

MODULE	FUNCTION	BRONZ	SILVER	GOLD
<b>Sales Channel</b>	WEB and Box-Office	✓	✓	✓
	Mobile App, Call Center and Kiosk		✓	✓
<b>Price Level</b>	Travel Agency	✓		✓
	Price List and Categories	✓	✓	✓
<b>CRM</b>	Change Ticket, Cancelation and Penalty Rule Management	✓	✓	✓
	Individual and Corporate Memberships	✓	✓	✓
<b>Asset Manament</b>	Loyalty program	✓		✓
	Vehicel Definitions	✓	✓	✓
<b>Rezervation</b>	Location and Terminal	✓	✓	✓
	Rezervation By Phone		✓	✓
<b>Planning</b>	Resource Planning	✓	✓	✓
	Time Tables	✓	✓	✓
<b>On-Board Systems</b>	Mobil Seles and Check-In		✓	✓
	Kiosk Check-In and Ticket Print			✓
<b>Role Managment</b>	Tourniquet Control		✓	✓
	Authority and role management	✓	✓	✓
<b>Passenger Information</b>	Location Based Authorization	✓	✓	✓
	SMS	✓	✓	✓
<b>Ticketing</b>	E-Mail	✓	✓	✓
	Mobil			✓
<b>Reports</b>	Ticket Printing	✓	✓	✓
	Mobil QR	✓	✓	✓
<b>E-Ticket</b>	E-Mail	✓	✓	✓
	Box-Office Reports	✓	✓	✓
<b>Travel Agency</b>	Shift Reports	✓	✓	✓
	Sales and Cash Flow	✓	✓	✓
<b>BI</b>	Agency Reports			✓
	E-Ticket Integration			✓
<b>Marketing</b>	Agency Agreements			✓
	Balance Upload			✓
<b>Additional Service</b>	CRM BI	✓	✓	✓
	Power BI			✓
<b>Payment</b>	Coupon Codes	✓	✓	✓
	Corporate Campaign	✓	✓	✓
<b>Support</b>	Periodic Discounts	✓	✓	✓
	Dynamic Pricing			✓
<b>Support</b>	Baggage Ticket	✓	✓	✓
	Shuttle Service			✓
<b>Support</b>	Foods Service			✓
	Cash	✓	✓	✓
<b>Support</b>	Virtual POS with 3D Secure	✓	✓	✓
	MasterPass Integration		✓	✓
<b>Support</b>	Point			✓
	Pay Back	✓	✓	✓
<b>Support</b>	E-Mail Support	✓	✓	✓
	Phone	✓	✓	✓
<b>Support</b>	Problem solving by Log	✓	✓	✓

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SERİM



# Ticketing For Smart Transport

## ABOUT SERİM



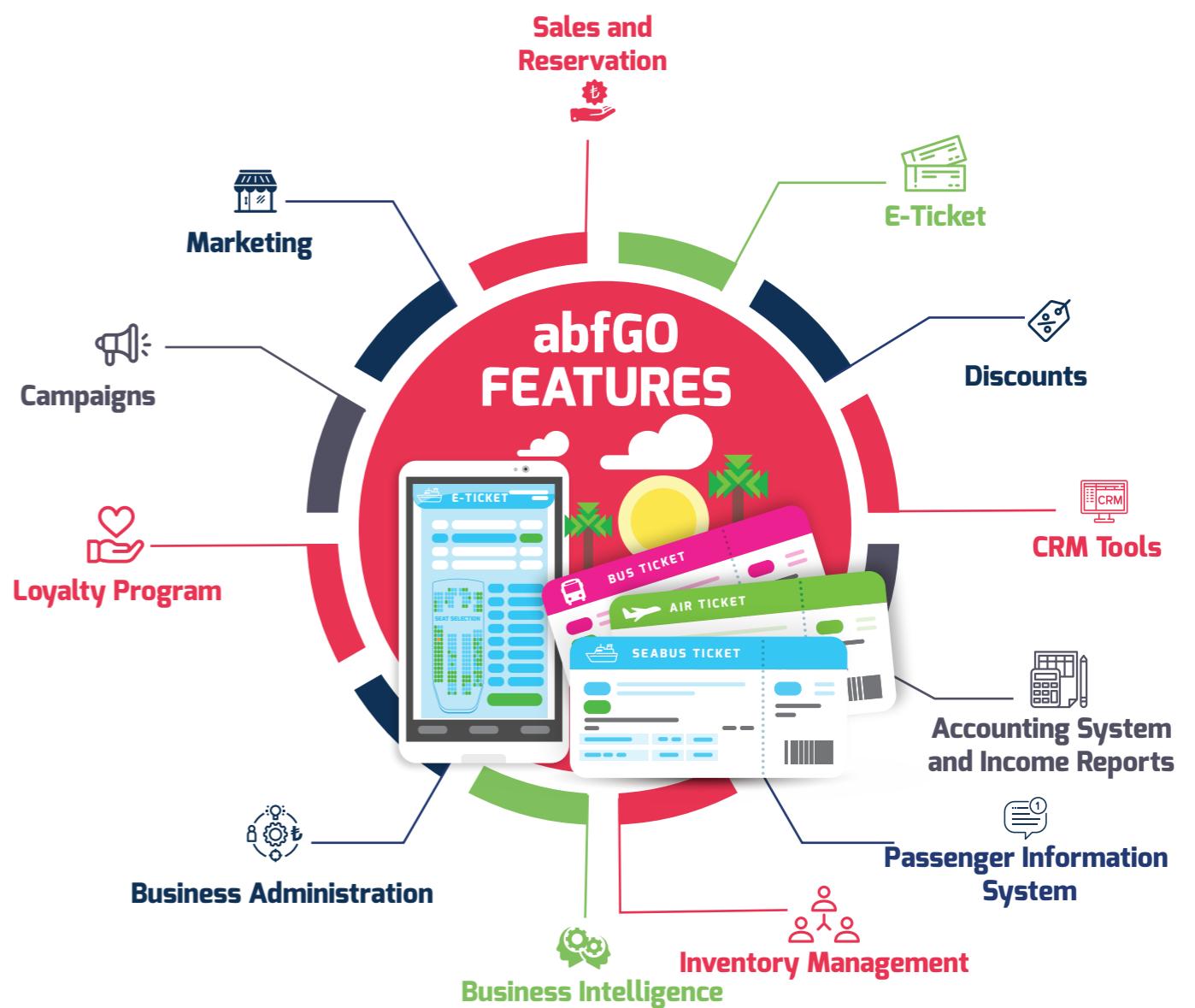
Serim Software Technologies Ltd was founded in 2009 in order to develop CRM, ERP Integration, Web and Mobile based software technologies and developments. It has moved to Ulutek Technopark to develop R&D and its own software development since 2014. In a short time, the Company expanded its sales and marketing network and opened international office to enlarge international markets.

Serim; With the Ticket Sales and Reservation System it has developed successful projects for Sea, Bus and Air Public Transportation. According to the needs of public transportation companies; CRM, Operation Management and Sales Channels has been combined at a single platform.

Our target is to be a leading software and service company that adds value to the national and international area and makes our customers and employees happy.

## ABOUT abfGO?

abfGo; It is a ticket booking and sales platform that is designed according to the needs of the operator companies, based on the time table in sea, air and bus public transportation.





## SALES AND RESERVATION

ABfGO has always aimed to increase the sales and marketing capacity of the operator and institution. Its dynamic price management and marketing engine ensures efficient use of resources. Increases seat occupancy rates and manages profit rates. The system supports the following sales channels.

- WEB and Mobile (B2C)
- Box Office and Call Center
- Travel Agents (B2B)
- API / XML



## CRM TOOLS

It is important for service provider organizations to identify current and targeted customers in order to establish a strong relationship with the customer. It is the nature of abfGO which is developed with CRM base. Every contact made with the customer is related to the system. BI tools and reporting system for targeted customer and segmentation provide detailed data analysis.



## MARKETING

World Technology is increasing day by day, abfGO can provide different needs besides passenger going A to B point. In order to become a profitable enterprise by holding the market in the competitive environment created by these needs,

- Targeted customers and segmentation
- Loyalty System
- Smart Discounts
- Campaigns



## BUSINESS ADMINISTRATION

abfGO platform offers the flexibility of a number of logical structures to the maximum level, such as logistics architecture, route plans and price lists. Template constructions that are housed in it can be stored in different schedule and hours such as day, week, summer and winter tariffs. In this way, the flight and time table changes are created very friendly which can be managed easily and quickly.



## LOYALTY PROGRAM

The system allows operators to determine their own loyalty schedules and levels.

- Use of virtual card and physical card with loyalty card reference
- Expedition-based Score and usage



## INVENTORY MANAGEMENT

abfGO centralize management is sales. It has quick and easy points in the seats, plans and new tools.

- Vehicle Profile
- Capacity Planning
- Seat planning
- Reservation





## PASSENGER INFORMATION SYSTEM

For safe and standard methods in the abfGo used at the point of communicating situations such as travel information and flight cancellations to passengers. Communication in the following information standards is provided autonomously;

- SMS and E-mail
- HTML and API Based
- Push-Notification



## ACCOUNTING SYSTEM AND INCOME REPORTS

ABFGO is an important infrastructure that succeeds in accounting and income reports. It is a number of complexes such as e-tickets, sales, collections and shift reports and provides accurate reporting to the user successfully. Some of the reports used for cash flow and income reports;

- Accounting Sales Report
- Safe Report
- E-ticket Report
- Regional Reports



## E-TICKETS

The digital conversion of the world , where technology and mobility are becoming widespread, electronic documents are now taking the place of paper. The E-Ticket system, which is an important step for the ticketless traveler, also reduces the operational costs.



## BUSINESS INTELLIGENCE

AbfGO with Dashboard and analytical reports is able to generate fast Business Intelligence reports with the adaptation of Power BI and Dynamics CRM tools from Microsoft's powerful platforms.

- Sales Units by Sales Channel
- Passenger Distribution by Category
- Distribution by Payment Type
- Daily Occupancy Rates
- Voyage by Terminal
- Light User Analysis

## System Overview and Architecture

abfGO is proved to scale with its modular structure using the latest technologies. It has a micro service based architecture and a performance enhanced sales-booking engine which can service intensely high sales campaigns.

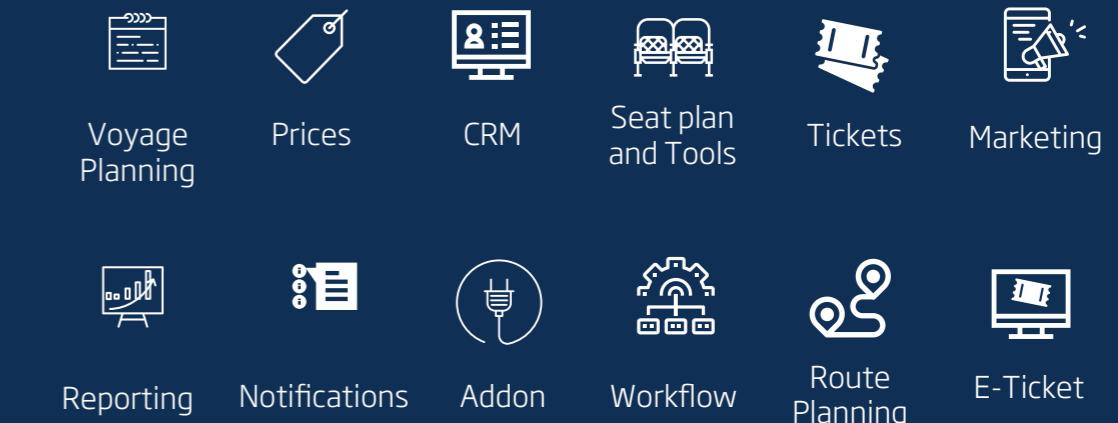
Another character of that is scalability, robustness and autonomous integrate with other systems. The basis of the system are two important technologies.

- High Performance Architecture
- API Integration

## FRONT END



## BACK END



## INTEGRATION

