

New generation cash register solution at retail speed



LOGO **DIVA RETAIL**

Logo Diva RETAIL, the best cash register solution for retail

As one of the innovative technologies developed by Logo for the retail industry, Logo Diva RETAIL offers fast and reliable cash register solutions to retail companies of any scale. Meet Logo Diva RETAIL which can be used as a built-in or as a cloud-based solution, is scaled to specific needs and synchronizes cash register transactions at different points to make front office applications faster, more reliable and easier to monitor; utilize the power of transformation!

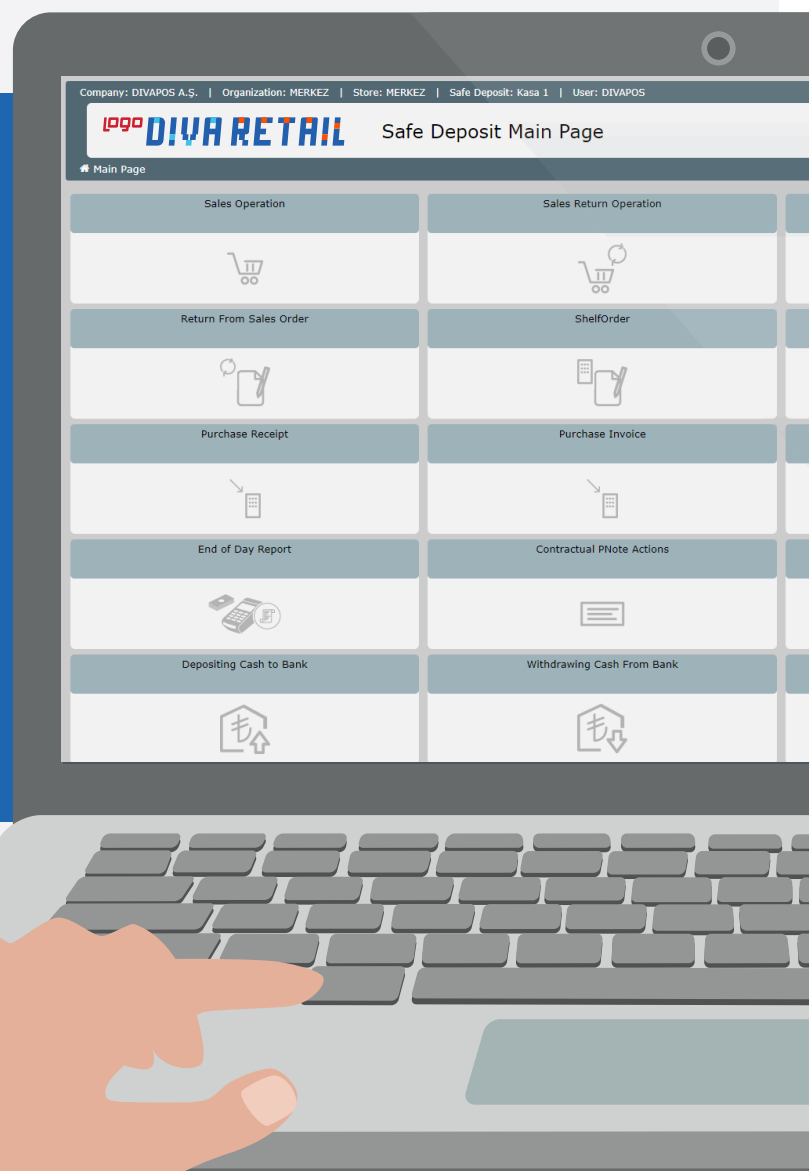
logo **DIVA RETAIL**

A solution which makes a difference in sales processes!

Retail is not just about exhibiting and selling products any more. Retail companies need to be more technology-oriented in areas such as customer experience management, integration of front office and back office applications, fast and seamless service, and customer satisfaction. Developed for this very requirement, Logo Diva RETAIL enables the real-time management of sales transactions in stores. Logo Diva RETAIL can be easily installed in your company's or Logo's own cloud system, and it enables all cash register transactions ranging from sales invoices and returns, campaigns and price management, to stock control and customer records to be performed quickly and easily. Offer a brand new Shopping Experience for your customers with Logo Diva RETAIL which enables your digital transformation in retail!

What are the benefits of Logo Diva RETAIL?

- Instant access to cash register data
- Easy-to-use interface and quick access to sales data
- Increased customer satisfaction in a omni-channel customer experience
- Ability to set up and integrate campaign and loyalty programs
- Opportunity to create modern and innovative processes with the advantages of the cloud technology in retail
- Comprehensive list of payment options
- Integration with ERP, CRM and e-Invoice/e-Archive Invoice
- Mobile use



The capabilities of Logo Diva RETAIL

| Unique customer experience across all sales channels

| Fast, easy and convenient checkout operations

| Cloud technology

| Logo Diva RETAIL Mobile Sales Module, which offers customers the freedom to shop without waiting at the checkout

| Modern campaign platform

| Loyalty system

| Channel management

| Uninterrupted communication

| Omnichannel sales support

| Advanced approval and authorization mechanisms

| Advanced web service and integration architecture

| Integration with Tax Free companies

| Compliance with international standards such as NRF Arts Poslog

| Integration with alternative mobile payment platforms

| RFID integration

| e-Solutions for payment, invoicing and waybill processes

| User friendly design

Unique customer experiences, increased

“Being one of the most effective ways to develop and get to know customers better, loyalty programs increase brand awareness and sales performance, as well as increase customer loyalty. Loyalty system offered by Logo Diva RETAIL not only integrates with existing loyalty programs, but also allows you to offer unique experiences to your customers by developing special loyalty programs. Thanks to the loyalty points system of Logo Diva RETAIL, you can provide your customers with points earning and spending functions. You can offer customers customized experiences by integrating with external loyalty systems. Additionally, the gift card function offered with Logo Diva RETAIL allows you to create your own gift card applications or integrate with external gift card.” systems.

Logo Diva RETAIL offers ways to improve the customer experience!

Customizable applications according to the changing needs of different branches

Brands working with the franchising system and connected stores, franchise a separate and partially independent property that they share the right of under certain conditions and limitations.

continues to be responsible for the management of certain processes in stores. Especially, complex customized retail systems used by brands with many dealers, can become difficult to manage. In this context, a good channel management is required.

With the channel management function, Logo Diva RETAIL allows channels to be defined and manage internal processes of independent stores with separate applications.

The channel management function of Logo Diva RETAIL enables brands working with the franchising system.

from a single point by defining their own stores and dealers differently. makes it easy to manage. Thus, different needs, dealer structures, brands and

channel hierarchy can be easily defined according to all different channels, and the entire structure can be viewed from a single point.

The information in the customer database, which is created in Logo Diva RETAIL 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 General Data Protection Regulation - GDPR is adhered to and the system is regularly updated based on legislative changes.

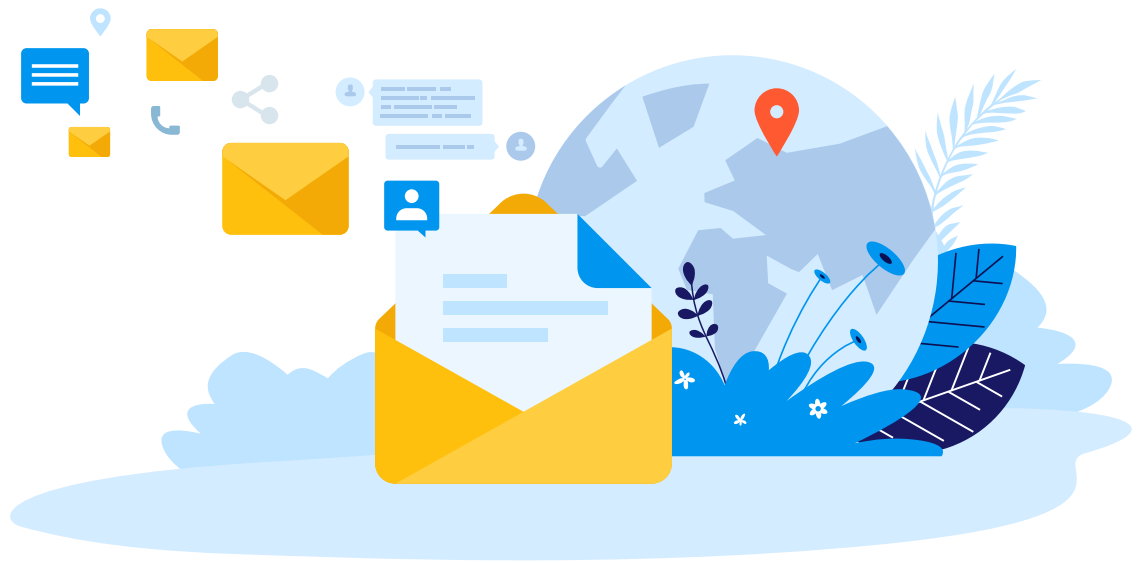


Brands have flexible processes in their own stores, customers and dealers management!



Seamless communication between sales points

A store with two branches, or a chain with hundreds of stores... Logo Diva RETAIL provides excellent control over cash transactions in retail companies of every scale. Transactions in each store 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 all stores or only to certain points. Any new store can be instantly added to the system, and stores can be categorized under an infinite number of groups based on their structures, also payment options can be identified on the basis of stores, and stores can be authorized for certain transactions. 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 retail concept, where different channels come together, is implemented without any issues via the Logo Diva RETAIL register solutions.



Integration with different applications and standards

Perfect compatibility with current payment and billing systems with flexible web service architecture. Within this structure starting with credit cards and becoming more diverse every passing day, solutions that adapt easily to current payment systems and fulfill all provisions of the relevant legislations come to the forefront. Logo Diva RETAIL 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 cash register transactions performed via Logo Diva RETAIL, it is possible to issue not only receipts or invoices but also e-invoices, which is one of the key components of digital transformation. Thanks to Logo Diva RETAIL, which is fully integrated with the 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 then presented to the consumer. Monthly cash transaction reports can also be sent to the Revenue Administration via the integrator. In short, every phase of the payment and billing processes can be easily managed from a single point with Logo Diva RETAIL.



Gain efficiency and speed in every sales channel and cash register transaction!

Mobile sales and cash registration solution with Logo Diva RETAIL Mobile Sales Module

Accordingly, customer interaction with brands are largely shaped by their preferences in-store purchasing experience.

In the retail sector where competition is quite high, the way to ensure differentiation and customer loyalty is to provide perfect customer experiences.

Thanks to the flexibility it provides, Logo Diva Mobile that helps improve customers' in-store purchasing experience at speed of mobile increases customer satisfaction and contributes to the significant increase in store sales.

In merchandising, especially holidays, such as new year, weekends, special campaign periods triggers an increase in customer density. During these periods, the number of customers increases considerably. Additionally, long queues in front of the cash registers; long waiting times in these queues are some of the most challenging aspects of the purchasing experience for customers as a result can overshadow their overall experience.

However, while waiting, customers reconsider your choices, may leave products or not at all, can prefer to leave store without completing transaction. Logo Diva RETAIL Mobile Sales Module, prevent clutter and long waiting times at the cash desk. It provides fast and easy management of sales and cash registers without any need to buy additional cash registers

Technology is developing and customer habits are changing. Mobile methods are increasingly looking for new ways to become new solution platforms for both retailers and customers who are eager to adapt into new retail technologies to make their shopping processes faster, easier and more flexible.

Accordingly, for retail stores, one of the most important needs has become to provide customers to a more comfortable shopping opportunity with mobile payment options without waiting at the checkout.

Logo Diva RETAIL Mobile Sales Module provides a strong response to this need which is compatible with leading mobile payment platforms.

Logo Diva RETAIL Mobile Sales Module offers a new way of purchasing at the speed of the mobile through the mobile device without being dependent on hardware and POS device. Thus, a customer can reach the sales consultant without having to wait in the cashier queue. Although there has been a significant increase in online shopping and e-commerce in recent years, physical stores continues to be of vital importance to the retail industry. The number of people who prefer to shop from physical store to try products, explore different options or to socialize only.



The solution that increases mobility



Offer your customers mobile payment flexibility!

With digital surveillance and security, need for product tracking and speed in the retail industry increase drastically. RFID technology has increasingly come to the fore, depending on the convenience it offers to the consumer.

Logo Diva RETAIL, with its new RFID integration feature offers the ability to work with RFID applications. With this integration provided by Logo Diva RETAIL, the product and Retail processes such as warehouse movement and balance control become easier. Working with RFID omnichannel setups due to the high stock accuracy of retailers can work more efficiently. In addition, features such as the ability to read bulk products in the shopping cart allow retailers to reach more customers by reducing the workload of cashiers.

Plus, it provides a better purchasing experience to its customers while providing a smoother service in a shorter time. Thanks to the infrastructure features and know-how that Logo offers in this field, Logo Diva RETAIL can be easily made interoperable with your RFID application in your company.

Besides increasing the experience in your stores, Logo Diva RETAIL Mobile Sales Module, allow you to make sales transactions in temporary pop-up stores, event areas and at-the-door payments without moving your cashier system.

Logo Diva RETAIL Mobile Sales Module can be used with Android POS platform and compatible with mobile devices with swipe, contactless, chip credit cards, QR code and mobile wallets with after-sales invoicing. Products purchased by customers from different departments in the store can be added to one single shopping cart by sales assistant. Since the complete sale process is trackable with Diva RETAIL Mobile sales module, premium for sale assistants can be made easily calculated.

Transactions made easier with RFID integration

Perfect compatibility with digital payment receipt and e-invoice applications



In cash register transactions made with Logo Diva RETAIL, only receipt or invoice can be made through the system. Additionally, issuing e-invoices, which is one of the important components of digital transformation is also possible. Fully integrated with Logo e-Archive and e-Invoice solutions Thanks to Logo Diva RETAIL, when e-invoices are received over the system and presented to the customer, It can also be sent to the integrator instantly. Cash transaction reports can be forwarded to the officials for Revenue Administration via integrator. Logo Diva RETAIL also supports the e-Waybill application. Product transfer to central warehouses In transactions such as shipment. With the e-Waybill created via Diva RETAIL, time losses in shipment processes are prevented, stores reconciliation processes are facilitated, distribution and inspection processes are accelerated, physical archiving costs are eliminated and you can easily access previous waybills from anywhere at any time. reachable.

Design features of Logo Diva RETAIL

| User-friendly interface

| Touchscreen compatibility

| Desktop/laptop, tablet and smartphone compatibility

| Intuitive use

| Barcode or product name search

| Video help

User-friendly design

The determining factor in the interface designs of advanced-technology products is the user experience. Ease of use is even more important for cash register officers in retail stores with high volumes of daily transactions. This convenience is exactly what Logo Diva RETAIL offers to cash register officers or cashiers.

Combining the comfort of touch-screens that we are accustomed to using on our mobile phones in our daily lives with a user-friendly design, Logo Diva RETAIL can be used in any device, from tablets to mobile phones and laptops/desktops.

In an industry such as retail where employee turnover is high, minimizing the need for training is crucial in terms of time and cost savings. Offering this advantage, Logo Diva RETAIL significantly facilitates use with search and video help options and is rapidly adopted by users. Thus, even a new cash register officer can quickly learn the system.

As easy as using a smartphone!

Our working hours are the same as yours!

Logo Diva RETAIL is very easy to use but if you do need assistance, Diva Support is always ready for support! Our teams provide service between 08:00 AM (GMT+03:00) and 10:00 PM (GMT+03:00) on weekdays, and between 10:00 AM (GMT+03:00) and 10:00 PM (GMT+03:00) on weekends and public holidays. So as long as your store is open, Logo teams are at your service. As soon as you call our technical support, your issue is registered in the Logo Diva Support system and the problem is quickly resolved.



Cloud technology for time-saving and faster operations



Expedited deployment with the comfort of cloud-based computing

The genuine advantage of Logo Diva RETAIL for retail companies is 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, or various software licenses, etc. 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 RETAIL, the system can be operated directly from the cloud.

*Logo also serves retail companies that would like to use Diva POS in a built-in system.

Save time with cloud technology and get the advantage of rapid deployment!

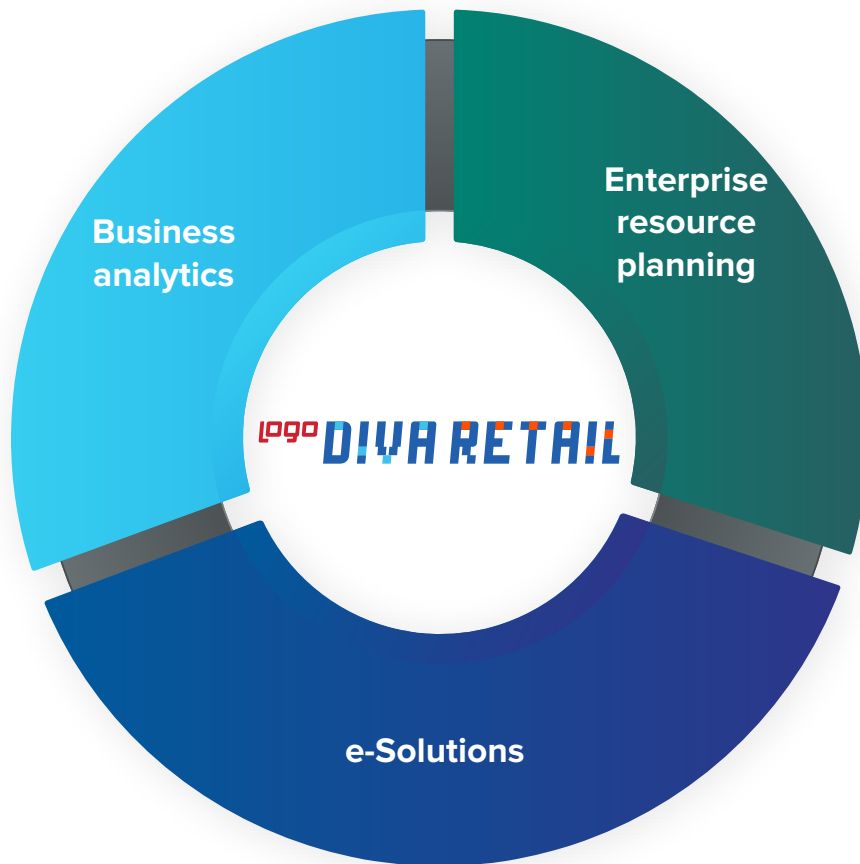


Seamless integration with different applications

Logo Diva RETAIL knows the value of produced data! For perfect retail management, this data is integrated with solutions such as Enterprise Resource Planning (ERP) and Customer Relations Management (CRM), and various payment and campaign systems. In this way it is possible to create a platform for the effective management of all processes and also for a stronger database.



Our integrated solutions with Logo Diva RETAIL



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 RETAIL



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

