Multi-Tenant Market Options

Last Update: June 6th 2023

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This document contains the following sections:

Document Scope

The purpose of this document is to describe the Fimble functionality available for a) multiple franchisees per country and b) multiple countries per franchisee together with potential entity conflicts.

Multiple Franchisees per Market

Internal Users

Frontend

- Not Applicable

Backend

- The administration tasks may need to be limited for each Franchisee (FZ) accordingly.
    - **Potential Solution:** There is one admin user account given for each FZ. Each of those users have a limited scope to the stores that belong to that FZ. Therefore, some system entities may be split while some others need to be unified (see rest of document for more information).

Customers

Frontend

- Since there needs to be a unified front facing experience, the system provides a unified interface for the customers of the whole market, making the number of FZs completely transparent.

Backend

- The customers' data may have an ownership conflict.
    - **Potential Solution:** If the customer has ordered only from stores that belong to a specific FZ then that customer is owned only by that FZ, therefore the other FZ will have no access to the customer's data and will not know of his/her existence. If the customer subsequently orders from a store that belongs to the other FZ, then the customer's data is shared between the FZs, meaning they both have access to the customer's data.
- The customer's email address for receiving marketing emails may have an ownership conflict.

- **Potential Solution:** There is one mailing list for each FZ. At the time the customer is adding or modifying an address and as long as they have opted in to receive marketing emails, the system will add the customer's email address to the corresponding list, therefore each FZ will be able to communicate to their customer base. A potential issue here is that that customer may receive 2 emails. In order for this scenario to be applicable, the email opt-in will need to be moved to the checkout page and not on the registration page (because the system is not yet aware which address is going to be added, therefore which location corresponds to that address and therefore which FZ it belongs to). Finally, in case there is a marketing agency handling all the market's emails, then all customers can also be added to a third mailing list that could be handled only by the agency.

Transactions

Frontend

- Not Applicable

Backend

- The customer transactions may have an ownership conflict.
    - **Potential Solution:** The transactions will be shown on a store level. In case each admin accesses the sales reports, those reports will generate the data according to the stores that admin has access to. For example if FZ1 has 10 stores and the admin of FZ1 runs accesses all the transactions of the network, he/she will get the transaction results of those 10 stores. The same applies to transaction reporting.

Other Entities

Frontend

- Not Applicable

Backend

- All other entities such as Products, Raw Materials etc. will need to be unified and be accessed by all FZs at the same time in order to provide a unified interface.

Multiple Markets per Franchisee

- The system also supports the scenario of multiple countries under one franchisee. This can be achieved by following one of the two following models:
    - **Singular:** The system infrastructure is centralised but there are X separate instances within the infrastructure, one for each country. For example, 1 server sharing resources between countries but each country will have separate account, database and platform, therefore any administration task will need to be performed separately. Frontend applications such as Website, Mobile Apps, Kiosk etc., administration tools and reporting are also separate. Recommended for systems that have differences in functionality and integrations.
    - **Centralized:** The system infrastructure is centralised as well as the platform. For example, 1 server and 1 platform with unified administrative functionality. Differences between countries need to be handled with exceptions and pricelists. Frontend applications such as Website, Mobile Apps, Kiosk etc., administration tools and reporting are unified. Recommended for systems that are identical or almost identical with heavy administrative usage.

Comparison table:

	SINGULAR	CENTRALIZED
Server (hardware)	Unified	Unified
Server (instances)	Multiple	Single
Server load balancing between countries	❌	✅
Server scalability	More flexible for over ~100 locations	More flexible up to ~100 locations
Database	Separate	Unified
Database maintenance		Higher due to more data
Administration tools	Separate	Unified
Content management	Separate	Unified but admins will need to handle more data and exceptions
Different access levels per country	✅	Transactional data only
Reporting	Separate. Unified reporting is possible with custom development on a separate reporting server.	Unified
Frontend B2C applications	Separate	Separate
System updates	Automatic	Automatic
Further development updates	Need to be applied manually	Automatic
Infrastructure cost	Slightly higher hosting fees due to multiple server software licenses	
Software deployment cost		Slightly higher setup & configuration cost