



The Retailer's all in one solution turning your
transaction data into actionable information:
Real-time

DMK-ERP Integrated Retail Solution

Uniqueness of DMK-ERP-ERP Offering

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WE THINK THEREFORE YOU CAN

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DMK-ERP is a South African developed software solution that has the capabilities to ensure that an organisation can focus and measure their key performance areas and business processes. The system provides Tactical (global), strategic (global/local) and operational (local) **tracking and management** of business processes, documents and financial information to ensure that on a balanced scorecard approach management is 'allowed to manage' and 'operational staff' are allowed to focus on their day to day tasks and key performance areas.

This innovative business process driven approach ensures that managerial emphasis is focused in the areas where the most benefit will be derived, as opposed to managing the collection and collation of data.

In evaluating the DMK-ERP solution it is important to establish what differentiates the DMK-ERP business solution from other products in the market as well as understanding what the target markets are, and what a typical profile would be for the type of customer that would seriously evaluate DMK-ERP as a potential solution.

The fundamental premise of DMK-ERP is that customers should evaluate what their existing problems are with regard to decision making data, and how this should be addressed, as opposed to the existing approach where customers evaluate products and their ability to address day-to-day transaction processing. The existing approach does not always mean that customers address their real needs, as the outcome of purely comparing ERP systems on a function-by-function basis does not mean that the initial requirements are addressed.

In the existing approach significant effort and emphasis is placed on capturing and managing transactions often refer to as OLTP (online transaction processing). Once these requirements are addressed an organisation is typically faced with the problem of having to extract management information in a structured manner from the systems.

As the systems were not fundamentally designed to address these needs, a second round of investments, software and databases purchases usually occurs. The objective here is to establish a query and reporting capability often referred to as OLAP (online analytical processing).

Substantial costs and effort are required to integrate OLTP and OLAP and to ensure that the integration between these two diverse approaches remains consistent.

The approach that is embodied in DMK-ERP-ERP is that both the requirements from an OLTP and OLAP perspective should be addressed from the outset and delivered in a single solution. [See Diagram here.](#)



This means that appropriate results are more likely to be achieved at a substantially lower cost and effort level. The DMK-ERP solution therefore effectively creates a new type of offering to the market namely a real time business system.

As a consequence of this formalised and integrated processes, centralised structured data, enterprise wide transaction management, and enterprise wide query and reporting capabilities are addressed in a single solution.

It is clear from the above that our objective has not been to produce yet another ERP or accounting solution. The DMK-ERP offering incorporates and encompasses the approaches listed below in a manner that ensures that organisations can meet their requirements within realistic budgets and time scales:

- Enterprise Requirements Planning (ERP) and Enterprise Management System (ERM);
- Customer Relationship Management;
- Supply Chain Management;
- Data warehousing, Data Marts and OLAP (online analytical processing);
- Enterprise wide transaction management (OLTP)
- Merchandising and Catalogue Management
- Store operations and Point of Sale/Service
- Business process management
- Document management
- Information upload and export abilities

More Information regarding the company and the product is available in our DMK-ERP-ERP Requirements document.

DMK-ERP-ERP is the only Retail Trader business solution in the world that enables a customer in a single system to manage enterprise wide transactions while at the same time providing a real time tool to take critical business decisions without the need to reprocess the data or operate and manage a large number of diverse systems to get to the same result.

Contact us to see the *first truly integrated, single retail ERP system* at: info@DMK-ERP-erp.com
or visit our website at: www.dmk-erp.com