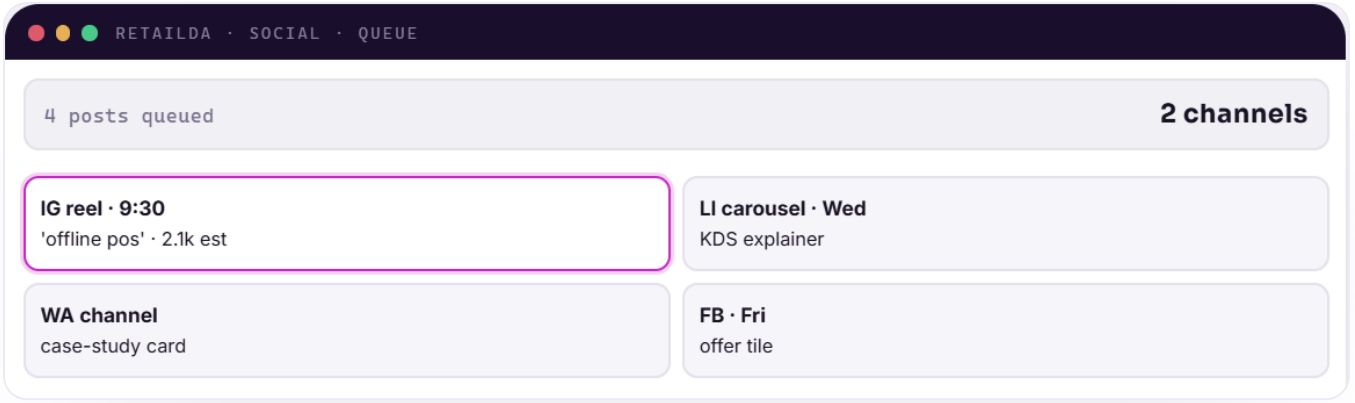
PRODUCT DATASHEET · SOCIAL COMMAND CENTER

Social Publisher

Schedule and publish to X, Facebook, Instagram, LinkedIn, Pinterest.

One calendar, every channel. Compose once, adapt per network, schedule and publish — with product pulls straight from the catalogue.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Multi-network
X, Facebook, Instagram, LinkedIn and Pinterest from one composer.

Product pulls
Drop catalogue items into posts with price and imagery attached.

Approval flow
Draft → approve → schedule with role-gated publishing.

Calendar view
Every channel's queue on one drag-and-drop calendar.

Best-time queues
Posts land at each network's engagement peak automatically.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

From the Growth plan

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 11 FEATURES

- ✓ X, Facebook, Instagram, LinkedIn & Pinterest composer
- ✓ Draft → approve → schedule workflow
- ✓ Per-network variants
- ✓ Shared media library
- ✓ Best-time scheduling per network — queues post at each channel's engagement peak
- ✓ Approval trail — who drafted, who approved, who published
- ✓ Product pulls with price & imagery attached
- ✓ Drag-and-drop calendar across every channel
- ✓ First-comment & link tools
- ✓ Performance reporting
- ✓ UTM auto-tagging — every shared link tracks back to its campaign

BUILT FOR

All industries

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Social Publisher compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#social-publisher

ALTERNATIVE	WHERE RETAILDA™ WINS
Buffer / Hootsuite	Per-seat social scheduling vs one calendar wired to your actual product catalogue.
Meta Business Suite	Five networks, approval flows and product pulls — not just Facebook.
Agency retainers	Draft-and-approve pipelines without paying an agency for a posting tool.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Campaign Studio · Content Revival · Forms & Capture · AI CRM Automation · A.B.M

Deployment & rollout

What a Social Publisher deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	From the Growth plan — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

From the Growth plan

Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

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CALL: +91 - 87778 40671
WHATSAPP: +91 - 94751 16711

WordPress · Meta · OpenAI · shopify

RetailDA