



FORTUNA
GLOBAL SUPPLY CHAIN SYSTEMS



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FORTUNA
CONNECT HUB



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FORTUNA GLOBAL SUPPLY CHAIN SYSTEMS

“The Future of Enterprise Intelligence.”

Company Overview

Fortuna Global Supply Chain Systems is a next-generation enterprise technology company revolutionizing the global logistics and supply chain landscape.

With a vision to create **intelligent, transparent, and connected ecosystems**, Fortuna blends innovation, data intelligence, and automation to help businesses achieve supply chain excellence.

Established with the belief that **efficiency is the new currency**, Fortuna empowers organizations to manage operations smarter — from demand planning to last-mile delivery — through real-time insights and seamless digital integration.

We are not just a technology provider; we are **partners in transformation** — driving global supply chain optimization with precision, performance, and predictive intelligence.

Fortuna Connect Hub- “EDI → API Modernization & Integration Hub”

Fortuna Connect Hub is a cloud-based integration and modernization platform that connects every component of the digital supply chain — from legacy EDI systems to modern API ecosystems. It serves as the central data exchange hub across suppliers, logistics partners, warehouses, and enterprise systems, ensuring real-time, secure, and reliable data flow between all modules of the Fortuna Supply Chain Suite.

It is like a nervous system that connects all Fortuna products (**SIMS, TMS, DemandSense, YardSync, PlanCopilot**, etc.) and also external systems (ERPs, CRMs, supplier networks, etc.) through **modern API-driven connectivity**. ConnectHub transforms disconnected systems into a single, orchestrated digital network, enabling seamless communication, automated workflows, and instant visibility across your enterprise and partner ecosystem.



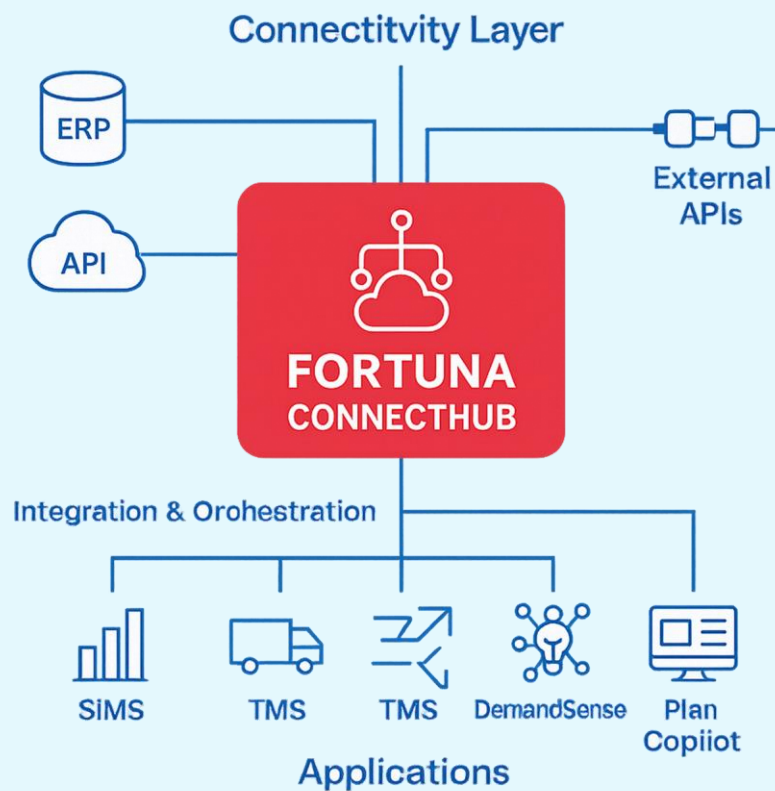
It acts as the **data and process backbone** of Fortuna’s ecosystem — integrating:

- **ERP, CRM, WMS, and TMS systems**
- **Supplier, distributor, and logistics networks**
- **IoT device feeds and AI-driven platforms.**

⚙️ 2. System Architecture

Fortuna Connect-Hub operates on the Integration Cloud Framework, composed of five intelligent layers:

- 1. Connectivity Layer** - EDI translators, RESTful APIs, and secure communication protocols.
- 2. Integration Orchestration Layer** - Real-time workflow and data transformation engine.
- 3. Intelligence Layer** - AI-powered data validation, mapping, and error correction.
- 4. Cloud Infrastructure Layer** - Multi-tenant SaaS model hosted on AWS/Azure for scalability.
- 5. Monitoring & Security Layer** - End-to-end visibility, analytics, and encryption compliance.



Product Modules, Sub-Modules & Operational Functionality

00 1: EDI → API Modernization Engine

Submodules:

- **Legacy EDI Translator** – Converts X12, EDIFACT, and TRADACOMS messages into structured APIs.
- **API Gateway Manager** – Centralized control for API publishing, versioning, and lifecycle management.
- **Mapping & Transformation Engine** – Converts data between EDI, XML, JSON, and CSV.
- **Event-Driven Integration Engine** – Triggers actions based on real-time API events.

Operational Functionality:

- Enables instant migration from traditional EDI to RESTful APIs.
- Auto-maps data schemas for interoperability across platforms.
- Facilitates hybrid workflows (EDI + API) during transition periods.
- Reduces manual intervention in data transformation processes.

2: Enterprise Application Integration (EAI)

Submodules:

- **ERP Integration Framework** – Connects SAP, Oracle, Tally, and Microsoft Dynamics.
- **CRM & SCM Connector Suite** – Salesforce, Zoho, HubSpot, and Fortuna products.
- **Database Sync Engine** – Bi-directional data synchronization.
- **Workflow Automation Hub** – Links business events between systems (e.g., PO → Invoice → Shipment).

Operational Functionality:

- Real-time integration between enterprise systems and partners.
- Reduces latency in cross-system communication.
- Automates workflow handoffs (e.g., purchase order → supplier confirmation → logistics dispatch).
- Provides 360° visibility of all integration activities.

3: Integration Orchestration & Automation

Submodules:

- **Process Builder Studio** – Visual interface for designing data flows and automation rules.
- **API Event Trigger Engine** – Executes workflows upon data events or thresholds.
- **AI-based Exception Manager** – Detects and resolves integration failures automatically.
- **Scheduler & Job Orchestrator** – Handles recurring batch or time-based data exchanges.

Operational Functionality:

- Enables end-to-end process orchestration across cloud and on-premise systems.
- Eliminates manual delays through automated task execution.
- Predicts integration failures using anomaly detection models.
- Increases business process agility through intelligent automation.

4: AI-Powered Data Mapping & Validation

Submodules:

- **Smart Mapping Engine** – Learns field relationships between disparate systems.
- **Semantic Analyzer** – Identifies and fixes data inconsistencies automatically.
- **Data Cleansing Engine** – Removes duplicates, validates syntax, and ensures data quality.
- **AI Data Reconciliation** – Compares data flows to detect mismatched or missing entries.

Operational Functionality:

- Uses AI to learn and adapt data relationships between trading partners.
- Improves data accuracy and transaction success rates.
- Provides audit logs and correction suggestions for users.
- Ensures enterprise-grade data consistency and integrity.

5: Partner Integration & Collaboration Hub

Submodules:

- **Partner On-boarding Portal** – Self-service registration and integration testing.
- **Multi-Tenant Partner Workspace** – Separate dashboards for each supplier or partner.
- **Real-Time Collaboration Feed** – Shared communication and document exchange.
- **Performance KPI Tracker** – Monitors data exchange efficiency per partner.

Operational Functionality:

- Simplifies partner on boarding through guided templates.
- Enables suppliers and logistics partners to monitor transactions in real time.
- Tracks message success/failure rates for transparency.
- Reduces integration time for new partner on boarding by up to 60%.

6: Security, Compliance & Monitoring

Submodules:

- **API Access Control Engine** – Role-based authentication and access rights.
- **Audit Trail & Log Management** – Complete traceability for every transaction.
- **Compliance Framework** – Ensures adherence to GDPR, ISO 27001, SOC 2, and other standards.
- **Monitoring & Alert Centre** – Real-time API usage analytics and anomaly detection.

Operational Functionality:

- Secures every data transaction through encryption and token-based access.
- Logs and monitors every API call for compliance visibility.
- Alerts administrators for unauthorized access or API failures.
- Provides compliance dashboards for audits and reports.

Module 7: Cloud Integration & Deployment

Submodules:

- **Hybrid Cloud Connector** – Supports on premise and cloud-based integrations.
- **Kubernetes Deployment Engine** – Containerized scaling for performance.
- **Server less Function Bridge** – Integrates server less compute (AWS Lambda / Azure Functions).
- **Cloud Cost Optimizer** – Monitors infrastructure utilization and costs.

Operational Functionality:

- Deploys integration flows flexibly across multiple cloud environments.
- Enables auto scaling of workloads during high transaction volume.
- Reduces cloud-hosting costs with intelligent workload balancing.
- Ensures 99.9% uptime and SLA adherence.

Functional Workflows

A. API Integration Cycle

1. Partner Data Submission (EDI/API)
2. Data Mapping & Validation
3. Workflow Trigger
4. Partner Notification / ERP Update
5. Success Confirmation & Analytics

B. Automated Order Processing

1. Purchase Order (from ERP)
2. EDI/API Transformation
3. Supplier Confirmation
4. Dispatch Notification (via TMS)
5. Invoice Sync (to Finance)

Fortuna Connect Hub Advantages

Feature	Business Value
EDI → API Modernization	Enables real-time, scalable partner connectivity
AI-Driven Data Mapping	Reduces manual integration efforts by up to 70%
Real-Time Process Automation	Improves collaboration and efficiency
Secure Cloud Infrastructure	Guarantees compliance and data protection
Rapid Partner On boarding	Accelerates time-to-connect for new suppliers

Industries Served

Automotive & Industrial Manufacturing



FGSCM - supports the automotive sector with advanced logistics planning, vendor coordination, and predictive maintenance scheduling. From global parts movement to plant-level production support, our systems reduce lead times and enhance supply chain agility

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Ports & Logistics

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Food & Beverage Distribution



Freshness and safety are at the heart of Food & Beverage -supply chains. We enable end-to-end visibility with IoT-driven tracking, automated quality checks, and predictive demand planning—ensuring traceability from farm to fork.



Fashion & Retail Industry

With High seasonal demand & agile supply chain Planning, Fortuna will empowers retailers with faster replenishment & reduces stock outs



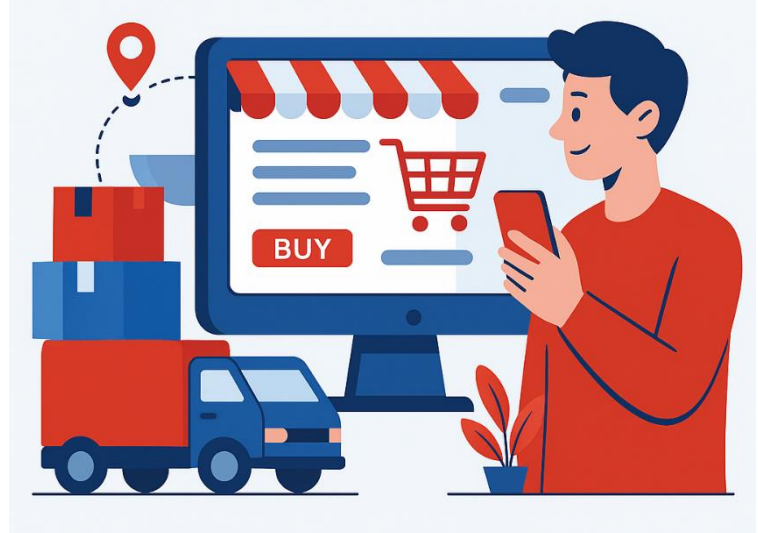
Pharma & Healthcare



Medical safety and regulatory compliance are non-negotiable. We provide automated solutions for cold chain logistics, product traceability, and compliance monitoring—ensuring life-saving medicines and healthcare products reach destinations safely and efficiently.

E-Commerce & Distributional Channels

In a fast-moving E-Com world, speed and efficiency are critical. Our platforms enable automated order management, demand forecasting, and last-mile delivery optimization—ensuring customers receive the right products, at the right time, every time.





Corporate Identity



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