

## Products

As Crema, we collected all web based applications and software we developed under Creator brand. Among these, using the same database and working integrated with each other, we collected RIA (rich internet application) supported software under the title of “Integrated Business Applications”:

# Creator<sup>®</sup>

## Integrated Business Applications



### Global Accessibility

You can reach this web based software in any part of the world through a computer having an internet connection, with a pda having a web browser or with any mobile device such as a mobile phone. Creator is developed according to W3C standards therefore offers considerably high accesibility to users.



### Tailor-Made Solution

We offer a solution where you do not buy the features you do not need and hence do not live through the commotion this causes but that fits your corporate expectations and needs the best.



### 3D Layered Authorization

You can delegate quite a number of authorities to your customers, suppliers and workers within various surroundings.



### Chameleon Ability

This web based software can operate with all the preeminent databases of the world that is based on SQL language. Besides, this software can also adapt to privatized server systems such as Microsoft Sharepoint Server. Moreover, this can turn into a desktop or mobile application if you prefer.



### 3D Multilanguage Support

You have multilanguage support on the side of customers and suppliers as well as corporate workers.



### User Friendly Interfaces

Interfaces that are designed considerably simple and clear are also developed suitable to Web 2.0 standards.



### Fast Development Facility

Thanks to specially designed modular structure, applications can be upgraded swiftly in consideration to your demands. As such, you will save both time and money.



### New Generation Architecture

We are talking about new generation software that is developed on configurations of MVC Framework and Entity Framework which are used for multilayered and object-oriented applications on 'Enterprise' level.



### Sustainable Growth

There is a development oriented structure in question since it is designed as a core software. You do not have to consider all the needs from the beginning, you just start with the urgent and primary ones and then in time when you require we will improve.

## Creator CMS



### Integrated Web Pages

You can use the created web sites on more than one web site, portal, intranet and extranet.



### Drag & Drop Page Content Editing

It is possible for you to create and change the content of web pages via drag and drop. This possibility will enable you to control and manage the content of the page more easily.



### Article Management

You can do all incorporate acts such as essay/article/text writing, updating, sharing, online publishing and archiving.



### WYSIWYG Rich-Text Editor

Through this editor, the meaning of which is "What you see is what you get", you get the same result on html web pages as on the content of interfaces. With the interface similar to word process program named as "Word", you own a device which is recognized and easily used by almost everyone.



### Image & Document Management

You can archive all your photograph (jpg, gif, tif, png vb), video (mpg, flv, avi vb), music/audio (wav, mp3, aac vb) and pdf, doc, xls etc files; as well as share, publish online and diversify so that you can see the changes made.



### Preview Pane

You can archive all your photograph (jpg, gif, tif, png vb), video (mpg, flv, avi vb), music/audio (wav, mp3, aac vb) and pdf, doc, xls etc files; as well as share, publish online and diversify so that you can see the changes made.



### Specialized UI Components

There might be a need for a special management interfaces for certain web pages and for certain parts of web pages. For instance, you might manage News, FAQ's and References sections better with the help of customized components in accordance with the subject.



### Site Map Management

You can manage the map of the web site visually. As such, you can have full control over your web site.



### Poll Management

You can create an infinite number of surveys, an infinite number of answer possibilities and then follow up their results. Furthermore, you can publish the survey results on demand, monitor users as well as control IP and cookie usage by enabling one response per person.



### Banner Management

Either with your corporate banners or with any banner published on your web page, your marketing activities will be more active via this medium. You can calculate banner display duration, determine banner display times and trace the click and go rate.



### Forum

You can build up an infinite number of forum topics and categories, inspect mailings and put a limit to users who seem suspicious. You can also enable forum members to grade and rank each other.



### Live Help

With this device that we call online help, you can chat with your customers, provide online service, and have corporate meetings/conferences. You can manage all your online mailings through its multi communication ability and interaction archive feature.



### Membership System

This is a membership acquisition and management system where you can use in all the web site, portal, intranet and extranet applications. You can authorize valuable information sharing through making the users members with this medium. In exchange, you can store users' communication and behavioral patterns and utilize them in your marketing activities. Moreover you can diversify the membership system through creating member types with different ranks and categories.

## Creator MAIL



### Newsletter Management

A system in which you can send collective e-mails such as e-newsletters and e-newspapers on a regular basis, as well as sending congratulatory messages on an e-magazine and campaign notifications. Furthermore, you can analyze past correspondences and prepare forth coming correspondences in advance with a scheduled delivery time.



### Subscriber Groups

You can form subscriber groups, assign delivery time priority to these groups and form multiple connections between these e-mails and groups. Furthermore, by the use of an appropriate template you can perform multiple registration input through xls or xml files.



### Personalized Mailing

You can send customized e-mails using all the authorized information collected including the name and surname of recipients. By all means, you can use the system for CRM purposes.



### Permission Marketing

Creator supports authorized marketing. Subscribers have the liberty to unsubscribe whenever they prefer. This option will enable you to be regarded as more professional and respected in the eyes of the subscribers. Hence your brand/corporate value will be increased.



### Sync Options

Should you prefer, it can cooperate in sync with your current data base system. You can structure a data exchange manually or within certain intervals.



### Wide Compatibility

It works in high accordance with widely used e-mail service providers (i.e google, yahoo, msn, etc) and again with widely used desktop e-mail software (i.e outlook, outlook express, thunderbird, lotus notes, etc). It takes certain rules into consideration so as not to mark your outgoing e-mails being regarded as SPAM.



### Multiple Server Usability

For high expectations and performance, you have the opportunity to use more than one server at a time while making transfers. This option will facilitate the transfer of documents with larger scales.



### Monitoring & Reporting

You can monitor the process momentarily during transfer. When the transfer is complete you can check the number of successful transfers, as well as the analyzed reports of unsuccessful ones including the reasons of failure.

## Creator CRM



### Sales Management

You can manage all your sales on a time, customer and industry, goods and amounts basis. Should you prefer, you can send automated data along with the accounting software you use.



### Proposal Management

You can manage the whole process starting from the first meeting until the sale is materialized. By this means, you can monitor the open tenders more effectively.



### Campaign Management

You can direct the whole campaigning process for your customers by the input of campaign data. As such, you can measure campaign success by evaluating the bounce rate.



### Forecasting

You can inferentially foresee how many of your impending proposals will result in a sale, plus you can also look at the bounce rate you might get at the end of your forth coming campaign based on the previous campaigns you concluded.



### Calling Alarm

During bidding processes and campaigns as well as for regular customers, you can use an automatic warning unit so as to contact customers within certain intervals.



### Company & Person Management

You can control all kinds of firm and individual records that are used in all Creator modules from this section. That is, you can keep and update all in house and exterior records of your corporation and of corporate entities.



### Product & Service Management

You can manage all the goods that you produced and sold, and all the services you provided in detail. Should you prefer, you can categorize, and keep detailed information starting from distinguishing features of prices, sale and stock information.



### Specialized Entities

You can manage main entities by allocating them in relation to your needs. For instance among Firm and Persons Management, you can create privatized entities such as Customer, Supplier, Distributor and Company Workers.



### Powerful Data Relations

Afore mentioned entities form the basis of business life, therefore there is a powerful data sharing in question in terms of infrastructure with other modules that need or might need this ability. In return this will fulfill your forth coming needs for advanced software needs easily.



### Update Alarm

Your business assets should be kept up to date since they include all the basic data. You can update the data in certain intervals by activating the automatic warning unit so that you make sure all your activities and work become successful.

## Creator<sup>®</sup> BPM



### Project Creation

You can create a project for businesses that has a definite work flow. By this way, you will make the communication with people who are included in the project more effective and you will make the project easily recognizable.



### Work Flows

You can generate work flows which are appropriate to the projects created; hence you can make sure the process is conducted accurately and effectively. You can prevent moving on to other levels of the created project before critical levels are completed since work flow defines the rules of the project.



### Task Management

Depending on the work flow of the project, you can conduct the tasks assigned to certain people via this device. You can add or subtract new tasks; you can include new people for these new tasks as well as change these tasks.



### Business Process Timeline

This timetable where you see all the work flow and all the assignments will provide you with immediate situation. Besides you will be able to identify the successes and defects of the project as well.



### Customizable Structure

The work flow for each company will be different since the needs of each company will be different. As such the form of this module will totally be shaped according to the requirements of the customers suitable to tailor-made understanding.



### Contact Center

On an interface that you are accustomed to, you can control e-mailings, your meetings and contact information with your in house workers, customers and suppliers.



### Meetings

You will be able to transfer all the decisions taken to your business processes more effectively by this medium where you will conduct all your meetings. You will be able to reach the related data regarding your forth coming meetings from here, you can notify the people you require; you can change or cancel dates of the meetings.



### Calendar

You can conduct all the meetings, e-mails and tasks; take notes as if it were an agenda. It is compatible with all the components that are related.



### Address Book

You can reach all e-mail addresses of either in house workers, customers or suppliers from here.



### Mail Box

You can log in to all in house and exterior messages from here. You can provide the related group to receive their messages automatically if their tasks are assigned. You can control all the sent, received, pending, and archived e-mails.

## Creator<sup>®</sup> SHOP



### Order Management

You can follow up all the orders and all the stages (control, supply, cargo, cancellation) of the orders online. Should you prefer, the system will automatically inform you at every stage of the process until it reaches the customer.



### Payment Methods

You can use the features of the banks you made an agreement with such as credit card features, conditions of money transfer and even PayPal options. Thus, you will create quite a number of payment terms, sale opportunities and installment options for your customers.



### Unlimited Category & Product List

You can create an unlimited amount of categories and sub-categories; you can manage your products with the ability to form multiple connections under these categories. Furthermore, by the use of customized xls and xml templates you can perform multiple product input.



### SSL Compatible

Being compatible with SSL (Secure Socket Layer), Creator creates you a secure communication opportunity for file transfers. All the file transfers in between the client and server is done in 128 bit encryption.



### **3D Secure Shopping**

3D Secure is a system that is developed to increase online transaction security when using credit cards. Thanks to Creator E-Commerce Module, when making a virtual payment, the bank asks the password that only the card holder knows and hence verifies the card holder's identity. Thus, the usage of credit cards acquired illegally by unauthorized persons is prevented.



### **Membership System**

This is a membership acquisition and management system where you can use in all the web site, portal, intranet and extranet applications. You can authorize valuable information sharing through making the users members with this medium. In exchange, you can store users' communication and behavioral patterns and utilize them in your marketing activities. Moreover you can diversify the membership system through creating member types with different ranks and categories.

# Creator<sup>®</sup>STOCK



## Real Time Data Monitoring

It transmits İstanbul Stock Exchange figures in real time over a web browser by using the raw “streaming data” that we collected from data vendor firms



## High Accessibility

You can reach almost all of your customers by using this software which uses flash player support that is found in 99% of web browsers located in computers. Especially in the instant, and without downloading any program. Additionally, it is possible to access by using new generation mobile phones and devices such as PDA. Also, you can make many entrepreneurs without java applet downloaded on their computers, choose you.



## RIA (Rich Internet Application) Support

CreatorSTOCK, briefly named as RIA, uses Adobe Flash/Flex plugin support over web browsers that creates high definition user interface. By this means, you can provide your customers with web applications that go beyond desktop applications software in terms of visuality and ease of use



## Personalization Capabilities

On the interface, it facilitates liberty of movement for the users. The users can also develop graphics and tables at any shape and size. You can create follow up lists and group them on as many tables as you need.



## Optional Buy-Sell Order Transmission

It is possible to send an immediate order by only clicking on the stock. With this optional feature, you can give an immediate order for selling from the table of your existing stocks, as well as giving an immediate order for buying the stocks that you track.



## Optional Data Variety

With the İstanbul Stock Exchange figures obtained from data providing firms display screens on Stocks, Investment Funds, Derivatives Exchange, Exchange Rates and Interantional Markets can be developed.