

# Previous R&D projects and Expertise

*Calls of Interest (Horizon Europe 2026–2027)*

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"End-to-End Digital Commerce Partner"



# Previous R&D projects and Expertise

MNM Teknoloji has been actively engaged in research and innovation activities since 2016 and has successfully completed three publicly funded, peer-reviewed R&D projects supported by **TÜBİTAK (The Scientific and Technological Research Council of Türkiye)** under the **TEYDEB** programme, a national competitive public R&D funding scheme.

Building on more than **25 years of experience in digital commerce**, MNM Teknoloji has been delivering **highly scalable, end-to-end e-commerce** and **omnichannel infrastructures** for major retail brands **since 2000**.

Our R&D activities focus on **RFID**, data-driven decision support systems, automation and **omnichannel operations**, directly addressing real-world challenges in retail and online commerce.

- **2023 – TÜBİTAK TEYDEB ( Project No: 7230820 )**

*Development of an RFID-Enabled Autonomous Robot for Inventory and Location Tracking*

Focused on near-real-time inventory accuracy, autonomous data collection and RFID-based location intelligence in retail & warehouse environments.

- **2019 – TÜBİTAK TEYDEB ( Project No: 7190894 )**

*A Location-Based Recommendation System to Improve the Performance of Low-Selling Commercial Products*

Developed data-driven recommendation mechanisms combining location intelligence and sales analytics to optimize product performance.

- **2016 – TÜBİTAK TEYDEB ( Project No: 7160532 )**

*Development of an Omni-Channel Order Management System (OMS) & Smart Decision Support System for e-commerce*

Developed an OMS architecture enabling synchronized inventory, order orchestration, and decision support across multiple sales channels.

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## Cluster 4 – Digital, Industry and Space

MNM Teknoloji is interested in participating in Horizon Europe projects where **e-commerce, omnichannel operations, data-driven decision-making and real-world digital platforms** play a central role. We are particularly aligned with the following calls:

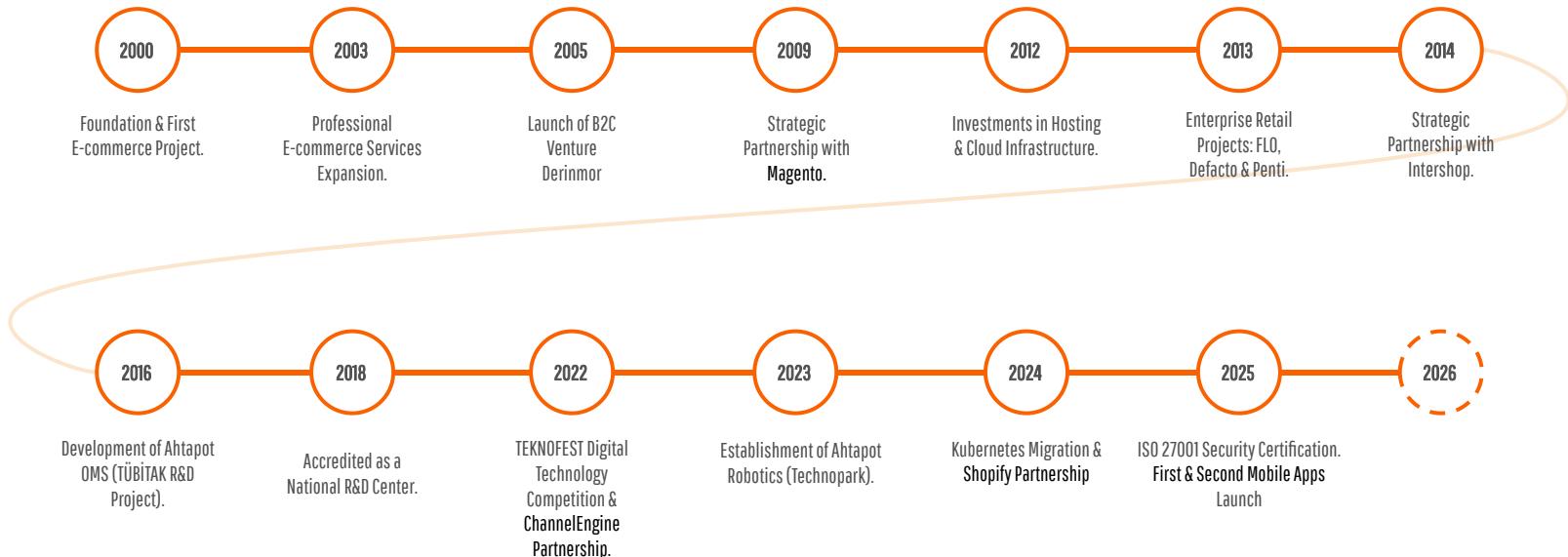
- **HORIZON-CL4-2026-04-DATA-06**  
*Efficient and compliant access to and use of data*  
→ Projects requiring **near-real-time data integration**, multi-source data orchestration and compliant use of operational data generated across physical and digital commerce channels.
- **HORIZON-CL4-2026-05-DIGITAL-EMERGING-03**  
*Apply AI: Next-Generation Agile and Intelligent Robotics Platforms for Industrial and Service Applications*  
→ Projects combining **AI, robotics and operational platforms**, especially where **RFID-enabled environments, autonomous systems and digital commerce workflows** intersect.
- **HORIZON-CL4-2027-04-DIGITAL-EMERGING-05**  
*Apply AI: AI-Driven Robotics for Industry – Enabling System Integration and Adoption*  
→ Projects focusing on **AI-driven automation**, system integration and large-scale deployment in operational environments, including retail, logistics and omnichannel ecosystems.

## Cross-Cutting Interest

- **E-commerce and omnichannel experience** is required as a core competence
- Digital platforms must be validated in **real operational settings**
- Integration with **physical environments (stores, warehouses, robotics)** and **digital system (e-commerce, OMS, data platforms)** is critical
- Industry-driven use cases are needed to bridge **research outcomes and market adoption**

# 25+ Years of Digital Commerce Excellence

Empowering global and local leaders since 2000



# Trusted by Leading Brands

**Kiehl's**  
SINCE 1851

**ROSSMANN**

**ALDO**

**LANCÔME**  
PARIS

**aldevron™**

**saat&saat**

**vicco**

**armağan**

**NINE WEST**

**SKECHERS**

**THE BODY SHOP**

**DAGİ**

**FLO**

**Penti**

  **GÜRGÜNCÜLER**

**SPORTIVE**



**DeFacto**

**Solaris**

**...and many more leading brands who trust us with their digital commerce.**