Fatoora waves goodbye to waste in Dubai
The leaders of the UAE have announced that Dubai will become paperless by 2021. The market for digital receipts and paperless transactions is now huge.
Our Story
The eFatoora Vision

In an environment where every second we are faced with the repercussions from not looking after the environment we live in, eFatoora stands tall and firm with the mission to promote environmental sustainability, preservation of natural resources and culture of conservation.

In promoting a greener environment, eFatoora aims to engage and educate the community by utilising and developing smart solutions to promote pro-active green living. The eFatoora team embark on this journey by supporting Dubai’s mandate to go paperless by 2021 and aim to give back to society with our initiatives.

Core Values

E  Efficient Values
F  Focus on Going Green
A  Adaptable Technology
T  Time for Digital
O  Offsetting Carbon Footprint
O  Optimising Sustainability
R  Reduce, Reuse, Recycle
A  Alliance as One

...Our Mission

eFatoora is defining the future of true paperless transactions by providing its’ customers with effortless solutions that can assist Dubai to become a world leader in pro-active green living.

By planting just one tree and growing it for 30 years will offset the emissions from driving a car for 310 miles, or taking a flight of around 1,242 miles. The eFatoora promise is to plant new trees as part of our corporate social responsibility.
The Retail landscape is forever evolving with retailers, governments and industry leaders under increasing pressure to make changes that will create sustainable and green initiatives to reduce millions of tons of wasted paper.

eFatoora has created bespoke dedicated solutions for these industries.

Digital receipts are more convenient, and therefore popular amongst consumers. They also offer retailers an enormous opportunity to individualize their relationships with consumers and within all business sectors.
"The Opportunity"

There are over 500,000 digitally inactive tills in the UAE alone – many millions more worldwide.

"Corporate Social Responsibility"

Every non-digital receipt is a lost opportunity for customer engagement and long-term loyalty.

eFatoora promotes going green and will actively plant new trees as part of our CSR.

"Viability"

Email receipts as the only solution isn’t a viable way forward for consumers or the retail industry...
eFatoora is a ground-breaking solution

Customer can use their own or retailer provided contactless / NFC card

Tapping on the eFatoora console sees their receipt ‘tagged’

After 1st tap, Customer registers via the free eFatoora App Store or Web portal

In-store – the customer simply taps to obtain a digital receipt

Forgot to tap?

Paper receipt Tag ID or barcode can be used to import later.

We got your Tap!

eFatoora

£0.75

£1.50

£2.25

Lemonade 2L

Total:

Tag ID: 1234 1234 1234 1234
eFatoora Differentiators

- The only plug-in solution for ring-fenced till systems e.g. Retalix/NCR
- We can move into competitor areas whilst they would find it very difficult to enter ours
- We can provide customer facing digital assets that are simple to customise and white label
- Real time rich data capture and print stream modification with API outreach
- Paper saving and environmentally sustainable
Why email receipts don’t work - They create till friction!

Time consuming – for customers and staff

Email address (typed correctly) required every visit.

Potentially embarrassing with some people unlikely to provide address

e.g. ‘tinkywinky21@hotmail.com’

• Not secure - personal details can be heard by others

As a result, unsuitable for high-footfall stores

To improve on the existing process, why can’t customers use fast and efficient scan or contactless methods to get a digital receipt?
Simple & effective everyday use

1. Customers can use eFatoora card - or select retailer loyalty cards (via scan of 1D or 2D barcodes)

2. Scanning via the eFatoora console sees the customer receipt ‘tagged’

3. Digital receipt available via eFatoora App within seconds

Repeat in any eFatoora location

Forgot to tap!
- Not a problem -
Paper receipt Tag ID or barcode can be used to import via App or web portal

Tag ID: 1234 1234 1234 1234

eFATOORA WAVES GOODBYE TO PAPERWASTE IN DUBAI
Data Capture example

eFatoora is a multi level platform providing paperless solutions
Competition

<table>
<thead>
<tr>
<th>Feature</th>
<th>eFatoora</th>
<th>Ecrebo</th>
<th>Yacuda</th>
<th>yReceipts</th>
<th>Futura</th>
<th>RetailGreen</th>
<th>Paypr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Receipts</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Data Capture Only</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Fast Contactless Scan or NFC Tap</td>
<td>✔️</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>IOS &amp; Android Apps</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Consumer Web Portal</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Coupon Injection</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Paper Saving Short Receipts</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Till Software/PCI Independent</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Work With Existing POS Software</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Options:
- ✔️: Available
- x: Not Available
- ✗: Not Valid

Brands:
- Epson
- Toshiba
- PED
eFatoora Dashboard

- **CLOCK SML WHITE**
  - No. 1 by Qty
  - Items sold: 6,917
  - Tx this period: 11,848
  - Turnover this period: 7,091,070.63

**Payment Overview**

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>38,000</td>
</tr>
<tr>
<td>Visa Debit</td>
<td>40,000</td>
</tr>
<tr>
<td>Mastercard Debit</td>
<td>30,000</td>
</tr>
<tr>
<td>Amex</td>
<td>20,000</td>
</tr>
<tr>
<td>Visa Credit</td>
<td>15,000</td>
</tr>
<tr>
<td>Mena</td>
<td>10,000</td>
</tr>
<tr>
<td>Maestro</td>
<td>5,000</td>
</tr>
<tr>
<td>Bankcard</td>
<td>2,000</td>
</tr>
<tr>
<td>Mastercard Debit</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**Top 10 Items by Volume**

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water 70CL</td>
<td>10</td>
<td>601.49</td>
</tr>
<tr>
<td>Breakfast Roll</td>
<td>20</td>
<td>290.15</td>
</tr>
<tr>
<td>LAMB JAL 500g</td>
<td>50</td>
<td>151.20</td>
</tr>
<tr>
<td>CLOCK SML WHITE</td>
<td>50</td>
<td>112.00</td>
</tr>
<tr>
<td>Other 75CL</td>
<td>50</td>
<td>772.19</td>
</tr>
<tr>
<td>CLOCK SML ORANGE</td>
<td>50</td>
<td>96.00</td>
</tr>
<tr>
<td>GIF BOX HED TEA</td>
<td>50</td>
<td>1193.00</td>
</tr>
<tr>
<td>Lamb Mini Pie</td>
<td>50</td>
<td>113.46</td>
</tr>
<tr>
<td>CHOC HONEYCOMB</td>
<td>50</td>
<td>93.82</td>
</tr>
<tr>
<td>INTERIOR POT</td>
<td>50</td>
<td>208.00</td>
</tr>
</tbody>
</table>

**Basket Size by Transaction**

- For a range of basket sizes and transaction counts.
eFatoora Dashboard Drill-Down
eFatoora Dashboard Drill-Down
eFatoora provides a very simple process for customers with retailer benefits

- Rich customer data acquisition
- Allows detailed analysis by marketing personnel online
- Provides a new engagement and loyalty channel
- Incentivises customer return visits
- Allows measurement of in-store behaviour alongside
- Paper saving and going green
- Convenient and often expected by consumers
Simplicity and convenience provides real customer appeal

- True digital receipts via App/Web/Email
- Instant - no waiting around
- Engaging rewards, offers and discounts
- Powerful search and management tools
- Quick and easy warranty and returns
- Recall notification
- Purchase history security - never lose a receipt
- Environmentally friendly

Forty-five percent of consumers surveyed said they would like to receive digital copies of receipts when making an in-store purchase, yet only a third say they had never been presented with the opportunity. *
eFatoora Services & Benefits

**PoS interaction**
- EPOS / till systems
  - HTTP post or API
- eFatoora plug-in module
  - AES 128 binary comms
- Intelligent printer
  - HTTP post or API

**Sales data capture & analysis**
- **Rich line item sales data**
  - Including barcodes
- **Personalised vouchers & coupons**
  - via tap, scan or swipe
- **Customer ID’s**
- **Loyalty & reward values**
- **Ancillary sales data**
  - e.g. offers & promotions
- **Digital smart receipts**
- **Redemption**
- **Paperless receipts**
- **Special offers**

**Inbound transaction handling types**
- Data validation
- Error handling
- Parsing
- Mapping
- Storage

**Outbound transaction handling types**
- Real-time PoS services
- Customer data feeds

**Print stream modification**

**Services and benefits**

**For consumers**
- Digital receipts (email / app / browser)
- Spend analysis
- Loyalty / rewards
- Returns scheduling
- Warranty recall notification
- Cleaner & greener

**For retailers**
- Achieving UAE 2020 sustainability objectives
- Minimum 75% reduced paper usage & waste
- Bottom line cost savings
- Real-time data capture and spend analysis
- Loyalty enablement
- Direct to to customer promotion tools
- Voucher injection
- Improved CSR & CRM

**For business users**
- VAT ready receipt data
- Period and expense reports
- Direct digital receipt to accounts dept.
- Reduced admin time and expense
eFatoora High Level Architecture
eFatoora Customer ID Capture option

Objectives:
- No ‘black box’ needed
- No additional printer cables
- No additional power supply required
- Quicker installation
- Console powered over USB
- Reduced implementation costs
- To dovetail with planned API

Workflow:
Customer ID captured by eFatoora customer console

ID passed to till PoS via USB

PoS s/w adds customer ID to receipt structure

Full receipt data passed to Cloud platform via API

Cloud platform processes as a normal loyalty tagged receipt
eFatoora Digital Roadmap

Enterprise level architecture with real-time data capture and print stream modification
eFatoora Scalable Income Model

As a systems provider and data processor, we can exploit a wide variety of income opportunities:

- Hardware
- SAAS
- Rich Data analytics
- Custom Applications
- Sponsorship
- Government opportunities.
eFatoora Commercial Model

eFatoora marketing, hosting, support services & security

- Sponsor
- Gov’t
- Charity
- Retailer

Gov’t Charity Retailer Profit eFatoora Sponsor
eFatoora Responsibility

- **OUR ECONOMIC RESPONSIBILITY**: Developing responsible products and services for the marketplace.
- **OUR SOCIAL RESPONSIBILITY**: Pursuing a committed and fair human resources policy.
- **OUR CIVIC RESPONSIBILITY**: Combating exclusion, promoting technology and culture.
- **OUR ENVIRONMENTAL RESPONSIBILITY**: Supporting Dubai’s mandate to go paperless by 2021.
13th March 2017
To,
E Fatoora
Office# 18-4101
Emirates Towers, Dubai, United Arab Emirates
Kind Attention of M/s Yasmine Khan
Managing Director

Dear M/s Yasmine Khan,

We would personally like to praise your vision for introducing such an environmentally friendly concept to the United Arab Emirates. We pride ourselves to be able to offer support to partners who wish to be successful in our country.

In this regard, we are pleased to confirm our full support to E Fatoora and guidance to ensure that this project will be well supported in UAE and in the region.

We are sure that the technology will result in proactively helping to reduce paper waste in the region and towards making a significant environmental contribution and sustainability in keeping with the Dubai vision for 2021.

We are also delighted to sponsor you for this project and to be a part of a concept that will make such a difference to the environment we live in.

Wishing you and your team success.

Kindest Regards,

Private office of
H.H Sheikh Saeed Ben Mohammad Ben Khalifa Al Maktoum
Thank You

1 TON LESS PAPER
SAVES

17 TREES
380 GALLONS OF OIL
6953 GALLONS OF WATER
587 POUNDS OF AIR POLLUTION
4,077 KILOWATT HOURS OF ENERGY
3.06 CUBIC YARDS OF LANDFILL SPACE