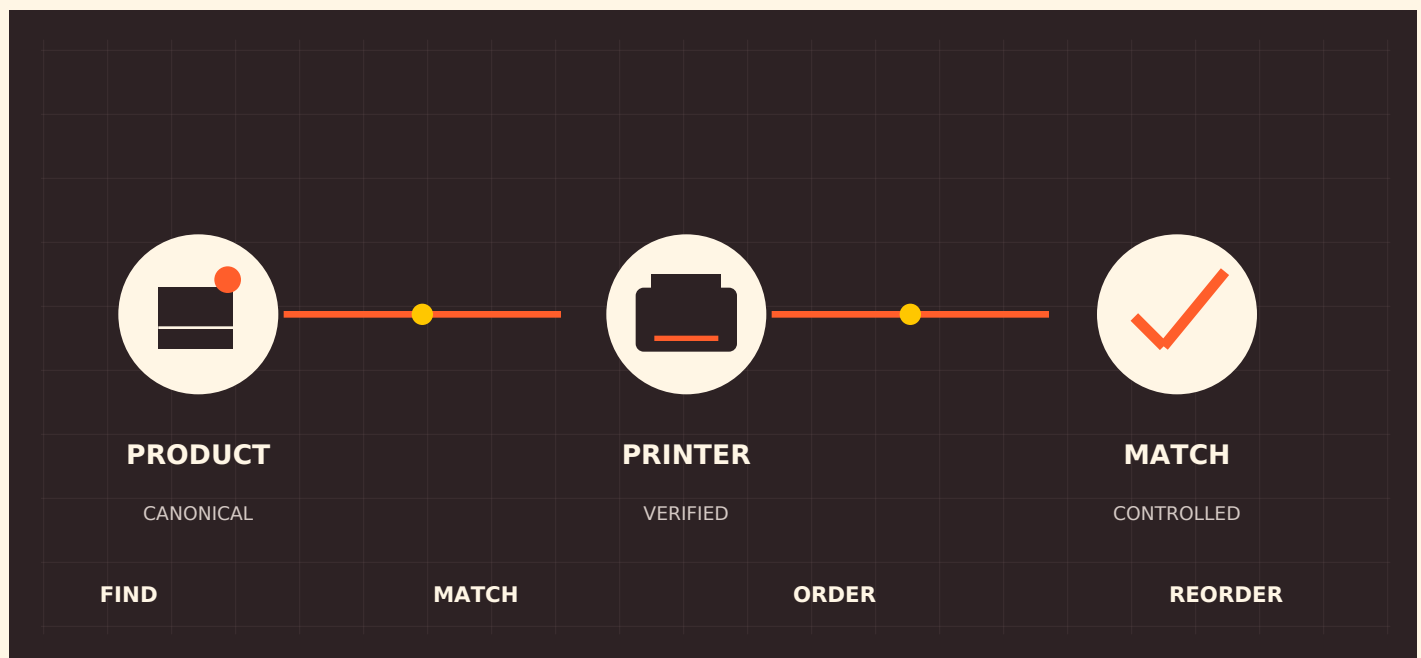


WEEK 03 / THE INTELLIGENCE FOUNDATION

FROM A SYSTEM TO INTELLIGENCE.

The foundation is becoming smarter. Verified products, printer identities and controlled compatibility are taking shape behind a simpler B2B buying experience.



THE STOREFRONT IS ONLY THE SURFACE.

THE REAL WORK IS BUILDING CONFIDENCE UNDERNEATH.

01 / THE STRATEGIC TRADE-OFF

WE CHOSE THE FOUNDATION.

The editorial calendar was ready. The publishing pace did not follow it. Instead, this week went into the infrastructure that makes product discovery more reliable.

CONTENT / DEFERRED

01

Educational blog article created. A second is in progress; the wider content calendar has not yet been executed.

INTELLIGENCE / PRIORITIZED

23 + 61

Commercial DRAFT identities and canonical printer records verified in an isolated development environment.

A DELIBERATE SEQUENCE. NOT A REPLACEMENT FOR MARKETING.

The technical investment creates a stronger story to publish next: real buying problems, verified product identities and a clearer route from printer model to supply.

ACCOUNTABILITY

Finish the matching foundation. Resume a sustainable publishing cadence.

02 / THE WORK BENEATH THE STORE

VERIFIED BY DESIGN. NOT BY ASSUMPTION.

The first three controlled product waves now have traceable identities. Every printer model has its own verified record. These are technical foundations, not active retail listings.

23 / 25

COMMERCIAL PRODUCT DRAFTS

Independently verified in Shopify DEV and PostgreSQL STAGING.

61 / 61

PRINTER MODEL RECORDS

Independently verified in Shopify DEV and PostgreSQL STAGING.

DURABLE EVIDENCE

229

PRODUCT CHECKPOINTS

366

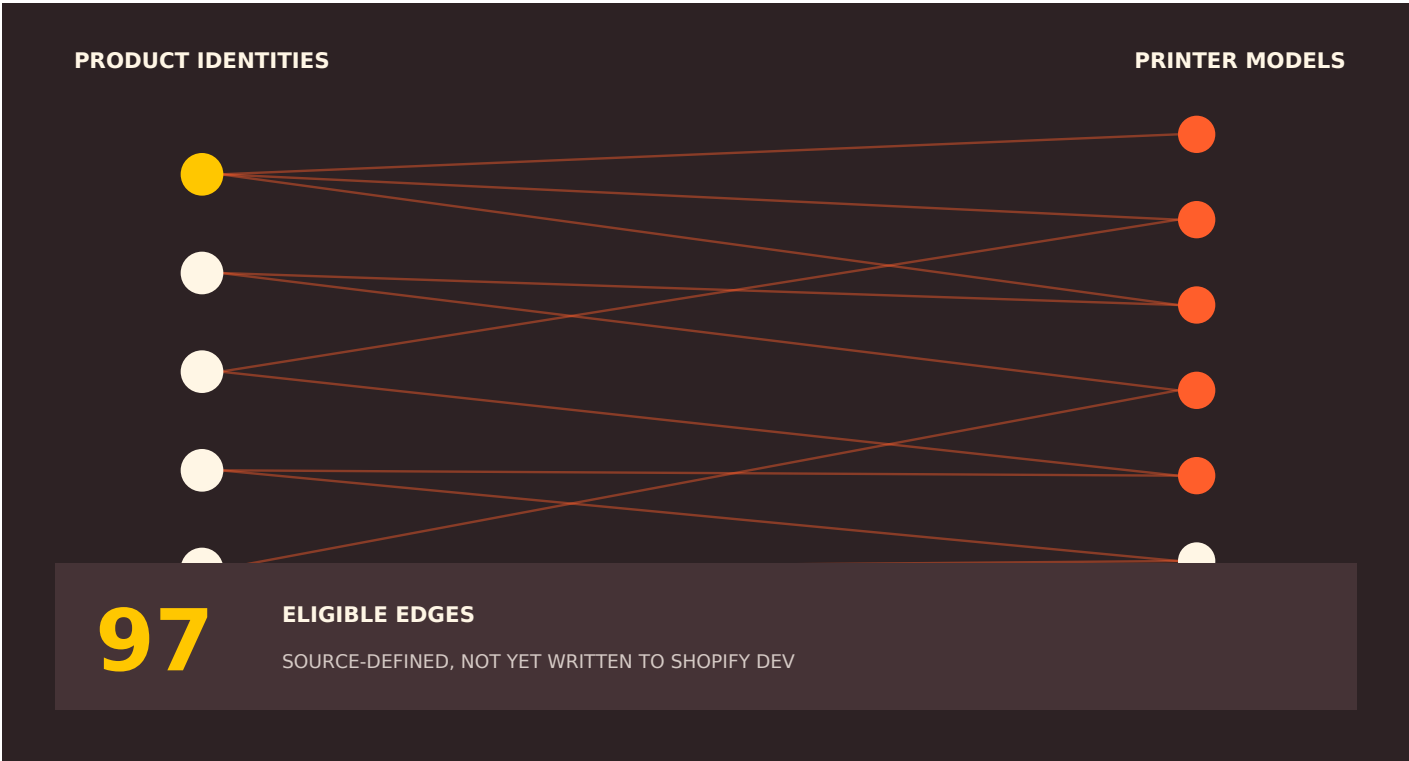
PRINTER CHECKPOINTS

DRAFT / UNPUBLISHED • NO INVENTORY ACTIVATION • ISOLATED STAGING

03 / THE CONNECTION LAYER

97 CONNECTIONS. ONE CLEARER PATH.

A separately versioned compatibility contract connects 23 canonical products to 59 printer models. The original 101-edge source remains intact.



23

PRODUCTS

59

REFERENCED PRINTERS

04

HELD EDGES

B410 and B415 remain verified printer models, but no currently approved toner relationship is assigned to them. The full 25-product / 101-edge contract is preserved.

04 / THE CUSTOMER EXPERIENCE WE ARE BUILDING

LESS GUESSING. MORE CERTAINTY.

Behind a familiar storefront, Maple is building a chain of verified decisions. Each step has a clear job. None should promise a result the system has not yet proven.

01

FIND

Search by product MPN, supplier SKU or printer model.

02

MATCH

Resolve the identity and check only validated compatibility references.

03

ORDER

Move from an exact match into a clear business purchasing flow.

04

REORDER

Use known purchasing context so the second order becomes simpler.

ARCHITECTURE BUILT FOR REPEATABILITY

Exact identities. Contract-bound relationships. Durable checkpoints. Fail-closed execution. This is the foundation for dependable procurement.

05 / WHAT THE NEXT WEEK NEEDS TO PROVE

BUILD THE PROOF. THEN THE AUDIENCE.

The product and printer registry is verified. The compatibility contract has been implemented, tested and versioned. The remaining work is controlled execution, independent validation and a return to consistent publishing.

01**FINISH THE CONNECTION**

Deploy the validated compatibility writer, write only approved DEV relationships, and verify every result independently.

02**TEST THE REAL JOURNEY**

Prove FIND → MATCH → ORDER → REORDER against real catalogue identities and realistic B2B customer scenarios.

03**RESUME THE CONTENT PLAN**

Complete the second educational article. Reestablish an achievable cadence that turns verified product knowledge into useful search content.

NO FRICTION. JUST SUPPLIES.

W01 THE IDEA

W02 THE CONNECTED EXPERIENCE

W03 THE INTELLIGENCE FOUNDATION