ORBIT LY
RETAIL ANALYTICS

PROPOSAL ORB-P-2026-118

Customer analytics for 46 Lindqvist Living stores

A 36-month Orbitly subscription with onboarding, integrations and premium support

ISSUED Oct 23, 2026 **VALID UNTIL** Nov 30, 2026 **TOTAL INCL. TAX** **€282,033.58**



CREATED BY

Orbitly B.V.
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PREPARED FOR

Lindqvist Living B.V.
Thomas Bakker, Head of Data & CRM
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Vredenburg 40, 3511 BD Utrecht, Netherlands

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Cover letter

Dear Thomas,

Thank you for the time your team gave us in September. The two workshops in Utrecht showed us how much good data Lindqvist Living already has, and how hard it is to get it in front of the people who decide what goes on the shelves.

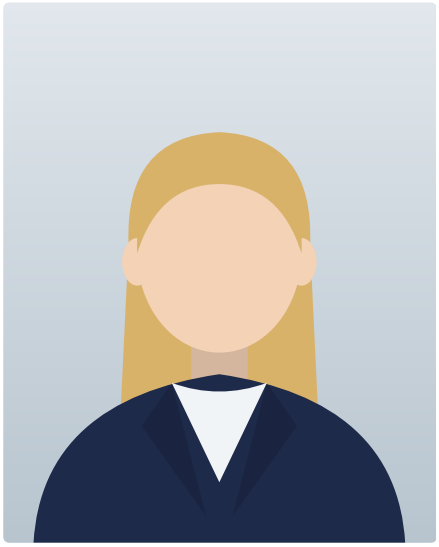
This proposal sets out how Orbitly brings your POS, web shop and loyalty data together, so category managers, marketing and store managers work from the same numbers. It covers a 36-month subscription for 85 users and 46 stores, a 10-week implementation and premium support.

We have priced the subscription with a 10% multi-year discount and spread the payments over three annual invoices, so year 1 carries the one-time onboarding and the subscription costs stay flat after that.

I will call you next week to go through the proposal. If it helps, we can also show it to your CFO and IT security lead in a short session.

Kind regards,

Sanne de Vries



YOUR CONTACT

Sanne de Vries
Senior Account Executive
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YOUR CUSTOMER SUCCESS MANAGER

Joris Visser
Joins from the kick-off and stays with you for the full term.

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Executive summary

The proposal on one page.

CUSTOMER

Lindqvist Living

46 stores and a web shop

SOLUTION

Orbitly Growth

With store analytics and warehouse export

PROPOSAL

ORB-P-2026-118

Issued Oct 23, 2026

USERS

85 named users

Category, marketing, regional managers

TERM

36 months

From go-live, planned Feb 2, 2027

TOTAL INCL. VAT

€282,033.58

Over 36 months, 3 annual invoices

IMPLEMENTATION

10 weeks

Kick-off Nov 23, 2026

SUPPORT

Premium, 24/7

Named customer success manager

STATUS

Awaiting approval

Valid until Nov 30, 2026

WHY NOW

Lindqvist Living's current reporting tool reaches end of support in March 2027. Starting in November lets both systems run side by side for two months.

- No change to your POS or web shop is needed
- All data stays in EU data centres
- You can add users or stores at the same price per month

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Your goals and our solution

Where you are today

Sales data sits in the POS, online orders in the web shop and loyalty data in a separate CRM. Reports are built by hand in spreadsheets each Monday, and store managers see their numbers a week late.

What we propose

Orbitly connects the three sources every night, matches loyalty members across channels and gives each team the dashboards it needs. Store managers get their own numbers on their phones every morning.

What changes for your teams

Category managers see which products sell together, marketing can target segments without asking IT, and the Monday spreadsheet goes away.

Year-1 targets

Targets we propose to track together at the quarterly business reviews.

6 h → 0

Weekly reporting

Manual Monday reports replaced.

+8%

Repeat purchase

From targeted loyalty campaigns.

Daily

Store numbers

Instead of a week later.

85

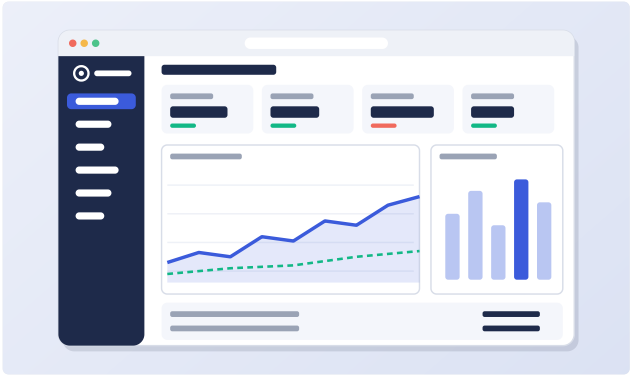
Users on one source

Same numbers for every team.

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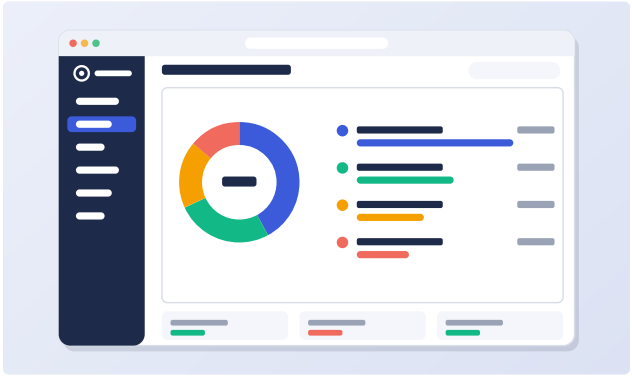
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Product tour



Sales dashboards

Sales, margin and basket size by store, region and channel, updated every morning.



Customer segments

Loyalty members grouped by what and how often they buy, ready to send to your email tool.



Scheduled reports

The Monday report builds itself and lands in every manager's inbox at 7:00 am.



Store manager app

Yesterday's numbers, today's targets and alerts on the phone, no laptop needed.

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Included in the Growth plan

Every user gets the full plan. There are no extra fees per dashboard or report.

Unlimited dashboards

Build and share as many dashboards as your teams need.

Customer segments

RFM segments and custom rules on loyalty data.

Scheduled reports

PDF and Excel reports by email on any schedule.

Alerts

A message when sales or stock move outside a range.

Ask a question

Type a question in plain words and get a chart.

Nightly sync

All sources refreshed by 6:00 am every day.

Single sign-on

Log in with your Microsoft accounts.

Row-level access

Store managers only see their own store.

In-app help

Chat with our support team from any screen.

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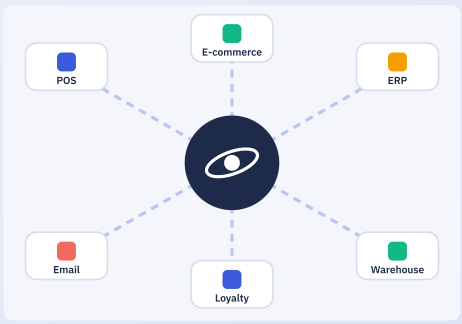
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Integrations

Your systems stay as they are

Orbitly reads data from your systems and never writes back to them. We set up the two connectors in this proposal, and we test them against three years of history before go-live.

Your loyalty CRM and the email tool already have standard Orbitly connectors and are included in the subscription.



Integrations in scope

SOURCE	DATA	SYNC	SET-UP
Store POS	Receipts, lines, returns	Nightly	Connector in this proposal
Web shop	Orders, customers, products	Hourly	Connector in this proposal
Loyalty CRM	Members, points, consent	Nightly	Standard, included
Email tool	Segments out, campaign results in	Every 4 hours	Standard, included
Data warehouse	All Orbitly tables	Nightly	Export add-on

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Plans

Prices per named user per month, billed annually. This proposal is based on Growth.

OPTION 1

Starter

€29.00

per user / month, up to 25 users

For a first team.

- Sales dashboards
- Scheduled reports
- Email support

PROPOSED

Growth

€42.00

per user / month, before discount

For several teams on one source.

- Everything in Starter
- Customer segments and alerts
- Single sign-on, row-level access
- Add-ons available

OPTION 3

Enterprise

Custom

from 250 users

For groups with several brands.

- Everything in Growth
- Several workspaces
- Private cloud option
- 99.95% uptime

You can move to Enterprise at any time during the term; the remaining Growth fees are credited.

Plan comparison

FEATURE	STARTER	GROWTH	ENTERPRISE
Data sources	2	10	Unlimited
Customer segments	–	Yes	Yes
Store analytics	–	Add-on	Included
Single sign-on	–	Yes	Yes
Uptime commitment	99.5%	99.9%	99.95%
Support	Email	Premium available	Premium included

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Investment

Prices in euros, excluding VAT per unit. Subscription lines carry the 10% multi-year discount. Line totals include discount and VAT.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Subscription, 36 months					
1	**Orbitly Growth plan, named users** Code: SUB-GROWTH Users: 85, swap names at any time Term: 36 months from go-live Billing: Annually in advance 	3,060 user-months	€42.00	10%	21%	€139,958.28
2	**Store analytics add-on** Code: ADD-STORE Stores: 46, footfall and basket data per store 	1,656 store-months	€19.00	10%	21%	€34,264.30
3	**Data warehouse export** Code: ADD-DWH Sync: Nightly, all tables and segments	36 months	€350.00	10%	21%	€13,721.40
4	**Sandbox environment** Code: ADD-SANDBOX A copy of your workspace for testing new dashboards and integrations.	36 months	€150.00	10%	21%	€5,880.60
					Subtotal: Subscription, 36 months	**€193,824.58**
	Support, 36 months					
5	**Premium support with named customer success manager** Code: SUP-PREMIUM Hours: 24/7 for priority 1, business hours for the rest Reviews: Quarterly business review	36 months	€900.00	–	21%	€39,204.00
					Subtotal: Support, 36 months	**€39,204.00**

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#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Onboarding and services					
6	**Implementation package** Code: SRV-IMPL Workspace set-up, data model, single sign-on and three starter dashboards.	1 package	€18,500.00	–	21%	€22,385.00
7	**POS and web shop connectors** Code: SRV-CONN Systems: Store POS, web shop 	2 connectors	€3,900.00	–	21%	€9,438.00
8	**Historical data import, 3 years** Code: SRV-HIST	1 import	€6,400.00	–	21%	€7,744.00
9	**Admin and analyst training, half-day sessions** Code: SRV-TRN	4 sessions	€1,200.00	–	21%	€5,808.00
10	**Store manager e-learning licences** Code: SRV-ELRN	120 learners	€25.00	–	21%	€3,630.00
			Subtotal: Onboarding and services			**€49,005.00**

Subtotal before discounts	€250,884.00
Multi-year discount (10%)	-€17,798.40
Subtotal (without taxes)	€233,085.60
VAT 21%	€48,947.98
Total	**€282,033.58**

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Implementation plan

Ten weeks from kick-off to go-live, run by our implementation team with your data and IT leads.

Nov 23, 2026
Week 1

● Kick-off

Goals, team, access and the project plan agreed in Utrecht.

Nov 30 – Dec 11
Weeks 2–3

○ Connectors

POS and web shop connected, loyalty and email switched on.

Dec 14 – Dec 23
Weeks 4–5

○ History import

Three years of sales loaded and checked against your finance figures.

Jan 4 – Jan 15
Weeks 6–7

○ Dashboards and segments

Starter dashboards and first loyalty segments built with your teams.

Jan 18 – Jan 22
Week 8

○ Admin and analyst training

Four half-day sessions; store managers start the e-learning.

Jan 25 – Jan 29
Week 9

○ User acceptance test

Your team signs off numbers and access rights.

Feb 2, 2027
Week 10

○ Go-live

All 85 users and 46 stores live. The 36-month term starts.

May 2027
Quarter 1

○ First business review

Progress against the year-1 targets and the plan for the next quarter.

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Training plan

Every group gets training in the way it works: sessions for the people who build, e-learning for the people who read.

GROUP	PEOPLE	FORMAT	WHEN
Admins and data team	4	Half-day session, on site	Week 8
Category managers	14	Half-day session, on site	Week 8
Marketing and CRM	9	Half-day session, online	Week 8
Regional managers	12	Half-day session, online	Week 8
Store managers	46	E-learning, 45 minutes	Weeks 8–9
Assistant store managers	74	E-learning, 45 minutes	After go-live

What we need from Lindqvist Living

Please have these ready for the kick-off on November 23.

- ☐ A project lead with half a day per week for the 10 weeks
- ☐ Read access to the POS database and the web shop API
- ☐ An export of the loyalty member table, with consent flags
- ☐ Your Microsoft Entra ID admin for single sign-on
- ☐ Finance sales figures for 2024 and 2025, to check the import
- ☐ A signed data processing agreement (we send the template)

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Security and data protection

How we keep Lindqvist Living's customer data safe.

ISO/IEC 27001 certified

Our information security management system is audited every year by an accredited body.

Data stays in the EU

Hosted in data centres in Frankfurt and Amsterdam. No transfers outside the EU.

Encryption

AES-256 at rest and TLS 1.2 or higher in transit, including backups.

Access control

Single sign-on with SAML 2.0, multi-factor login and row-level permissions.

Backups

Encrypted backups every 24 hours, kept for 35 days, restore tested every quarter.

Penetration tests

An external test every year. A summary of the latest report is available under NDA.

GDPR roles

TOPIC	HOW IT WORKS
Roles	Lindqvist Living is the controller, Orbitly the processor
Agreement	Data processing agreement signed before kick-off
Sub-processors	Listed in the agreement; 30 days' notice before any change
Deletion	All data deleted within 30 days after the end of the term

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Service levels

Our commitments under premium support. Uptime is measured per calendar month, excluding planned maintenance announced 5 days ahead.

PRIORITY	EXAMPLE	FIRST RESPONSE	TARGET FIX
P1, critical	Orbitly is down for all users	1 hour, 24/7	4 hours
P2, high	A connector has stopped syncing	4 hours	1 business day
P3, normal	A dashboard shows an error	1 business day	5 business days
P4, question	How do I build a segment?	1 business day	–

Uptime and service credits

MONTHLY UPTIME	SERVICE CREDIT
99.9% or more	None, commitment met
99.0% to below 99.9%	10% of the monthly fee
95.0% to below 99.0%	25% of the monthly fee
Below 95.0%	50% of the monthly fee

Credits are deducted from the next annual invoice. Uptime over the last 12 months: 99.97%.

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Your Orbitly team

The people you will work with during implementation and after go-live.



Sanne de Vries
Senior Account Executive

Your contact for the contract and any change to users or stores.



Joris Visser
Customer Success Manager

Runs the quarterly reviews and makes sure the targets are met.



Amira Haddad
Implementation Lead

Leads the 10-week project and the connector build.



Pieter Jansen
Solutions Engineer

Your contact for security reviews and single sign-on.

What customers say

Within a month our store managers stopped asking for the Monday report. They just open the app.

Femke Mulder, Retail Operations Director, a fashion chain

The implementation team knew retail data. They found two errors in our own finance figures during the import.

Lars Hendriks, Head of BI, a garden centre group

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Customer story



Dune & Fern

Outdoor clothing and gear, 31 stores in the Netherlands and Belgium, customer since 2024

+11%
repeat purchases in year 1

9 weeks
from kick-off to go-live

120
users across 3 teams

Dune & Fern replaced a weekly spreadsheet with Orbitly dashboards and used loyalty segments to time its seasonal campaigns. Store managers now see their numbers every morning, and the marketing team builds its own target groups without help from IT.

About Orbitly

Orbitly was founded in Amsterdam in 2017 and builds analytics for retailers only. 140 retail brands in 9 European countries use it every day, from single-country chains to groups with several hundred stores.

We are 95 people, most of them in Amsterdam, and we are profitable and independent.

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Frequently asked questions

Answers to the questions retail teams ask us most.

Can we add users during the term?

Yes, at the same price per user per month, prorated to the next annual invoice.

Can we reduce users?

Once a year, at the renewal of each annual period, by up to 15% of the users in this proposal.

What happens to our data if we leave?

You can export everything at any time. After the term ends we delete it within 30 days.

Does Orbitly change our POS data?

No. Orbitly only reads from your systems and never writes back to them.

Who owns the dashboards we build?

You do. Dashboards, segments and reports are your content and are part of the export.

Will prices change during the term?

No. Prices are fixed for 36 months. After that, a renewal increase is capped at 5% per year.

How long does go-live take?

Ten weeks for this scope. Most of the time goes into checking your historical data.

Can we test before we sign?

Yes. We can open a two-week trial workspace with a sample of one store's data.

Payment schedule

Three annual invoices, due within 30 days. Year 1 includes all one-time onboarding and services.

Payments

Invoice 1, year 1 On signing: onboarding plus the first year of subscription and support	€126,681.19
Invoice 2, year 2 On Feb 2, 2028: second year of subscription and support	€77,676.19
Invoice 3, year 3 On Feb 2, 2029: third year of subscription and support	€77,676.20
Total	**€282,033.58**

Bank details

ACCOUNT NAME
Orbitly B.V.

BANK
Amstel Zakelijk Bank

IBAN
NL91 AMZB 0417 1643 00

BIC
AMZBNL2A

REFERENCE
ORB-P-2026-118

VAT number NL862417390B01. Please quote the reference on every payment.

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Subscription terms

1. Agreement

1.1 These terms and this proposal form the subscription agreement between Orbitly B.V. (“Orbitly”) and the customer named in the proposal (“you”).

1.2 If the proposal and these terms conflict, the proposal applies.

2. Term and renewal

2.1 The term is 36 months from go-live. It renews for 12 months at a time unless either party gives notice 90 days before the end of the term.

3. Users and stores

3.1 Users are named. You may reassign a user licence to another person at any time.

3.2 You may add users and stores at the prices in the proposal.

4. Fees and payment

4.1 Fees are invoiced annually in advance and are due within 30 days.

4.2 Prices exclude VAT, which is charged at the rate in force on the invoice date.

5. Price protection

5.1 Prices are fixed for the term. On renewal, increases are capped at 5% per year.

6. Service levels

6.1 Orbitly provides the service levels and service credits in this proposal. Service credits are your only remedy for missed uptime.

7. Your data

7.1 You own your data. Orbitly processes it only to provide the service, under the data processing agreement.

8. Confidentiality

8.1 Each party keeps the other's confidential information secret during the term and for 3 years after it.

9. Liability

9.1 Each party's total liability per contract year is limited to the fees paid in that year. Neither party is liable for indirect loss or lost profit.

10. Termination

10.1 Either party may terminate for a material breach that is not fixed within 30 days of written notice.

11. End of term

11.1 You can export your data until 30 days after the end of the term. After that, Orbitly deletes it.

12. Governing law

12.1 Dutch law applies. Disputes go to the competent court in Amsterdam.

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Acceptance

Orbitly has signed this proposal. To accept it, sign below and return a copy, or sign online.

CUSTOMER

_____

SIGNATURE

Lindqvist Living B.V.

Name and title: _____

Purchase order number: _____

Date: _____

ORBITLY

Sanne de Vries

ORBITLY B.V. · AMSTERDAM · SALES APPROVED

_____

SIGNATURE

Orbitly B.V.

Sanne de Vries, Senior Account Executive

Reference: ORB-P-2026-118

Date: 23 / 10 / 2026

Next steps

STEP 1

Review with your team

We can present the proposal to your CFO and IT security lead.

STEP 2

Sign by Nov 30, 2026

To keep the kick-off on November 23 and go-live on February 2.

STEP 3

Kick-off

We send the data processing agreement and the kick-off agenda.



QUESTIONS? CONTACT ME

Sanne de Vries

Senior Account Executive

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