

FOR WHOLESALE & B2B COMMERCE PLATFORMS

The planning layer for wholesale & B2B commerce.

Wholesale and B2B commerce platforms own the transaction, the digital showroom, the linesheet, the buyer-brand order book. Tightly owns the planning layer: the ML demand forecast and merchandise plan that decides what a brand makes and how deep. **You capture the order; Tightly decides the buy.**

THE CONNECTED LOOP

1 · PLAN

In Tightly

The brand forecasts DTC + wholesale demand and sets the line, assortment depth and open-to-buy.

2 · SELL

On your platform

It presents that assortment and takes wholesale orders through your platform.

3 · RECONCILE

Back in Tightly

Pre-book + sell-through flow back, sizing the production buy, driving reorders, flagging markdowns.

- ✦ The wholesale pre-book is a brand's strongest leading demand signal, and today it dies inside the order platform. **This loop turns it into the buy.**

MUTUALLY BENEFICIAL, THREE WAYS

FOR THE PLATFORM

- A planning story you deliver without building an ML forecast engine.
- Fewer cancellations and short-ships, a healthier marketplace your buyers feel.
- Two-way co-sell: your brands are our ICP; ours need wholesale and B2B commerce.

FOR YOUR CUSTOMERS

- Brands get one flow, forecast to assortment to order to reorder.
- More full-price sell-through, tighter open-to-buy, fewer markdowns.
- Buyers get the right assortment, reliable fill, fewer cancellations.

FOR TIGHTLY

- Distribution into thousands of right-fit brands via warm co-sell.
- A richer forecast, with wholesale bookings as a leading signal.
- Credibility alongside the category's leading platforms.

THE INTEGRATION

Both sides have mature APIs. Tightly ingests orders, linesheets and pre-book inventory as demand signal, and can push recommended assortments and buy depths back. Start read-only, that alone is a live demo.

THE ASK

A 30-minute working session to scope a read-only data pilot with two or three shared brands.

Then a certified listing in your partner ecosystem and a joint co-sell motion.