



tradesoft
Business Services

NAVISION

Enterprise Resource Planning



Microsoft
GOLD CERTIFIED
Partner

Microsoft Business Solutions
Networking Infrastructure Solutions
Information Worker Solutions
Advanced Infrastructure Solutions

 Microsoft Dynamics

Microsoft Dynamics - Navision

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 Business Services is one of the most active Microsoft Dynamics NAV partners in Turkey providing installation, configuration, customization and integration services to firms both in Turkey and abroad. Starting in late 2004 with a core team of experienced ERP consultants, Tradesoft expanded its customer base by providing services to both Turkish firms and the local subsidiaries of several international firms. Within this effort, Tradesoft also completed implementations for international subsidiaries of a Turkish multinational company.

Microsoft Dynamics Navision Expertise



Ülker is synonymous with chocolate and biscuits in Turkey and in many other countries – it can be termed as “the” Turkish Foods multinational. In fact, Ülker either produces in or exports to more than 100 countries. Yıldız Holding is the international arm of Ülker consisting of both production and distribution operations in many countries in the Middle East and Africa, Central Asia and Europe.

In 2005, Yıldız Holding management decided to standardize on Microsoft Dynamics NAV for its international subsidiaries and chose the then ongoing production and distribution investment in Romania to pilot the Microsoft Dynamics NAV. After a sixty day successful implementation at Eurex Alimentare Srl., Ülker decided to roll the application out to German distribution operations (GF Lovell GmbH) and Dutch operations (Basic Commodities NV) and then to Algerian production and distribution subsidiary Bisquiterie Chercell. Currently, Ülker is planning to extend this “hub and spoke” concept to its subsidiaries in Kazakhstan and Ukraine in the near future with more countries to be brought into this structure in the future. Tradesoft has implemented Microsoft Dynamics NAV finance, supply chain, production and distribution functionality for 15 concurrent users at both the Romanian and Algerian implementations and chose local qualified Microsoft Dynamics NAV partners in these countries for ongoing support and maintenance. Furthermore, Tradesoft developed and implemented Ülker specific promotions, rebates and quality control enhancements to the Microsoft Dynamics NAV product.

Korvella Tanım is the Turkish distribution subsidiary of the Italian Ferrero confectionery group world renowned for its Nutella, Kinder Surprise, Rocher, Tic Tac and other branded chocolate and confectionery products. Korvella has been using Microsoft Dynamics NAV since version 2.6 version. Tradesoft initiated support, maintenance, development and configuration support to Korvella with version 3.6 and has recently upgraded the installation to Microsoft Dynamics NAV 4.0 including finance, warehouse management, fixed assets and purchasing functionality. Besides implementing customized reporting capabilities, Tradesoft also built components for budget and operational performance data synchronization with Ferrero head office.



Fasdat Gıda Dağıtım is a subsidiary of Ata Holding providing supply chain & logistics services to fast food chains and hotels in Turkey and Northern Cyprus. Established in 1995, Fasdat currently operates four warehouses providing dry goods storage and cold chain operations as well as providing delivery services through its large fleet of trucks. Among its customers are Burger King, Arby's and Little Caesar's restaurant chains and numerous hotels & holiday villages. Fasdat initially implemented finance functionality of Microsoft Dynamics NAV 4.0 and then added purchasing, warehouse management functions at its 30 user installation. Tradesoft continues to build custom functionality for this application – examples are real time integration to ordering restaurants, forecasting purchasing quantities and customized shelf life monitoring.

Progıda is a Turkish food processing business specializing in hazelnut processing and is majority owned by the German firm of Pisani & Rickertsen. Progıda operates a modern hazelnut processing plant in Giresun. Recently, Progıda decided to implement the Microsoft Dynamics NAV 4.0 application – the implementation is jointly currently being done with the Microsoft Dynamics NAV partner ISN of Hamburg, Germany whose commodities industry specific add-on is being utilized.



Entegre Harç is an Ata Holding subsidiary which produces and distributes a range of construction materials – primarily ready to use gypsum + cement based mortars & plasters, lime, aggregate and tile adhesives. Entegre Harç has two factories in Turkey and a large network of resellers. Entegre recently decided to implement the Microsoft Dynamics NAV 4.0 application with 35 users. Tradesoft is currently implementing this application with particular emphasis on automated production feedback from the factory floor.

IonBond Tinkap is the Turkish subsidiary of Ionbond who is the innovative, high-quality provider of advanced coatings and coating equipment around the world. IonBond is a global user of Microsoft Dynamics NAV application and Tradesoft has implemented the solution in Turkey.



Microsoft Dynamics Navision Expertise



Bermosan Gıda is a Turkish organic baby food business utilizing the "Berker" brand. Berker products are manufactured under contract by German and Swiss producers. Bermosan has started using Microsoft Dynamics NAV 4.0 finance, sales and purchasing functionality in 2006.

Logicom Bilgi Teknolojileri Dağıtım is the Turkish subsidiary of Logicom Ltd. of Cyprus. Logicom distributes Cisco networking products throughout Turkey to the SMB market. Logicom is established in Turkey in December 2005 and decided to choose Microsoft Dynamics NAV to automate its finance, CRM and sales functionality. Implementation included integration with TNT logistics services and a web based channel automation through which channel partners can view stock availability and place orders. Logicom's Microsoft Dynamics NAV CRM implementation is the first one of its kind in Turkey.



Serfleks is one of the largest Turkish producers of PVC tiles and rolls for floor coverings as well as laminate parquet products. Serfleks distributes its products through more than 100 Serfloor stores around Turkey. Microsoft Dynamics NAV is used by Serfleks extensively with 30 users at head office and approximately 100 users at the Serfloor store chain.

Mardav Yalıtım is a Turkish joint venture between Dow Chemicals and Ravago of Belgium. Mardav distributes and markets construction materials specializing in insulation materials, facades, roofs and decorative elements. As one of the leading distributors of construction materials in Turkey, Mardav markets a wide range of products through multiple channels utilizing partnerships with Dupont, Armstrong and Kalekim among others. Mardav Yalıtım chose Microsoft Dynamics NAV 4.0 application recently and is currently involved in a 50 seat implementation expected to be completed during April 2007.



Pumpen Intelligenz.

Wilo Pompa has been established in 1992 as the subsidiary of Wilo A.G. of Germany as the producer and distributor of pumps, boosters, expansion vessels and similar equipment. Wilo A.G. uses Microsoft Dynamics NAV at its many subsidiaries around the world connected to the central ERP system in a hub and spoke model. Wilo Pompa is currently using Microsoft Dynamics NAV 3.70 utilizing the finance, sales and customer service functionality.

EagleBurgmann Turkey is the Turkish subsidiary of Burgmann Industries of Germany producing and distributing mechanical seals, seal supply systems, magnetic couplings and expansion couplings from its factory in Istanbul. As one of the initial users of Microsoft Dynamics NAV application in Turkey, EagleBurgmann utilizes almost all of the functionality of the application including its CRM functionality with more than 50 users. Tradesoft provides consultancy and maintenance services to EagleBurgmann Turkey.



Tradesoft Business Services

Emirhan Cad. No:145/A Atakule 34349 Balmumcu
Istanbul / Turkey

Phone: +90 212 310 65 65 Fax: +90 212 310 65 64

www.tradesoft.com.tr