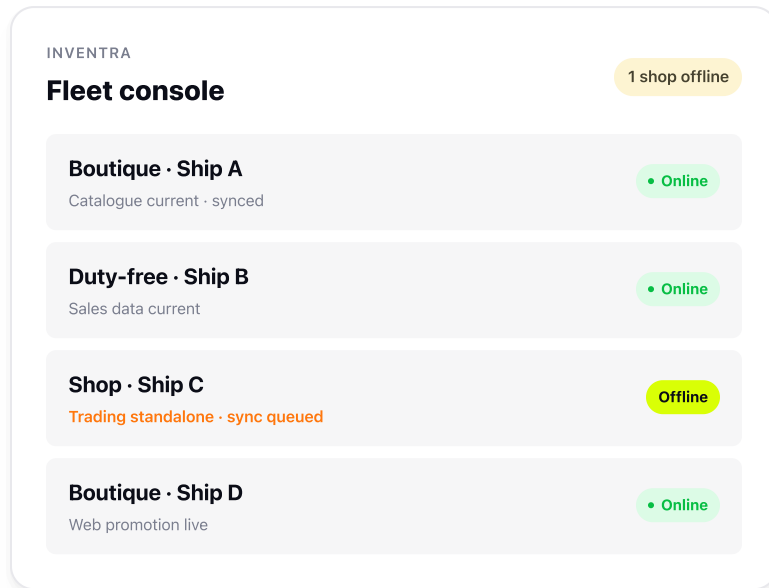
— WHAT INVENTRA IS

One platform to run every shop on board.

Inventra is **Seafy's onboard retail platform**.

It connects head office to the retail outlets across the fleet. Catalogues, price lists and promotions are managed centrally, while each ship handles stock, warehouse movements, sales and digital orders locally. If connectivity drops, trading continues on board and the data syncs once the link is back.

- ✓ Catalogues, price lists and promotions managed centrally
- ✓ Sales and stock keep working with no connectivity
- ✓ Synchronisation and reporting consolidated at fleet level



— HEAD OFFICE AND SHOPS

Central rules, local operation.

Head office defines the master catalogue, reference prices and promotional rules. Each shop receives its configuration and manages range, availability and sales locally. Prices and promotions can differ by ship, by shop or by commercial channel.

-  Master catalogue managed centrally
-  Prices and promotions configurable per channel
-  Range and day-to-day operation handled by the shop

PRICES BY CHANNEL

Silk scarf

Boutique default	€ 24.90
Kiosk	€ 24.90
Onboard Shop -15%	€ 21.17

Fleet control, operational continuity on board.



Centralised control

Catalogues, price lists, promotions and commercial rules are managed at head office and distributed to the fleet.



Operational continuity

Every shop keeps handling sales and stock through connectivity outages.



A fleet-wide view

Sales, stock and margin are consolidated from the data received from each ship.



Profitable growth

New ships and shops can be added gradually, on the same platform, with the configuration adapted to local needs.

The shop keeps trading, even offline.

Inventra is built on an offline-first architecture. Sales and warehouse movements are recorded locally even when the ship has no connection.

When the connection is restored, the data syncs automatically with the central platform.

Offline

Over-the-counter sales

Transactions are recorded locally and the shop keeps trading with no link to head office.

Offline

Local stock

Availability and stock levels are updated on board from the movements recorded.

• Back online

Automatic synchronisation

Counter and online sales, in one flow.

Through Seafy Onboard Shop, passengers buy boutique products and choose from the options available: collection on board or, where offered, home delivery. Inventra receives the order and routes it according to the option selected. For collection on board it makes the order available to the shop and updates the sale, availability and fulfilment status. For home delivery it passes the order to head office, which takes it on and manages availability, timing and shipping logistics.

ONBOARD SHOP · ORDERS

Silk scarf

Collection on board · Click & Collect

€ 24,90

Fragrance

Home delivery

€ 49,00

Onboard souvenir

Collection on board

€ 12,50

01 The order arrives from the portal

A purchase made in Onboard Shop is passed to Inventra with the products and the delivery option chosen.

02 The flow follows the delivery option

For collection on board the order goes to the crew; for home delivery it goes to head office.

03 Each side handles its own work

The crew prepares the orders to be collected on board. Head office checks availability and timing and arranges home shipments.

— ONE PLATFORM, EVERY FUNCTION

The whole onboard retail cycle, on one platform.

Inventra brings catalogues, price lists, stock, sales, orders and reporting onto one platform. Head office keeps a fleet-wide view, while every shop carries on working locally, with or without connectivity.

Catalogue and price lists

Products, prices and promotions managed centrally and configurable by ship, shop and channel.

Stock and availability

Receipts, issues, transfers and adjustments update the stock of each shop.

Order management

Orders from Onboard Shop are routed to the shop or to head office, depending on the delivery option.

Fleet reporting

Sales, availability and performance are consolidated from the data synced by the ships.

Roles and access

Separate permissions for head office, ship and shop, integrated with corporate identity systems.

Open and integrable

APIs to connect Inventra to Onboard Shop, payment systems, BI and the applications the company already uses.

A step-by-step path, ship by ship.

We start by analysing the retail processes and the systems already in use, configure Inventra on a pilot ship and measure the operational results. On that evidence we define the gradual extension to the fleet.

01

Discovery

We map shops, catalogues, price lists, warehouses, sales processes and the systems already in use.

02

Configuration and integration

We define commercial rules, roles, sync flows and the links to existing systems.

03

Pilot project

We activate Inventra on a first ship and verify sales, stock, offline operation and order management.

04

Gradual roll-out

We refine the configuration on the results and replicate it across the other ships, step by step.

— NEXT STEP

Let us bring Inventra on board.

We analyse your retail processes and configure Inventra on a pilot ship. We verify sales, stock, offline operation and order management in the field, then define the gradual extension to the fleet together.

[Download the guide](#)

[Schedule a meeting](#)