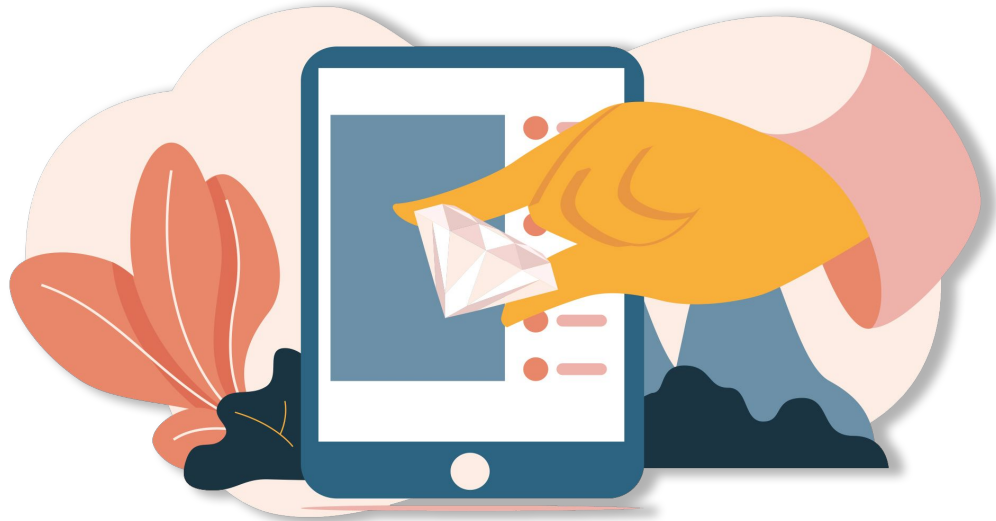


getting started

A pack for retailers onboarding to the **Everledger** platform

EVERLEDGER



congratulations!

You are taking an important step

You are a market leader in traceability, authenticity and provenance

What happens next

As a retailer, Everledger wants you to stay a front runner. We will work with you to onboard to the Everledger platform, and to present information about your inventory, your requirements and your company in the best possible way.

What you will need

This guide will explain each stage, and what you will need along the way.

Support is at hand

We do this everyday. Whilst we are endeavouring to provide as many on-demand materials as we can, there is always a friendly voice available to help you when you need it.

What's inside

1. Onboarding@Everledger
2. Support guide
3. Product guide

Companion resources:

4. API & technical documentation
5. [Product release notes](#)
6. Pricing Guide



onboarding

The quick-start-guide to the **Everledger** platform



EVERLEDGER

Onboarding@Everledger - what happens next



SIGN UP

Setting up your account is easy

You can register through everledger.io to access the Everledger platform for the first time. We will also have a kick-off discussion with you to:

- Understand what is most important to you in using the Everledger platform
- Ensure your account is set up correctly
- Help you set up your profile on the Everledger platform
- Provide you with a tour and help get you connected with suppliers and the features most important to you
- Answer any questions you or your stakeholders may have



ONBOARDING

Now you are ready to use the platform

You're online! Now you can:

- Filter diamonds by a variety of criteria and discover GIA Diamond Origin Reports
- View inventory, compliance and sustainability metrics from connected suppliers
- Find suppliers that meet your purchasing criteria
- Leverage provenance data and immutable audit trail to substantiate claims that matter to you, your customers and third parties
- Keep track of your asset vault and transfer history
- Explore plugins such as eCommerce APIs to showcase provenance to your customers



ACCOUNT MANAGEMENT

We are with you the whole way

This is only the start of your journey! We will:

- Be with you to ensure you are getting everything you need from your participation over time
- Provide education on how to maximise your value from the platform
- Collaborate with you on new features and improvements
- Share new releases and upgrades
- Provide support if things go wrong

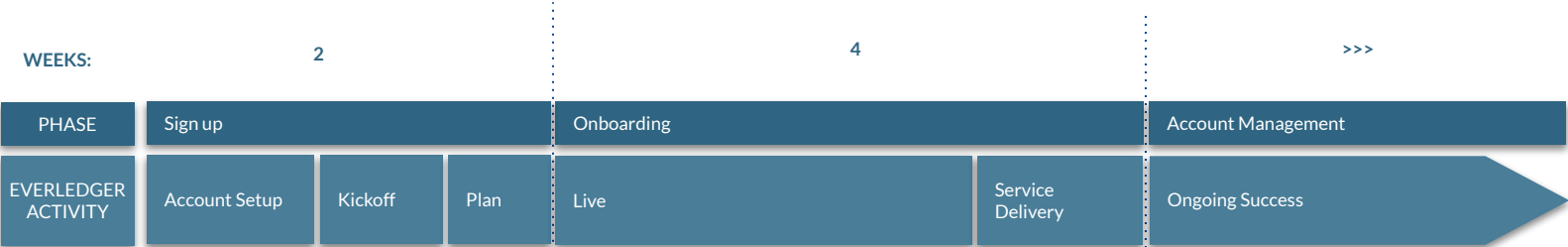
WE SUPPLY:

***Onboarding guide
Login credentials***

***Product guides
API documentation
FAQs & Knowledge base***

***Support & service tools
Access to the roadmap
New feature and update guides***

Retailer Onboarding & Delivery Plan



RETAILER ACTIVITY

Goal: Build your Profile

Set your Criteria Explore Services

Goal: Build your Network

Connect to Suppliers Invite Suppliers

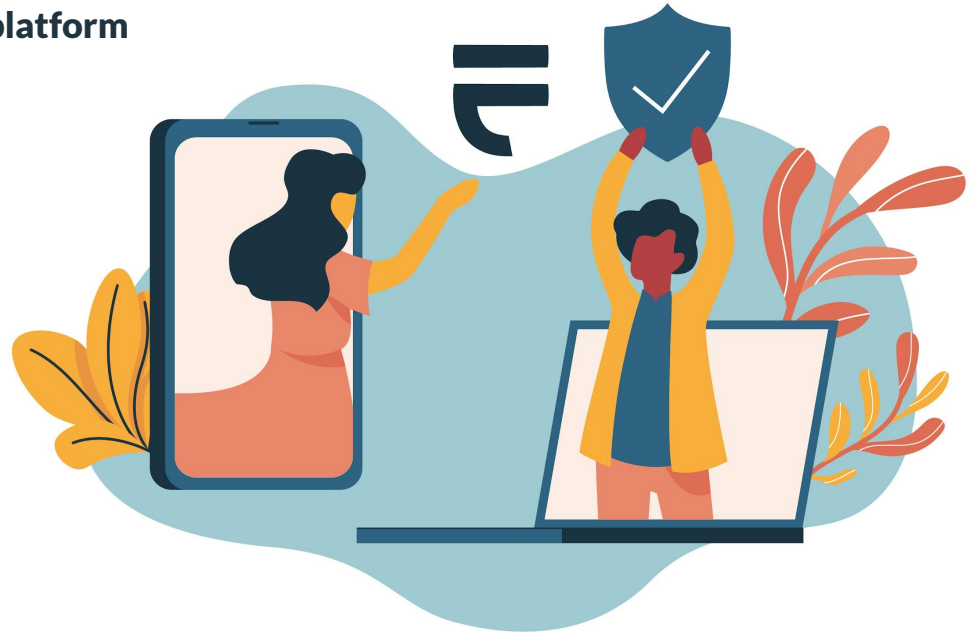
Goal: Display your Inventory

Explore APIs Add In Store Sales Roles



support

Getting help when using the **Everledger** platform



EVERLEDGER

Where do I go for support?

We recognise that our platform provides mission critical infrastructure for your business.

Getting the support you need when you need it is imperative.

Follow the instructions on this page to get the right response.



Knowledge Base

The Knowledge Base is located on the [Everledger.io](https://everledger.io) website.

- Search for your help topic
- Watch video tutorials
- Access support articles

If you can't find what you are looking for, simply email us:

support@everledger.io

Please include the name of your company account, details of your request and the best way to contact you with a response.

Technical queries

If you can't find your answer in the Knowledge Base, or you need to log an issue for technical support, then create a JIRA Service request:

Create a JIRA Service request [here](#). You'll be prompted to provide more details about the type of support you require and the details of what you're experiencing.

Account queries

For account related question, email is the best way to go.

Send us an email to business@everledger.io including the name of your company account, details of your request and the best way to contact you with a response.

Service level agreements

We take service seriously.

In order to optimise our service levels, we transparently communicate the way in which we grade the support requests we receive, and provide our service promises regarding response times.



Critical

All software users and critical functionalities affected. System and all its functions completely unavailable, users can't access system or parts of the system

Within 1 hour

High

Some business processes, critical functionalities or some users are affected. Business processes can continue with some limitations, there is no workaround for affected functionality.

Within 4 hours

Normal

No critical software functions affected, no users are affected. Business processes can continue, workarounds exist.

Within 1 business day

Low

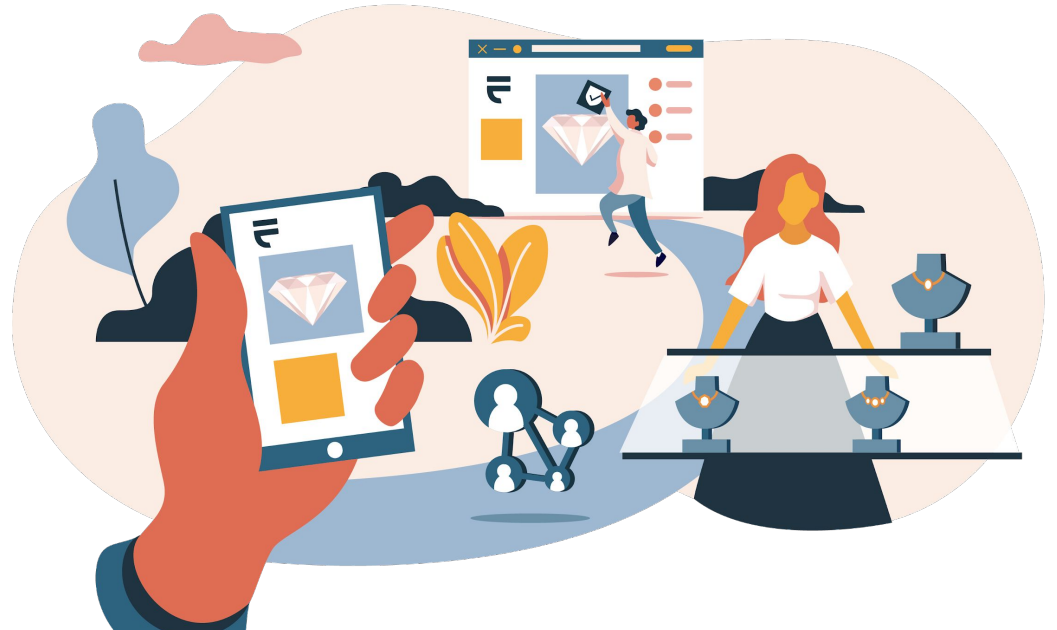
Minor software bugs/issues, low effect on business processes, no direct need for workaround.

Within 2 business days

product guide

A guide for suppliers and retailers use of the **Everledger** platform

EVERLEDGER



“Turn a good story into good business”

Follow these links to watch a video about the Everledger platform:

[On our website](#)

[On YouTube](#)



Introduction

Since 2015, we've been helping the diamond industry to bring greater clarity and confidence where transparency matters most. Everledger has created a solution that harnesses the benefits of blockchain and artificial intelligence to streamline compliance, foster sustainability, and surface richer information around responsible sourcing.

By working with Everledger, manufacturers, certification houses, and retailers can further evidence the origin, ownership, and characteristics of their diamonds to conscientious consumers. And consumers can also have access to all this information on any device, from desktops to smartphones. The Everledger platform offers these tools to build more trust into your diamond trade.

THE NEW MAJORITY

Millennial and Gen Z consumers prioritize buying habits that reduce impact on the **environment***

75%

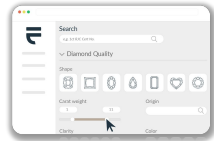
Respondents in the US and UK cite **sustainability** as very to *extremely* important when purchasing fashion products*

35%

US consumers specifically want some kind of diamond story that evidences **origin***



SET UP PROFILES



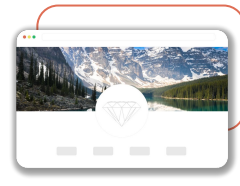
EXPLORE INVENTORY



ACCESS ANALYTICS



TRANSFER OWNERSHIP



VIEW RECORDS

*Nielsen Product Insider, 2018 / BCG Sustainability, 2019 / Kantar TNS, 2016

Everledger platform 1.6

Blockchain for diamond traceability

Read our product release notes [here](#)

With Everledger, you have a clear line-of-sight that runs from mining and manufacturing all the way to end consumers.

As a diamond supplier, you can easily discover those buyers seeking new sources of value and be rewarded for your investment in ethical business practices.

As a retailer, you be confident that new sources of differentiation meet your purchase criteria around compliance and sustainability, thereby protecting your brand's reputation with substantiated claims.

Connect with sources of market value

By setting up profiles reflective of diamond quality, origin, compliance standards, and even carbon impact, you can be matched with relevant trading partners and gain access to new inventory and markets.



Suppliers

Contributing diamond data is streamlined.

Suppliers can choose the onboarding option that's right for them, with an established API interface and standard 2-day turnaround for uploaded stones.

Control who sees what.

Access Control Lists (ACLs) allows suppliers and retailers to determine different rights for their data on the platform, ensuring the highest levels of privacy and control. Everledger is certified *ISO 27001*, the highest level of security management for sensitive data.

Efficiently manage shared inventory.

Securely share visibility of the same stones with as many retailers as you like and trust that availability is universally updated when transfers of ownership occur, as blockchain provides the security that only one party can ever be the 'owner' of an asset at a time.

Retailers

Go beyond the '4 C's'

Add compliance, country, and confidence as entirely new dimensions of value.

Have greater visibility into your suppliers.

See overall inventory, sustainability metrics and diamond compliance at a glance. Access each diamond's unique provenance and chain of custody.

Confidently assert claims made.

Leverage an immutable audit trail to substantiate certificate claims with third parties. Achieve claims summary icons for your data that evidences origin and chain of custody for display with your customers.

Filter & Search Invoices

Invoices and other paperwork are easily disjointed and cumbersome to track with email exchanges among an ever-changing landscape of suppliers. Search your own invoices by PO number, purchase date, or supplier. Access all aggregated diamonds associated with each invoice and export for auditing purposes.



Use EP to add or find inventory:

Request a demo →

EXPLORE INVENTORY

Smart matchmaking with a tailored offering

By first being connected with the right suppliers, retailers can easily see the inventory they want. Diamonds can be filtered by keyword search, standard quality characteristics, sustainability efforts, and compliance standards.

Refine by certifier and certificate type

The Everledger platform now makes the GIA *Diamond Origin Report* widely discoverable. Simply message suppliers within the platform for terms and transaction details.

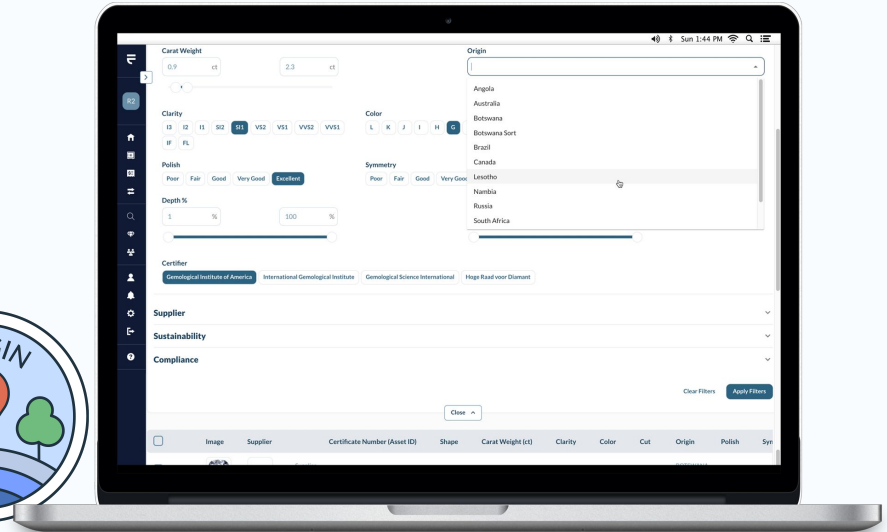
Claims summaries

The platform offers a high level summaries of supplier or retailer claims on origin, legality, environment, and human rights.



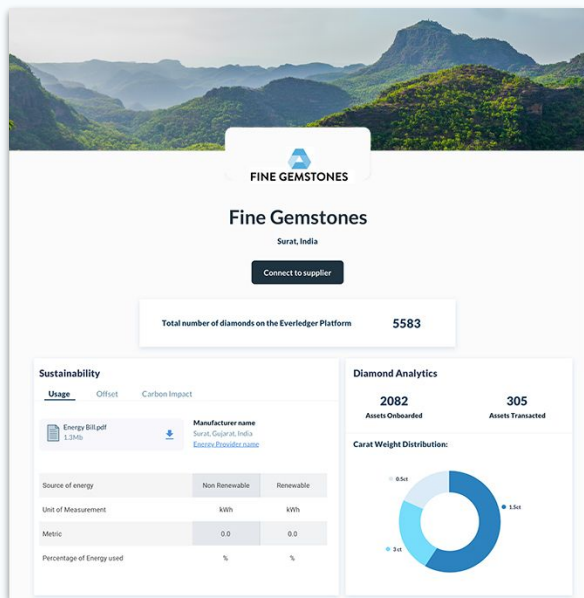
“Everledger has presented a thorough understanding of the myriad of exigencies that luxury brands are requiring for greater transparency.”

*Bharat Kakadia, Executive Director
– Sheetal Group*



ACCESS ANALYTICS

Be rewarded for your good business practices



See where supply and demand is headed.

Gain better visibility into who has the inventory and metrics that meet changing retail needs. Consider those retailer profiles for better insight into emerging trends.

Easily review performance.

Showcase and view inventory as a snapshot of total diamonds and transactions made on the platform, as well as how it measures up against quality characteristics, sustainability efforts, and compliance standards.

Make sustainability efforts relevant.

Evidence your business sustainability goals by demonstrating your organization's greenhouse gas (GHG) metrics and carbon offset activity over time.

Build confidence in your claims.

Evidence your claims as a part of the onboarding process and complete your profile to earn claims summary icons that enable customers to search for — and see — your ethical business practice.



Upload documents to show efforts to reduce CO2 emissions over time.



In partnership with Carbonfund.org

Everledger is the first technology company to enable the diamond industry to use emissions data from their supply chain to offset carbon footprint via blockchain technology.

“Climate-conscious tech can mobilize diamond sustainability”

Read more →

TRANSFER OWNERSHIP

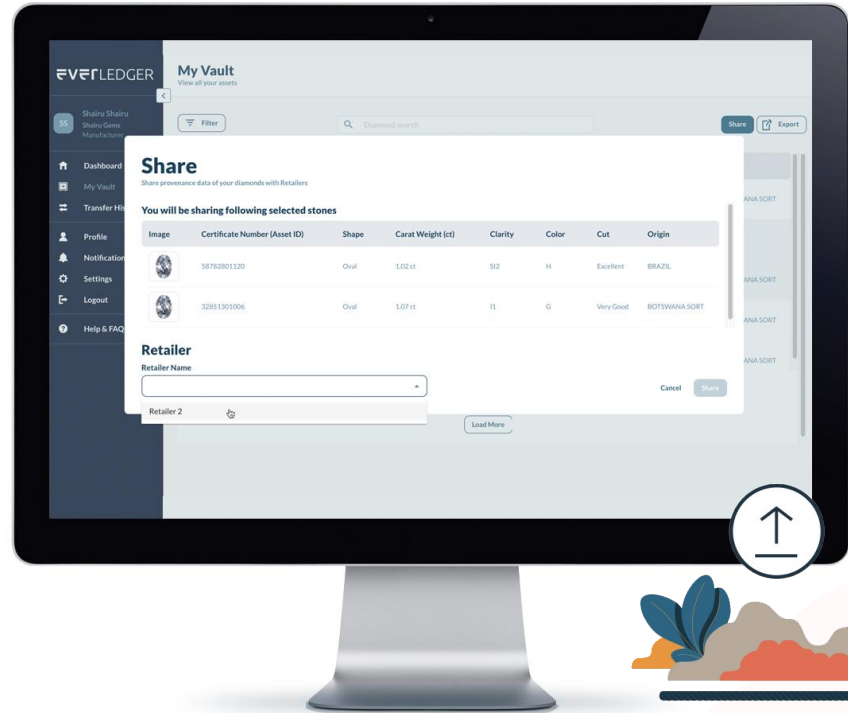
Share visibility and manage chain of custody from the Vault

Each user's Vault contains within it the digital twin of a diamond either uploaded or purchased, where forensic data, provenance events, and certifications are kept.

Traceability made easy

Suppliers can query all of their diamonds within their Vault and transfer ownership of each stone as a blockchain enabled, time-stamped event that sees data stored within the supplier's channel moved into the retailer's channel by simply entering the recipient's email.

Retailers can also register and track ownership at the point of sale when transferring diamonds to their customers. This immutable record of changes in custody is and is what provides for an authentic and accurate provenance story for each diamond.



VIEW RECORDS

Leverage in-store experience and extend consumer engagement

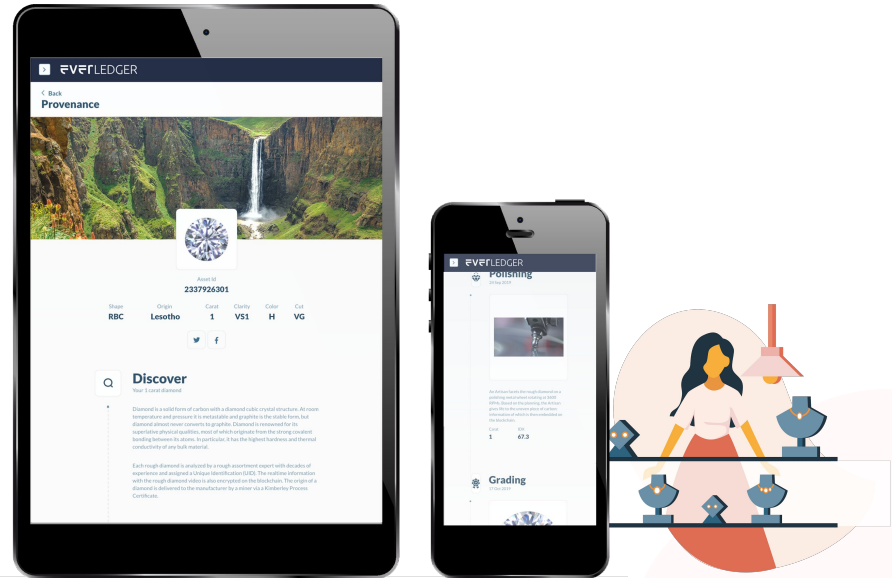
Elevate the traditional retail exchange with authentic stories and validation of origin that demonstrate rarity around each diamond. Showcase certification data within the provenance record to offer the most complete picture possible.

Give your customers a story to share

Provenance records allow consumers to not only share the value and ethics behind their purchase with others, but it also provides retailers with a dynamic, long term connection with those customers. In the consumer Vault, proof of purchase and warranty information can also be preserved with retailer participation.

“In partnership with Everledger, we are defining next-generation standards in the jewelry industry and continuing our leadership in promoting transparency and responsibility.”

*Beth Gerstein Co-Founder & CEO
– Brilliant Earth*



EVERLEDGER®

support@everledger.io