

Estate Omnichannel Storefront (EOS)

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01. Executive Summary

The Estate Omnichannel Storefront, or EOS, is a system to manage high-value jewelry and live-market metals. It serves as a single, centralized brain for your entire business.

Currently, Estate Jewelry & Loan is operating on a standard Wix template. While standard platforms are fine for basic retail, they create massive operational bottlenecks for a high-volume estate jeweler. Your team is forced to fight a multi-channel war using manual labor.

This leads to three critical pain points: the fear of double-selling a one-off item, the manual labor required to copy and paste listings across different platforms, and the margin loss that happens when metal prices outpace your price tags.

WordPress gives us the open architecture required to deploy a 24/7 digital workforce. EOS will replace hours of manual, error-prone data entry with instant, flawless automation. We are building two specialized digital agents:

- **The MeltPoint API:** Provides live spot metal pricing data directly to your website and internal calculators to protect your margins.
- **GEMS (Global Estate Marketplace Sync):** List an item once, and GEMS automatically syncs the details across all marketplaces. If it sells in-store, GEMS instantly pulls the listings down, completely eliminating double-selling.

By moving off Wix and synchronizing your physical showroom with the global market through WordPress, the EOS serves as your automated sales director. It allows your team to leave the limitations of standard e-commerce behind and sell everywhere at once with complete confidence.

02. Infrastructure & Security

Engineered to power heavy automation, live APIs, and custom applications simultaneously.

To power the heavy automation of EOS, we are migrating you to a VPS—a dedicated environment engineered for high-speed transactions and massive catalogs.

- **Dedicated Power (12 vCores / 24GB RAM / 720GB NVMe):** This is the highest-tier VPS available. It provides a massive digital workspace that allows GEMS and MeltPoint to run heavy background calculations 24/7 without ever slowing down the customer's shopping

experience.

- **Active Threat Defense:** High-value inventory requires high-level security. We deploy customizable firewalls and active DDoS protection to block malicious bots and secure your internal payout calculators from outside eyes.
- **Encrypted Fail-Safe Recovery:** Data is your most valuable asset. We perform high-speed system snapshots every 24 hours, stored in a secure off-site vault. If a mistake is made, we can restore your entire operation in minutes with zero data loss.
- **Fully Managed Reliability:** You focus on the showroom; we handle the engine. We manage all server updates, security patches, and API calibrations to guarantee 99.99% uptime so your digital workforce never clocks out.

03. TriadOS Core Infrastructure

Secure and automate your digital storefront.

Drive your operations with hand-configured, proprietary modules built for maximum speed and stability. We automate high-stakes functions—from military-grade security and daily off-site backups to deploying an AI workforce. This foundational layer protects your digital assets 24/7 and removes the technical burden from your staff.

- **Sentinel (Hardened Security):** Active 24/7 malware scanning and real-time threat defense.
- **Vault (Off-site Backups):** Daily off-site backups with a one-click recovery process.
- **Operator (AI Specialist):** AI worker trained on your site data to assist your clients and staff.
- **Command (Market Automation):** Internal command center for automated marketing workflows.
- **Relay (SMTP Email):** Dedicated email system ensuring 100% receipt delivery.
- **Insight (Analytics Hub):** Unified dashboard for GA4 and Search Console data sync.
- **Render (4K Image Delivery):** Image optimization with automated 4K WebP asset delivery.
- **Index (SEO Automation):** Technical SEO and metadata automation for search engines.
- **Velocity (Perf Tuning):** Server optimization for maximum speeds.
- **Stock (Pro Photography):** On-demand access to pro photography inside your builder.
- **Capture (Lead Capture):** Interactive calculations and multi-step lead capture tools.

04. Intelligence & Design Layer

Architect a high-performance visual showroom.

Bridge the gap between raw inventory and a luxury user experience. We utilize powerful design engines to build a bespoke storefront, then connect your live catalog directly to your customer CRM. This layer ensures lightning-fast loading, enforces technical SEO, and automates complex administrative tasks behind the scenes.

- **Elementor Pro (Showroom Engine):** Visual showroom architecture and bespoke design engine.
- **WP Fusion (CRM Bridge):** The logic bridge connecting inventory to your CRM system.
- **Automator (Workflow Mgr):** Workflow manager that automates tasks between all tools.
- **WP Rocket (Cache Logic):** High-performance caching engine for fast mobile loading.
- **Yoast Premium (Search Authority):** Advanced search authority and automatic redirect management.

05. Global Distribution & Sales

Sync your inventory globally in real-time.

Transform your local catalog into a global sales engine. We deploy official API connectors to seamlessly link your storefront with networks like Google Shopping, Meta, and TikTok. This creates a unified "sell-once, update-everywhere" defense mechanism that eliminates the risk of overselling and ensures pricing consistency across all channels.

- **Google Listings (Merchant Sync):** Official Google Merchant Center and Shopping connection.
- **Meta Shop Sync (Social Commerce):** Official connector for synced Facebook and Instagram shops.
- **TikTok Sync (Catalog Hub):** Direct catalog sync and native TikTok Shop integration.

06. Tracking Signals

Capture and retarget high-value buyers.

Operate a sophisticated digital radar that follows high-intent shoppers long after they leave your site. We deploy precision tracking tags across all major search and social networks to capture behavioral data. This ensures your high-margin inventory stays top-of-mind and allows you to continuously retarget the exact individuals most likely to convert.

- **Google Site Kit (GA4 Hub):** The official hub for Google Analytics and site tracking.
- **Meta Pixel (Retargeting Signal):** Advanced conversion tracking for Facebook and Instagram.
- **TikTok Pixel (Attribution Signal):** Native audience tracking and attribution within TikTok.
- **LinkedIn Tag (Executive Signal):** Professional retargeting for high-net-worth shoppers.
- **Bing UET Tag (Search Signal):** Tracks high-budget shoppers using the Microsoft network.
- **Pinterest Tag (Visual Signal):** Tracks visual shoppers pinning and planning purchases.
- **Snapchat Pixel (Social Signal):** Tracks younger, high-engagement mobile-first shoppers.
- **Reddit Pixel (Interest Signal):** Tracks high-intent shoppers based on niche interests.

07. MeltPoint API™: Real-Time Metal Pricing

Connect your inventory to global bullion markets.

In the precious metals business, a static price tag is a financial risk. MeltPoint bridges the gap between your showroom and the global bullion markets, transforming your storefront into a live-market exchange that pings spot prices for gold, silver, and platinum every 60 seconds.

- **The 60-Second Pulse:** MeltPoint pulls live data from global exchanges once per minute. This ensures that every bullion-based item in your catalog is priced against the current market, not yesterday's close.
- **Automatic Margin Shield:** We hard-code your specific "Spread" or "Markup" into the system logic. When the global market moves, MeltPoint instantly recalculates your retail prices across the entire EOS, ensuring your margins are protected even during extreme volatility.
- **Live Buy-Back Intelligence:** Drive high-intent foot traffic by offering customers a "Live Payout" tool. They can see exactly what their scrap or estate gold is worth based on your specific percentages, creating a transparent, trust-based entry point for new leads.
- **Dynamic Appraisal Logic:** Every 1-of-1 estate piece has a "melt value" floor. MeltPoint ensures that even your most unique items are never accidentally listed below their raw material value, acting as a final fail-safe for your inventory.

08. GEMS™: Global Estate Marketplace Sync

Your 24/7 Digital Liaison for Global Distribution.

GEMS (Global Estate Marketplace Sync) operates as your dedicated back-office agent, bridging the gap between your physical showroom and the world's most trafficked platforms. Instead of your staff manually managing each channel, GEMS acts as a central intelligence hub that keeps your 1-of-1 inventory synchronized across the globe in real-time.

- **Autonomous Multi-Channel Deployment:** Your team introduces a piece to the showroom once. GEMS immediately takes that data, translates it for each platform (eBay, Amazon, Google, Meta), and "clones" the listing across your entire retail network simultaneously.
- **The "One-and-Done" Defense:** Because estate inventory is unique, GEMS acts as your primary safeguard against double-selling. The millisecond an item is marked "Sold" on your website—or at your physical register—GEMS pulls every digital listing across all platforms instantly.
- **Intelligent Data Translation:** Every marketplace has different rules. GEMS acts as a high-level editor, automatically optimizing your high-res photos and technical specifications to meet the specific requirements of the Google Merchant Center and eBay's luxury standards.
- **Unified Command Center:** GEMS gathers every order from every corner of the web and brings them to one single screen. It syncs tracking numbers and customer updates back to the original source, maintaining your perfect seller ratings without your staff ever having to leave the EOS dashboard.

09. Implementation Roadmap: The 90-Day Build

From Blueprints to Grand Opening.

Moving from a manual Wix site to a high-performance digital workforce is a phased evolution. We utilize an Agile roadmap to ensure your most critical assets—like live-market pricing and security—are hardened and functional well before the grand opening.

- **Project Kickoff:** We perform a full "Audit & Access" sweep of your current Wix site to map out every product and customer record. This ensures a clean break from your old system with zero data loss during the transition.
- **May 1 - Private Server Build:** We provision your 12-core high-performance server, moving you from a "shared" public space to your own private, high-speed office building. This dedicated hardware ensures your site remains lightning-fast, even during heavy holiday traffic.
- **May 8 - Digital Guard Deployment:** We install the "Sentinel" security layers and "Vault" backup systems. These modules work 24/7 in the background to protect your customer data and ensure we can restore the entire store in minutes if an error ever occurs.

- **May 15 - MeltPoint API Activation:** We connect the core engine to global gold and silver exchanges. For the first time, your website will "breathe" with the live market, pulling real-time bullion prices every 60 seconds to protect your profit margins.
- **May 22 - Showroom Architecture:** Our design team builds the visual layout of your new storefront, focusing on a luxury experience for mobile and desktop. We ensure your high-resolution estate jewelry looks flawless on retina displays without slowing down the site.
- **June 1 - GEMS Agent Deployment:** We build the secure "API Bridges" that allow your website to talk directly to eBay, Google Shopping, and Meta. This is the moment your website becomes a global distribution hub that can push products to any platform in real-time.
- **June 15 - Inventory Migration:** We execute a secure, manual-assisted transfer of every piece of jewelry and description from your old site. Each item is checked for data integrity to ensure that your technical specs and SEO value are perfectly preserved.
- **July 1 - Double-Sell Logic Check:** We perform "Live Fire" testing on the "Kill Switch" that pulls an item off the web the second it is marked as "Sold" in your shop. This phase is critical to ensure that one-of-a-kind estate pieces are never sold twice to different customers.
- **July 10 - Staff Training Workshop:** We host an on-site or virtual workshop showing your team how to add new items and manage orders from one simple screen. The goal is to make daily operations feel significantly easier and faster than they ever did on the old Wix platform.
- **August 1 - EOS GRAND OPENING:** We flip the switch and officially point your domain to the new server. Your new digital workforce is now officially on the clock, automatically protecting your margins and syncing your sales across the globe 24/7.

10. Managed Investment & Deployment

A high-performance enterprise at a fraction of the cost of a traditional workforce.

Your business requires a Tech Stack—a collection of high-performance hardware and enterprise software licenses. We manage this stack for you, acting as your outsourced CTO and technical operations team. This model ensures that as your business grows, your technology scales with you, without adding the overhead of a full-time IT department.

Understanding the Investment

Our pricing is broken into two distinct parts:

- **The Tech Stack:** This is the cost of the VPS server, the TriadPrint OS™ modules and licenses, and the critical GEMS and MeltPoint API licenses and access. This is the fuel your digital storefront needs to operate.
- **The Management Fee:** This is the rate added to maintain, secure, and optimize that stack. It covers the expert labor required to perform daily off-site backups, handle

security threat defense, calibrate your APIs, and manage software compatibility in a private testing environment.

What Is Included?

Your management fee isn't just for software maintenance—it is a comprehensive support agreement for your entire team. We handle the technical heavy lifting so you can focus on the showroom:

- **Infrastructure Management:** 24/7 monitoring of your private server to ensure 99.99% uptime.
- **On-Site & Remote Support:** Whether it's a quick technical question or a deep-dive into the dashboard, we are your direct point of contact.
- **Continuous Staff Training:** As we push updates and new features to the EOS, we provide ongoing training to ensure your staff remains proficient and efficient.
- **Adaptive Scaling:** If your inventory grows or you require new software integrations, we manage the transition. While the management fee is tied to the complexity of your stack, this ensures you only pay for the exact level of support your current operation requires.

Annual TechStack Breakdown

Component	License Cost	Management Fee	Managed Total
Private VPS	\$550.00	\$2,502.50	\$3,052.50
TPOS Core	\$700.00	\$3,185.00	\$3,885.00
GEMS Agent	\$806.00	\$3,667.30	\$4,473.30
MeltPoint API	\$349.00	\$1,587.95	\$1,936.95
TOTALS	\$2,405.00	\$10,942.75	\$13,347.75

11. Flexible Fulfillment Options

Choose the billing structure that fits your cash flow.

Once you select your deployment path, our team begins the Phase 1 Infrastructure Build. Your management fee ensures that from Day 1, you have a dedicated technical partner handling the server-side heavy lifting, security hardening, and API calibrations. We don't just build your site and walk away; we remain in the cockpit with you to ensure your digital workforce is operating at peak efficiency.

- **Priority Support:** Direct access to our team for troubleshooting, updates, and technical strategy.
- **Zero-Downtime Guarantee:** We manage all software compatibility and security patches in a private testing environment before they ever touch your live store.
- **Proactive Growth:** As your inventory grows, we proactively tune your server and databases to maintain the lightning-fast load times your customers expect.

Note: The "Managed Service Fee" covers the expert labor required to keep your 11 proprietary apps, live-market APIs, and high-speed server tuned and secure. We handle the technical heavy lifting so your staff stays focused on the showroom.

Investment Plans

Plan Option	Payment Amount	Frequency	Total Investment
Annual Full Pay	\$13,347.75	1 Payment	\$13,347.75
50/50 Deposit	\$8,342.34	2 Payments	\$16,684.69
Quarterly	\$4,504.87	4 Payments	\$18,019.46
Monthly	\$1,612.85	12 Payments	\$19,354.24