|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | |  | | --- | | Tailor made solutions for your retail Business | | Issue Date | |
|  |  |  |
| First PROJECT: Souq PLanet |  |  |

As a retailer, you always have to ensure a business continuity. Business DNA is a reliable partner who will support you and ensure that all your systems are constantly matching your high requirements.

We are a one-stop shop who understands your business and requirements, analyzes them and creates a solution for your specific needs.

## Hardware solutions

Together with our partners Motorola and Wincor Nixdorf we are dedicated to providing you with **best PSS and POS hardware** options that fit your needs.

Software Solutions

Re-Vision a leading global provider of mobile self-scanning solutions has been selected to partner with us.

We ensure a seamless integration of Re-vision’s system with Wincor POS software and a CRM system and help retailers to stand out in competitive market.

## Service solutions

Business DNA will provide a superior service and tailor a solution that perfectly fits into your long term objectives. We are available as one point of contact from procurement, through implementation, to ongoing support to ensure the highest ROI from your hardware and software investment.

.



MK 4000



# Business DNA

Motorola MC 17

|  |
| --- |
| First digital Retail experience in Middle East |
| Innovation:   * Faster checkout times * Cross – sell and up-sell promotions on the screen to ensure customer engagement * Targeted promotions and exclusive rewards   Shopping experience  We help to make the shopping easier, faster and more rewarding.  3 Easy Steps to shop:   1. Register in our Loyalty system – Smart Shopper – now you can earn points with every Dirham spent 2. Scans the items as you go round the shop and pack them straight into the bags – now can also track your spendings 3. When finished, just pay and leave   And don’t forget to turn your earned points into cash. |



