

# The most productive assistant of your growing stores!



**LOGO** **DIVA SHOP**

# Logo Diva SHOP; the cloud-based merchandising solution for retail stores

Logo Diva SHOP, which offers Logo's innovative technologies in a cloud infrastructure, enables fast and reliable management of a wide range of processes from cash transactions to stock, purchasing and pre-accounting in retail companies with a single store or several branches. Meet Logo Diva SHOP, which carries your business one step further on the journey of digital transformation once installed, can be scaled according to your needs and makes applications faster, more reliable and easier to monitor, and utilize the power of transformation!

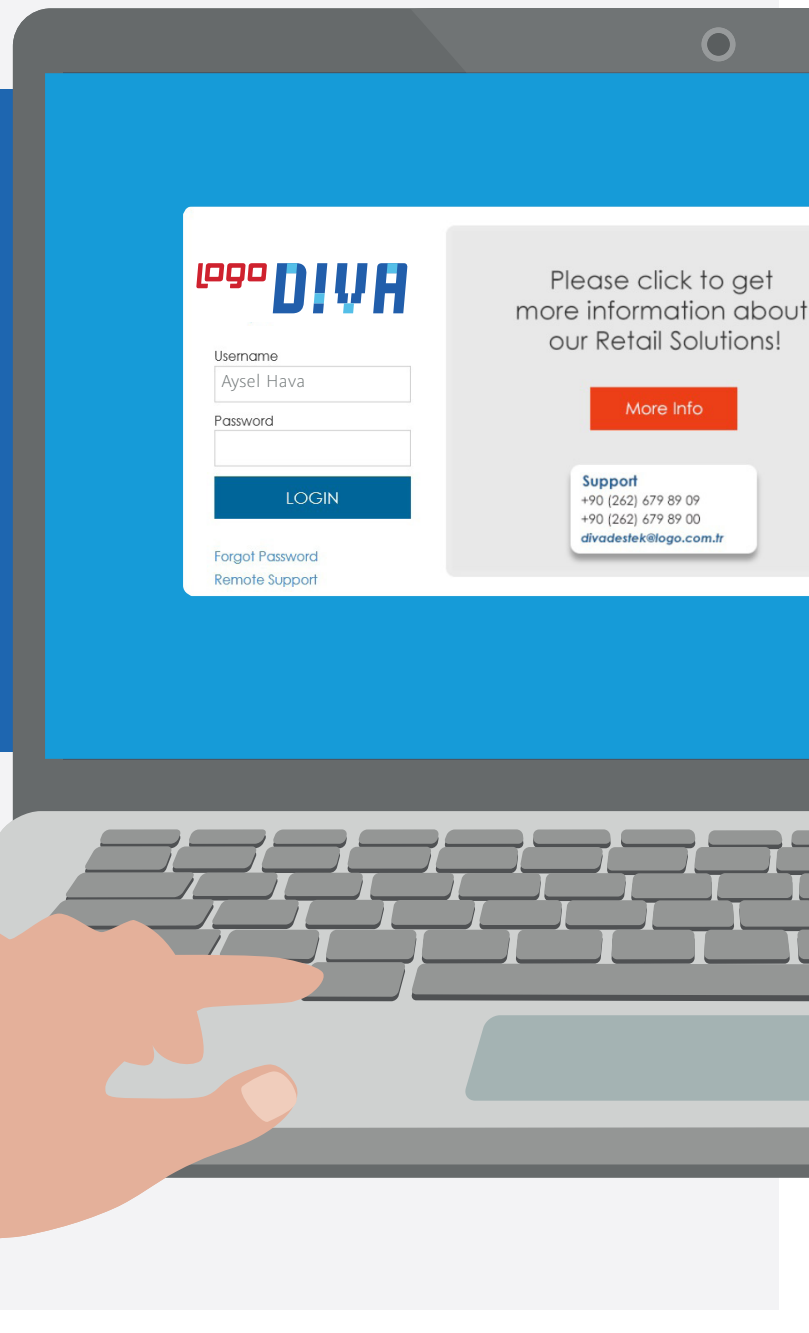
**logo** **DIVA SHOP**

# Controlled growth in your stores!

Retail is not just about exhibiting and selling products any more. Retail companies need to be more technology-oriented in areas such as customer management, integration of front office and back office applications, fast and seamless service, and customer satisfaction. Developed for this requirement, Logo Diva SHOP enables the real-time management of front and back office operations in retail stores. Quickly and easily execute all processes ranging from sales invoices and returns, to campaigns and price management, from stock control and customer records to purchasing and payment systems, as well as campaign planning with Logo Diva SHOP, which can easily be activated thanks to its cloud-based structure without any investment requirements. Use Logo Diva SHOP to offer your customers the digital transformation experience in shopping processes and the future technology of retail!

## What are the benefits of Logo Diva SHOP?

- Cloud technology that does not require any investment
- Increased customer satisfaction  
Uninterrupted and real-time communication
- Integration with ERP, e-Invoice/e-Archive and other payment systems
- Reporting and follow-up in a mobile environment for store owners and managers



# The capabilities of Logo Diva SHOP

| Sales transactions

| Payment method & collection setup

| Issuing sales slips, invoices or e-Invoices

| Monitoring checks, promissory notes and bank transactions

| Barcode search

| Serial number scanning

| Stock operations

| Opening new customer records

| Setting up campaigns

| Updating customer information

| Designing company-specific invoices

# One solution for all your needs in retail processes

Whether you have a business with a single store or several branches, you have to be agile and flexible in order to adapt to the world of retail, which operates faster by the day. This in turn requires a retail-oriented, fast, and efficient solution equipped with the latest technology. Logo Diva SHOP offers a cloud-based solution for the needs of retail businesses at every scale. Logo Diva SHOP, a merchandising solution specifically designed for the retail industry, facilitates and expedites sales transactions while enabling stores to perform pre-accounting operations on the system, increase customer satisfaction and manage campaigns in real time.

*Acquire the agility and flexibility to adapt to the rapidly accelerating retail world!*



## Customer satisfaction via high-quality service

Logo Diva SHOP simplifies the processes in back-office operations as well as pre-accounting activities which are critical for business processes. By carrying out real-time transactions with its cloud-based structure, Logo Diva SHOP is able to provide a fast and seamless service.

The customer database created on Logo Diva SHOP creates valuable customer entries. By using such information, special offers, campaigns, gifts and promotional programs for customers can be offered. 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!*



## Control over merchandizing operations

Logo Diva SHOP provides control over sales transactions in small and medium-sized retail companies. Any transaction can be viewed in real time, sales reports can be retrieved at any time, and changes in product prices, or campaigns can be easily applied. If a new store is opened, that store can also be instantly added to the system.





## Compatibility with current payment and billing systems

Payment systems change, as required by technological advancements. 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 SHOP can be integrated with all current payment systems including mobile payments and campaign systems. Thanks to its flexible structure that can be enhanced with add-ins, it can also be adapted to new systems.

During sales transactions performed via Logo Diva SHOP, 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 Logo Diva SHOP, 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 presented to the consumer. Monthly cash register 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 SHOP.

*Perform your sales processes more effectively and quickly!*

## Safely manage your pre-accounting system

Rapid retail processing is a determining factor in sales and customer relations, as well as the processes which are run in the background. With its powerful back office applications, Logo Diva SHOP allows tracking processes involving banking transactions, checks/bonds, invoices, and stock transactions, etc. from a single point. Therefore, while the front and back office processes work in harmony, tracking the profitability of the business and the efficiency of the business processes via Logo Diva SHOP becomes possible.



# Support features of Logo Diva SHOP

| Support channel working between 08:00 AM - 10:00 PM during weekdays and between 10:00 AM - 10:00 PM during weekends and public holidays

| Video help

# Diva support 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 SHOP keeps pace with the dynamic nature of retail processes with its product structure and support services. Logo Diva SHOP, facilitating the support processes for its users with phone and video help options, is ready to support you in solving more sophisticated problems too!

*Our Diva Support teams provide service between 08:00 AM and 10:00 PM on weekdays, and between 10:00 AM and 10:00 PM 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 SHOP 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, 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 SHOP, 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 SHOP knows the value of produced data! For perfect retail management, this data is integrated with solutions such as Enterprise Resource Planning (ERP), and various payment and campaign systems. In this way it is possible to create an ecosystem for the effective management of all processes, and also a stronger database.



# Our integrated solutions with Logo Diva SHOP



**Enterprise resource planning (ERP):** Enterprise resource planning (ERP) applications allow businesses to manage all their data and business processes centrally, end to end, and significantly increase operational efficiency. Logo ERP Solutions consists of an extensive portfolio, and provide traceability, effective control, and data reliability in all operations from accounting and finance management to foreign trade, procurement processes and production. In this way, operational 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 employee and customer satisfaction.

**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.

**e-Solutions:** Logo e-Solutions, developed in accordance with the standards set by the Revenue Administration, include many different applications such as e-Invoice, e-Archive Invoice, e-Ledger and e-Dispatch. Thanks to Logo e-Solutions, businesses reduce their paper, printing, archiving and labor costs, decrease operational burdens, and accelerate financial processes. Providing value-added solutions such as e-Reconciliation and E-Extract, innovative applications based on Artificial Intelligence and Internet of Things, your digital transformation journey can also be guided thoroughly.

For further  
information about  
Logo Diva SHOP



# The most valuable IT brand of Turkey



Ecosystem of 5000+ people	800+ Business partners	90.000+ Active customers	1.200+ 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 with its products and services that appeal to all companies from micro size to enterprise level. It creates value for its customers with passion and agility.

Turkey's largest public software company and most valuable information technology brand\* Logo, operates in software sector as one of the leading companies since its establishment in 1984. Logo offers application software to enterprises ranging in size from micro companies to large scale corporations. The company, by increasing innovation and creativity in its products and services, lays the foundation for sustainable success by accompanying more than 200,000 companies so far on their journey of growth, with more than 1,200 employees and 800 business partners in 4 different countries at 7 different locations.

In addition to Enterprise Resource Planning, Logo's offerings comprise many complementary solutions such as Customer Relationship Management, Human Resources Management, Workflow Management, Warehouse Management Systems, Business Analytics Solutions and Retail Solutions. Having taken the lead in the ERP sector in terms of number of customers for many

\* Brand Finance "Turkey's most valuable and strongest brands report", June 2019

years, Logo has a large and dynamic ecosystem that extends from partners to Logo users, from academicians to students and industry professionals. Along with the power stemming from this ecosystem, and believing in the dreams of its customers, sharing the same goals and working diligently to fulfil them, Logo carries out its business with the vision of coding Turkey's future together.

Since its foundation, Logo has been the innovative leader of its sector with the innovations it brought with its products, services, and business processes; more importantly with the added value it created in the digital transformation. Logo has invested in different businesses and technologies, and in recent years has made great leaps and revenue growth due to organic and inorganic growth. Logo has always adopted a fair and transparent management, and currently has a 66% free-float rate. The company became the first public software company in Turkey in 2000.

Logo completed a significant portion of its 35-yearlong history as the market leader in the industry, and after a series of strategic investments aiming at transferring the know-how and experience gained in the Turkish market to abroad, it continues on the path towards becoming a regional player. Logo has been pursuing its firm growth with 41% 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**

