

Status Orama

MainSys
Management Information Systems



serving
2.500
OPTICIANS



Integrated Customer loyalty program

“ **ATTRACTING A NEW CUSTOMER COSTS 8 TIMES MORE THAN RETAINING ONE** ”

The key to success in any business is to make a difference among other competitive ones and strengthen its relationship with its customers. In this challenging goal, one more tool available for businesses is membership cards. We can meet the needs of each business from 500 cards up to ten thousands. There are two ways to use the cards.

Bonus Cards:

Loyalty cards > gain clients' trust

Personalised cards > personalization

Give bonus to your customers

- ◆ Maintain & Increase your client list
- ◆ Strengthen the brand and the image of your business
- ◆ Make a difference in the competitive market
- ◆ Your customers earn bonus with every purchase



“ **LOYAL CUSTOMERS SPEND 33% MORE THAN NEW CUSTOMERS** ”



10.000 SMS = 350 Sales



Send SMS bulk via Status Orama!



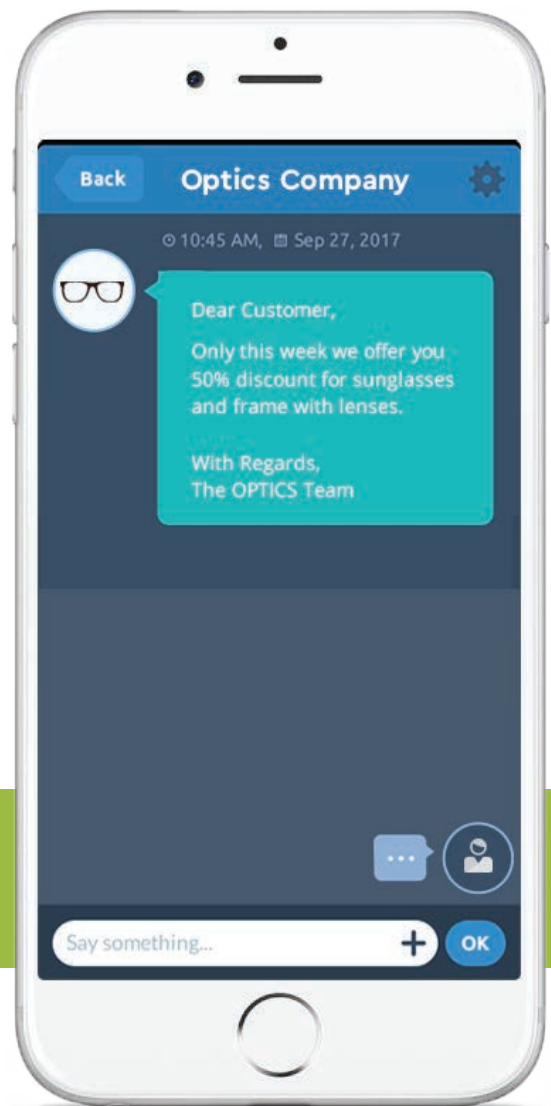
The users of the application Status Orama have **unlimited SMS options**:

- ◆ Inform customers when their order is completed.
- ◆ Inform about offers and new arrivals.
- ◆ Send automatic text to wish for their name day or birthday.

The SMS sizes up to 160 characters and the sender field shows the name of the company.

SMS features:

- ◆ **high efficiency [ROI]**
- ◆ **low cost**
- ◆ **discretion**
- ◆ **96% of customers read sms contents**





Full control and Storage Management

Safety limits for items

Warning messages and control reports inform about the safety limits of the goods quantities that have been set per product by the user.

Storage Control

Checking of the **remaining items** using barcode and filters set by the user.

- + Contact Lenses
- + Frames / Sunglasses
- + Brand Name

Automatic import of frames and sunglasses

You can now cost the frames and sunglasses you receive in less time. In Status Orama there are registered codes of frames and sunglasses with all their features like:

- + Brand name
- + Model / Color / Size
- + Sunglasses or Frames
- + Barcode
- + Wholesale Price
- + Suggested Retail Price

Branch management

Full product tracking option for unlimited branches management enables the user to determine the branch and the type of transactions for each branch. At a glance through the management of the selected item you can see at which branch is currently available.

Discount policies

Connection of selected items with various discount policies. Set up credit policy for a period of time which will be applied for all items or for predefined ones.

When receiving the goods simply use the barcode device to scan the code on the packaging of each frame!

In very little time you have completed the order and received the goods, with their retail tags and now they are ready for sale. In Status Orama you receive automatic updates of the price lists.



Full control and Storage Management

Advantages of Automatic Imports in Status Orama

- ◆ **Cut employment cost** with automatic item registration.
- ◆ **Avoid errors** when entering the codes and prices by using barcode.
- ◆ **Quick search** for additional colors available in store or are expected to arrive.
- ◆ Goods do not remain in stock, so this may **increase** the **collection** available **for sale**.
- ◆ **Check remaining orders** from suppliers, to get a complete view of the expected arrivals and **better planning** for new orders.
- ◆ **Mass configuration** of **retail pricing** with marked-up percentages per product, category and brand.



Collaborating companies for frames – sunglasses

MARCHON
LINDBERG
SAFILO
LUXOTTICA
ITALIA INDEPENDENT
MYKITA

DERIGO
MARCOLIN

POLAR

Collaborating companies for contact lenses

JOHNSON
& JOHNSON
CIBA VISION
BAUSCH & LOMB

COOPER
VISION



Customer & Prescriptions Management

“A multi-tool for **Customer Management** in the hands of each optician”



Register an **unlimited number of prescriptions for each customer**, thereby controlling the frequency of their visits, their history, their turnover, their measurements and the state of their vision. You can search very easily the **analysis of costs** and **discounts** for whatever prescription you choose. Status Orama contains the price lists of retail and wholesale of all modern trading and manufacturing companies of ocular lenses. In Status Orama you receive **automatic updates** of the **price lists** in your system.

Collaborating companies for ocular lenses

HOYA ZEISS
NIKON **SEIKO**
ESSILOR
RODENSTOCK

So when you **enter** the **diopeters** of a customer's prescription and after selecting the quality of the lenses (organic, crystal) and the refractive index (1.5, 1.6), **all possible lenses** from the lists of all manufacturers will appear.

You can create from the prescription, with the **press of a button**, the ocular and contact lenses for your customer's order, as codes in the storage.

This way you can receive ocular lenses and contact lenses invoices comparing the suppliers' prices without requiring entry codes.

- ◆ You can **print**, through the **Order's Folder**, the customer data, the prescription and the financial data (value, discount, advance, balance)
- ◆ You can **search customers** by criteria you specify and send SMS through the list of the search results.
- ◆ You can **reward** your best customers.
- ◆ You can **check** out your customer's balance.



Cloud Ready

Get full control of all branches

MainSys offers you:

- ◇ **Cloud Software**
- ◇ **Fastest** possible **communication** among your company branches.
- ◇ **Monitor** and **control** operation 24/7.
- ◇ **Backup** of your data **twice** a day.
- ◇ **Guaranteed security** and more than **99% uptime**.

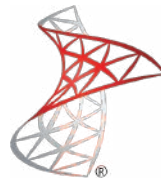


The Servers operate with:

- ◇ **Windows Server 2012 x 64**
- ◇ **Microsoft SQL 2014 x 64**



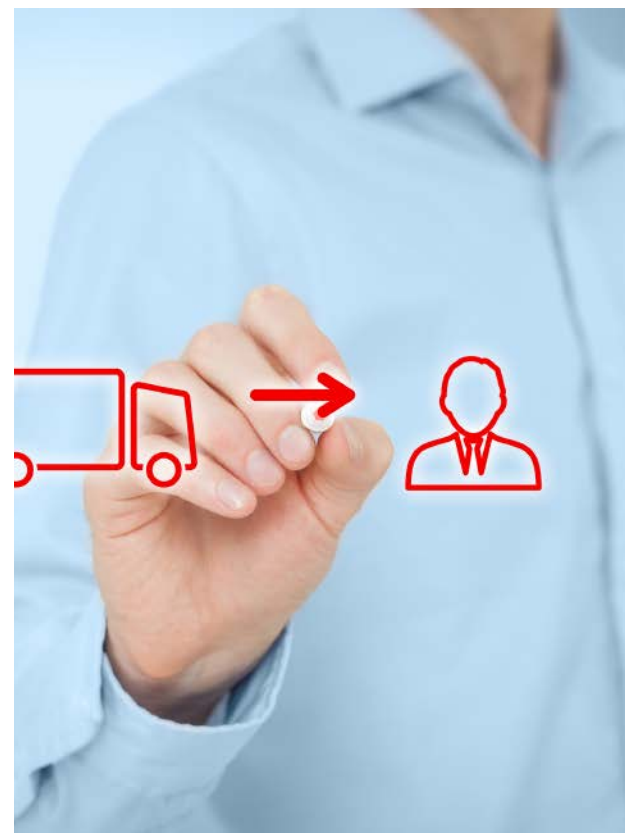
Windows Server 2012



Microsoft®
SQL Server®

Status Orama offers you:

- ◇ **Statistics** per branch and for your business in total.
- ◇ **Monitoring products** in total number and per branch.
- ◇ **Monitoring** balances of **Storage, Customers** and **Suppliers** per branch.
- ◇ **Connection** to all the **modules** of Status Orama such as **SMS** and **membership cards**.
- ◇ **Internal movement** of products among branches with specific **vouchers**, registered from a single branch.
- ◇ **Checking** the **storages** in all branches, in order to **schedule** the orders better.





Statistics - Status Orama

Sales

Complete **monitoring** of the **retail process** from the time of the order until delivery.

Status Orama offers you automatic **creation** of the **sales voucher** from the Customer prescription tab.

Depending on the needs of each store, Status Orama can **monitor** the progress of the **order** until the final delivery to the Customer and its conversion into a sales receipt.

For each sales' voucher, Status Orama, supports **multiple payment** methods (Cash, Credit Card etc).

Sales Statistics with **criteria** set by the user, such as time period, category type, brand name, model, color etc.

Purchases

Massive and **selective** transformation of **several vouchers** in **one** concentrative (multiple consignments notes of the supplier in one invoice).

The **purchase invoice** can be paid in whole or partially, related to payments of cash, checks, bills and more.

Monitor the remaining **orders** to **suppliers** and check the final pricing.

Supplier form: financial transactions and balance.



Suppliers

Status Orama offers **supervisorial system** of Purchases and Suppliers.

Monitor of the **balance**, outstanding **bills** and analytical **Supplier** tab.

Supplier turnover and **percentage** held by each supplier of annual purchases and of the current goods of the business.

Compare quantities and **profitability** by manufacturer, brand name and category type.

Orders to Suppliers

Ability to **monitor** and **manage** orders to suppliers.

Ability to **connect** between the orders of **suppliers** and the orders of the **customers** (related vouchers).

Pending purchase orders

Ability to **monitor** the **pending orders** per supplier, as well as the non-executed or partially executed orders.





Go Mobile by Status

i-Status
MainSys cloud services

Status Orama is the
1st business Software available to:



App Store

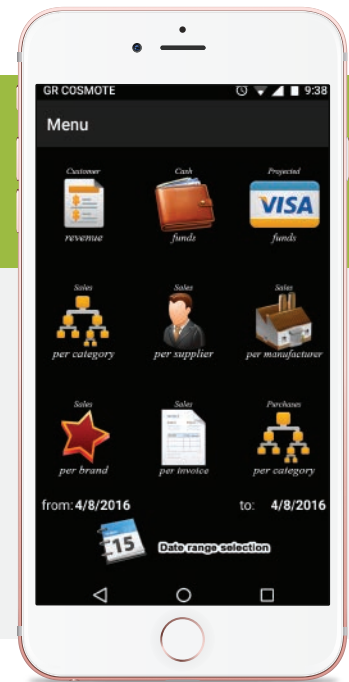


Google Play

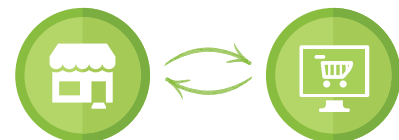
Access your store
from anywhere

Watch now on your mobile device

- ◆ Daily Sales
- ◆ Sales and Purchases Statistics
- ◆ Sales by category
- ◆ Sales totally and individually for each store
- ◆ Customers & Suppliers data



Connection with e-shop



Looking for a store with **low operating costs** and a **huge customer base**?

A shop which **sells goods** that are left in the drawer of your store?

A store that is **open all day long**?

MainSys provides seamless Connection with e-shop!

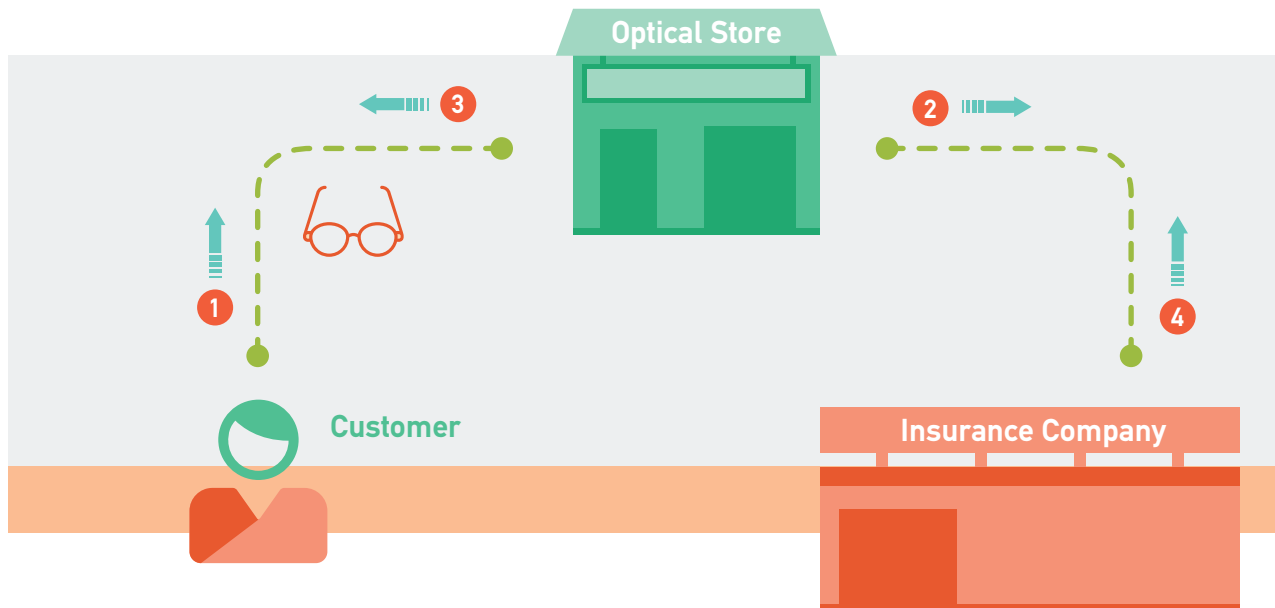
- ◆ **Update** the **e-shop** very easily through Status Orama!
- ◆ **Product availability** updated in **real time!**
- ◆ The online **orders** and the **customer data** are **automatically** entered in Status Orama!
- ◆ **Orders** automatically appear on **your mobile**.



Insurance Management

Ensure your services

- ◇ **Management** of Insurance Approvals
- ◇ **Automatic export** of Insurance Invoice each month
- ◇ **Class Policy** that calculates paid by **cash** and **Deductible amount**
- ◇ **Order** status levels for easier **classification** (approved, rejected, pending)
- ◇ **Products Restrictions*** for Insurance Customers



1. Order frames with lenses
2. Get Approval
3. Deliver goods
4. Get paid by Insurance

* Can be ignored using supervisor codes



Fanatic Support



Our main **goal** is to enable our clients to get the **maximum benefit** through the special services that offers. MainSys invests in **high quality services** of maintenance and support. The **Support** and **Customer Service** department offers all the necessary services to optimize the use of applications, handles **responsibly** and **reliably** the customers' requests and processes their problems until their final resolution.

We have created standardized procedures for the **direct support** and **settlement** of daily issues, some of which are as follows:

- ◆ **24/7** Phone and Online Continuous Support
- ◆ System of recording and **monitoring requests** – MainSys Helpdesk
- ◆ **Online Services** e-Support, **chat**
- ◆ **Support** by using remote connection
- ◆ **New** versions
- ◆ **Automatic** updates
- ◆ Updating with **e-mail** and **SMS** for new versions



more than **SOFTWARE**



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