

From Zero to 61 Stores in One Year

Scaling Fashion Retail Across 4 Countries

A Case Study of Intermode (Eren Perakende)
and the Set Ecosystem Implementation

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About Intermode (Eren Holding)

Who We Are

The retail division of the Turkish conglomerate Eren Holding

Our Brands

Lacoste, GANT, Converse, LES BENJAMINS, Superstep, House of Superstep

Geography

Kazakhstan, Uzbekistan, Azerbaijan, Kyrgyzstan

Scale in 1 Year

61 stores, 160 checkouts across 4 countries

Challenges & Project Goals

Starting from Scratch

Launching a full retail network with no legacy IT systems – a clean slate, but no foundation

Geographical Complexity

Navigating the legal, fiscal, and operational requirements of 4 different countries

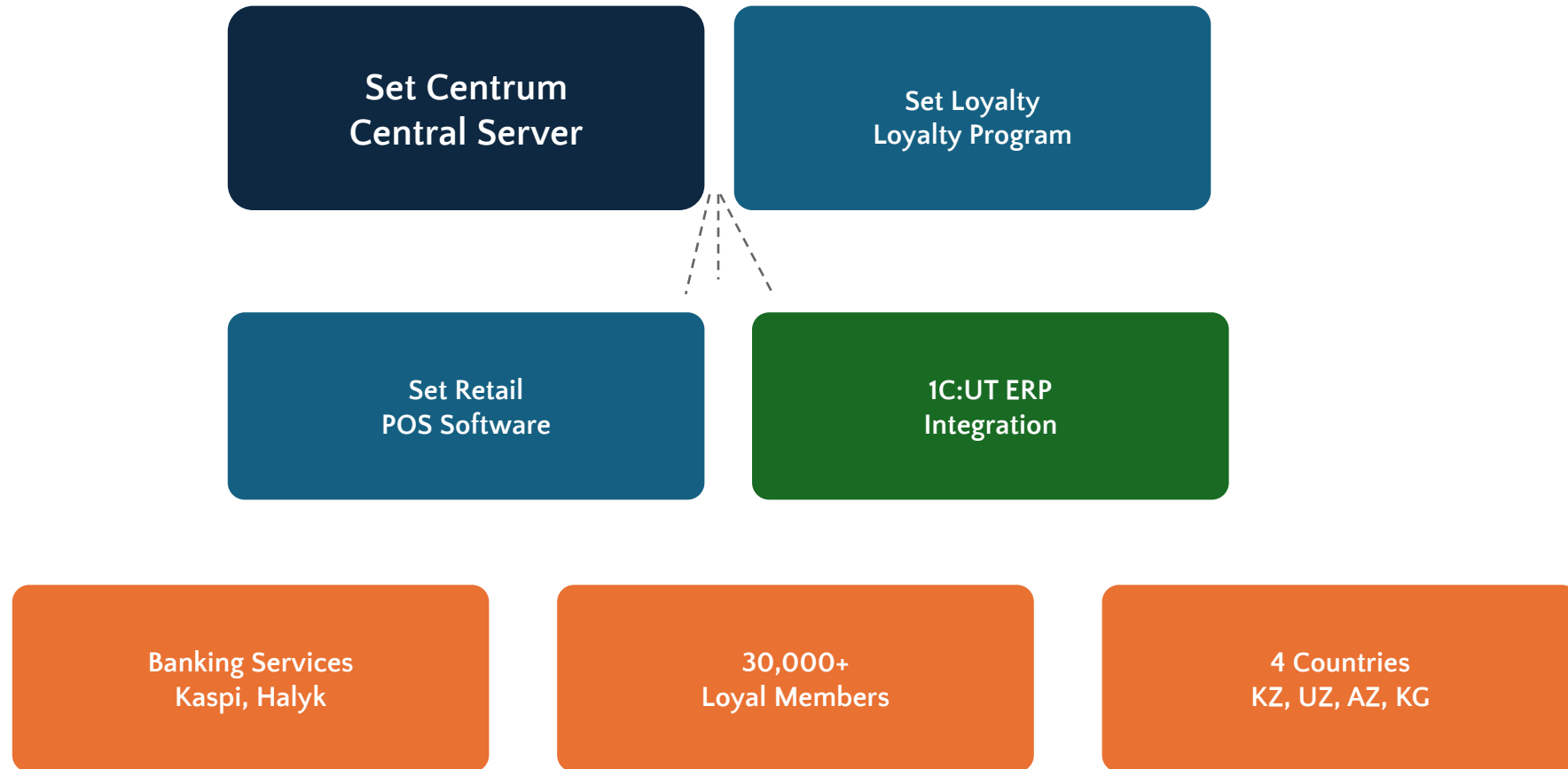
Speed

The need for rapid, repeatable store deployments at scale

Unified Standard

Centralized management and monitoring from a single point across all countries

The Set Solutions Ecosystem



Stage 1: IT Foundation & POS Solution

Solution

- Set Retail + Set Centrum for POS and centralized management
- Eliminated the need for local servers in every store
- Pre-built compliance for CIS fiscal laws
- Integration with 1C:UT ERP and payment terminals

Hardware

- CSI Entry POS touchscreen monoblocks (dual screens)
- CSI Print X printers
- CSI Scan Free wireless scanners

Localization

Support for fiscal laws of Kazakhstan, Uzbekistan, Azerbaijan, and Kyrgyzstan.

Integration with Halyk Bank and Kaspi (POS/QR).

Speed & Efficiency

Key Performance Indicators

< 2 days

Average store
launch time

4 stores

Opened in a
single day (record)

99.9%

System
uptime

20-25s

Standard
checkout time

40-60s

Complex promotional
transaction

Live production data across all four countries

Stage 2: Marketing & Loyalty

Set Loyalty – Implemented in 1 Week

30,000+

Program Registrations

20,000+

Customers in First Month

1 week

Deployment & Training

Key Capabilities

- Centralized cross-brand and multi-item discount management across all countries
- Omnichannel registration: POS or QR-linked online forms
- Customer segmentation, loyalty tiers, and cross-brand promotions
- Direct contribution to increased repeat purchases and higher AOV

Stage 3: Security & Control

Set Prisma – Real-Time Monitoring

Before

- Selective manual audits
- Reactive investigation
- Limited coverage across stores

After

- Automated real-time monitoring
- Proactive early-warning system
- Full network coverage

What We Monitor

Fictitious returns & cancellations

Correct use of discounts

Cashier discipline

Shift closure violations

Project Results

61

Stores across
4 countries

160

Checkouts on
unified platform

< 2 days

Per store
launch time

99.9%

System
uptime

30K+

Loyalty
members

12

Months to
full scale

Future Development Plans

Set Mark

Management of traceable and labeled goods — ensuring compliance with evolving regulation requirements

New Markets

Goal: Continue scaling on a solid, integrated technology foundation

Further expansion into new countries — scaling on the same proven technological foundation

Thank You

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