Fluxo

Order-to-cash intelligence

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THE PROBLEM

Manufacturers and consumer brands selling to retailers face three costly operational problems.

No single view of order fulfilment. Data sits across ERPs, 3PL portals, retailer systems, carrier spreadsheets and email inboxes. Compliance gaps, short shipments and carrier errors go undetected until the remittance is short.

Manual reconciliation consumes 20+ hours per week. POs, delivery notes, invoices and payment confirmation sit across multiple entities (retailers, 3PLs, carriers) and systems (ERPs, WMS, spreadsheets and email) and are matched by hand. Finance teams scale linearly with channel expansion, or cash recovery is deprioritised.

Invalid deductions and disputes get written off. Teams lack the visibility, evidence and the time to dispute. Most brands below £20M never file. The result: 2 to 5% of GMV lost to preventable cash leakage and deteriorating EBIT.

The problem is compounded by a structural asymmetry: retailers operate integrated systems and have pushed the reconciliation burden downstream to brands that lack the infrastructure to manage it.

WHAT FLUXO DOES

Fluxo creates a system of record across every channel: every PO, CMR, ASN, POD, invoice and remittance in one verifiable chain. Because Fluxo starts at physical shipment proof rather than the financial event, it builds the clean, connected dataset as a byproduct of reconciliation.

Consolidates data

Connects data across the supply chain and digitises all documents. Full visibility of orders, shipments, deliveries and payments.

Highlight discrepancies

Errors and fulfilment gaps flagged in real time so teams act before dispute windows close. Dispute evidence packs built and filed automatically to reclaim cash lost to invalid deductions.

Automates reconciliation

Three-way match across the full supply chain, replacing 20+ hours of weekly spreadsheet work.

Prevents cash leakage

Root cause analytics by SKU, retailer, carrier and fulfilment centre. Issues causing repeated cash leakage can be fixed.

IMPACT

2 to 5% of GMV	Recovered from invalid deductions and short-pays.
Direct EBIT impact	Fewer write-offs, shorter DSO, improved working capital.
Lower cost-to-serve	Platform learns patterns across the customer estate over time, recommending improvements to retail fulfilment.
Resource savings	Supply chain, ops and finance refocused on growth, not data chasing.
Self-funding	Recovered cash and time savings cover the subscription from month one.

BUILT FOR

Mid-market multichannel consumer brands and SME food, beverage and consumer goods manufacturers. £20 to £500M retail/wholesale revenue. Priority categories: CPG, food and drink, beauty, wellness, home goods. Chilled and perishable brands carry the most immediate chargeback exposure.

Economic buyers: CFOs, CEOs, COOs. **Commercial champions:** Finance Directors, Growth/sales leaders, Ops & supply chain leaders

FOUNDERS

Stacey van den Aardweg, CEO. Eight years at Amazon as a Director in the UK Marketplace business (FBA, Global Selling). Former CEO of a 300-site retail chain. Oliver Wyman.

Taha El Hajji, CPTO. Former Amazon UK Marketplace PM. Ex-Monitor Deloitte. Prior startup experience in supply chain.