



# echopos

Simple Solutions for

Complex Connections



YOUR NEW-GENERATION  
SOLUTION PARTNER



It operates in the fields of energy, construction, real estate, mining, textile, finance and telecommunications.

Maintaining its operations in 20 countries in Central Asia, Balkans and the MENA region, the group currently employs approximately 15 thousand people.



- The largest privately-owned investment bank in Turkey
- Services in corporate and investment banking with its leading service model
- Turkey with 12 branches offices located throughout the corporate banking, investment banking and private banking
- Annual compound growth rate of 29.9 % in 2020
- A total of 180 awards proving its innovative perspective
- 10 million clients serviced in the field of wholesale banking (18 % of the market)

#### OUR SUBSIDIARIES



- Active on 120 thousand devices
- 25% market share in Turkey Pos devices market



- The one and only insurance and reinsurance broker offering its services through its multi-channel structure
- Operating in 15 countries involved in Turkey and nearby regions



- 6.3 million users
- Passomobil is the most comprehensive , entertainment and event application in Turkey



- It is the first international Islamic financial institution established by cooperation the Islamic Development Bank and Aktif Bank
- The first interest-free "Short-Term Lease Certificate/Sukuk" of Turkey, convenient for trading on daily basis



- Consultancy Services for R&D and technology based SMEs and start-ups



- In addition to E-Kent, Passolig and N Kolay Ankara operations; Solution partner of Ankara, Bolu, Düzce, Kahramanmaraş, Kayseri, Kilis, Kütahya, and Aksaray Municipalities
- Service providing Sports & Event Ticketing, Access Control & Public Transport & Smart City Solutions



- 400 thousand processing point in 200 countries
- Turkey's first domestic, global Money transfer and payment platform



- High quality electronic security service for housing, SME'S , large companies and the public sector



- 4 million monthly transactions
- 570 transactions centers, 3.550 kiosks
- The largest paying agency of Turkey



- Digital solution partner and personnel employment service for construction industry

# ABOUT US?

The unique growth model, we have developed with our subsidiaries





ECHOPOS

ABOUT ?

## "OPENING BELL CEREMONY HELD FOR ECHOPOS"

Aktif Bank, the largest privately-owned investment bank in Turkey, launched a joint venture titled "EchoPos" in September 2016 with Robotpos, a leading company in payment systems and automation, through Borsa Istanbul Private Market.



Bloomberg



You Tube

webrazzi

HABER  
TURK

Hürriyet

## OUR TEAM

NUMBER OF OUR EMPLOYEES

50+

30

AVERAGE AGE

R&D / IT TEAM SIZE

%14

%23

FEMALE EMPLOYEES

%77

MALE EMPLOYEES

# A SALES EXPERIENCE TOUCHING ON FUTURE

Echo Bilgi Yonetim Sistemleri A.S. with its business operations initiated in September 2016 under the brand of EchoPOS;

aims to be the most-preferred "New-Generation Solution Partner" in the wholesale industry, and to take place on the top across the industry with its end-to-end payment systems and integration solutions for front and back offices of enterprises by the end of 2020.



Windows-based automation systems operating in an integrated manner with the new-generation cash registers of Ingenico brand



Alternative "Mobile-Based" solutions for SMEs



## SEE MORE

### LEASE INSTEAD OF PURCHASE



Pay as you earn  
Service Offering  
No investment cost

### NEW-GENERATION SOFTWARE ARCHITECTURE



Opportunity to keep up with the up-to-date  
technology  
Robust infrastructure  
Satisfaction of requirements by enterprises with  
a focus on solution

### FLEXIBLE INTEGRATION STRUCTURE



Easy integration  
Low costs  
Easy management from a single center

### REAL-TIME AND TWO-WAY COMMUNICATION



Real-time information flow  
Easy management of important information  
Follow up of sales and price changes

### CENTRAL MANAGEMENT



Access to all branches with a single touch  
Access to, and customization of cash register  
management  
Option to grant a personal access authorization

### END-TO-END TECHNICAL SUPPORT AND SERVICE



Accessible across Turkey  
Exact and effective solution opportunities  
Working with a single technical support and  
service provider

SEE MORE

### CAMPAIGN MANAGEMENT



Easy campaign management  
Media publications on campaigns  
Filtering by shops or regions

### LOYALTY CARD MANAGEMENT



Being able to work in an integrated manner with  
all collaborative companies  
Easy access to all bonus, cheque and loyalty card  
details

### IOS/ANDROID LOYALTY (OPTIONAL)



Services exclusive to brands  
Compatibility with popular operating systems

### MODULAR INFRASTRUCTURE



Integration of all other services, you would like to  
utilize, into the system  
Gathering all services under a single roof

### PLUG-AND-PLAY INSTALLATION



Ready-to-use  
Customized for shops  
Mobile

### EASY TRAINING & PRACTICAL USE




Ease of learning and using, enabling cashiers to  
get familiar with cash transactions  
Shortening of the waiting periods of customers

ECHOPOS

SOFTWARE

```
351
352 /* =Menu
353 -----
354
355 #access {
356   display: inline-block;
357   height: 69px;
358   float: right;
359   margin: 11px 28px 0px 0px;
360   max-width: 800px;
361 }
362
363 #access ul {
364   font-size: 13px;
365   list-style: none;
366   margin: 0 0 0 -0.8125em;
367   padding-left: 0;
368   z-index: 99999;
369   text-align: right;
370 }
371
372 {}
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## PAYMENT SYSTEMS

- CRD 
- Integration with 19 banks
- Meal card applications



## INTEGRATION SOLUTIONS

- ERP



A close-up photograph of a person's hand holding a small, rectangular electronic component with a grid of pins. The component is being held over a larger printed circuit board (PCB) which is densely packed with various electronic components like capacitors, resistors, and integrated circuits. The entire scene is bathed in a cool, blue-green light, creating a high-tech, futuristic atmosphere. The background is softly blurred, focusing attention on the hand and the components.

ECHOPOS

HARDWARE SET

### ECHOPOS PCPOS TOUCH SET

Operating System: Windows 10, WIN SQL Express, WIN SQL Light

Central Processing Unit: Intel Celeron J1900 Quad Core Fanless CPU

Memory: 4GB Ram

Disc: 64GB SSD

Monitor: 12" Touch Screen LCD (1024x768), 5-Wire Resistive Touch

Customer Indicator: 10" IPS Panel TFT LCD Monitor/Supports images and videos



## INGENICO IDE 280

- Central Processing Unit: 32 Bit, 450 Mhz
- Memory: 64 MB RAM / 128 MB Flash (up to 32GB)
- Wire Communication: 3xUSB, RS232, Drawer port, Ethernet
- Keyboard: On-screen pop-up keyboard with 4 X 4 keys – 18 function keys
- Video Player: Yes
- Thermal Printer: 18 Lines/Sec. – 50mm Paper Roll – 30 meters
- Power Supply: 12 V 2,5A
- Mechanic: 50 km
- Dimensions & Weight: 215,5 x 144,6 x 700 mm. 694 Grams



## OTHER PRODUCTS

### INGENICO PINPAD



Ingenico IDE 280 new-generation desktop cash register POS

### BARCODE READER



Barcode Dimensions: 1D – 2D  
Main Computer Interface: IBM 46XX, Keyboard Wedge, Serial, USB  
Dimensions & Weight: 96.8 mm-143 mm  
148.8 mm / 499 g

### ELECTRONIC BALANCE



Operating Temperature Range: -10 40  
Supply: DC 9V  
Indicator type: LCD  
Product Weight: 2.8kg

### 3" THERMAL PRINTER



Print method: Directly thermal line printing  
Dot Density: 512/576 dot lines  
Print Speed: 250 mm /sec  
Print Width: 79.5+/-0.5 mm  
Interface: Serial, USB, Ethernet

### CASH DRAWER



5 paper, 8 coin units  
Operable with 12v / 24v  
Locking system and electric opening  
Cold steel and SECC structure



## ECHOPOS: THE EASIEST POS

### CALL CENTER SUPPORT SERVICES

- Provides service between 08:00-22:00 every day.
- Optional On-Site Support Service (SLA)

### ECHOPOS offers

- Different financial models
- Real-time and two-way communications protocols
- Mobile and web applications
- New-generation cash registers with no initial investment cost

## ECHOPOS: THE SMARTEST POS

A stack of papers is shown from a low angle, creating a sense of depth. The papers are slightly blurred, and the entire image is overlaid with a gradient that transitions from a light teal at the top to a deep purple at the bottom. The text 'ECHOPOS' is centered on the stack.

ECHOPOS

CATALOGUE

## CONTACT US

Feel free to contact us for further information on our products and services.



[www.echopos.com.tr](http://www.echopos.com.tr)

[info@echopos.com.tr](mailto:info@echopos.com.tr)

0850 611 00 99

KARTAL İSTANBUL

### OUR PRODUCTS

#### ECHOPOS 15 PCPOS TOUCH SET

The new-generation indicator combining the color and high-resolution images and easy-to-use screen designs with touchscreen.



#### BARCODE READER

Multi-purpose desktop barcode reader with a speed of 1400 scan/sec.



#### 3" THERMAL PRINTER

ESC/POS compatible thermal printer.



#### INGENICO IDE 280

Desktop cash register with 15-year of memory capacity.



#### CASH DRAWER

Cash drawer on roller bearing mechanism, convenient for use in rush hours.



#### Compact balance with LCD indicator.

Compact balance with LCD indicator.



### TECHNICAL SPECIFICATIONS OF ECHOPOS 15 PCPOS

The POS system providing a color and high-resolution image, and a touchscreen that is **easy-to-use**

Equipped with a 12" Screen, it performs all cash register functions through the **touch interface**.

The 10.4" **Customer Indicator** supports image displays and video plays at the time of sales.



#### Operating Systems:

- Windows 10, WIN SQL Express, WIN SQL Lite

#### Central Processing Unit

- Intel Celeron™ Bay Trail D/J1900 Quad Core 2.0G-2.42G

#### Memory

- 2M Cache, 4GB DDR3 1333Mhz1\*-SD-DIMM

#### Hard Disk

- 64GB SSD

#### Energy

- 10W (No Fan)

#### Monitor

- 12" TFT-LED/1024\*768, 5-Vrrr Reverse Touch Screen
- Customer Indicator

#### Operating Temperature Range

- Between -10° / +45°

#### Storing Temperature Range

- Between -20° / +55°

#### Humidity

- 85% HR at +45°C

**echopos**  
Simple Solutions for  
Complex Connections

### ECHOPOS 15 PCPOS TOUCH SET

A Sales Experience  
Touching on Future



## ECHO BİLGİ YÖNETİM SİSTEMLERİ A.Ş.

Founded in cooperation with Aktif Bank and Robotpos to act as a solution partner in payment systems of the national and local chain enterprises operating in retail industry, Echo Bilgi Yönetim Sistemleri A.Ş. has been maintaining its business operations since August 2016.

Acting with an aim to become a "New-Generation Solution Partner" with EchoPos brand in retail industry, EchoPos offers end-to-end payment systems and integration solutions for front and back offices of enterprises by means of the Windows-based automation systems integrated into the new-generation cash registers.

EchoPos, communicates easily with 3rd party applications thanks to real-time and two-way communication protocols, and is customizable easily for project requirements thanks to its simple and scalable architecture, and it can be managed at any location through mobile and web applications.



## END-TO-END SOLUTION

EchoPos is the exclusive service provider for all necessary hardware and software ranging from Cash Registering Device to printer, and from LCD touchscreen to PCPOS software.



## CENTRAL MANAGEMENT

Thanks to the web-based central management of Echo Portal, all cash registers owned by your enterprise, and all information processes through these cash registers enable the central management of the entire infrastructure by means of an authorized interface.



## TWO-WAY COMMUNICATION

Since the cash registers and the ERP of the enterprise are always in connection, the information flow between the front and back office is of both two-way and real-time nature.



## NEW-GENERATION SOFTWARE ARCHITECTURE

The infrastructure and the new-generation software architecture, created by means of the latest hardware & communications technologies, provide the opportunity for enterprises to find a solution for their all kinds of needs.

## WHAT ARE THE ADVANTAGES OF ECHOPOS?

EchoPOS, a New-Generation Cash Register POS ecosystem, offers products and services with a high added value, and provides the advantage of efficiency, speed and competition to enterprises in these changing and developing market conditions.



If you lease all hardware-software units and the service offerings, your cash registers will pay for their rental fees while you maintain your business operations, meaning that the entire initial investment cost of cash registers remain in your pocket.



Being able to operate in harmony with the ERP system and the former-cash register ERP communication type of the enterprise, EchoPOS is capable of being integrated easily. In this way the entire infrastructure can be started to be managed centrally as of the very first day.



Both the information processing and all concerned field managers have a mobile access to the central management interface, and manage the shops, cashiers and cash registers on real-time and uninterrupted basis.



Marketing departments can now realize the campaign set-ups by means of the specially-designed interfaces, and publish the campaign images-videos on the customer screen.

## ECHOPOS: THE EASIEST POS

You can customize all menus on cashier screen with a single touch by shops/regions/cities/cashiers across Turkey, check the Internet connection of the shop, and access the management of cash registers instantly. You can grant special access authorizations to all regional managers and field managers to enable them to access all details of their shops.



## LOYALTY CARD MANAGEMENT

EchoPOS can directly be integrated into all loyalty programs such as bonus, cheque and loyalty card, etc. in place across your enterprise, or the 3rd party companies you partner with.

## CAMPAIGN MANAGEMENT

You can realize your campaign set-ups instantly across shops, regions or Turkey, and publish the campaign images-videos on the 10.4" LCD customer screens of PCPOS.

## IOS/ANDROID LOYALTY (OPTIONAL)

You can enjoy the loyalty management application, developed for IOS and Android and integrated into EchoPOS, to create your own loyalty application, and make it available for use of your clients and take a step forward under this harsh competitive environment.

## MODULAR INFRASTRUCTURE

You can integrate the revenue-increasing services with added values such as bill collection, GSM/TRV loading, etc. easily into the system.

## PLUG-AND-PLAY INSTALLATION

Your cash registers are delivered to your shops ready-to-use. They are customized for the respective shop with a short-time IP identification process. The entire EchoPOS set is capable of operating in any other shop in important and emergency cases.

## EASY TRAINING &amp; PRACTICAL USE

The cashier training is quite short and easy thanks to the touch-sensitive PCPOS hardware, software functions and user-friendly interface. The practical use of it enables the cashier to complete the cash transactions easily.

## END-TO-END TECHNICAL SUPPORT and SERVICE

EchoPOS is the exclusive technical support and service provider for all hardware and software provided by the enterprises for the new-generation cash register POS system. It offers end-to-end support services across Turkey in accordance with the terms and conditions provided under the service level agreement.



## ECHO INFORMATION SYSTEMS A.S.

Founded in cooperation with Akfif Bank and Robotpos to act as a solution partner in payment systems of the national and bank chain enterprises operating in retail industry, Echo Bilgi Yaratım Sistemleri A.Ş. has been maintaining its business operations since August 2016.

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EchoPOS, communicates easily with 3rd party applications, thanks to real-time and two-way communication protocols, and is customizable easily for project requirements thanks to its simple and scalable architecture, and it can be managed at any location through mobile and web.

### END-TO-END SOLUTION

EchoPOS is the exclusive service provider for all necessary hardware and software ranging from Cash Registering Devices to printers, and from LCD touch screens to PCPOS software.

### CENTRAL MANAGEMENT

Thanks to the web-based central management of EchoPOS, all cash registers owned by your enterprises, and all information processes through these cash registers make the central management of the system information by means of an advanced interface.

### THIRD-WAY COMMUNICATION

Since the cash registers and the ERP of the enterprise are always in connection, the information flow between the front and back offices is both two-way and real-time automatic.

### NEW-GENERATION SOFTWARE ARCHITECTURE

The infrastructure and the new-generation software architecture, needed by means of the latest hardware and communications technologies, provide the opportunity for enterprises to find a solution for their all kinds of needs.

## WHAT ARE THE ADVANTAGES OF ECHOPOS?

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Both the information processing and all concerned field management interfaces, and manage the shops, cashiers and cash registers in real-time and unattended basis.



Marketing departments can now realize the campaign set-ups by means of the specially designed interfaces, and publish the campaign images/videos on the customer screen.

## ECHOPOS: THE EASIEST POS

You can customize all menus on cashier screen with a single touch by shop managers/business owners across Turkey, check the internet connectivity of the shop, and access the management of cash registers instantly. You can grant special access authorizations to all regional managers and field managers to enable them to access all details of their shops.



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EchoPOS can directly be integrated into all loyalty programs such as bonus, cheque and loyalty card, etc. in place access your enterprise, or the 3rd party companies you partner with.

### CAMPAIGN MANAGEMENT

You can realize your campaign set-ups instantly across shops, regions or Turkey, and publish the campaign images/videos on the WiFi/LCD customer screens of PCPOS.

### IOS/ANDROID LOYALTY (OPTIONAL)

You can enjoy the loyalty management application developed for IOS and Android and integrated into EchoPOS, to realize your own loyalty application, and make it available for use of your clients and take a step forward under the third company environment.

## MODULAR INFRASTRUCTURE

You can integrate the revenue-increasing services with added values such as bill collection, USM/TRY loading, etc. easily into the system.

## PLUG-AND-PLAY INSTALLATION

Note: Cash registers are delivered to your shops ready to use. They are customized for the respective shop with a short-time IP identification process. The entire EchoPOS set is capable of operating in any other shop in important and emergency cases.

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Please have the QR code read to download the catalog





PROJECTS OF ECHOPOS?

# SOK

NEWLY-OPENED BRANCHES CONTINUE WITH ECHOPOS

\*Data for SOK are up-to-date as of 12.01.2021



81  
PROVINCES

4.600  
BRANCHES

9.026  
INSTALLATIONS



## ECHOPOS / SOK

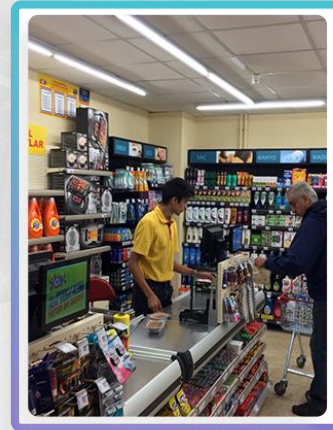
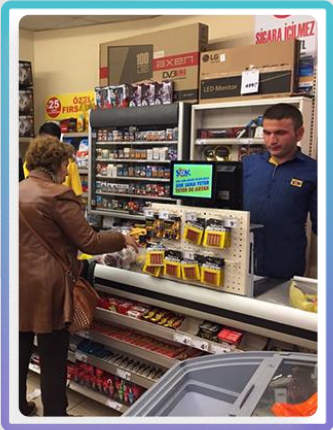
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- Invoiced Sales (E-archive / E-invoice)
- Units Sales
- Gift Card Sales
- Sok card Payment receipt / Balance inquiry
- IBB Payment receipt
- Promotions Management
- Cash Refund Transactions
- Credit Card Cancellation / Refund Transactions
- Reflecting and reporting of daily sales to ERP
- Ininal Card Balance Loading
- Game Pin Loading
- Invoice Collection
- Transfer Money
- Social Card
- Paycell-QR Payment
- Istanbul Card







ECHOPOS / SOK



## IN BIM MARKETS

WE ALSO OFFER SERVICES BY MEANS OF BACK OFFICE SOFTWARE

\*Data for Bim are up-to-date as of 12.01.2021



15

REGION

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PROVINCES

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BRANCHES

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INSTALLATIONS





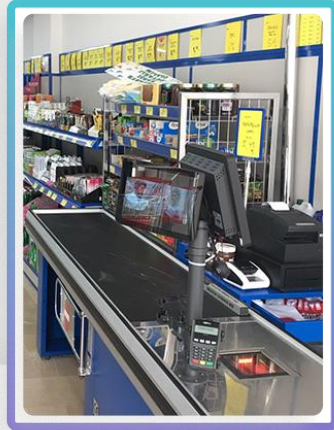
## ECHOPOS / BIM

- Normal sales (Cash / Credit Card)
- Invoiced Sales (E-archive / E-invoice)
- Units Sales
- Gift Card Sales
- Bim card Payment receipt
- Promotions Management
- Cash Refund Transactions
- Credit Card Cancellation / Refund Transactions
- Cash Register Advance / Payment Transactions
- Document Management (Product Transfer/Return to Storage, etc.)
- Virtual Product Integration
- Open Inventory Installment
- Sales Integration
- BIM Money





ECHOPOS / BIM





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