



## WHITEPAPER

VIRGA Cloud platform opens to merchants an entirely new world of sales, possibilities and flexibility. Whether it comes to managing of an unlimited number of dislocated points of sale, action planning, contacts with customers, organisation of distribution and purchase or delivery of goods purchased via online shops, VIRGA Supermarket and VIRGA Sport & Fashion solutions have been specifically developed for the growing retail shop industry.



## VIRGA Supermarket and VIRGA Sport & Fashion

These are specialised ERP VIRGA Cloud platform modules designed for the growing merchants in Croatia and the surrounding region.

It is currently used at over 500 points of sale in Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Montenegro, including supermarkets and retail shops selling consumer goods such as clothes, footwear, sports and hobby equipment. The cost of use of VIRGA Cloud services depends on the selected packages and required number of licences.

In other words, you pay only for what you use which ensures flexibility of the use of programmes and control of your current expenses. VIRGA Supermarket and VIRGA Sport & Fashion applications, as well as the complete VIRGA ERP are available without any long-term contractual commitment.



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# DEVELOPED FOR EFFICIENCY



VIRGA Supermarket and VIRGA Sport & Fashion have been developed by keeping an ear out for the customers' needs and adapting to the company growth dynamics, allowing accurate management of all aspects of the point of sale chain, whether supermarkets or specialised shops such as textile, sports or hobby equipment shops.

This is about a complete Cloud application for companies committed to improvement of their sales and appropriate resource management. Also, ERP VIRGA is very often at the very top of the choice list when companies wish to replace their existing ERP with a reliable solution from the retail industry.

The solutions comprise a dedicated check-out software, a complete retail back office, a robust database, an unlimited number of points of sale in different countries, a wide range of functionalities such as the possibility of stock-taking with barcode scanners, mobile application for tracking the sales results at any time, by individual point of sale, operator or product.

With integrated Hatch! digital loyalty programme, integration with VIRGA Finance solution covering the full range of bookkeeping and accounting operations and VIRGA WMS system monitoring the delivery dates, warehousing schemes and goods positioning for accurate and faster handling and delivery, VIRGA Supermarket and VIRGA Sport & Fashion are a unique solution for advanced merchants.



02

# A SINGLE SYSTEM FOR ALL NEEDS



Thanks to its capillarity, efficiency, operational ease and pricing flexibility, VIRGA Supermarket and VIRGA Sport & Fashion enable each user to perform their daily tasks with less effort and faster.

When it comes to communication between a purchase and sales department and paperless warehouse or oral handover agreements, organisation of different actions, field sales or segmentation of customers according to their habits, VIRGA Supermarket and VIRGA Sport & Fashion enable the system growth through horizontal and vertical communication between different structures of the business system.

## VIRGA Supermarket

VIRGA Supermarket is a business application for merchants involved in sale of consumer goods wishing to control purchase, logistics and sales and to track the sales performance of their shops. Among other things, it allows fast and easy management of a number of POS through integration of POS and web trade, E-Store and Self-checkout modules.

Regardless of location of individual shops in the region, from the business point of view VIRGA Supermarket allows integration of central purchase processes and distribution via a single control point with goods preparation, wholesale operations and supply of the own chain as well as WMS functions of advanced distribution centre management. Traceability is hence possible either by LOT number, shelf life or SSCC number.



VIRGA Supermarket also supports mobile sale based on a daily delivery schedule by purchase and sales operator, and integration of CRM (Customer Relationship Management) system as a part of the loyalty programme. In addition to customer financial information, it is also possible to track both retail and wholesale performance where the importance of functions such as booking of goods at the central office and web shop order management becomes more evident.

With real time process analytics and monitoring, VIRGA Supermarket also allows direct contacts with POS through classification of facilities by location and format, definition of product range of a POS with inventory optimisation and preparation of promotional sales.

In this way, processes such as organisation of clearance sale of products close to expiry, preparation of weekly clearance sale catalogues and matching of POS prices with those presented through efforts of marketing departments become more easy and simple.

VIRGA applications are integrated with Hitch! Loyalty, a digital customer loyalty rewarding programme based on mobile marketing and earning of digital points and coupons. So, tracking of customers' buying habits and customer targeting in the integrated CRM system eventually become simple. This application helps merchants to increase the number of steady customers and recover potentially lost customers by selecting a target customer segment to which a unique message can be sent with promotional coupons e.g. for birthdays, revisits or Happy Hour promotions.

Hatch! Loyalty is available in White Label version allowing companies to enjoy exclusive access to Loyalty application offer by customisation of visuals, contents and Loyalty programme terminology. Regardless of the selected Loyalty programme, VIRGA Sport & Fashion and VIRGA Supermarket allow a number of simultaneous discounts and benefits under different conditions. In this way, VIRGA POS checkout system significantly facilitates the work of checkout operators by autonomous calculation of all current discounts in different combinations, providing to the customer optimal buying conditions.



## VIRGA Sport & Fashion

VIRGA Cloud Sport & Fashion is a business application for both small and large shops selling sports and hobby equipment as well as clothes and footwear, due to specific functions such as collection and season management, central procurement and distribution of goods to POS and web shop order management.

A number of customised functions allow price calculation and inventory optimisation based on different attributes of a new collection, last numbers, actions and discounts, customer management as well as the digital loyalty programme with integrated CRM, Analytics and Marketing modules.

### Benefits

The most important benefits of VIRGA Supermarket and VIRGA Sport & Fashion applications are manifested through a number of automated operations and computer-controlled processing optimising the business processes and allowing the merchant to focus on its business.

Centralised control of procurement, inventories, prices, sales, dedicated autonomous checkout programme and digital Hatch! Loyalty system become integrated with commercial documents, VAT calculations, main ledgers and reporting system without transcription of manual accounting and bookkeeping records. Reduction of number of staff involved in transcription of such data allows a better human resource allocation, fast company expansion and POS number increase.



In wholesale activities and warehousing logistics, the ERP VIRGA system integration includes solutions for:

- \* Complexity of product groups and products through a large number of characteristics included in product codes
- \* Purchase quantity and quality, warehousing and delivery control
- \* Adaptation to different terms and conditions of purchase and sale of goods and their handling in the relevant warehouse
- \* Easier identification of turnover falling and rising trends
- \* Identification of need for procurement of product groups, individual products and replacement products
- \* Goods reception and timely response to insufficient turnover level or in respect of goods close to expiry
- \* Companies disposing of their own central warehouse for supply of their own POS where WMS facilitates preparation of goods, listing of products and quantities with preparation of shipment and control of outstanding and closed orders.



In mobile retail sales, interconnection of sub-systems and processes significantly facilitates and simplifies them.

- \* ERP VIRGA solves a frequent operational issue of field retail and wholesale activities involving a known buyer
- \* The greatest benefit in retail sales is the issuing of retail fiscal receipt whereby the inventory is automatically credited
- \* Through manual or automatic synchronisation with the central ERP VIRGA back-office inventory tracking system and acceptance of issued receipts each merchant may keep its own stocks or sell directly from the organisation's warehouse
- \* Any merchant can inspect its own stocks or stocks of other warehouses

The support of ERP VIRGA team is granted at each integration step, from analysis of possibilities to each interim step. In addition to software related advice, the users also receive our advice in respect of the entire POS equipment, from hand-held barcode scanners over the scales and self-checkouts up to the server infrastructure and safety.



# THE FUTURE IS AUTONOMOUS. WHY WOULDN'T YOUR WEB SALES BE AUTONOMOUS, TOO?

With growing sales and success, without automation of processes between a web shop and ERP, online traders must cope with a great disproportion between available time and amount of operational work.

Smooth communication between your attractive web shop and advanced ERP system specialised for online & physical shops management solves more than only one challenge. The difference between acceptable and excellent online trade lies in the IT strategy of a company that has recognised the importance of internal process automation and hence of full integration and synergy of a web shop and ERP.

To be and stay a preferred web shop is not an easy task, since the competition is just one click around the corner.

Companies not wishing to differentiate themselves from their competitors with always lower prices, have to conquer their steady customers again and again and attract new ones through promotion. Good web shop visit rates and online sales performance shall be achieved by uncomplicated and fast order processing, short delivery dates, timely communication and goods return arrangements.

Cloud ERP VIRGA Retail has been integrated with leading regional web shop platforms for improved customer satisfaction, sales performance and cost reduction.



**03**

# VIRGA AND ORACLE CLOUD

The companies using ERP VIRGA solutions do not incur the costs of server and network infrastructure maintenance, back-up system accommodation, payment for and maintenance of all necessary licences and need not take care of database and application safety and administration. All this is included in the Oracle Cloud and all you need for a successful use of ERP VIRGA Cloud application is a PC of minimum technical requirements and Internet access.

The software solution model like ERP VIRGA fully eliminates the purchase and maintenance of expensive server equipment and system licences in the business user's organisation. In addition to sophisticated server equipment, VIRGA Cloud also ensures high-level data protection through back-up copies and redundant locations as well as system availability at any time.

## What do you get?

By choosing ERP VIRGA in ORACLE Cloud you get maximum service and maintenance level, in particular:

- \* Expert analysis of business processes you wish to informatise
- \* Implementation of ERP VIRGA processes suitable for your business
- \* Uploading of the existing master data and opening balances
- \* Staff training for software operation
- \* Provision of professional user support services on working days from 08:00 a.m. to 4:00 p.m.



- \* Licence maintenance and adjustment of applications to comply with applicable legislation of the country of the company establishment
- \* Application operation and data storage on highly accessible and safe Oracle Cloud servers

## How to start?

VIRGA Supermarket and VIRGA Sport & Fashion can be tested through their demo versions and there is also a possibility of entering into an agreement for a free of charge online or live workshop where we shall present our solution, its advantages and capabilities and answer all your questions.

## Full expense control

The cost of use of VIRGA Supermarket and VIRGA Sport & Fashion depends on the selected packages and number of required licences or operators involved in the system. In other words, you pay only for what you use, which ensures flexibility of use and control of your current expenses.

We offer our system without a long-term contractual commitment and the packages can be customised at any time.



## Installation and education

Implementation of VIRGA ERP solutions in a company business often involves introduction of new processes; hence it is necessary to facilitate the period of adaptation of operating units and provide them with professional user support services.

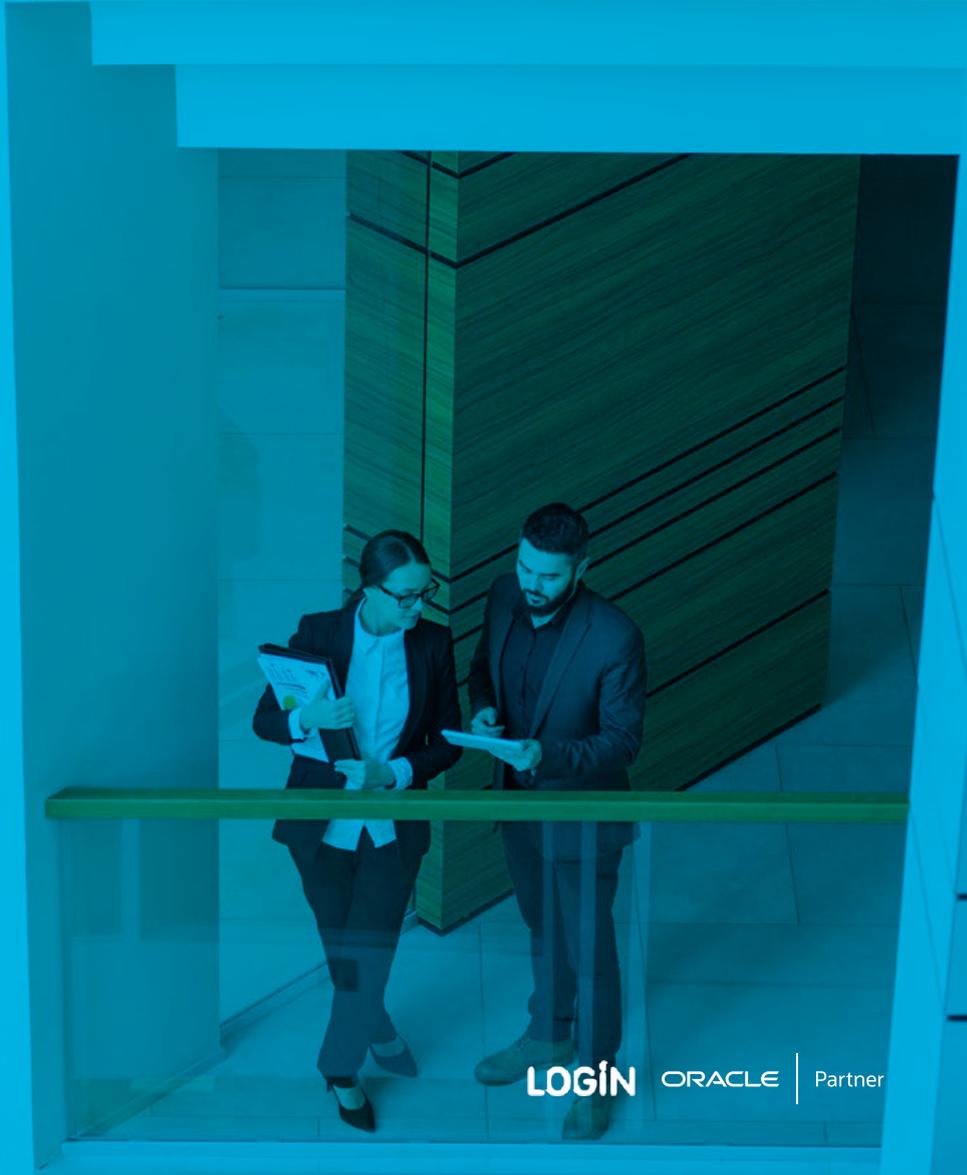
During the implementation, we make sure that the relevant activities and the transition to new ERP solution run in parallel and in order of priority where duration of the process depends on the range of agreed VIRGA solution modules and can vary from three weeks to several months.

Everything is carried out in accordance with relevant plans, without interfering users' operations and subject to specific needs and stages of progress, education and ad hoc workshops are organised on site. There is also support in the form of remote desktop workshops with Team Viewer applications.

With LOGIN you are not alone. Our Customer Support Division will guide you from the very beginning, set up with you the system and your process workflows, organise detailed training of your staff and provide intensified support during the first months of use.

04

# ERP VIRGA





ERP VIRGA is a modular business software solution offering to companies professional and reliable informatisation of key business processes – from procurement over manufacturing and warehousing operations up to the sales, accounting and financial operations and business analytics.

It has been designed for all companies wishing to improve their business processes or to informatise them for better management and control, market growth, expansion of points of sale or business activities. The use of VIRGA allows simplification and optimisation of all business processes in trade industry sectors, laying at the same time the foundation for further growth and expansion.

One of the key advantages of ERP VIRGA system is its adaptability to company specific needs, regardless of their size and development level. Whether the companies in question are small ones looking at their beginnings for basic functionalities complying with the required legal form and ensuring stability, or medium size companies operating obsolete software solutions or the growth whereof was too fast for their business system to be capable of keeping pace with it, or large companies and corporations seeking for a reliable technology and support for their business represented at a multinational level, ERP VIRGA business application is a dependable choice.



## Key benefits of using ERP VIRGA Cloud include in particular:

### MODULAR STRUCTURE

You can choose modules that are essential for your business and which can be complemented at any time. Whether it is the case of financial, bookkeeping, logistic or operational needs, VIRGA will be adapted to your business development dynamics.

### FLEXIBILITY AND TIMELINESS

The extent of utilisation of ERP VIRGA packages and licences can be increased or decreased subject to your actual operational needs and can be changed at your request.

### COST EFFICIENCY

Regular costs are those arising from actual requirements of used licences with no additional costs of server equipment and licences.

### AVAILABILITY

The applications located in VIRGA Cloud are available from any place and at any time.

### SIMPLICITY

VIRGA Cloud service includes IT server management, maintenance and the best customer support.



## SPEED AND EFFICIENCY

The solutions have been developed to speed-up customer's operations, which is particularly important in manufacturing, warehousing operations, purchase and sale division and retail chains.

## CONTROL

For a company management, obvious advantage is the possibility to control business operations from any location by using mobile applications for reporting systems but also for fast automation of transfer of all business-related data to accounting sub-systems.



# ABOUT US

Login d.o.o. has its registered office in Rijeka. Together with its subsidiary Login sustavi d.o.o. it employs 40 specialists for development of business applications, consultancy services and technical support.

With our software solutions, we have been successfully supporting the business of the companies in Croatia and the region as a whole over the last 20 years. We have improved the business operations of key divisions of a number of well renowned companies involved in trade, manufacturing and service provision. Login has been classified among the 5 best ERP implementers in Croatia. Because the efficiency and excellence have been intended for you.

The objective of our software solutions, in combination with professional implementation and support services, includes optimisation of business processes of a number of clients from different economic industries. In cooperation with our long-year partners and specialised solution suppliers at our customers' choice, we develop integrated solutions focused on specific market niches.

With application of modern technologies and high safety protocols, physical distance between our clients has no impact upon perfect system functioning and performance of implementation, customer support and maintenance services.