



eltic-Plus⁺

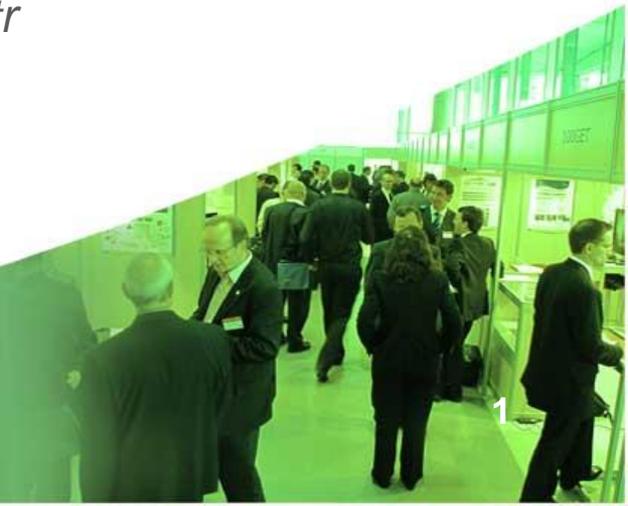
Smart Connected World



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Development of a Different Retailing in the Retail-D2R2

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Introduction

What is the main benefit of the idea/proposal?

What makes the added value?

Why should I participate in the project?

- The platform (to be deployed in the **cloud**) will be a **sophisticated** platform, including end-users, retailers (sub-retailers, distributors) and the decision making experts (in the management center).
- Platform requirements w/b set by retail stores and the technology experts who define the use cases to be demonstrated and evaluated during the project
- The innovation is to define 'shop operations/transactions&experiences' within the frame of an innovative platform bu using the most relevant technics (such as neuroscience in decision making) in terms of providing the most efficient interaction between the entities within the system
- The project will gather different experts from different disciplines

Our Company

- Korgün Software, which is one of the first national software companies was established in 1992. Korgün has been developing software software for retailing and the logistics for the aim of solving supply chain management related problems of SMEs. We are also developing our solutions by using cloud computing technology. In order to optimize the systems and the solutions, operating system level virtualization is very important for us. We are also very good at the development of many value added developed on mobile platforms both on IOS or Android.
- Recently, we have completed an R&D Project related to better management of a specific sector's supply chain management. We are also a partner of a large scale HRM project for improving solutions about mobile and the cloud. Another international project about the Mining has been already approved and we are waiting for another country's official approval. Recently, we have submitted to a project (D2R2) to itea and another one about artificial intelligence to Tübitak. Please visit our website for detailed information (www.korgun.com.tr).

Proposal Introduction (1)

- *Short info what the idea/proposal is about (vision, motivation, content)*
- D2R2 is not a retail project and is very different from the current e-trading platforms (applicable in any type of country either member or associated country). Consumers' behaviors (in different regions with different sociocultural specification) will be analyzed by using the relevant methodologies about the decision making neuroscience so cost/profit increasing decisions will also be taken. Both users and the other entities will be consulted/directed in accordance with the analysis results. Platform will also be continuously analyzed and improved according to the results provided from the analyses.
- D2R2 is an innovative platform developed for feasible multilevel store management that aims to meet end-users' requirements efficiently by using relevant neuroscience technics in decision making. Contribution to energy and cost saving is one of the most important aims of the platform.
- There will be two different optimization in the project: a) application of optimization technics related to the infrastructure of the platform (such as using PSO, GA etc. in terms of optimizing the platform for a better usage of CPU time, memory space share and network bandwidth) b) application of optimization technics related to the operations carried out in the system (meeting the users' demands from the nearest distributor's store in the shortest possible time with the minimum cost, management of retailers'/distributors' warehouse systems, update/modify the relevant database and follow up these transactions on a real time basis etc., better management and follow-up of a supply chain management system)

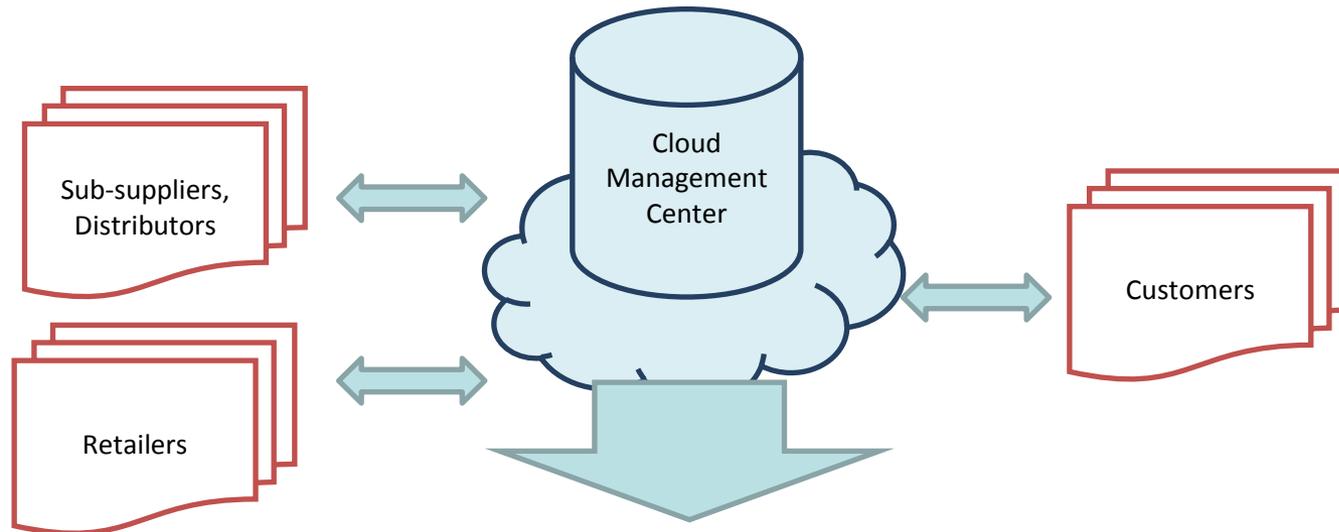
Proposal Introduction (2)

Short info on expected outcome, impacts, schedule

Through the platform,

- Sub-distributors could be easily created on the platform (the relevant setup costs in the real world will be eliminated)
- Retailers could manage their sub-distributors data on a real time basis
- Customer orders will be met in the shortest minimum time (by using relevant robust optimization algorithms in the each unit of the supply chain). Real time supply chain management will be carried out.
- Regarding the infrastructure/running of the system, D2R2 is environment firendly and a cost saving solution with respect to the operation of the system
- D2R2 can be adapted to different sectors easily (shoe, textile, cosmetics etc.) so commercialization of the product will be easier
- D2R2 is very different from the current e-trading platforms (applicable in any type of country either member or associated country). Consumers' behaviors (in different regions with different sociocutural specification) will be analyzed by using the relevant methodologies about the decision making neuroscience so cost/profit increasing decisions will also be taken. Both users and the other entities will be consulted/directed in accordance with the analysis results. Platform will also be continuously analyzed and improved according to the results provided from the analyses.
- The project duration will be **24 months**

Structure of the System



Transaction Optimization (environment friendly and cost saving)
Data Mining for Big Data Analysis (analyses of consumer behaviour for different regional/sociocultural structure)
Different from other e-trade platforms (retail-sub/retailer/customer and management loop-allows to build virtual sub-retailers and improves the decision making strategies in terms of taking the consumers' behavior)
Mobile Development (ability to trace from any device on a real time basis)

Partners involved

- Korgün Bilgisayar Yazılım Danışmanlık Tic.Ltd.Şti.
- Miron Yazılım ve Bilgi Teknolojileri
- Karel Elektronik San.ve Tic.A.Ş.Ar-Ge Merkezi
- Cardtek-İstanbul
- Gauss Statistical Solutions (Already proposed)

Missing partners / expertise

- Cloud infrastructure and web based service developers/member-associated countries
- Making optimization in the cloud by using the relevant algorithms/methodologies specific to supply chain management systems/member/associated countries
- Academic advisors related to decision neuroscience, sociology, psychology related to modern marketing concept/member/associated countries
- Partners for commercialization and pre-pilot studies of R2-D2/member-associated countries

Contact Info

For more information and for interest to participate please contact:

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