

CRM

Customer Relationship Management



Microsoft Dynamics - CRM

From its establishment in 1996, Tradesoft Business Services has grown to become a leading provider of software, solutions, and services in selected industries and technologies. Tradesoft's suite of in house developed financial services applications are the most widely used in Turkey. It is the leading supplier of software, consultancy and services to the capital markets industry.

Over the years, Tradesoft has built-up domain expertise and implementation experience in a diverse set of industries such as automotive, food and fast moving consumer goods distribution; continually invested in technological competence and delivered focused solutions to its customers which resulted in improved business processes, greater operational efficiency and sustainable competitive advantage.

As a result, Tradesoft Business Services is the leading Microsoft Dynamics partner in Turkey and the leading Microsoft Dynamics CRM partner in the Middle Eastern region. It has deployed more than 40 successful Microsoft Dynamics implementations and has one of the largest and most experienced consultancy and implementation teams in the Middle East, with competent professionals certified in both Microsoft Dynamics Technology and Project Management. The Microsoft Dynamics team is also supported by the Microsoft .NET based software development team of Tradesoft – the Tradesoft Software Factory – with more than 40 software architects, analysts and developers engaged in the design, development and maintenance of a family of financial service applications in the capital markets and mortgage lending specialties. Furthermore, the ITC team at Tradesoft provides operational support and management of systems and infrastructure at several Tradesoft clients.

Tradesoft Business Services is a subsidiary of Ata Holding of Istanbul, Turkey which has invested in a set of diverse industries in Turkey and abroad. Tradesoft Business Services has more than 90 employees and an annual turnover of around 6 million US\$'s.

Experience You Can Count On

Tradesoft's experience in CRM application implementations date back to year 2000 initiated with the customer requirements of synchronized multi-channel end-to-end solutions in the capital markets field. Tradesoft completed its first Microsoft Dynamics CRM implementation in 2004 and then went on to complete more than 20 projects with significant customization developments and integration implementations to back office systems both in version 1.2 and 3.0 of Microsoft Dynamics CRM. Tradesoft is well regarded by its clients due to its innovative approach and deep customization & integration capabilities supported by the in house software development expertise. Tradesoft has been chosen as the CRM partner of the year in 2005 and 2006 by Microsoft Turkey.

Microsoft Dynamics CRM Expertise



Established in 1997 as a joint venture between Hyundai and Turkish Kibar Holding, Hyundai Turkey has a manufacturing capability of 125,000 vehicles per year and also distributes Hyundai branded vehicles throughout Turkey. Current number of users of the Microsoft Dynamics CRM v3.0 application is 1,250 – the solution is used for sales & service automation at approximately 100 dealers, by the field sales force and at the head office customer service center. The web based application is integrated with the web based dealer operations application and the vehicle financing application.

A subsidiary of Anadolu Group in Turkey, KIA Turkey distributes KIA vehicles through 40 dealers around Turkey. KIA Turkey operations are using Microsoft Dynamics CRM v1.2 throughout this dealer network – there are 250 users of this predominantly sales automation application which is integrated to the Microsoft Dynamics AX head office ERP application through a locally developed integration solution.



KIA MOTORS



Borusan Otomotiv is the Turkish importer and distributor of BMW cars and motorcycles, MINI cars and Land Rover vehicles. Borusan Otomotiv selected Microsoft Dynamics CRM two years ago and is currently in production with 200 active users of the Microsoft Dynamics CRM v3 solution at company owned retail operations and at the head office for sales automation and marketing functionality. This application is integrated to various other applications (such as supply chain management and operational systems) including legacy applications running on IBM AS/400 servers. Borusan Otomotiv is planning to expand the use of this application with the addition of a customer portal and additional dealers upgrading to Microsoft Dynamics CRM throughout Turkey.

Bank Pozitif is a dynamic Turkish bank with an innovative approach to customer centric retail banking through a dense network of customer friendly branches that is currently being developed. A joint venture between Israel's Bank Hapoalim and Turkish Investors, Bank Pozitif decided to standardize on Microsoft Dynamics CRM v3 as the branch front-end application providing customer acquisition, customer care & service and marketing functionality.



Furthermore, most of the retail banking related transactions will be performed through custom built forms and screens that interact with the web services provided by the core banking application and the other back office applications allowing the use of a single CRM focused desktop at the branch level. Currently being deployed for 200 users in the Turkish branch network, Bank Pozitif has also decided to implement Microsoft Dynamics CRM at its leasing subsidiary and is planning to utilize the same solution at its recently acquired Kazakhstan retail banking operations.



Ankara Emeklilik is one of the leading personal retirement insurance companies in Turkey and is the sister company of Ankara Insurance owned by the Turkish Police Retirement Fund. Ankara Emeklilik implemented Microsoft Dynamics v1.2 front office solution for 100 employees in front of two insurance back office operations focusing on field based customer acquisition, automation of customer service workflows, head office call center and cross & up sell opportunity management.

Ak Yatırım is one of the leading securities brokerage businesses in Turkey and is the subsidiary of Akbank which is owned by the Sabancı Holding of Turkey with a minority investment by Citibank. Ak Yatırım is using a ten user Microsoft CRM v3 solution in servicing international institutional clients – predominantly providing current research based on the profile of the client through a customized e-mailing infrastructure.



KalDer ("Kalite Derneği") is the Turkish Quality Association providing training, consultancy, conferences to the Turkish industry as well as awarding the annual quality "oscar" in Turkey. In conjunction with Microsoft Turkey, Tradesoft has implemented a 20 user Microsoft Dynamics CRM v3.0 solution at KalDer to automate sales and member support functionality – both at the head office and at the regional offices.

Microsoft Dynamics CRM Expertise



İşNet is a subsidiary of Türkiye İş Bankası – one of the largest Turkish banks – and is an alternative telecom carrier providing voice and data network services to corporate customers and is the largest private satellite communications provider in Turkey. İşNet chose Microsoft Dynamics CRM v1.2 in 2005 and implemented a sales automation support application for its corporate sales team of 20 professionals.

Borusan Telekom is an alternative telecom carrier providing voice, data, Internet and network access services to more than 1,000 corporate clients through 40 access points in Turkey and in Europe. Borusan Telekom is the first company to standardize on Microsoft Dynamics CRM v1.2 in Turkey and started using the application in 2004. With about 70 users, Borusan Telekom continues to utilize the application for sales and service automation functionality.



OlmukSA is a joint venture between International Paper and Sabancı Holding of Turkey and is one of the largest paper and packaging producers in Turkey. With six factories in Turkey, OlmukSA establishes long term relationships with a large number of corporate industrial clients in diverse industries. OlmukSA is currently implementing a Microsoft Dynamics CRM v3 to automate its customer facing sales & service processes for 50 users.

Borusan Lojistik is a Borusan Group company providing port management, integrated logistics and customs clearance services to corporate industrial clients in diverse fields including automotive, steel, durables, food and electrical appliances industries. In 2005, Borusan Lojistik decided to utilize Microsoft Dynamics CRM v1.2 application in a 50 user implementation to provide a sales and service automation infrastructure to its customer facing teams. The application is also integrated with the back office application as well as the group wide customer feedback application.



BimSA is a Sabancı Holding subsidiary – established in 1975 - and has since been one of Turkey's leading system integrators. It aims to meet all information technology needs of medium and large scale enterprises including hardware, software, operation, technical services, consultancy and customized applications and to offer the best solutions for its clients. As a Microsoft partner, BimSA has recently decided to standardize on Microsoft Dynamics CRM v3.0 solution integrated to its back office ERP application. With about 40 users, BimSA will be providing process automation and a central information repository for its sales and service operations.

Burger King Turkey (Tab Gıda, a subsidiary of Ata Holding) is one of the largest franchises in the Burger King system with approximately 150 restaurants in Turkey and Northern Cyprus. As one of the most innovative franchisees, Burger King Turkey established a call center and a web site through which customers can place delivery orders. A customized call center application with CTI integration to the existing Soft Pbx infrastructure and the corresponding restaurant application were built using the platform services of Microsoft Dynamics CRM v1.2 and are currently servicing approximately 40 delivery restaurants and the 60 seat call center situated in İstanbul, Turkey. This has been a very successful service with more than two hundred thousand customers and more than one million delivery orders in about 18 months since inception. Currently Tab Gıda is rolling out the Sbarro Italian restaurant chain in Turkey and the delivery business of Sbarro will also be integrated with the Microsoft Dynamics CRM application.



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