



Flux Fact Sheet

Integrations

With increasingly specific SaaS solutions available, thriving organisations are looking to leverage specialisation while accommodating existing operating systems within a competitive timeframe. This requires a wide, flexible and extensible system orchestration to delight future customers while reducing cost to serve.

The growth of specialised solutions is only as good as the integrations that allow a business to efficiently and effectively incorporate them into their established system architecture. The Flux app is decoupled, including the development of integration adapters, to allow clients to decide what solutions meet the unique needs of their business.

CONFIGURABLE SOLUTIONS BUILT FOR FLEXIBILITY

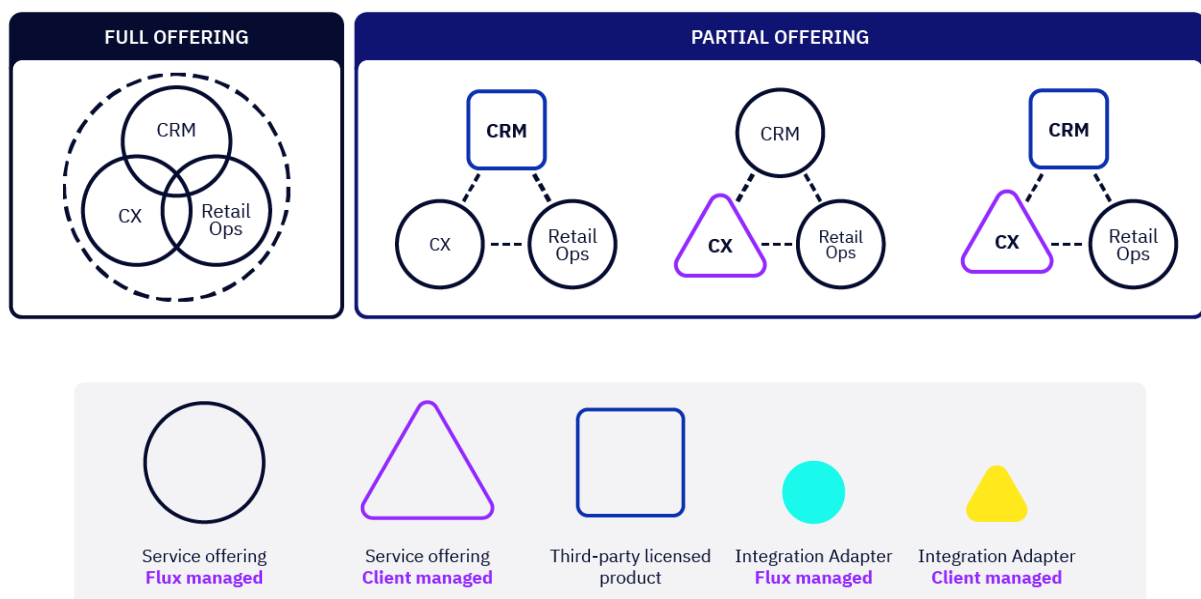
Flux clients have the ability to substitute different services in configurable combinations, which makes finding the best solution for their unique business needs less challenging and procurement less risky. With a Flux managed Retail Ops core, clients can opt for a full Flux-built solution, or choose to integrate with the specialised solution providers of their choice.

Retail Operations core

Flux Retail Ops is the foundational product solution, representing the source of truth for customer data.

Retail Ops domains include:

- Billing
- Plans and tariffs
- Switching
- Market connections
- Meter data
- Customer lifecycle



INTEGRATION APPROACHES

There are four types of integration approaches Flux uses to deliver an orchestration, depending on the service offering.

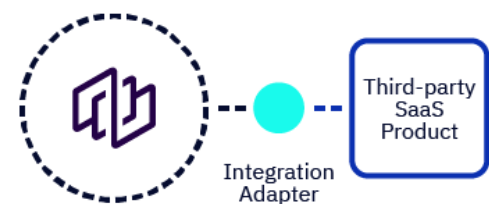
1. Integration with a Flux owned service

A Flux-made service is a service offering or microservice that integrates with the Flux core platform. In this approach, the integration works off internal APIs that are later made available to clients.



2. Integration with a third-party system, typically a SaaS product

When a third-party service that already exists in the market has documented end-points, Flux builds an adapter that sits between that service and Flux to transfer information in a way that achieves the business outcome.



3. Embedded service integration

When the benefits of speed to market, reduced costs for our clients and a mutually beneficial partnership outweigh the value of a Flux-built offering, Flux will integrate a third-party service as part of a Flux service offering.



4. Third-party custom build

In this approach, a client-made service consumes the same end-points as Flux products. A client-made solution could be a service or an adapter service to another tool that is built by another organisation.

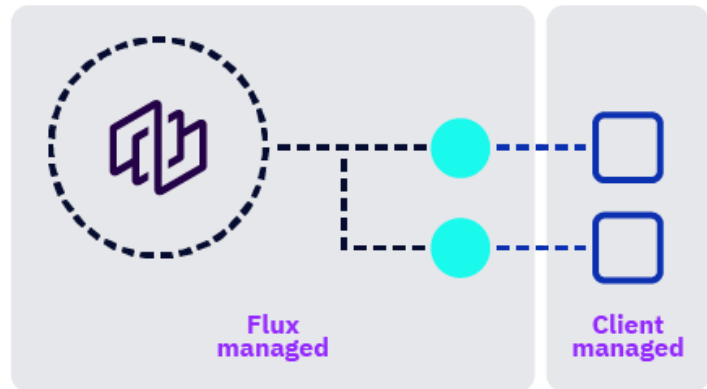


THE INTEGRATION ECOSYSTEM

Recognising the early benefits of co-created value, Flux is focused on building an ecosystem of partnerships that solve a wide range of problems for current and future clients.

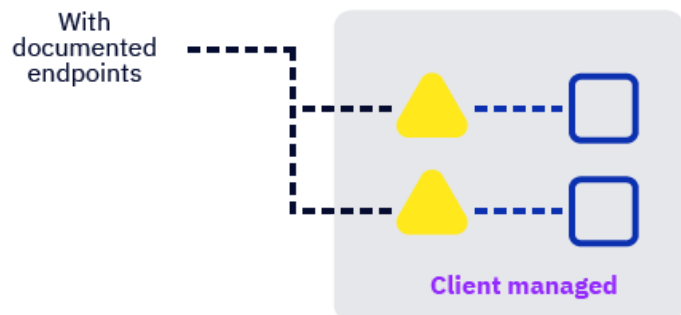
Flux supported partnerships

By building and supporting adapters for multiple SaaS products, we are building a marketplace of curated partnerships that extend Flux's core offering. For integrations that follow this model, we would expect that the integration is easily set up by adding Client Access Tokens or API keys to the adapter. In this scenario, clients manage their licences for the SaaS product, and Flux manages the adapter.



Client built adapters

Documentation is available on how to integrate for particular use-cases so clients can build their own adapters. In this scenario, clients would manage both the adapter and the licensing for the third-party service.



Flux managed services

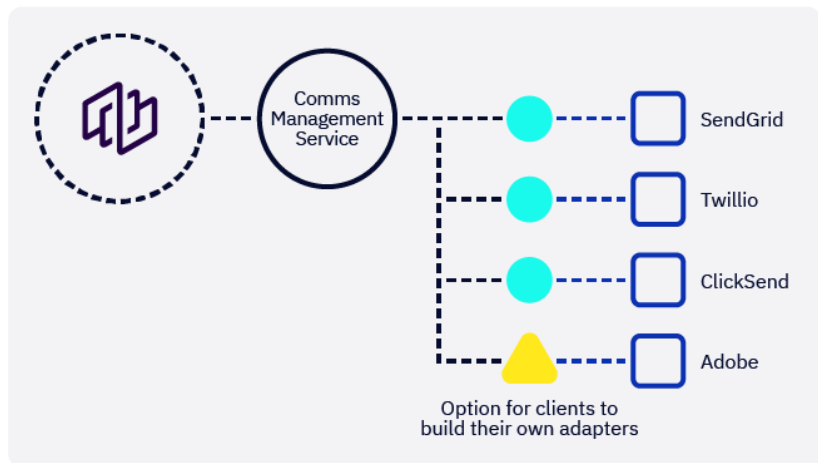
For embedded integrations where a third-party service has been integrated as part of a Flux service offering, Flux manages the licensing.



EXAMPLES OF INTEGRATIONS

Communications

Flux currently integrates directly with SendGrid, and we continue to build out communications integrations with our partners as the need arises. Our configurability means changing or adding communications partners is fast and cost effective.

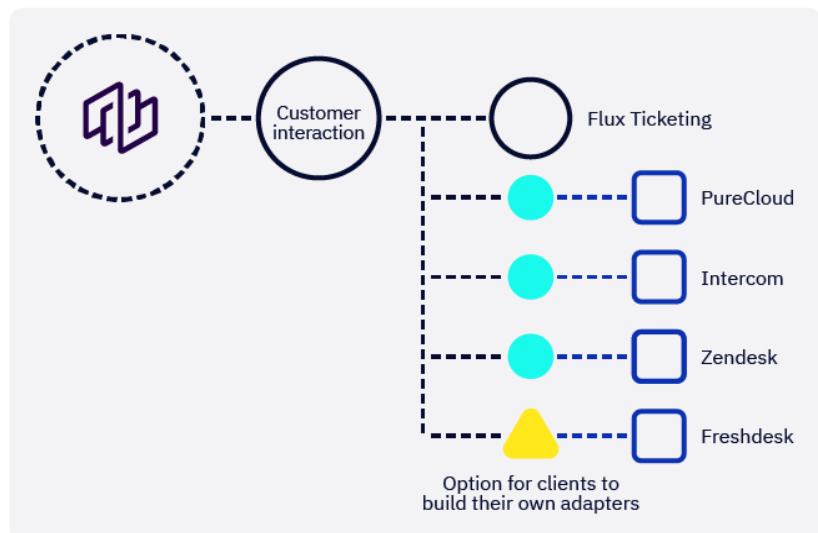


CRM - Customer interaction

The Flux CRM solution is a combination of two parts:

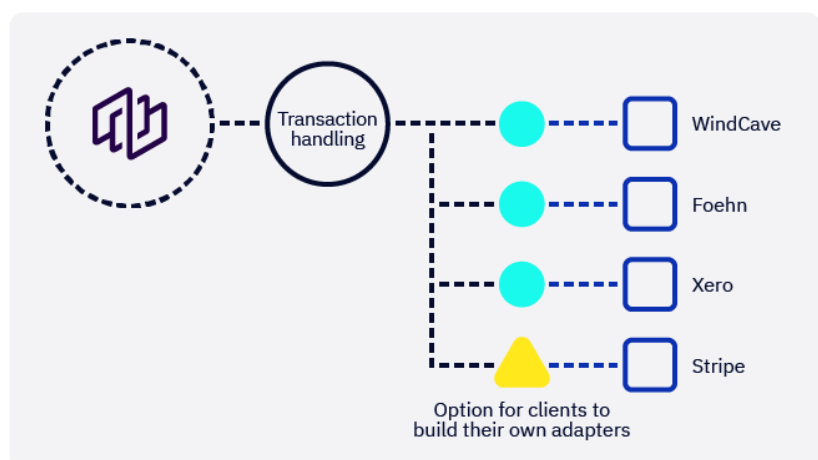
1. Customer interaction
2. Flux ticketing

Purecloud is currently integrated as an embedded integration with the Flux CRM solution, however Flux is developing a customer interaction service that will integrate with a client's chosen ticketing system.



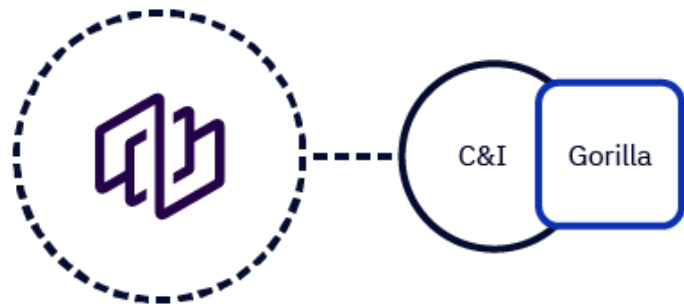
Payments

Payments are part of the Flux billing process that manages the transaction of payments. Flux is currently developing Transaction Generation as a service that will integrate with many different payment providers. Billing Generation will be decoupled from Transaction Generation and payments to reduce the risk of overcharging customers.



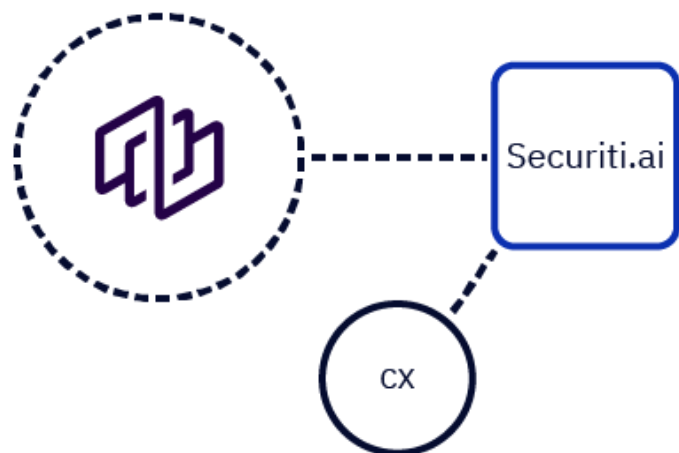
Commercial and Industrial

FlexiBill (C&I) is a separate service offering developed by Flux with the embedded integration of Gorilla - a third-party pricing app that has allowed Flux to deliver the benefits of co-created value sooner. With the direct integration of Gorilla, we believe FlexiBill is the most advanced Complex Billing engine available globally.



Privacy - Securiti.ai

Flux integrates the Customer Experience layer and core platform into Securiti.ai to provide a Privacy Compliance solution to clients. The integration between Flux and Securiti.ai is tightly-coupled, meaning Flux will build the integrating functionality into their different service offerings, and do not expect to offer other solutions for privacy compliance. Pricing of Securiti.ai is built into the Flux Privacy offering.



FUTURE-PROOFING FLUX INTEGRATIONS

Such a rapidly changing environment calls for a highly adaptive approach to integration. Flux takes a platform approach to integration development, meaning we develop internal or Flux managed services on the same resources that our clients would.

We also treat new services as an integration. When we build new service offerings, we take an integration-first approach to development. This helps us build our integration functionality faster.

The project doesn't end when an integration is complete, with maintenance stepping up to ensure security and stability over time. Ongoing system administration and proactive testing helps Flux identify weak points, risks and opportunities for improvement.