

Your channel is under control with Logo Diva CHANNEL!



LOGO DIVA CHANNEL

Logo Diva CHANNEL; the best solution for channel management in retail business

Offering Logo's innovative technologies with cloud infrastructure, Logo Diva CHANNEL provides fast and efficient merchandising solutions to retail companies engaging in channel management with multiple dealers or branches. Meet Logo Diva CHANNEL, which takes companies one step further in the journey for digital transformation, can be scaled based on requirements, provides efficient channel management between the head office and branches or franchises, makes front office and back office applications faster, more reliable, and easier to monitor, from the moment of deployment, and utilize the power of transformation throughout your channel!

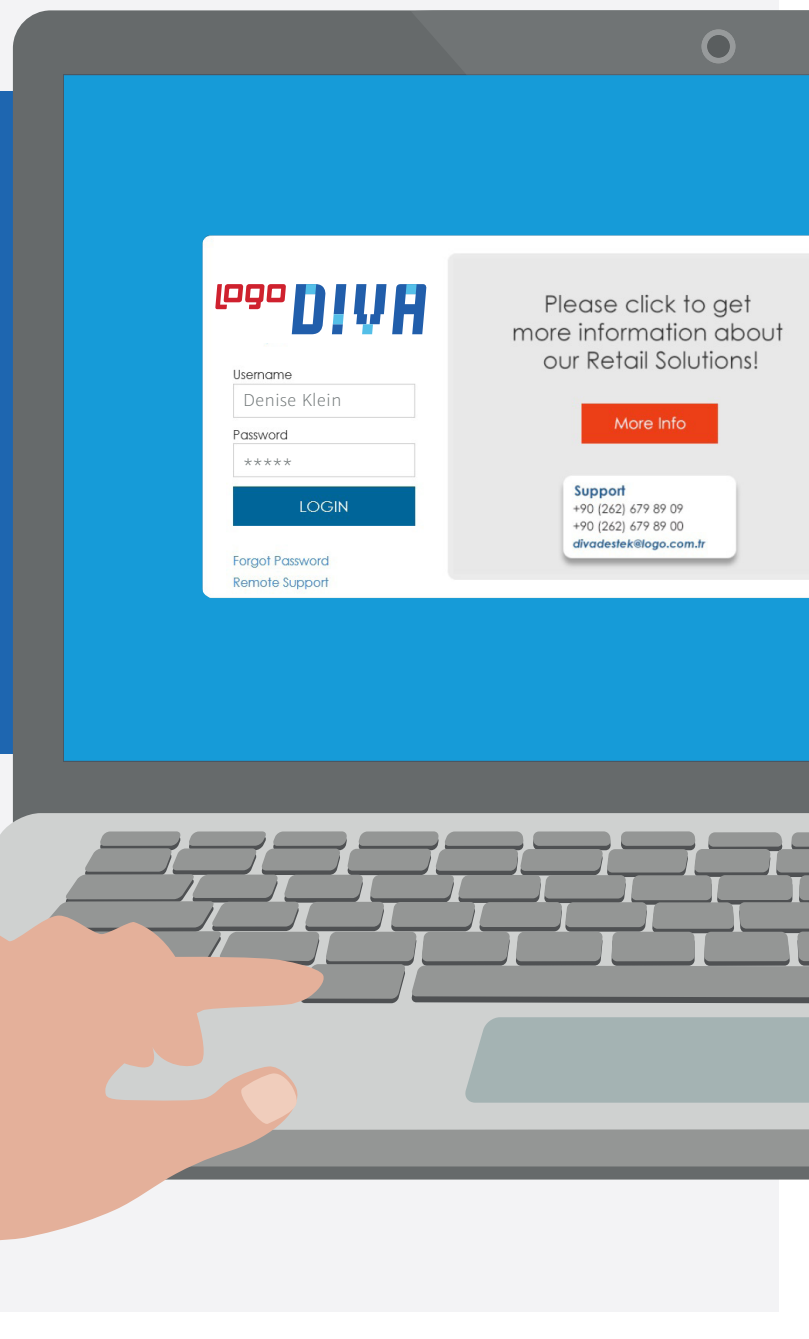
logo **DIVA CHANNEL**

Single point of control in your retail network!

The effective management of a channel is one of the most challenging processes for retail businesses with an organizational structure that includes a large number of dealers or branches. Extensive channel management applications ranging from stock management and optimization, to real-time monitoring of every branch or dealer in the channel, and reporting, from product transfers between stores and branch-based campaign planning, to logistics processes and customer satisfaction activities, are transferred to the cloud through Logo Diva CHANNEL. The channel is quickly and seamlessly managed by Logo Diva CHANNEL, which is easily activated, while your channel can be managed with maximum efficiency by establishing a strong integration between the center and all of the branches or dealers. Increase efficiency by properly managing data flow to your channel and customers with Logo Diva CHANNEL, actualizing digital transformation in channel management!

What are the benefits of Logo Diva CHANNEL?

- Cloud technology that does not require any investment
- Increased customer satisfaction
- Seamless and real-time communication between head office and the dealer/branch
- Integration with e-Invoice and e-Archive solutions
- A comprehensive list of payment options
- Mobile use



The capabilities of Logo Diva CHANNEL

| Flawless center-channel integration

| Payment method & collection setup

| Sales slip, invoice or e-Invoice issuance

| Monitoring checks, promissory notes and bank transactions

| Barcode search

| Serial number scanning

| Stock checking

| Opening new customer records

| Setting up campaigns

| Updating customer information

| Designing company-specific invoices

The single solution for your efficient channel management needs

In channel structures that consist of units such as chain stores, branches, franchise sale points, or dealers, agility and flexibility are required to be able to control the structure effectively, and to keep up with the ever-increasing speed of the retail world. This in turn requires a retail-oriented, fast, and efficient solution equipped with the latest technology. Logo Diva CHANNEL brings a cloud-based solution for the management needs of retail businesses built on a channel structure. Designed specifically for the retail sector, Logo Diva CHANNEL streamlines efficient channel management by creating a productive environment of interactive and integrated activities among all points of action.

Efficiently manage every component of the channel structure!



High-quality service and customer satisfaction throughout the channel

Thanks to its integrated structure throughout the channel, Logo Diva CHANNEL offers customers high-quality front office/cash register services, while facilitating the processes of businesses in back-office applications. Carrying out real-time transactions through the cloud-based common customer database, Logo Diva CHANNEL is able to provide fast and seamless services at any point, even for organizations with hundreds of branches.

The information in the customer database, which is created in Logo Diva CHANNEL, also provides valuable inputs for Customer Relations Management (CRM) applications. By using such information, special offers, campaigns, gifts and promotional programs for customers can be offered. Furthermore, different campaigns and promotions can be easily designed for different stores within the channel structure. In this entire process, the Personal Data Protection Act (KVKK) is adhered to and the system is regularly updated based on legislative changes.

For happy customers, create a powerful customer database throughout your channel!

Seamless communication between sales points

Logo Diva CHANNEL enables instant interaction and control between every point in your retail chain. Sales transactions in any store included within the channel can be viewed in real time, sales reports can be received at any time, and changes in product prices, or campaigns can be easily applied to every store or only to certain points. Any new store can be instantly added to the system, stores can be categorized, payment options can be identified on the basis of stores and stores that can transfer products between warehouses can be selected.

In addition, thanks to the capability to create a common platform with e-commerce sites, traditional stores and online commerce environments can be brought together. In other words, the omnichannel (multi-channel) retail concept where different channels come together, is implemented without any issues via the Logo Diva CHANNEL.





Effective stock management throughout the channel

One of the most intense processes for retail chains working with a large number of branches or dealers, is the up-to-date, accurate and effective management of stocks in every unit. With the real-time stock tracking and stock optimization advantages provided, Logo Diva CHANNEL enables the movements of stocks within the channel in the most efficient manner. This allows for the stock status of each branch or dealer to always be at an optimum level and enables campaigns for such stocks to be designed much easier. In addition, stores are able to view the stocks in other stores through authorization, and therefore are able to properly guide customers. With the stock transfer feature, it is possible to transfer and monitor stocks between stores. In addition, purchasing processes can be planned and costs can be monitored thanks to the structure that enables past stock movements to be reviewed.



Compatibility with current payment and billing systems

Payment systems change, as required by technological advancements. In this structure, starting with credit cards and becoming more diverse every passing day, solutions that adapt easily to current payment systems and fulfilling all provisions of the relevant legislations, come to the forefront. Logo Diva CHANNEL can be integrated with all current payment systems including mobile payment and campaign systems. Thanks to its flexible structure that can be enhanced with add-ins, it can also be adapted to new systems. In addition, as a classic method of payment, bonded sales processes can also be easily managed via Logo Diva CHANNEL.

In sales transactions performed via Logo Diva CHANNEL, it is possible to issue not only receipts or invoices, but also e-invoices, which is one of the key components of the digital transformation. Thanks to the Logo Diva CHANNEL, which is fully integrated with Logo e-Archive and e-Invoice solutions, e-Invoices can also be sent to the integrator in real time when they are issued via the system and presented to the consumer. Monthly cash register transaction reports can also be sent to the Revenue Administration via the integrator. In short, all phases of the payment and billing processes can be easily managed from a single point with Logo Diva CHANNEL.

Gain efficiency and speed in every sales channel!



Safely manage your pre-accounting system

A fast retail process is a determining factor in sales and customer relations, as well as the recognition processes that run in the background. Logo Diva CHANNEL ensures that processes such as bank transactions, check-promissory notes, invoices, stock control and purchases can be monitored by corporate sales points with powerful back office applications. Therefore, while the front and back office processes work in harmony, tracking business profitability and the efficiency of the entire sales channel via Logo Diva CHANNEL becomes possible.



Support features of Logo Diva CHANNEL

| Support channel working between 08:00 AM - 10:00 PM
(GMT+03:00) during weekdays and between 08:00 AM - 10:00 PM
(GMT+03:00)during weekends and public holidays

| Video help

Diva support is always at your service

The high pace of retail processes requires all solutions and services provided for this sector be rendered at the same speed. Logo Diva CHANNEL keeps pace with the dynamic nature of retail processes with its product structure and support services. Logo Diva CHANNEL, facilitating the support processes for users with phone and video help options, is ready to support you in more sophisticated problems too!

Our Diva Support teams provide service between 08:00 AM and 10:00 PM (GMT+03:00) on weekdays, and between 10:00 AM and 10:00 PM (GMT+03:00) on weekends and public holidays. In other words, as long as your store is open, Logo support teams work with you. Once a technical support request is submitted, a record is created in the system and the problem is solved quickly.

Our working hours are the same as yours!



Transformation with cloud technology



Expedited deployment with the comfort of cloud-based computing

The greatest advantage of Logo Diva CHANNEL for retail companies is the cloud technology, which requires no investment. Thanks to this technology, there is no need for investments in terminals, servers, security software, backup, database installation, maintenance support services, various software licenses, etc. for head offices or branches/dealers. All information that is entered into the system is securely saved, protected and backed up in the cloud environment dedicated to your company.

And you don't need to wait for a specialist for installation and deployment! As long as you have an internet connection and an account defined in Logo Diva CHANNEL, the system can be operated directly from the cloud.

Benefit from the fast deployment advantage with time-saving cloud technology!

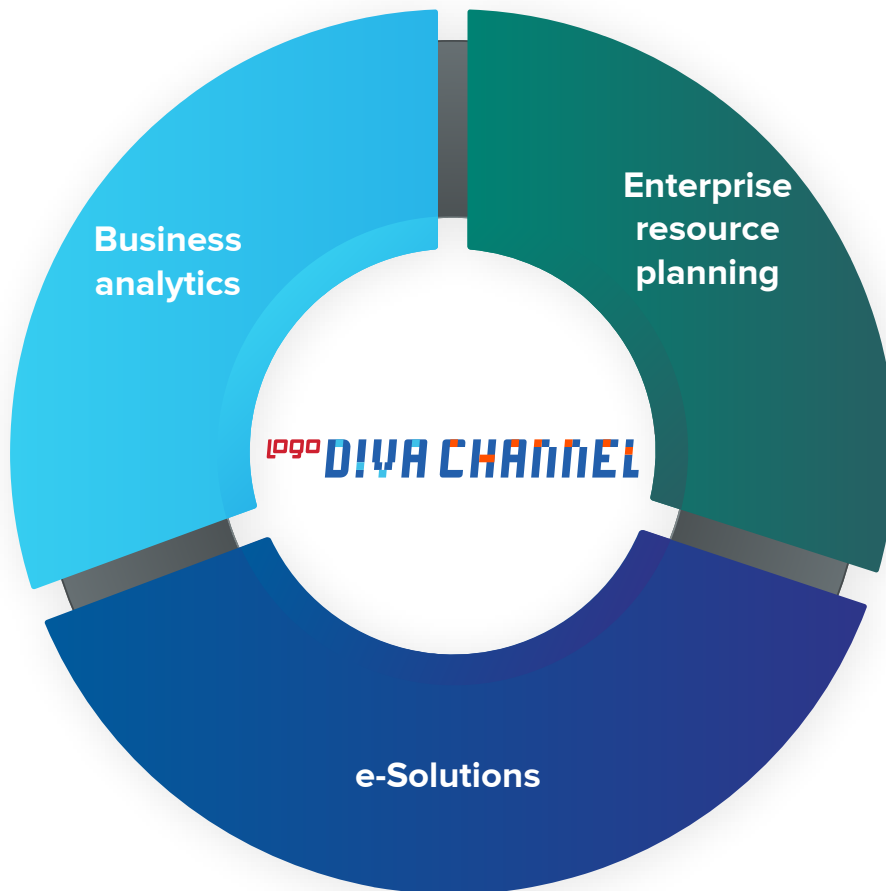


Seamless integration with different applications

Logo Diva CHANNEL can be integrated with various payment and campaign systems along with the digital transformation components such as e-Invoice or e-Archive. In this way, an ecosystem to ensure the effective management of all payment, sales and campaign processes at all points throughout the channel can be created.



Our integrated solutions with Logo Diva CHANNEL



Enterprise resource planning (ERP): Enterprise resource planning (ERP) solutions allow businesses to manage all their data and business processes end to end from a single center which leads to increase operational efficiency significantly. Logo ERP Solutions consists of an extensive portfolio, which provides traceability, effective control, and data reliability in all operations from accounting and finance management to foreign trade, procurement processes and production. By this way, In all businesses processes are automated in every business and time and cost savings are achieved with a reduced workload. Logo ERP Solutions provide businesses of all sizes with more efficient business processes, greater savings, with higher levels of performance, profit and competitive advantage.

e-Solutions: Logo e-Solutions, developed considering ever-changing customer needs in the digital transformation world and in accordance with the standards set by the revenue administration, include many different applications such as e-Invoice, e-Archive Invoice, e-Ledger, GIB e-Archive Invoice and e-Dispatch. Thanks to Logo e-Solutions, businesses reduce their paper, printing, archiving and labor costs, decrease operational burden, accelerate financial processes and contributes to social and corporate sustainability. Providing value-added solutions including financial services such as e-Reconciliation, Online Account Statement, e-Extract, Cheque and Invoice Discount, Akbank Banking, Connect Bank and e-Collection, it also thoroughly guides digital transformation journey of businesses.

Business analytics: Businesses need to transform huge amounts of data that does not make any sense on its own into significant information, and therefore value. Logo Business Analytics Solutions process data from tens of different sources quickly and meticulously, and provides real-time information to report to decision-making mechanisms. With the budget management solution, budget processes are managed faster, more flexibly and securely. Logo Business Analytics Solutions help you to stand out ahead of the competition.

For further
information about
Logo Diva CHANNEL



The most valuable IT brand of Turkey



Ecosystem of 5000+ people	800+ Business partners	150.000+ Active customers	1.300+ Employees
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Logo is coding the future together with its customers, business partners, employees, investors, and all stakeholders as a company contributing to the sustainable success of its customers. Logo creates value with its customers with passion and agility.

Turkey's largest public software company and the largest local enterprise software company, Logo continues its activities as one of the leading companies in the industry since its foundation in 1984. Logo offers application software solutions to enterprises ranging in size from micro to large corporations. The company, by increasing innovation and creativity in its products and services, lays the foundation for sustainable success by accompanying many companies from 44 countries on their journey of growth, with more than 1,300 employees in 4 different countries at 7 different locations and 800 business partners. Logo is a software company competing at the global level with investments in Romania and India. With Logo Total Soft, the subsidiary in Romania, the company aims to expand its footprint in the domestic market in Romania and in the European market. With its investment in India, Logo carries out product development, promotion, and marketing activities in the Indian market.

In addition to Enterprise Resource Planning, Logo's offering comprises many complementary solutions such as Customer Relationship Management, Human Resources Management, Workflow Management, Warehouse Management Systems, Business Analytics Solutions, Retail Solutions, and e-Government

solutions. It also provides digital transformation consultancy and special project management services. As the leader of the ERP systems in terms of number of customers for many years, Logo boasts a large and robust ecosystem that extends from business partners to Logo users, and from academics to students and industry professionals. Logo pursues its vision to code Turkey's future together thanks to the power it derives from this ecosystem. Logo believes in the dreams of its customers, shares the same goals, and works diligently towards achieving them.

Since its establishment, Logo has become the innovative leader of the industry thanks to its innovative products, services and business processes, and the added value it creates in digital transformation. Logo has invested in different businesses and technologies and has witnessed many breakthroughs and revenue growth in recent years due to organic and inorganic growth. The company has always adopted a fair and transparent management approach and currently has a free- float rate of 66%. Also, Logo is the first IT company to go public in Turkey and the IPO was in 2000.

After a series of strategic investments aiming at transferring the know-how and experience gained in the Turkish market to abroad, it continues the path towards becoming a regional player as one of the industry's leading companies. Logo has been pursuing its firm growth with 38% revenue CAGR (compound annual growth rate) in the last 10 years.



Logo solutions:



Offers high performance



Offer an affordable total cost of ownership



Provides an open platform



Quickly installed



Upgradeable functions in line sector-specific needs



Creates a synergy with common solutions and platforms

Find the closest business partner...



LOGO

