



## Committed to Our Customers

### Ultimus Case Study

- **Increased** efficiency of corporate processes
- **Significant** reduction of process cycle times
- **Improved** transparency and quality of processes and business operations
- **Reduction** of operating cost and time through elimination of paper
- **Improved** productivity levels throughout the organization
- **Enhanced** agility through acceleration of time to market
- **ROI** of annual 1,000,000 €

## Turkcell



### Company Overview

In February 1994, Turkcell introduced mobile communications to Turkey and is now the leading GSM operator in the country today. With more than 21 subscribers, Turkcell had over €1.8 billion in revenue in 2003. They are the first Turkish company to be listed on the New York Stock Exchange where their shares have been traded since July 2000, along with its trading on the Istanbul Stock Exchange. Turkcell also provides GSM services internationally. They have 2.3 million subscribers through their partners in Azerbaijan, Kazakhstan, Georgia, and Moldova.

### Background/Need

The telecommunication industry is one of the most dynamic industries in the world. GSM operators around the globe are continuously required to adapt their business models and processes to a very competitive marketplace. Turkcell aspired to become the most dynamic company in the industry by looking at ways to

- Improve customer service
- Increase the productivity levels of their resources
- Enhance the efficiency of their business processes

They were determined to introduce a business process management system and decided on the Ultimus BPM Suite, which would help them to become more responsive through shorter cycle times, and to enable them to quickly adapt their processes to the changing market. With the Ultimus BPM Suite, their goal was to improve competitive advantage and to enhance their ROI.

### Points of Pain Addressed

One of the major issues faced by highly dynamic companies is the continuous change in the organigram. Secondly, corporate processes need to be dynamically linked to other corporate IT systems, feeding and receiving data from them as the processes require. With the Ultimus BPM Suite,

- All changes to the corporate processes, that are necessarily related to the employees and the organisation chart, can be updated in real time.
- A number of built-in interfaces have enabled Turkcell's automated processes to integrate seamlessly into their existing IT infrastructure.
- Turkcell was able to integrate Ultimus with many of their existing systems, such as Oracle ERP System, Partner Management System and their HR system.

### Solution Overviews

By collaborating with Tepum Sigma Software House, Ultimus' award-winning partner in Turkey, Turkcell was able to automate 28 key business processes so far, among them are processes for Human Resources, Finance, Customer Service, and Service & Product Development.

### Purchasing Process

The highly complex Purchasing Process was implemented to improve efficiency of the finance processes. After the initial purchase information has been entered and documents have been attached, the incident proceeds to the step where the budget details are evaluated. Within Turkcell, there are nine hierarchy levels with different



approval rights – depending on the respective purchase request. If the purchasing category is subject to various approval limits, a senior manager is activated to approve or disapprove the request. When the approval steps are finished, the incident proceeds to the purchasing pool. A person responsible for purchasing then either activates a purchase order form for the vendor from the integrated ERP system, or checks availability of the requested item in the inventory. With the automation of the Purchasing Process, Turkcell abandoned paper forms, thus eliminating potential errors associated with them. In addition, the efficiency of the process has increased dramatically which resulted in significant cost and time benefits.

## Service & Product Development

The Service & Product Development Process is Turkcell's most important process. It involves the suggestion, analysis, development and testing of new products and services. After submitting a product or service suggestion, it is approved by a supervisor of the initiator and sent to the Business Analysis Group. If the request is approved by the group, a description of the request, production deadline and business analysis documents are created.

Once the business analysis has finished, the development centers or other operational groups get involved for the technical analysis. Then, project teams are created requesting departmental heads to appoint qualified staff, who then develop and test the product or service. After completion of the testing phase, the product can go into production.

Besides being able to track the process and alert employees of delays through email or SMS, everyone involved in the process can run reports, add documents and adapt the process, which makes the Ultimus platform a truly human-centric BPM system. Consequently, the Service & Product Development Process is a collaborative effort of people and systems.

## Key benefits and summary

Turkcell's primary objective for their decision to automate their corporate business processes was to increase the efficiency of the key processes and thereby leverage the overall satisfaction of both employees and customers. By deploying Ultimus Adaptive BPM, Turkcell was able to realize several direct and indirect benefits, including:

- **Quality and Transparency**
  - With Ultimus BPM, Turkcell was able to abandon all paper forms, thus eliminating all problems and potential errors associated with them and eventually resulting in quality improvements in products and services.
  - Turkcell's management teams can now assess the efficiency of the corporate processes, pinpoint the bottlenecks and redesign the process accordingly – and in real time.
  - As the automated processes have become transparent, quality assurance can permanently monitor the process to identify points of improvement.
- **Efficiency and Productivity**
  - The inherent escalation management in Ultimus BPM guarantees for efficient process completion resulting in overall effectiveness and increased people and system productivity.
  - Seamless integration with Turkcell's IT infrastructure allows to quickly move all corporate processes onto the Ultimus BPM platform.
  - Turkcell has reduced the cycle times of their processes by 88% resulting in significant time and cost benefits.
- **Competitive Advantage and ROI**
  - Through continuously adapting and optimising business processes with the help of Ultimus has enabled Turkcell to extend their competitive advantage.
  - Turkcell was able to significantly reduce the cycle times of their core business processes from an average of 65 minutes per incident to 8 minutes. In financial terms, this currently equates to an annual Return on Investment of approximately 1,000,000 Euro.

Having completed the integration with their other IT systems, Turkcell is now able to rapidly move all corporate processes onto the Ultimus BPM platform. They are convinced that every new automated process will increase their ROI figure so that soon Ultimus will deliver the highest Return on Investment of all their software products in use. Turkcell today is one of the fastest moving companies in their industry, and the use of the Ultimus BPM Suite will further extend their competitive advantage. For more information on the Ultimus BPM Suite and how it can help your company become an agile enterprise, please visit [www.ultimus.com](http://www.ultimus.com).

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