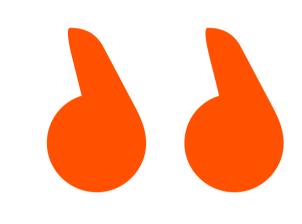


**Customer** Divan Group

Divan Group is among the sector's leading brands, providing services in more than 50 locations, such as restaurants, patisseries, and cafes with 14 hotels. The group, which provides services in the premium segment in the field of tourism and food and beverage, continues to grow day by day with its brand-new locations.

Various units of patisserie, brasserie, hotel and F&B areas grow within the scope of Divan Group every day. Regarding these units, we perform self-service, table service, and delivery service operations in accordance with the need of our customers. It can be challenging to follow and manage each of them within the same competence. At this point, Simphony allows us to manage all our operations centrally.

Dr. Doğan Necip Mersin IT & Digital Transformation Director, Divan Group



**Customer Review** 

## Problem 1

When opening a new chain branch, chain businesses encounter many factors that take time and create much workload, as has done for Divan Group. Connecting these chain branches somehow to empower the workflow was a necessity. Revenue and cost statements, inventory reports, and operational processes should have been analyzed accordingly to decide on the most strategic step in opening the new branch. The workload between the frenchises adversely affected the business owners, including the personnel.

## Solution 1

With Simphony's central management structure, opening a new chain branch to the system following the determined standards gained speed. The most complex procedure, the setup of software and hardware, was provided by our support team successfully. Therefore, when the setup procedure, which was at the center of the business, was completed quickly, the customer began to devote more time to other matters that needed to be focused.

#### Problem 2

Another problem encountered was that a business with many chain branches could only receive reports for a specific franchise. They needed software to collect all the analyses within a single report regarding all the franchises, making comparisons more difficult. There was a situation that put the relevant departments and management under a significant workload and was very prone to human error.

#### **Solution 2**

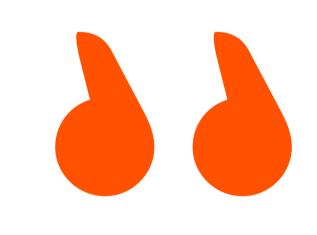
Thanks to Simphony's consolidated reporting, customers can access the data of their chain branches through a single report. In addition, all authorized personnel can access information related to the simple and high-speed configuration of multiple points from anywhere and whenever they want. In this way, the possibility of errors in the analysis of reports is eliminated, and this process accelerates.

# **Customer Review**

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Thanks to the platform-independent cloud-based inmotion application, we can see our instant sales data and take the necessary actions quickly. Again, its flexible reporting based on authority is an important guide for us in the decisions to be made for businesses.

Dr. Doğan Necip Mersin IT & Digital Transformation Director, Divan Group



# **Other Reasons for Preference**

Being a brand that gives importance to aesthetics and visuals in all of the customer's chain hotels, patisseries, and brasseries, one of the reasons why Divan Group chose Simphony, in particular, is that Oracle hardware is compatible with the brand stance. In addition, they preferred industrial equipment that can be used for a long time and withstand harsh conditions to avoid future accidents and ensure that operations can continue uninterrupted in such a large service area.

# Conclusion

Divan Group's operations in the patisserie, brasserie, and bistro branches, including the food and beverage areas within the hotel, gained momentum. Simphony started to manage its operations seamlessly, thanks to its hardware and software compatibility. The customer is pleased to find a solution that its personnel can easily use and has an appearance that fits its corporate identity.

