



# Ginkgo

Bringing empowerment and efficiency to E-commerce



**Ginkgo is an Ecommerce Operating System. A one stop solution for merchants who want to increase their efficiency and maintain control over their business through automations & AI.**

**From Order Management, Inventory Management, Logistic Management, Warehouse Management, Customer Relationship Management , Track IT, Business Intelligence**

**Reporting, Product Management and Multi-sales/Multi-vendor module, Ginkgo does it all**

**for smooth E-commerce operations with advanced automations.**

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# PROBLEMS

## Lack of Automation

The lack of a central automation platform for managing core ecommerce operations resulting in high infrastructure cost and human dependency.

## Decentralized Systems

The lack of communication between online and offline systems causes difficulty in focusing core areas of ecommerce.

## High Operational Cost

In the ecommerce industry, each business process needs to be catered by multiple softwares which is ideally not a cost efficient solution.

## Dependency on Traditional Systems

The traditional rigid systems are not able to adapt to the fast paced changing needs and demands of the customer.






# PROBLEMS

Courier Integrations




and many more

Store Fronts



IVR Calling /  
Email & SMS Notifications



Too many screens?  
And no time to go through them all

Multi Sale Channels



EPR Integrations



Multi Vendors

# MODULES & FEATURES



# WHY GINKGO?

## Same Day Delivery

Ginkgo ensures same day delivery of parcels to the customers through smart logistic and real time auto fulfillment services

## Multiple integrations at one place

Ginkgo is the only solution which provides multiple integrations with diversified automations at one place

## Reduction in Interstore Transfer

No need to worry about transferring stock between stores to process maximum number of orders

## Optimized Order Journey

No more lost orders, now define custom order processes for both local and international orders and track statuses at each level





# MARKETPLACE

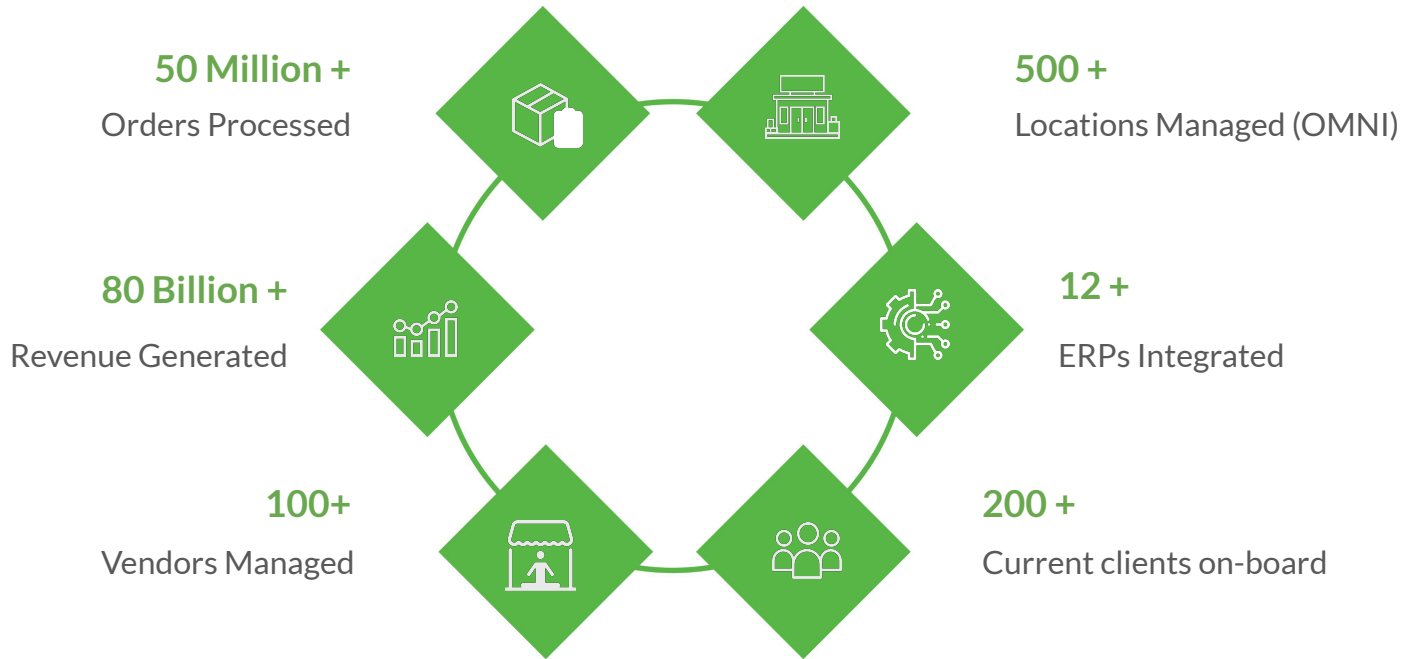
- Process multiple marketplace orders through Ginkgo
- Marketplace orders will be landed in Ginkgo interface
- Airway bill generation with-in Ginkgo
- Real time inventory reconciliation (No manual repetition for inventory reconciliation)
- Inventory of each location will be pushed on multiple websites and marketplaces as per user need

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# GINKGO BUSINESS ANALYTICS



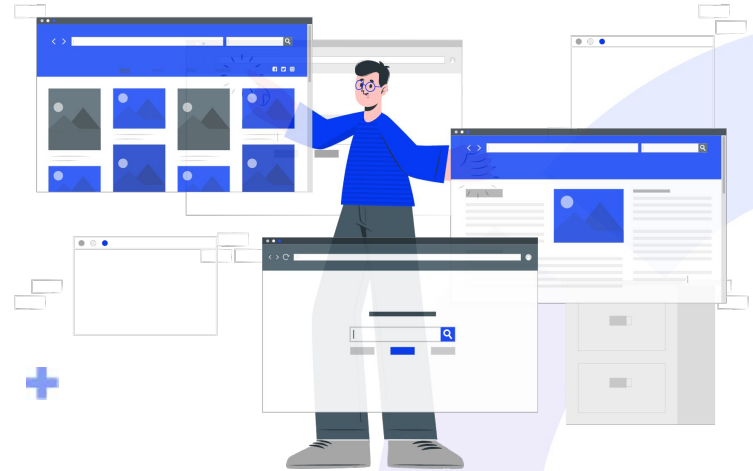
# OUR SATISFIED CUSTOMERS



# Comverse

by Ginkgo

Comverse is a simplified e-commerce platform that helps in catering complex needs. It offers built-in key features to help you start, grow and scale your rank in the world of digital commerce. Being an open integration platform, it allows complete control and customization with the ability to integrate new technologies and third-party software systems.





# THANK YOU

*End-to-End Ecommerce Ecosystem For All Your Needs*



## Meet Us

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Gulberg III, Lahore-54000, Pakistan.

## Visit Our Website

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