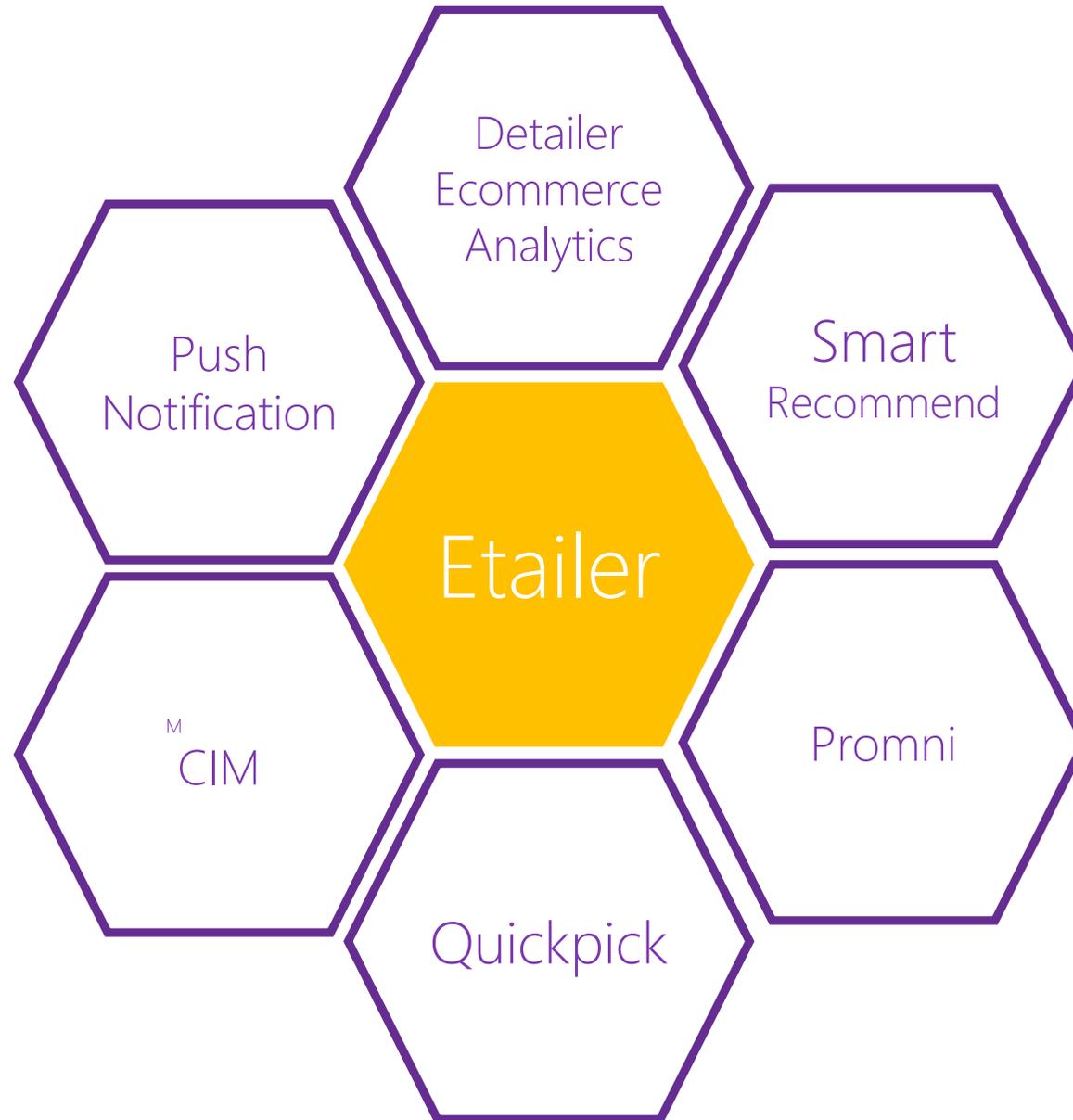




# E-commerce Suite







# Etailer is an online retail system

Transforms the retail experience of physical stores to online  
Manages the real-time inventory and sales management  
Enables omnichannel campaigns and order management  
Is easy to use and flexible in nature

# Multi-channel



Господин / Госпожа DESTEK2 OBASE Добро пожаловать

- Детские Товары
- Молочная Продукция
- Мясная Продукция
- Напитки
- Овощи-фрукты
- Продовольственные Товары И Сладости
- Табачные Изделия
- Товары Для Дома
- Товары Для Живо



### Kategoriler

- Şarküteri ve Süt Ürünleri
- Et ve Et Ürünleri
- Meyve ve Sebze
- İçecekler
- Çikolata ve Şeker
- ...

Lezzinle...  
Ezi 300 ml Aerosol  
Ko...  
Çeşitleri  
**%50 İNDİRİMLİ**  
Bir sepete en fazla 2 ürün alımı yapılabilir.

En son inceleme...

LİPTON DÖKME Ç...  
LABEL 1000 GR

Bülten Abonelik

Abone:

# Flexible Interface

Tüm Kategoriler

FIRSAT ÜRÜNLERİ PROMOSYONLAR MAKRO KART GOLD MAKRONOMİ

Sonuçları Filtrele

Kapan

İsim: A...dan Z'ye

**kişisel bakım**

Рамстор

ИНТЕРНЕТ МАГАЗИН

Online.Ramstore.kz

Welcome

# Multi-language

State / City:

Almaty

Select state

County:

Medeu district

Select county

District:

Alatau

Select district

Ok

Specify Delivery Zone

Уважаемые покупатели!

С 1 октября 2016 г. начинается реконструкция торгового зала по адресу Фурманова, 226.



# Digital Marketplace Integrations

# Etailer

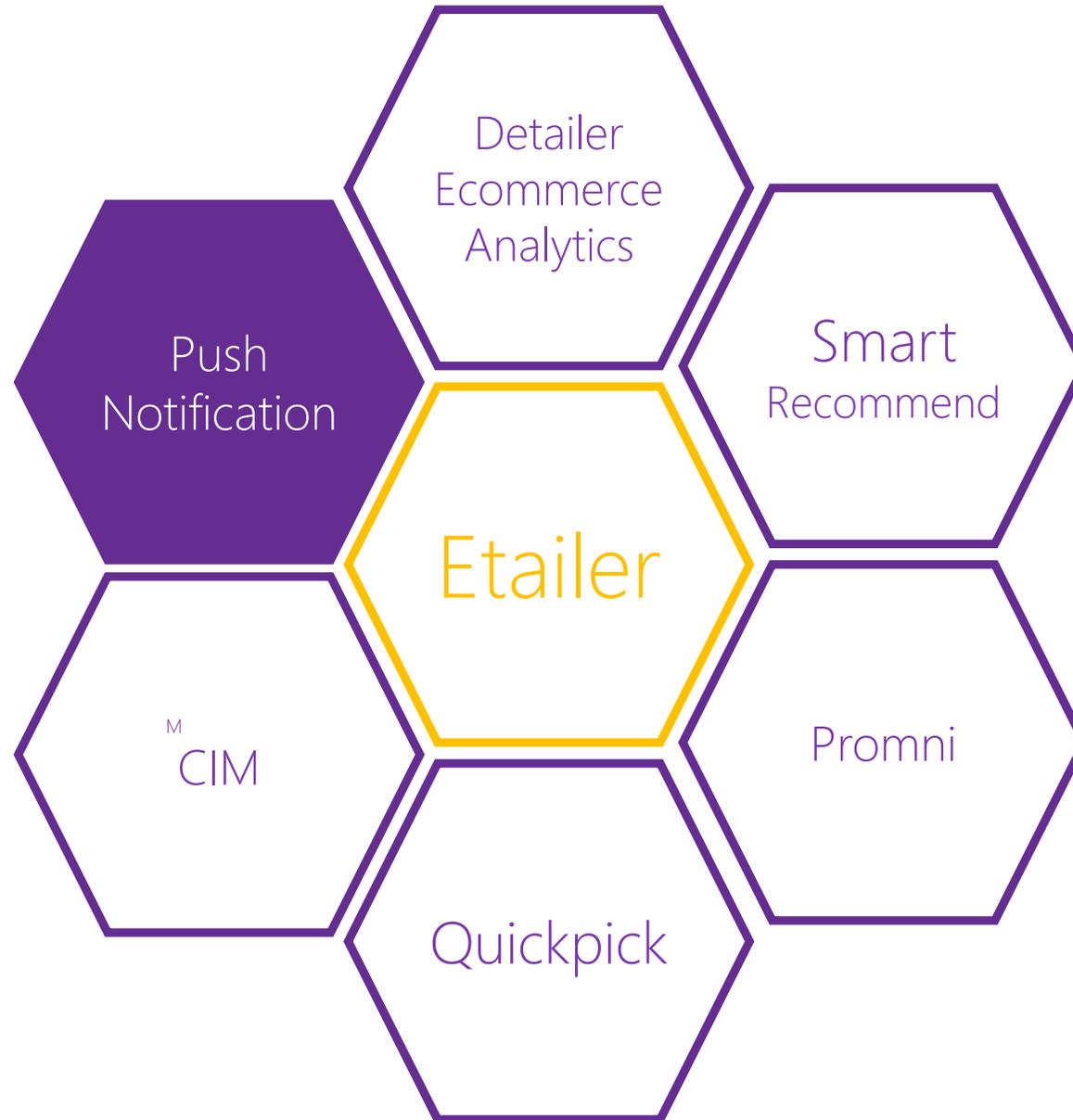
Online retail system with web and mobile interfaces.

Content Management  
Zone Management  
Delivery Time Slots Management  
Payment Options  
Category Management  
Product Management  
Price Management  
Product Recommendations

Order Management  
Surveys  
Campaign & Promotion Management  
Marketplace Integrations  
SEO

# Customers

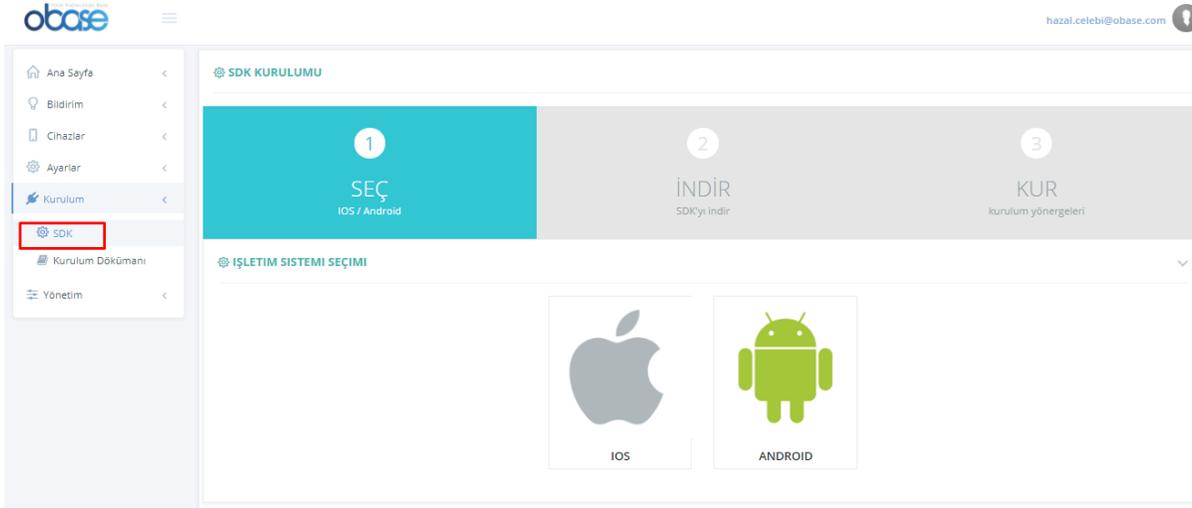




# Push Notifications



# PN SDK



Push Notification SDK (Software Development Kit) is the interaction backbone of Obase E-commerce Suite.

PN SDK is easily applied in any mobile app and managed via Administration interfaces.

# Customers





# Smart Recommendation Engine



# Smart Recommend

Creates personalized recommendations to improve customer satisfaction by matching customers with relevant products at specific times and conditions.

Personalized Recommendation

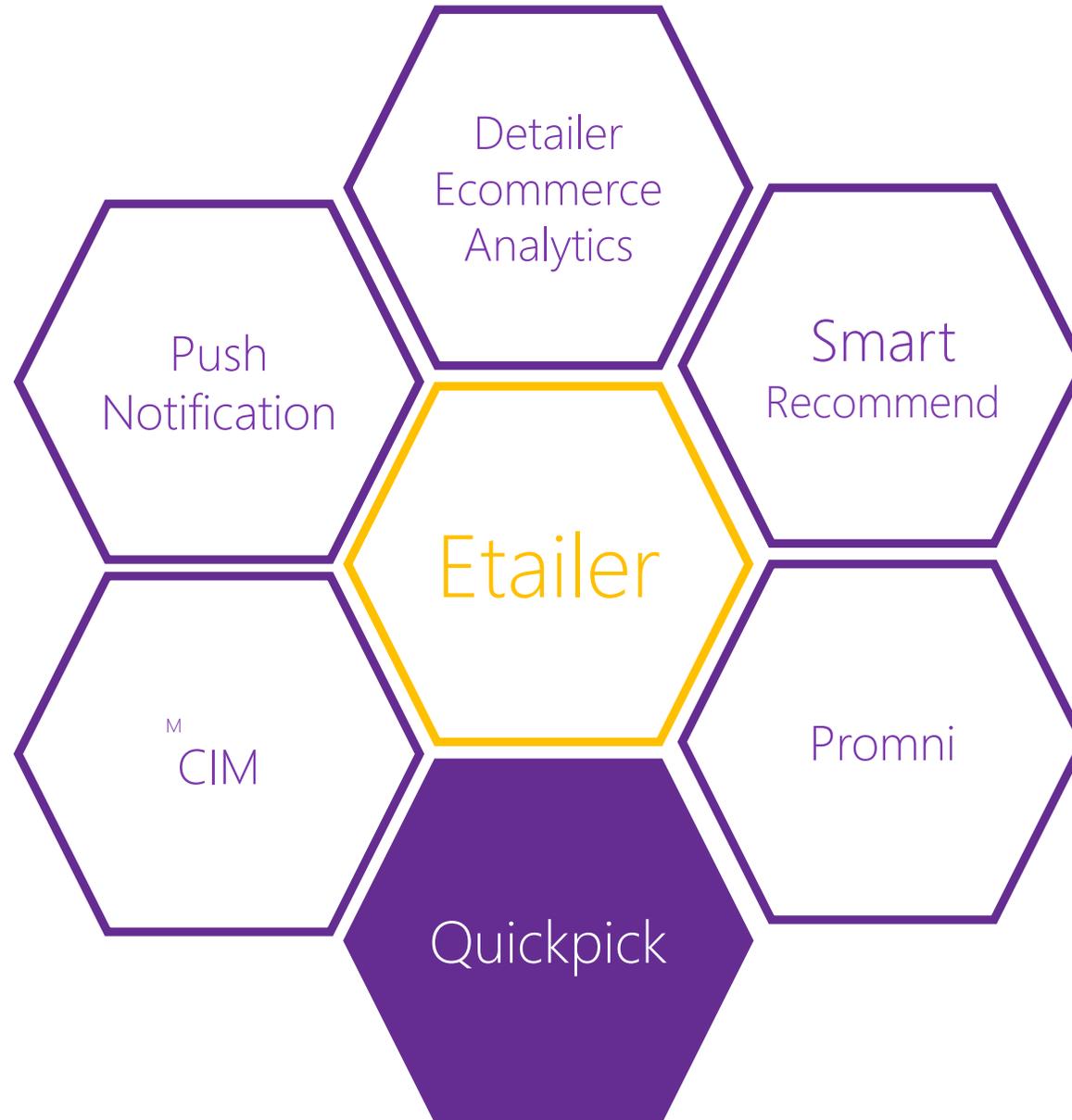
Machine Learning

Latent Factor Model

Matrix Factorization

Incorporation of personalized purchase behaviors  
with item attributes

Integrated to ecommerce and mobile commerce



# Quickpick

Enables quick and accurate picking of online retail orders on tablets in the store and delivery to the customer.

Centralized

Real-time

Mobile

Accurate and error-free picking

Time saving

Performance Measurement

Reporting

# Quickpick Order Process

Order appointed

Picking

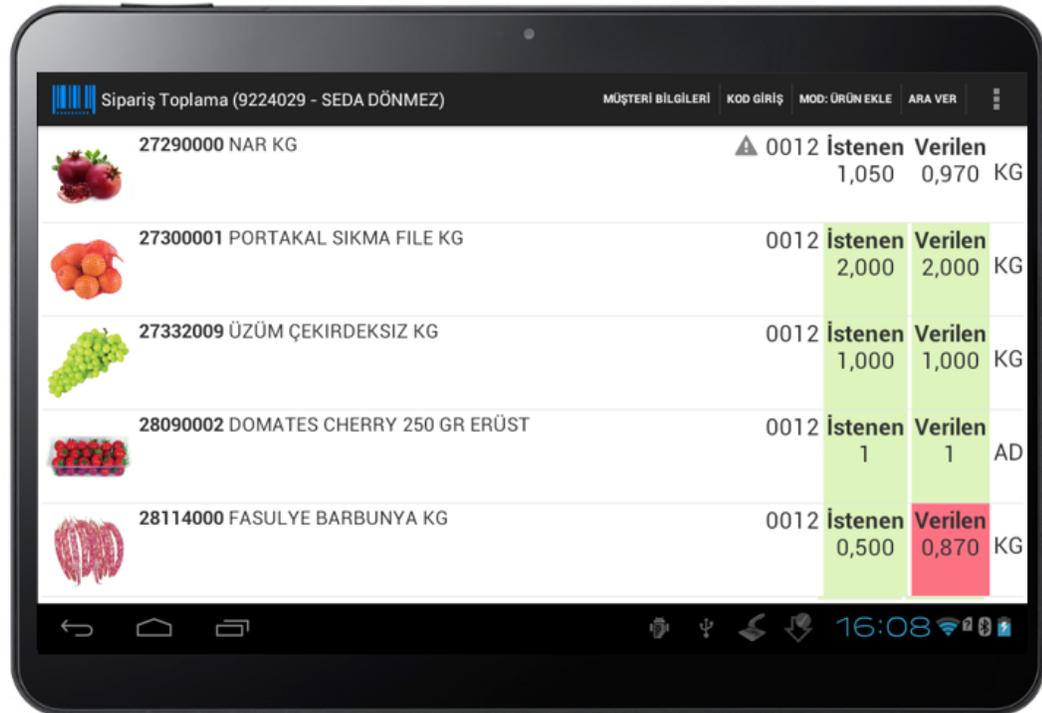
Control &  
Confirm

POS Transfer

Delivery  
Appointed

Vehicle  
Loaded

Delivery



The smartphone screen displays a POS application interface for order picking. The title bar shows "Sipariş Toplama (9224029 - SEDA DÖNMEZ)" and navigation options: "MÜŞTERİ BİLGİLERİ", "KOD GİRİŞ", "MOD: ÜRÜN EKLE", and "ARA VER". The main content area lists five items with their respective quantities and weights:

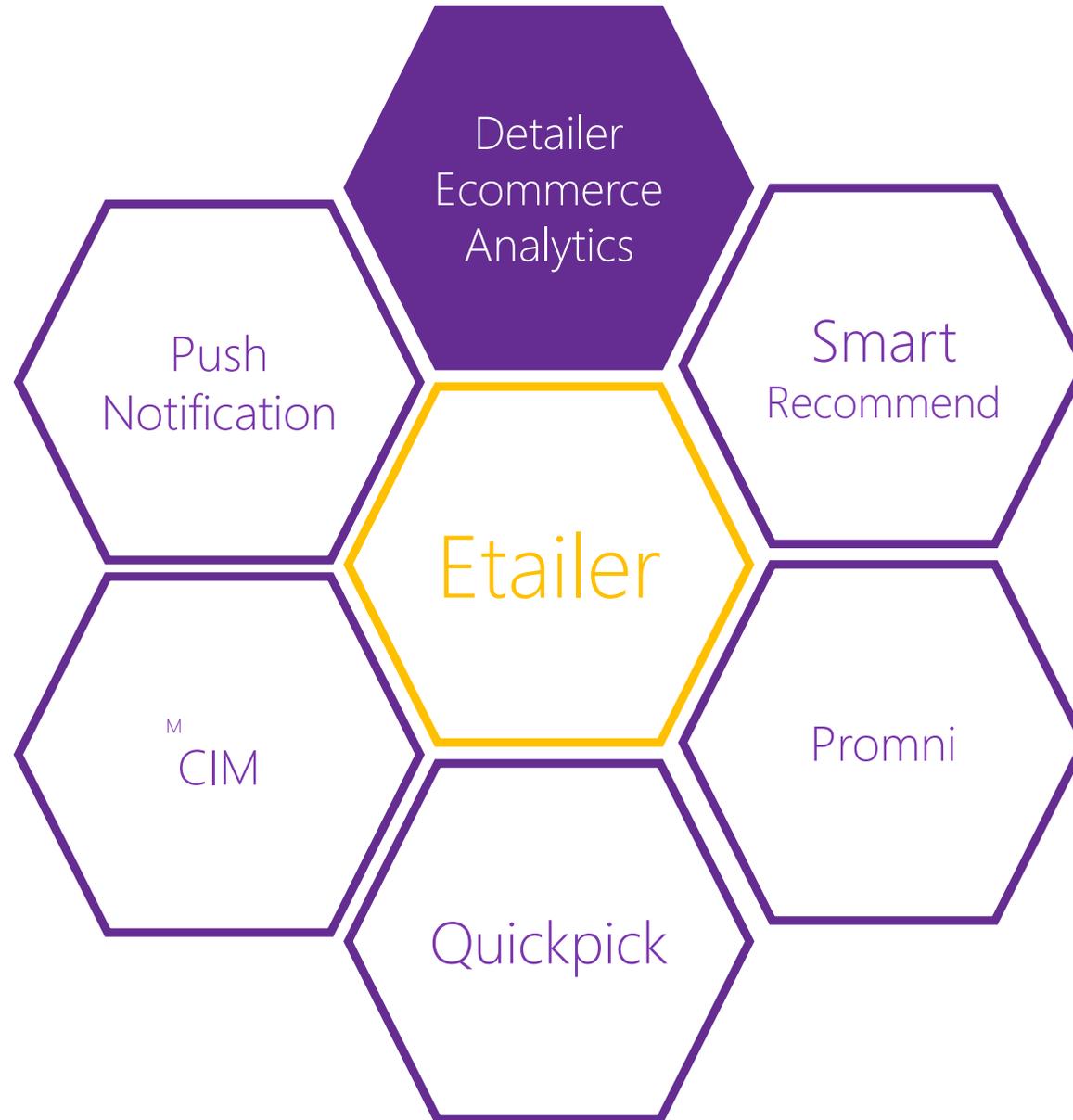
Item	0012 İstenen	Verilen	Unit
27290000 NAR KG	1,050	0,970	KG
27300001 PORTAKAL SIKMA FILE KG	2,000	2,000	KG
27332009 ÜZÜM ÇEKİRDEKSİZ KG	1,000	1,000	KG
28090002 DOMATES CHERRY 250 GR ERÜST	1	1	AD
28114000 FASULYE BARBUNYA KG	0,500	0,870	KG

The bottom status bar shows the time as 16:08 and various system icons.



# Customers

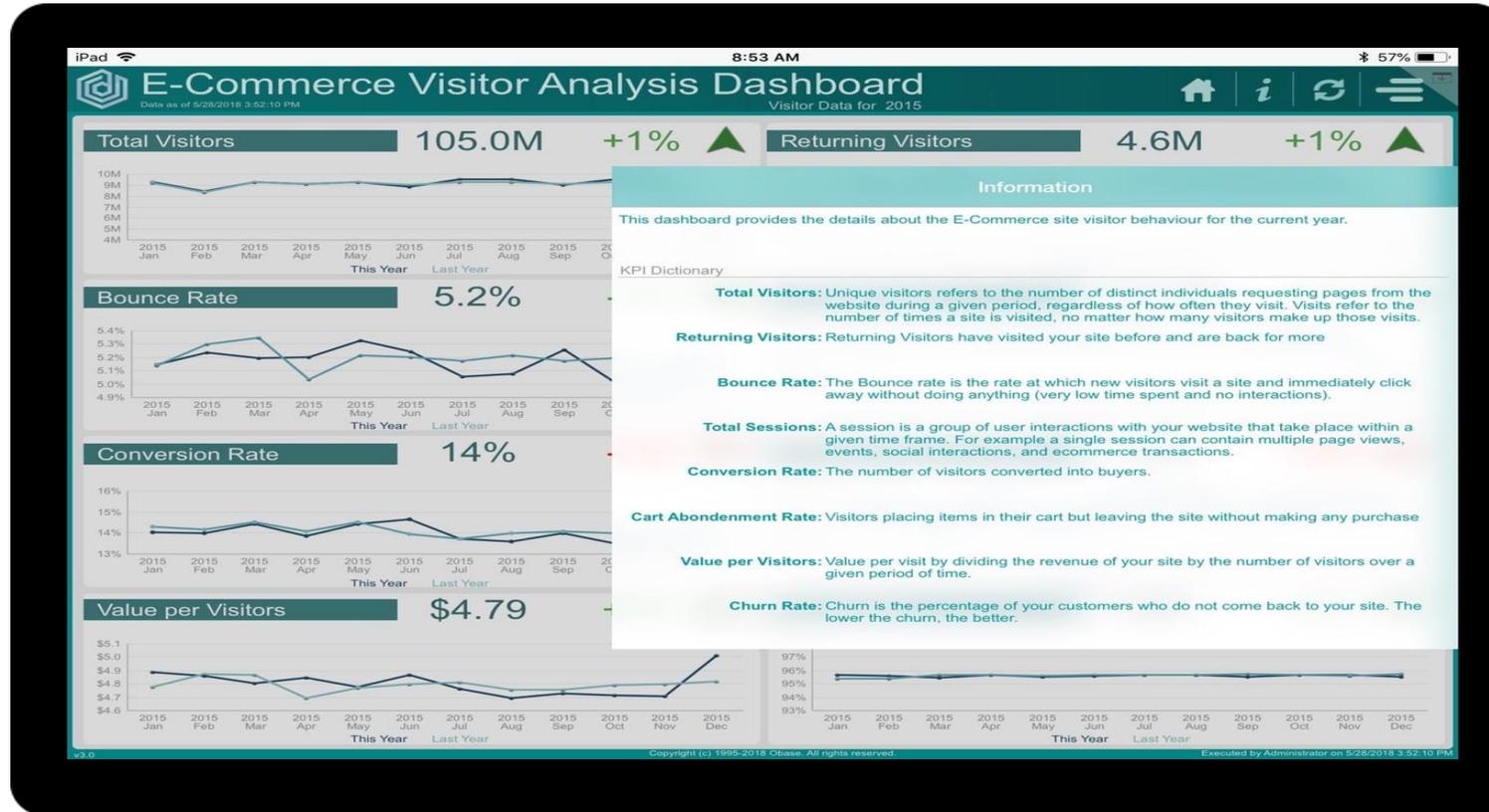




# Ecommerce Analytics



# Ecommerce Analytics

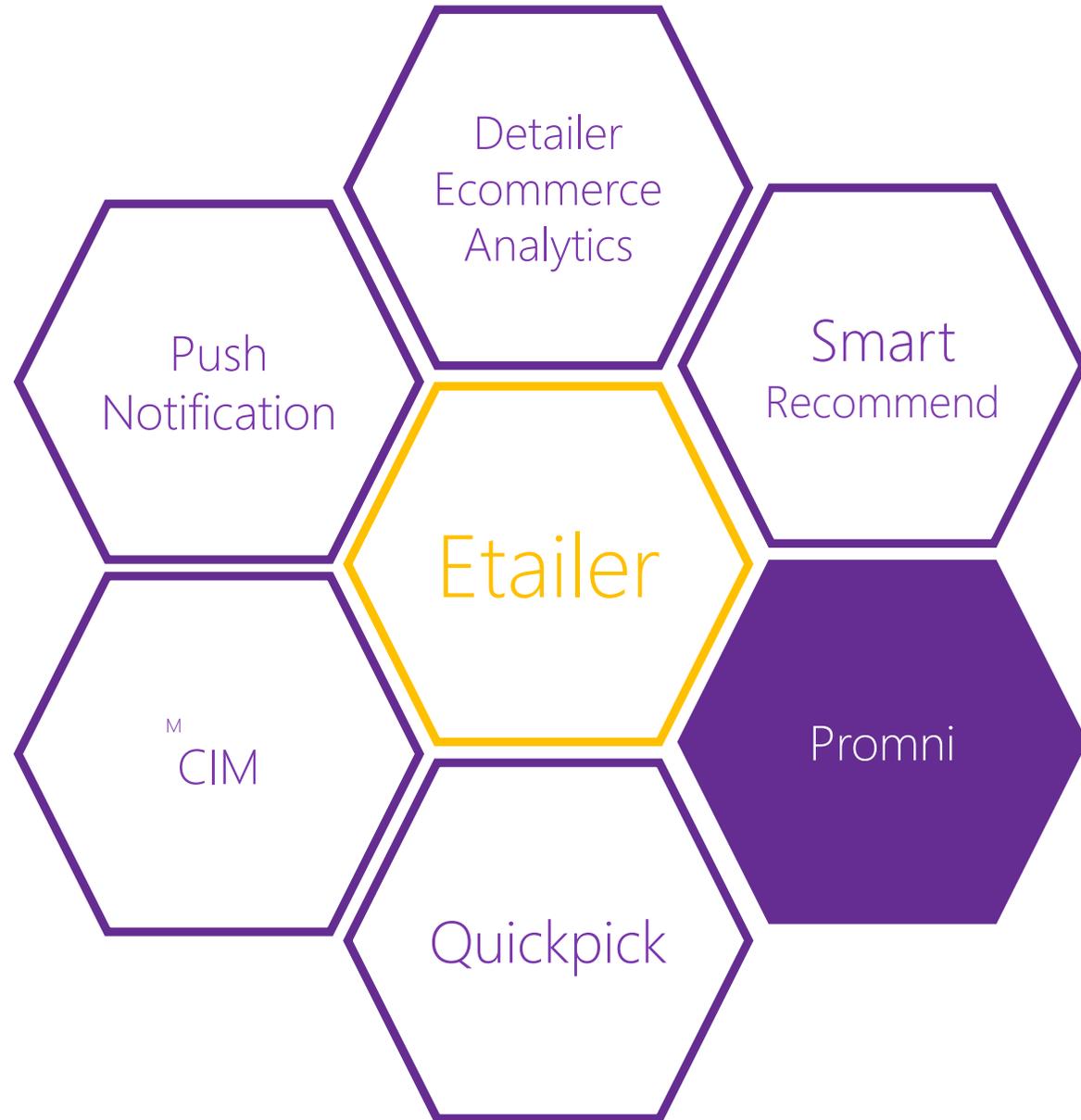


# Ecommerce Analytics



# Customers





# Promni

A campaign management system that provides a unique integration structure where you can perform all your campaigns across a wide range of sales channels.

Real-time and centralized

Cumulative, multi-step scenarios

Across all sales channels

New campaign ideas, awards, conditions

Easy to use

User friendly

Gift card, coupon & points management

Campaign Performance Measurement

# Campaign Process



**PROMNI**  
Demo Demo  
Account  
Logout

NAVIGATION  
Dashboard  
Look Ups  
Sets  
Sales Promotions / Campaigns  
Customers  
Items  
Reports  
Limits

Sales Promotions

Today # of valid campaigns	Today Discount amount	Today # of campaigns ending	Tomorrow # of campaigns starting	# of campaigns pending for approval
5	\$ 89,78	2	0	15

# of campaigns with no bonus earn yet	Today Bonus that will turn invalid	Bonus for redemption	Today Bonus earned	Help
0	0	0	0	Help

Events	Products	Archives	Images	Help
--------	----------	----------	--------	------

Last connection date

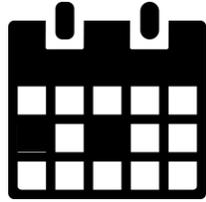
**Event Calendar**

**Summary**

# of stores with no connection today	6
0- 15 minutes	0
16-30 minutes	0
31-60 minutes	0
61-120 minutes	0
121-241 minutes	0
241+ minutes	1

[Details](#)

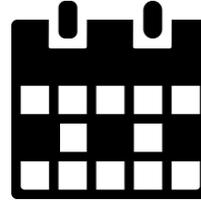
# Campaign Scenarios



Make 2 purchases the same week on different days



Win 10% additional discount on the 2nd day



Come on the 3rd day and



Get 15% extra discount



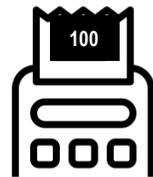
Win 20% extra points from Brand ABC in March



Spend your points in April



Buy any jacket, hat or pants



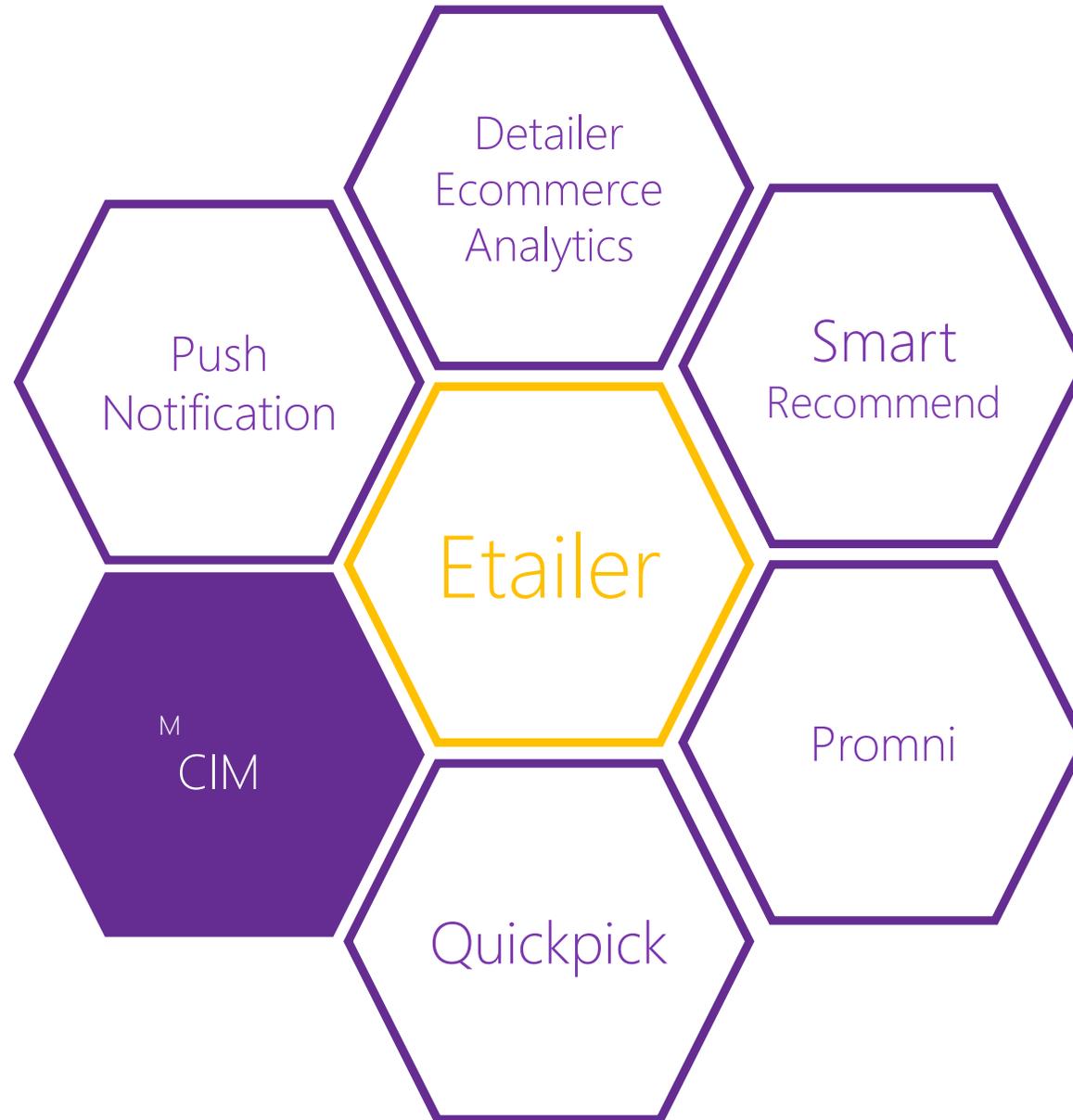
Pay \$ 100 for the first one, \$ 65 for the second

# Customers



**DERİMOD**

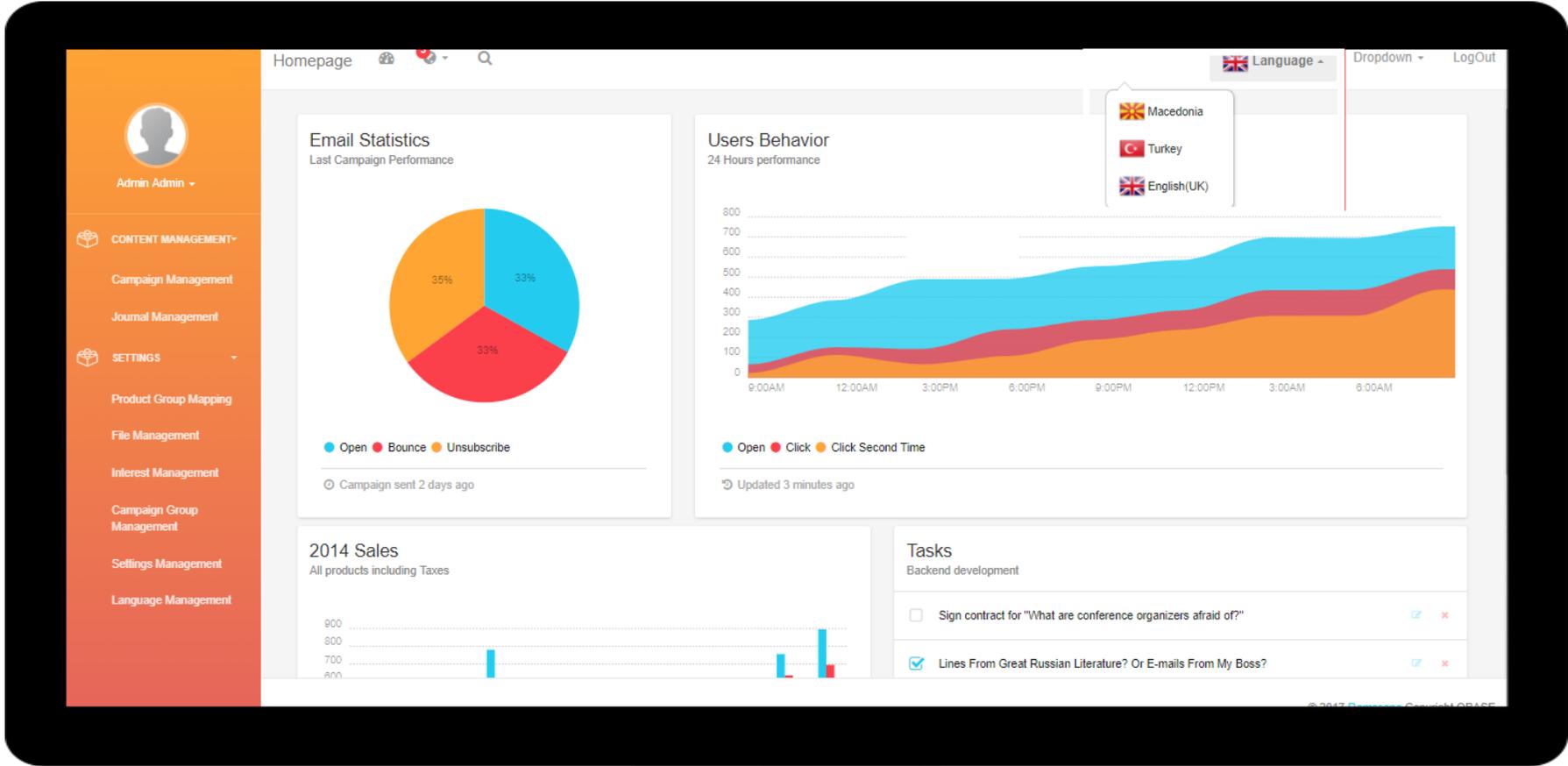


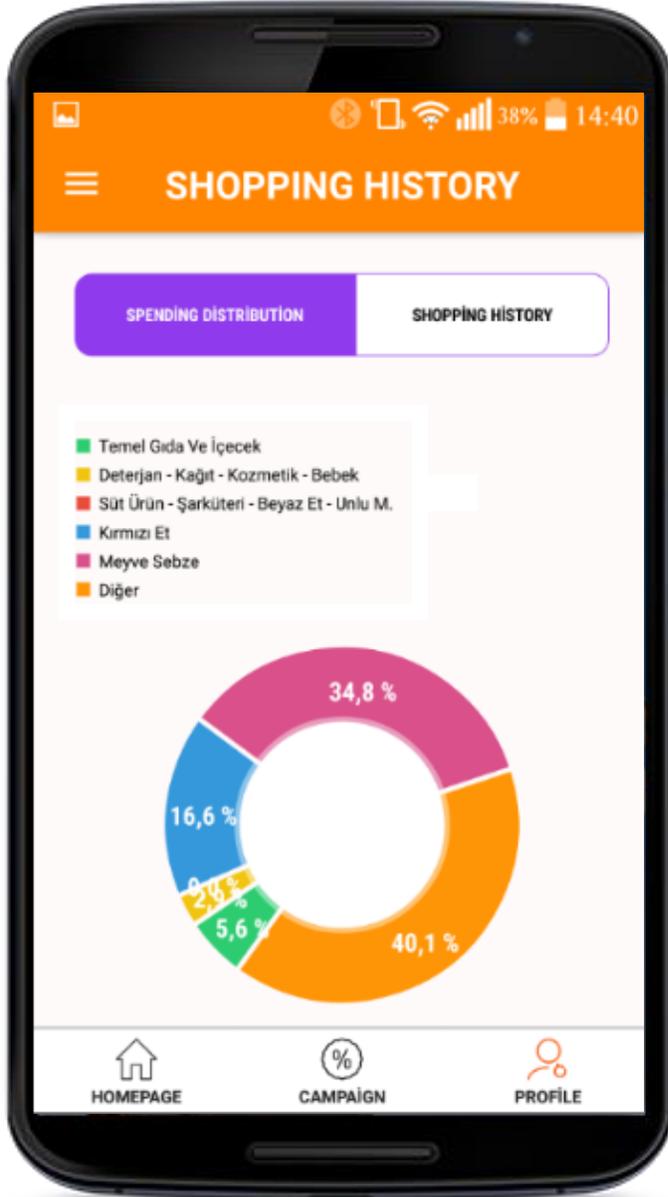


## Mobile Customer Information Management

Customer Loyalty Mobile App. Bonus on the customer account, spending distribution, shopping history, campaigns, shopping opportunities and announcements in retailer can be followed.

Mobile  
Management Portal  
Campaign Announcements  
Group Mappings  
Loyalty Points  
Customer Interests  
Journal  
Campaign Management





CAMPAIGN DETAIL

doğadan

Doğadan Bitki/ Meyve/ Yeşil Çay Çeşitleri

**%40 İNDİRİMLİ**

'5 TL'lik bebe Money Partner ürün alımına 10 Money!

Expiration Date :20/03/2018

11.12.2017 - 30.12.2017 tarihleri arasında 5M migros , migros , migrosjet veya sanal market üzerinden yapılan alışverişlerde geçerli tek seferde 75 TL ve üzeri alışveriş yapanlarda UniBaby ıslak

HOME PAGE CAMPAIGN PROFILE

# Customers







# E-commerce Suite

