

Comverse  
by Ginkgo Retail



# Comverse

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An end to end ecommerce platform designed to address complex challenges that pose technological barriers for brands seeking to scale their businesses.

# Problems

## 01 Lack of Automation

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

## 03 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.

## 02 Decentralized Systems

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

## 04 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

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



# End to End E-commerce Platform



Multi Customizable Storefronts



Product Management



Payment Gateways



Currency Management System



Loyalty Program



Stitching Module



Order Management System



Inventory Management



Multi Channel Management



Logistics Management



Automations and Triggers



Multi Vendor Management



BI Reporting



Warehouse Management System

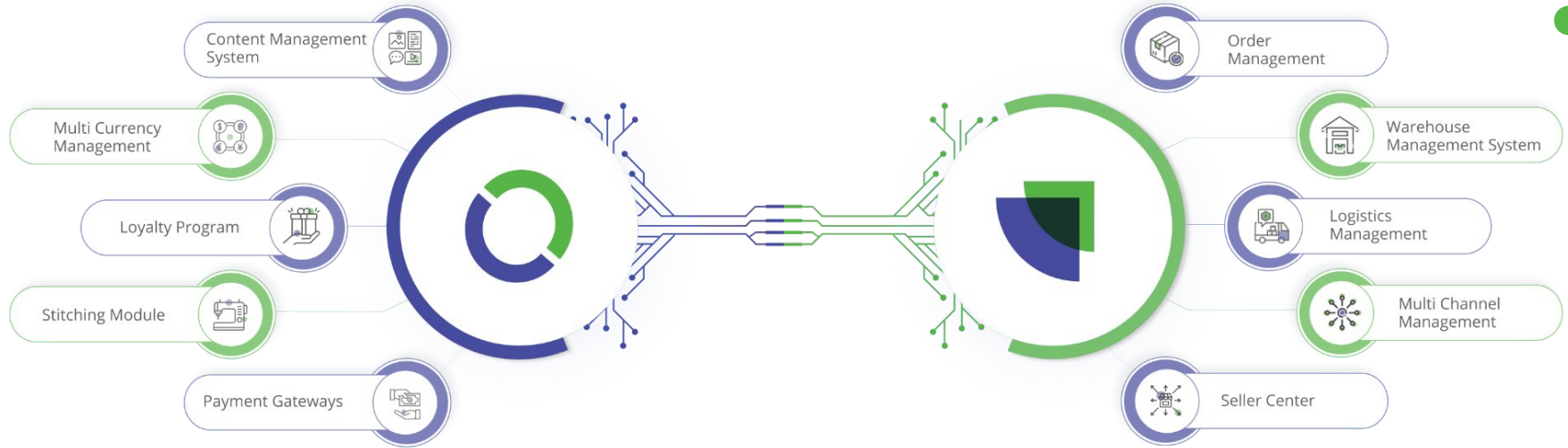


Track IT



Seller Center

# One Stop Solution for all your Ecommerce Need



# Our Current Offerings 1/2.



Multi Customizable  
Storefronts



Multi Payment Gateways



Marketplace Management  
System



Digital Wallet



Currency  
Management System



Loyalty Program



Enhanced Discount  
Module



Stitching Module

# Our Current Offerings 2/2.



Order Management  
System



Inventory  
Management



Logistics Management



Product Management



Multi-Sales Channel  
Management



BI Reporting



Track It



Retail CRM



# Business Analytics

**50 Million+**

Orders Processed

**80 Billion+**

Worth of Orders

**500+**

Locations Managed

**12+**

ERPs Connected

**32+**

Couriers Integrated

**200+**

Clients Onboarded

# Comparison



Features	Comverse	Shopify
Marketplace Module	✓	✗
Loyalty Module	✓	✗
Digital Wallet	✓	✗
Built-In Payment Gateways	✓	✗
Multi-Currency	✓	✗
Single Global Website	✓	✗
Shipping rules	Advanced	Limited
Omni Channel Solution	✓	✗

# Comparison

Features	Comverse	Shopify
Stitching Module	✓	✗
Built-in essential applications	Free	In-App Purchase
Multi-Storefronts along with complete customizations based on geographical location	Advanced till city level and product level	Basic till country level
Restock Notifications	Free	In-App Purchase

# Detail Comparison

Features	Comverse	Shopify
Push Notification	Built In	Third party application
Wish List	Built In	Third party application
Size Chart	Built In	Third party application
Currency Convertor	Built In	Third party application
Payment Gateway	Built In	Third party application
Courier Integrations	Built In	Third party application
ERP Integration	Built In	Third party application
Omni Channel Solution	Built In	Third party application

# Detail Comparison

Features	Comverse	Shopify
Checkout Customization	Allowed on every plan	Only to some extent on plus plan
Paid order charges	No such additional charges	Shopify charges certain percentage on paid orders
Customization	Can be customized in any way	Limited to what shopify allows

# Integrations

Manage inventory and track orders on a single interface without having to switch from channel to channel. All you need to do is integrate your store fronts, POS, ERP, marketplaces and Courier companies to complete your omni-channel loop end-to-end.

## ERPs/ POS



And many more

## Couriers



And many more

## Marketplaces



And many more

## Other Integrations



And many more



# Current Engagements





# THANK YOU!

*Let us connect today to bring like-minded people together!*



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