



**Pioneering Platform in  
Digital Transformation**



OCTAPULL integrates over 20 advanced modules, including OctaMeet, Octapull SFA, Octapull B2B, Octapull Merch, and WMS, into a unified platform, facilitating the digital transformation processes for enterprises.

OCTAPULL helps individual and corporate users upgrade their business and sales processes to the digital world.

Supported by the 22 years of digital experience of Alpata Group companies, OCTAPULL has been operating together with Alpata Technology since 2021.



## **Mission and Vision**

As OCTAPULL, our mission is to enhance the efficiency and effectiveness of remote working and digital sales processes with innovative technologies and user-friendly applications. With our dynamic team, our vision is to provide solutions that address the rapidly evolving digital transformation demands in the business world and ensure the sustainable success of our business partners.

By following the latest advancements such as artificial intelligence, machine learning, natural language processing (NLP), and IoT systems, we continue to improve our digital solutions to provide an optimal user experience. Our objective is to deliver the highest standard of service in remote work and digital sales operations.

# BENEFITS OF OCTAPULL

## SFA OCTAPULL



- Choose the best solution for your business with tailor-made modules.
- Manage all your operations from order to shipment in a single platform.



- Access real-time reporting and analytics with the reporting module.
- Provide your field sales teams with instant access to all data with SFA Mobile.



- Create promotional campaigns for your customers to enhance loyalty.
- Strengthen customer relationships and maximize selling opportunities.

## B2B OCTAPULL



- Boost your sales processes and save time for dealers and distributors.
- Ensure control over dealer orders with the order confirmation mechanism.



- Increase sales by offering special pricing to your customer segments.
- Meet demand with real-time stock information and take the opportunities.



- Ensure seamless integration with your existing ERP systems.
- Monitor your current account and business balance information in real-time.

## OCTAMEET



- Customize the application interface with your corporate colors and logo.
- Choose the plan that best suits your needs with our monthly subscription.



- Improve your presentations by screen sharing and interactive whiteboard.
- Secure your data with On-Premise installation.



- Ensure maximum security with reliable servers hosted in Turkey.
- Enhance your efficiency with our AI-powered features.



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- 2- Octapull SFA
- 3- Key Features
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- 8- Upcoming Features
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Pioneering Platform in Digital Transformation



Video Conferencing Application



Salesforce Automation Solution



Digital Sales Management



Intelligence Force in the Field



Warehouse Management System



Octapull SFA digitizes sales processes traditionally carried out in person, providing businesses with significant time and cost savings.

With its comprehensive modular solutions, it helps automate all operations within the sales process, thereby enhancing efficiency.



# OCTAPULL SFA - KEY FEATURES



**On  
Premise  
Installation  
Option**



**Price, Promotion and Multi  
Channel Campaign Management**

**Task  
Management  
with  
Authorization  
Matrix**

**Advanced  
Dynamic  
Reporting**



**Mobile Application Support**



**Advanced Shipment Operations**

**Real-Time  
Visit  
Tracking**



**Seamless Integration with  
ERP and Commercial Systems**

**Field Navigation  
and Mapping  
Support**



**Business  
Oriented  
Management**



**Management  
of Mobile  
Teams**



**Risk-Based  
Customer Sales Strategy**

# SALES BOOSTING FEATURES



## FINANCE MODULE

The Finance Module enables comprehensive management of your company's financial operations. It provides functionalities for defining bank account information, managing credit card POS details, and recording cash register transactions. The system allows for detailed tracking of cash flows, managing collections and disbursements, organizing expense records, and recording check transactions.

Additionally, it monitors credit card and bank transactions, tracks bank transfers and bank account activities, and records cash transfers. These features ensure that all your financial data is organized and easily accessible.



## ON-SITE INVOICING APPLICATION

The on-site invoicing feature allows your field personnel to instantly issue invoices during customer visits. This capability facilitates quick and easy documentation, invoicing, and completion of transactions for sales conducted in the field.

Invoices are generated in real-time and immediately sent to the customer, expediting the process. Through on-site invoicing, invoices that need to be canceled can be voided from the order without generating a document, minimizing the workforce required.



# SALES BOOSTING FEATURES



## VIRTUAL POS MODULE

The Virtual POS collection feature simplifies payment collection in a digital environment. Field personnel can instantly receive payments from customers via credit or debit cards. This feature accelerates payment processes, improves cash flow, and reduces manual operations.

Additionally, payments are securely processed, and all transactions can be tracked and reported within the system. You can ensure that credit card collection records in your system are generated from bank records, managed with accuracy and control. Virtual POS integration enables more efficient and user-friendly sales processes.

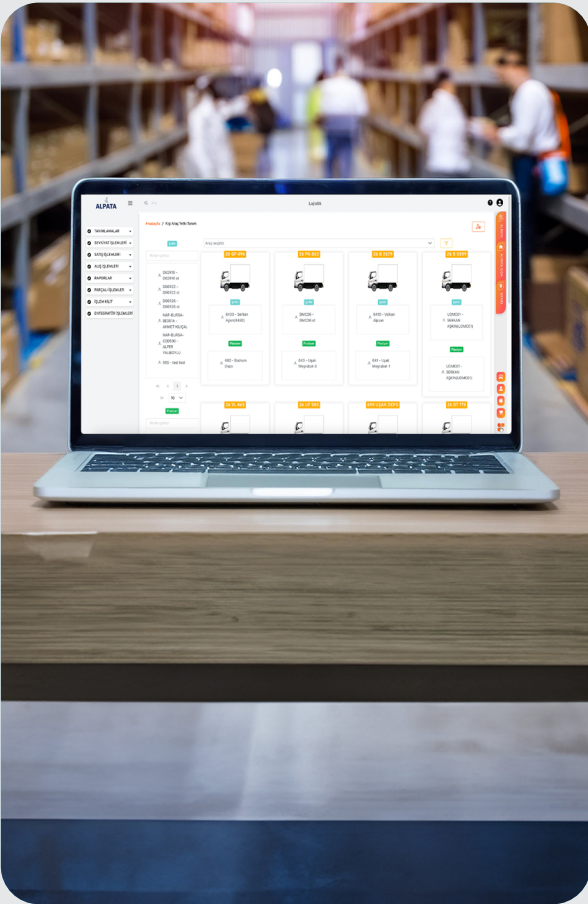


## END OF DAY INVOICE RECONCILIATION

This feature allows field personnel to systematically control their daily transactions and performance. At the end of the day, all sales activities, orders, collections, shipments, and other relevant data are monitored and reviewed.

This function reduces transaction errors, ensures data consistency, and simplifies reporting. It also serves as an effective tool for evaluating the daily performance of field personnel and making necessary adjustments.

# MODULES AND APPLICATIONS



## LOGISTICS MODULE

With the Logistics Module, you can easily manage shipment and document management through a single module, tracking all your processes from end to end.

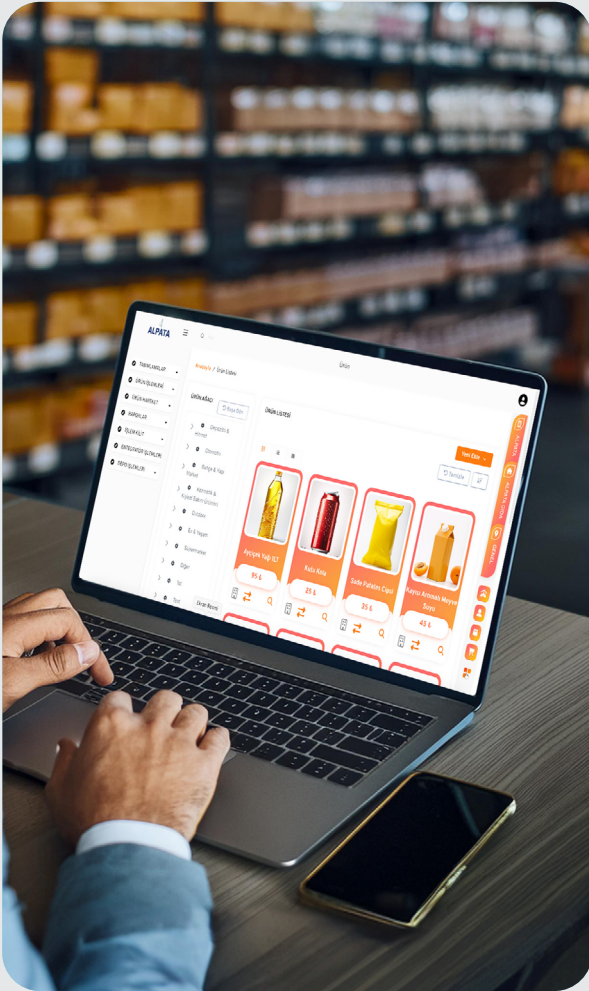
- **Creation of Loading Orders and Detailed Shipment Operations**
- **Route Optimization (Integration with Third-Party Applications)**
- **Real-Time On-Site Invoicing Feature**
- **Vehicle-Based Authorization**
- **Purchase and Sales Operations**
- **Invoice and Delivery Note-Based Serial Number Definitions**
- **Account-Based Document Management**
- **Partial Operations**



## CURRENT MODULE

The Current Module allows you to securely register your customers, efficiently manage all processes, and quickly access data from a single screen.

- **Customer and Supplier Profile Management**
- **Sales Representative Route Management**
- **Optimized Route Plan on Map**
- **Channel-Based Customer Management**
- **Current Definitions via Mobile and Web Channels**
- **Current-Specific Pricing and Confirmation Mechanism**
- **Detailed Aging Reports for Current Transactions**



## PRODUCT MODULE

With the Product Module, you can easily manage, monitor, and track your inventories and warehouses through a user-friendly interface.

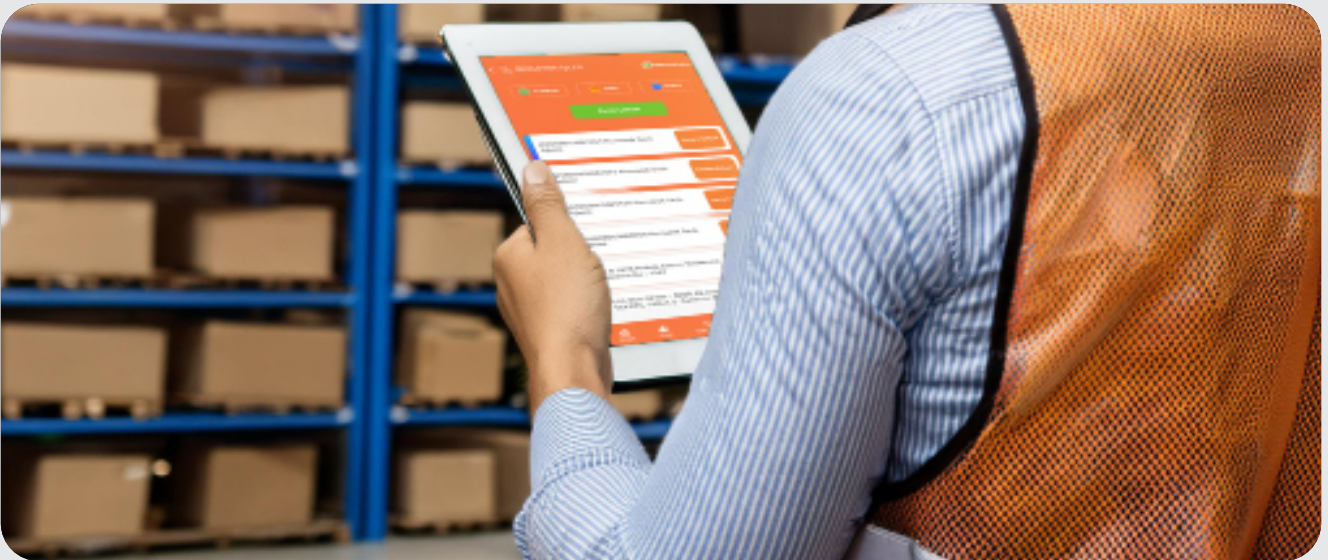
- **Product Management**
- **Category Management**
- **Warehouse Inbound and Outbound Operations**
- **Inter-Warehouse Transfer Operations**
- **Authorization and Analysis by Brand and Region**
- **Stock and Warehouse Balance Tracking**
- **Product-Based Reporting**
- **Warehouse Stock Counting Operations**



## ORDER MODULE

The Order Module allows you to create real-time orders through the system and ensure safe sales based on your customers' risk limits.

- **Secure Ordering Based on Customer Risk Limits**
- **Quick Order Entry with Detailed Filtering**
- **Ability to Apply Customized Campaigns**
- **Channel-Based Cart Management**
- **Real-Time Monitoring of Orders Received from the Field**
- **Documentation of Orders**
- **Functionality to Work with Order Approval Mechanisms**



## WAREHOUSE APPLICATION

Manage all your operational processes from end to end via mobile devices and track them in real-time. This enables you to easily perform warehouse operations, stock controls, and other processes from anywhere.

- **Stock Counting Operations**
- **Cell/Section Support and Tracking**
- **Detailed Authorization Mechanisms**
- **Detailed Approval Mechanisms**
- **Vehicle Loading Operations**
- **Vehicle Unloading Operations**
- **Sales Operations from Warehouse**
- **Barcode Scanning Feature**
- **Goods Receipt Operations**
- **Integration with Mobile Devices**



## FINANCE MODULE

The Finance Module allows you to manage your balances efficiently, minimizing your account risks and preventing potential financial losses.

- **Collection Operations**
- **Payment Operations**
- **Check Processing**
- **Promissory Note Operations**
- **Credit Card Transactions**
- **Wire Transfer/EFT Transactions**
- **Cash Withdrawal and Deposit**
- **POS Management**
- **Cash Operations**
- **Expense Management**

30%  
Discount

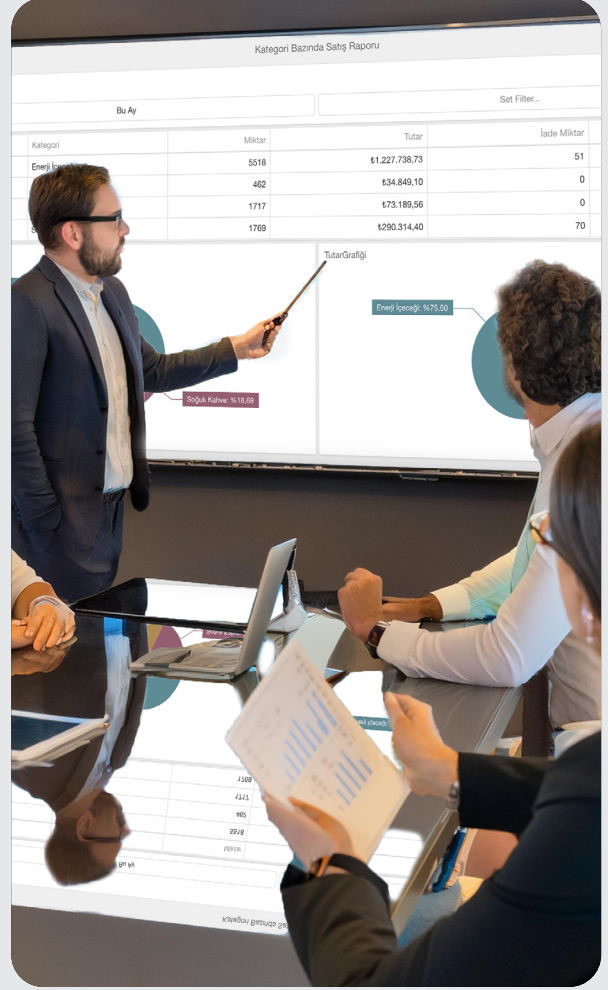
15%  
Discount



## CAMPAIGN MODULE

With the Campaign Module, you can create hundreds of different campaign scenarios, thereby maximizing your sales.

- Campaign Management
- Ability to Create Campaigns in Surplus Goods, Quantity, and Percentage Types
- Target Audience Determination
- Campaign Limit Control Capability
- Ability to Apply Multiple Campaigns Simultaneously
- Campaign Prioritization
- Creation of Special Price Lists and Account-Based Special Pricing
- Campaign-Based Reporting



## REPORTING MODULE

With business intelligence applications, you can create the analytical reports you need, speeding up your decision-making processes.

- Custom Report Creation
- Monitoring of Business Performance
- Real-Time and Comprehensive Reporting
- Variety of Visual Interfaces
- Reporting in Different Formats
- Integration Capability with Third Party Applications



## FUND MODULE

The Fund Module allows you to securely manage your budget, analyze expenditures, and prepare detailed reports. This feature enables effective management of your financial processes.

- **Fund Tracking**
- **Budget Creation and Tracking**
- **Real-Time Monitoring of Registered Funds**
- **Automated Invoicing Based on Incoming Documents**
- **Effective Management of Internal and External Resources**
- **Detailed Reporting**



## BONUS MODULE

The Bonus Module allows you to reward your sales representatives based on revenue or predefined criteria. You can manage the process with detailed reports that show how much a sales representative has targeted and the actual figures achieved to date.

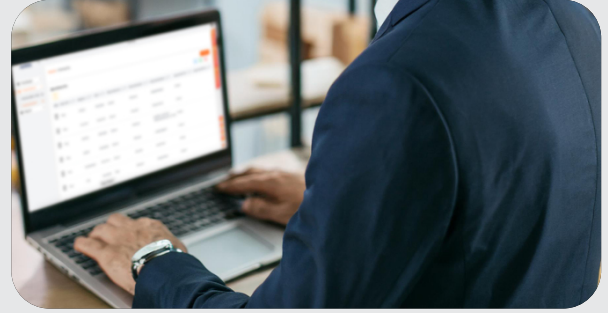
- **Detailed Target Setting**
- **Ability to Apply Multiple KPIs and Criteria**
- **Monitoring of Target Achievements**
- **Efficient Bonus Process Management**



## CASHIER MODULE

With the Cashier Module, you can manage personnel income and expenses, perform denomination operations by cash register, and monitor the process with detailed reports.

- **Income and Expense Records by Person**
- **Bank Transfer Transactions**
- **Denomination Exchange Operations**
- **Reconciliation Transactions**
- **Transfers Between Cash Registers**
- **E-Mail Notifications & Reporting**



## FIXED ASSETS MODULE

The Fixed Assets Module enables you to record, track, and manage fixed assets. By handling transactions such as entrustment, assignment, transfer, scrapping, and maintenance, you can save time and costs.

- **Detailed Fixed Asset Registration and Tracking**
- **Analysis and Tracking of Fixed Asset Movement Records**
- **Entrustment and Assignment Transactions**
- **Maintenance Operations**
- **Detailed Reporting**



## RISK MODULE

With the Risk Module, you can define risk sources, asset classes, threats, and asset values. You can carry out risk identification, risk ratio calculation, and reporting in the corporate risk assessment process.

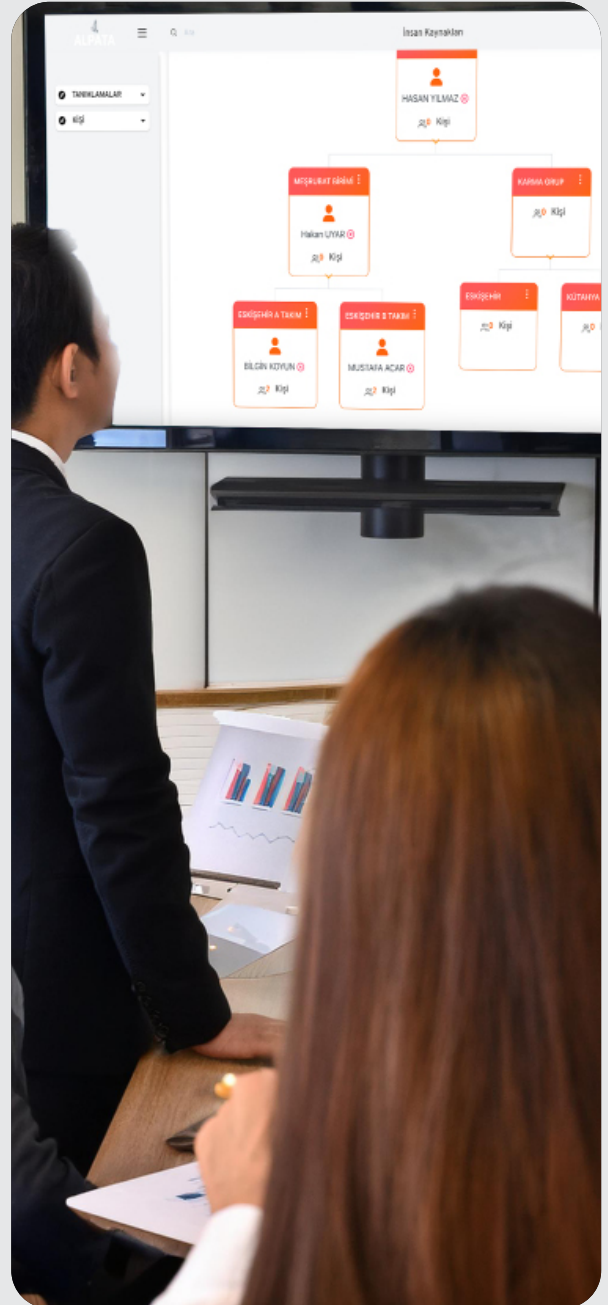
- **Risk Limit Setting by Current**
- **Guarantee Letter & Promissory Note Transactions and Tracking**
- **Ability to Define Additional Risk Groups**
- **Controlled Progress of Orders, Collections, and Customer Balances**
- **Automated Email Processes**



## ERP INTEGRATION MODULE

Synchronizing field sales team operations with bidirectional data transfer between SFA-ERP systems, you can effectively manage your business processes.

- **Real-Time Data Transfer Between Octapull SFA and ERP System**
- **Keeping Data Up-to-Date Such as Orders, Inventory, Customer Information, and Official Documents**
- **Compatible with Different ERP Systems and Customizable Integration Settings**
- **Easy Data Exchange with User-Friendly Interfaces**
- **Cross-Reporting Capability**



## HUMAN RESOURCES MODULE

The Human Resources Module allows you to easily manage your personnel and departments, ensuring control over your business.

- **Organization Management**
- **Authorization Among Associated Departments**
- **Workflow Management**
- **Leave Management**
- **Personnel and Department-Based Reporting**

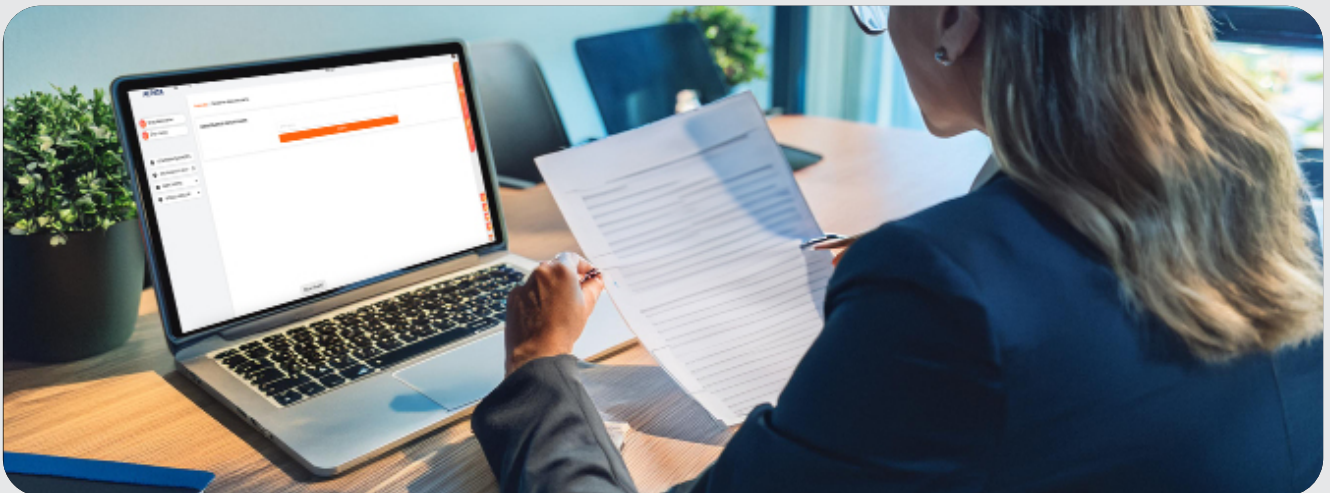




## FILE MANAGEMENT MODULE

With the File Management Module, you can organize your files into folders, store them online, and access them from any device whenever you need.

- **File Upload**
- **File Sharing**
- **Online Viewing**
- **Accessing Files from Mobile and Web**
- **File Tracking**



## E-DOCUMENT MODULE

The E-Document Module acts as an integrator that enables the electronic transfer of official documents (invoices, delivery notes, etc.) created in SFA to the Revenue Administration (GIB).

- **Ensures Controlled Transfer of All Official Documents**
- **Supports the Digital Transformation Process**
- **Creates and Transmits Electronic Documents in Compliance with Legal Regulations**



## OCTAPULL SFA MOBILE

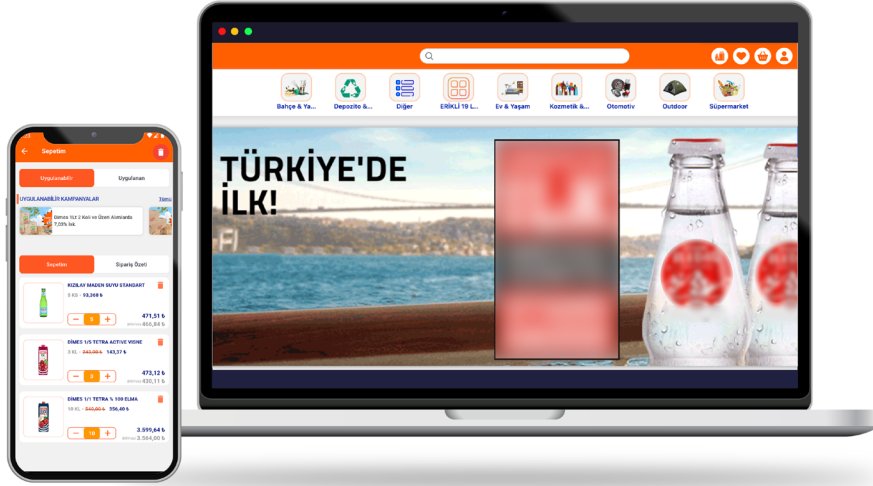
With SFA Mobile, your field sales team can easily manage all business processes via mobile devices online and offline.

- Visit Operations
- Route Tracking / Optimization
- Sales Invoice Creation
- Sales Invoice Documentation
- Real-Time Invoicing Feature for Distributors in the Field
- Order Creation
- Campaign Application
- Manual Campaign Operations
- Collection Operations
- Current Record Creation
- Load Order Creation

## Paycell POS Solution

With the Octapull Paycell POS solution, you can accept payments from all banks' credit cards, offer installments to partner bank cards, create orders, and manage collection processes from a single device with our app available in the mobile app stores.

- Accept Payments from All Bank Cards with a Single POS Device
- Innovative Payment Methods (QR, Chip Reading, Swiping)
- Online Management of All Mobile Business Processes from a Single Platform



## OCTAPULL B2B

Octapull B2B allows businesses to manage their sales processes more effectively with comprehensive solutions. It aims to optimize business processes with features such as pricing, order management, customer relations, campaign, and risk management.

**ERP Integrations:** Provides full integration with existing ERP systems to optimize supply chain and accounting processes.

**Instant Payment Solutions:** Offers secure and fast payment processing with virtual POS and bank transfer.

**Campaign Management:** Automatically applies campaigns to the cart and measures campaign effectiveness, offering special discounts to customers.

**Single Cart and Order Management:** Allows managing orders from multiple partners from a single point and easily monitors order preparation and delivery processes.

**Risk Monitoring and Reporting:** Provides the ability to monitor and analyze transaction risks and make data-driven decisions with detailed reports.

## OCTAPULL MERCH

Octapull Merch enables data collection from the field and management of mobile teams after all sales processes.

**Field Data Collection and Management:** Optimizes field operations by managing tasks like shelf control, survey filling, product photography, and GPS location tracking of mobile teams.

**Task Management and Time Tracking:** Provides the ability to view, prioritize tasks, and monitor the time spent on tasks by personnel.

**Data Synchronization and Security:** Enhances field efficiency with offline operation and secure data transfer.

# UPCOMING MODULES



## DIGITAL VISIT MODULE

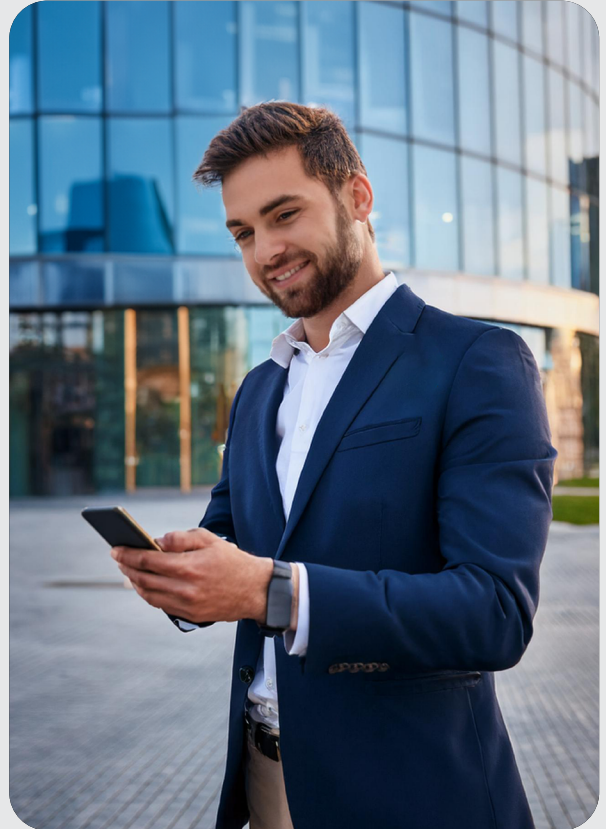
**Route Planning and Management:** Tracks planned digital, phone, and physical visits, making it easy for users to manage their targets and routes.

**SFA Integration:** Automatically transferring all transactions to SFA, screens can be shared with customers during the order process, increasing efficiency.

**Web Panel and Reporting:** Users can view visit reports and KPI tracking through the web panel.

**Picture in Picture:** Enables video playback in a small window, allowing you to switch to another application or take action while remaining in a meeting.

**Additional Features:** Enhances physical visits by managing meetings more effectively through digital visits and link sharing via WhatsApp.



## SUPERVISOR MODULE

**Personnel and Visit Tracking:** Tracks employees' real-time locations and customer visits, making it easy to assign tasks and monitor performance.

**Current Account Movement and Stock Tracking:** Provides the ability to monitor and manage customer account movements and product stock levels.

**Price Change Control and Commission Tracking:** Monitors product price changes and tracks employee commissions and entitlements.

**Communication and Reporting:** Facilitates quick communication via in-app messaging, voice, and video meetings, and generates detailed reports for managers.



OctaMeet offers an online platform that **enables individual and corporate users to conduct their daily and professional video conference meetings** effectively.

With its user-friendly interface, it helps **plan, execute, and report meetings** smoothly. OctaMeet allows users to optimize their efforts, saving time in their business processes.



Mac App Store



4.5/5



Microsoft Store



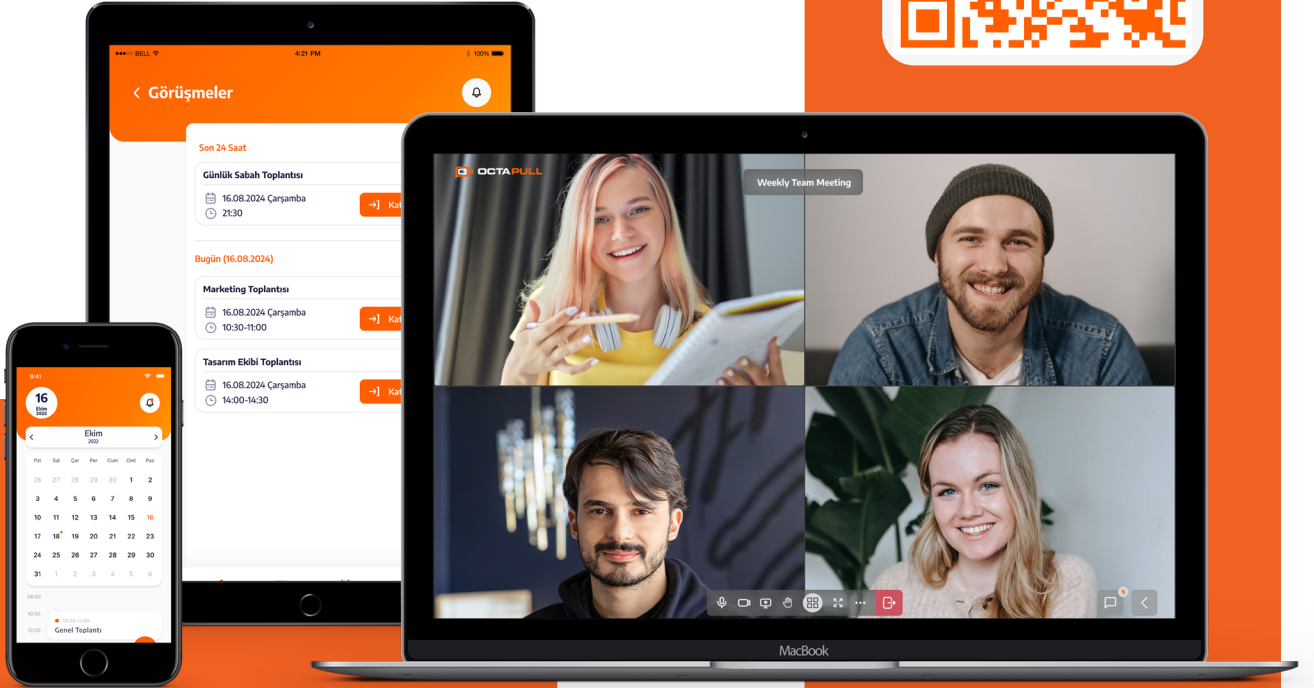
4.6/5



Google Play Store



4.7/5



Hemen İndirin

App Store



Hemen İndirin

Google Play

# KEY FEATURES OF OCTAMEET

Flexible  
Subscription  
Options



Advanced Data Security  
End-to-End Encryption

Calendar  
Integrations



Multi-Platform Support



Webinar  
Module for  
Educators



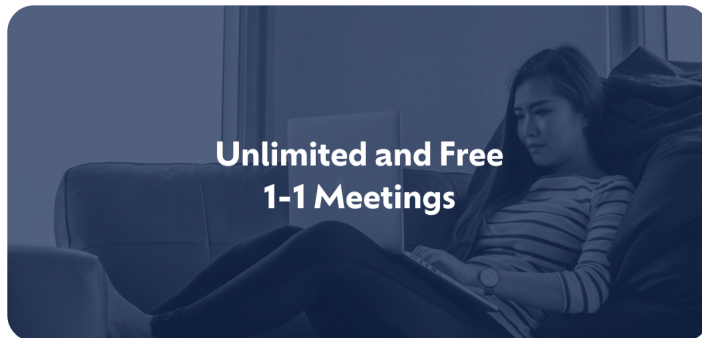
On-Premise  
Installation Option



No Annual  
Commitment  
Required



Unlimited and Free  
1-1 Meetings



Custom UI  
for Your  
Business



Individual & Corporate  
Workspace Integration



# OCTAMEET APPLICATION FEATURES



## USER FRIENDLY INTERFACE

OctaMeet offers ease of use, allowing everyone to use the application without needing any training.

## REACTIONS

Users can instantly react with emojis during a meeting. When a user selects an emoji, it appears on the screen, enabling them to express their emotions.



## HIGH QUALITY VIDEO AND AUDIO

OctaMeet provides high-quality video and audio services for daily and professional meetings, making the meetings more effective with clear video and sound quality.

## NOISE SUPPRESSION

It allows participation in meetings even in crowded or noisy environments, reducing background noise to create a clear communication environment.



 Sign In with Microsoft

 Sign In with Google

 Sign In with Apple

## YOUTUBE LIVE BROADCAST



Meetings can be broadcast live to reach a wide audience and engage with them, enabling practical live streaming through YouTube.



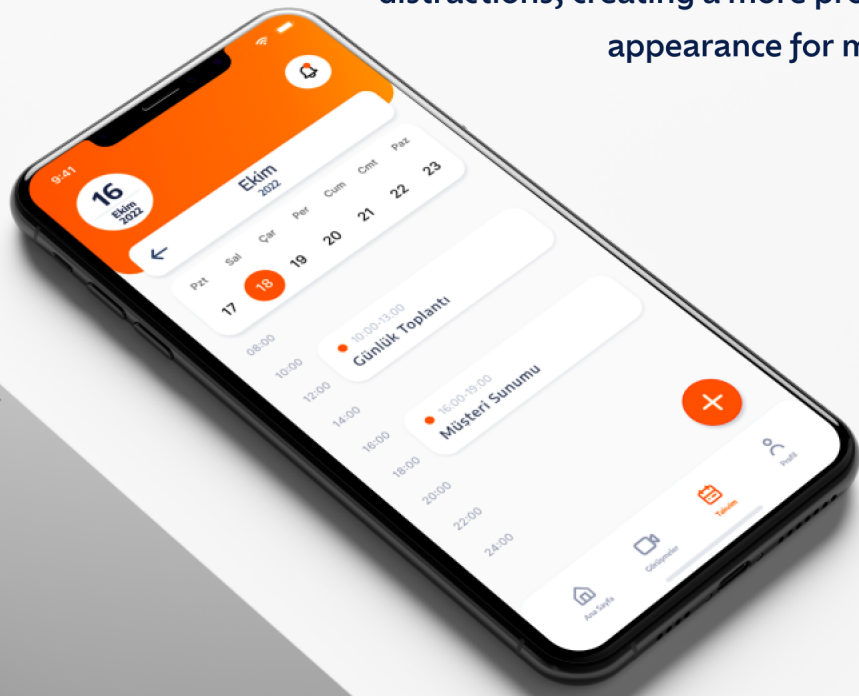
## PERFORMANCE SETTINGS



OctaMeet provides a seamless meeting experience even with poor internet connections or limited mobile data, without compromising performance.

## VIRTUAL BACKGROUND AND BLUR

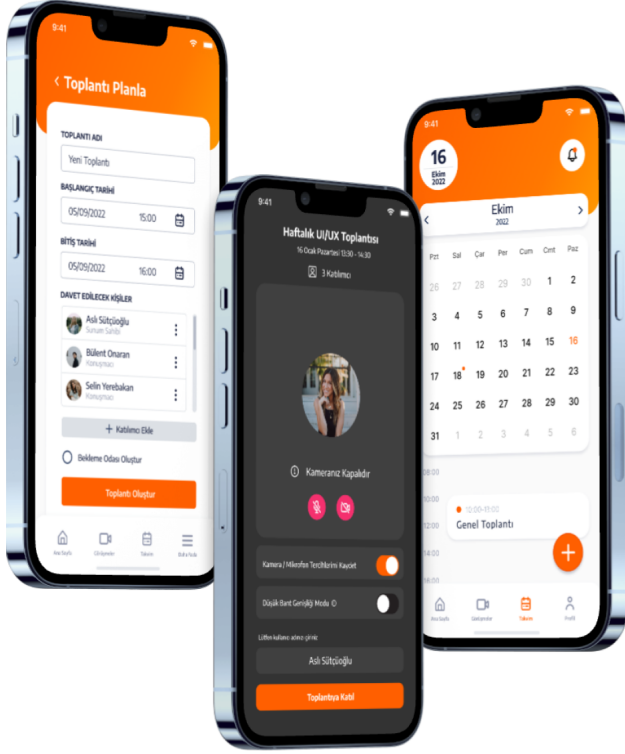
Users can add a virtual background to their camera view, adding a personal touch to the meetings. The blur feature blurs the background to remove distractions, creating a more professional appearance for meetings.





## PARTICIPANT ROLES

Participants in the meeting can be authorized with specific roles such as host, presenter, and speaker, allowing proper planning of the meeting structure.



## EASY SUBSCRIPTION MANAGEMENT

Various subscription options are available to fit user needs, making it easier to manage subscriptions, especially for multi-license purchases.



## INTERACTIVE WHITEBOARD

Share your screen from any device and use the interactive whiteboard for collaborative work.



## SCREEN RECORDING

Meeting recordings can be stored on the device's local storage or OCTAPULL's cloud storage, where they can be saved and shared afterward.



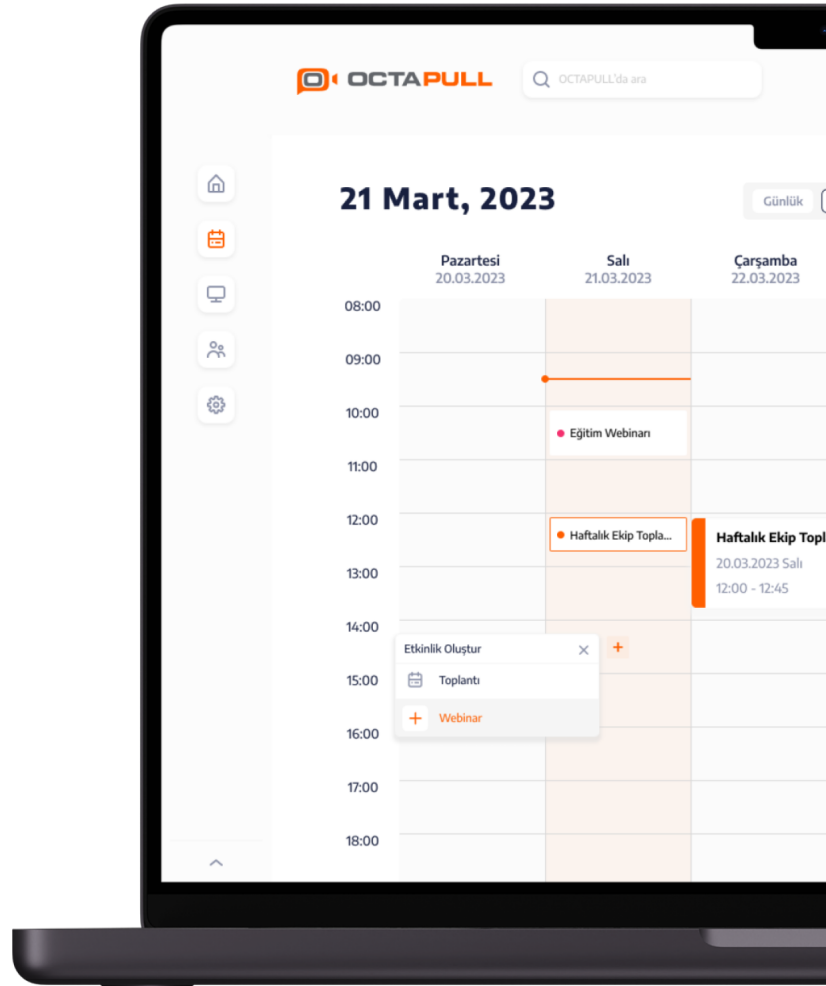
## SPEECH TO TEXT

Conversations during meetings can be transcribed into text in real-time as live captions. It can be accessed after the meeting.



## FILE SHARING

Easily share your presentations, reports, and documents with other participants.



# NEW FEATURES OF OCTAMEET



## **Polls**

Send polls to participants during the meeting, evaluate and analyze the results.



## **AI-Powered Meeting Summary**

Automatically generate meeting summaries, action items, and agendas for the next meeting at the end of the meeting and send them to participants via email.



## **Speaking Turns and Times:**

Determine the speaking order and duration for participants during the meeting. Speaking times can be extended, shortened, or stopped instantly during the meeting.



## **Annotation - Note Taking on Screen**

Draw on the screen during the meeting, add notes related to the content, and share them with participants.



## **Two-Factor Authentication**

Add two-factor authentication protection as an extra security measure for meetings. The security of meeting processes for individual and corporate users can be further supported.



## **Breaks**

Take breaks during the meeting. Continue the meeting where it left off after the break, and easily track the total active meeting duration.

# Step into the Future with OCTAPULL

## Benefit from Digital Transformation!

OCTAPULL simplifies businesses' digital transformation processes with over 20 modules. It offers increased productivity, effective communication, flexible working possibilities, and advanced data security. Our solutions, supported by innovative technologies such as artificial intelligence and IoT, optimize your business processes and enhance customer satisfaction.

- ✓ **Time and Cost Savings:** Automated and digital processes
- ✓ **High-Quality Communication:** High-quality video and audio meetings, live streaming, and screen sharing
- ✓ **Flexible Working:** Access and management from anywhere
- ✓ **Security:** End-to-end encryption and data security
- ✓ **Detailed Reporting:** Real-time data analysis and reporting
- ✓ **Competitive Advantage:** Solutions equipped with innovative technologies



CONTACT US

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