



Case Study

Intel® Pentium® 4 Processor supporting Hyper Threading Technology¹, Intel® Pentium® M Processor and Intel® Xeon™ Processor

Infrared Heating Systems
Streamlining Internal Processes



Intel, Casper Computer*, LOGO* and Net Isi*

Enabling small businesses in Turkey to further automate their processes and to comply with new government regulations for inflationary accounting and for the switchover to a new currency.

Case Summary

| | |
|------------------|--|
| Challenge | Net Isi* wanted to hit two birds with one stone, or as they say in Turkish, Bir taşla, iki kuş vurmak. On the one hand, they were facing new government regulations for inflationary accounting and for the switchover to a new currency. On the other, their business operations and profitability were suffering from the lack of integration between their sales, order processing, inventory control and accounting functions. |
| Solution | With the support of their Intel® Premier Provider (Casper Computer*), their software solutions partner (LOGO Business Solutions*) and Intel technology, Net Isi turned the government compliance challenge into an opportunity to improve their own business capabilities by upgrading a legacy solution to provide the integration they required to better serve their customers. |
| Benefit | Net Isi can now serve their customers more quickly and more reliably through an integrated solution from Intel Premier Provider (Casper Computer), their software solutions partner (LOGO Business Solutions) and Intel technology, while at the same time, increasing their profitability. Everyone wins. |

Business Challenge

Today, Turkish companies require the latest technology solutions to meet their clients' expanding needs as Turkey's entire legal and financial infrastructure is overhauled in preparation to begin accession talks to join the European Union (EU). In the short-term, Turkish companies must deal with new rules for inflationary accounting, as well as get ready for the switchover to the YTL (Yeni Türk Lirası, or "New Turkish Lira") as of January 2005. The latter is not a matter of simply dropping an extraneous six zeroes. For example, each figure expressed in YTL on an invoice will have its own specific value added tax (VAT) charge.

Resolving end-to-end integration for order processing

Net Isi* had implemented and been very satisfied with an early program from LOGO Business Solutions* (LOGO), one of Turkey's largest independent software groups and a market leader in localized business application software. However, they had outgrown it and knew that it was time to upgrade and expand. Erol Turan, President of Net Isi, described the process to prepare a quote as an "offer preparation ceremony," since it required an entire day to prepare. Net Isi called on their technology providers, Casper* (an Intel® Premier Provider in Turkey) and LOGO to help them move forward.

The biggest challenge facing Net Isi was the need for an end-to-end integration in its order processing—from the time the sales proposal turned into a sale to issuing the invoice. Their need was not so much to grow, but to increase profitability by reducing costs through optimizing their business processes and decoupling them from the performance of individual employees. To do this, they needed to better understand their business in order to increase their ability to make better business decisions.

Emrah Erginay, Distribution Channel Sales Manager for LOGO, explains how Net Isi wanted to leverage its new workflow. "Net Isi was determined to enable all authorized users to have real-time access to data; to control inventory and invoices; to monitor accounting processes and to produce reports in various currencies; and to leverage the system for employee performance evaluations."

Protecting the original investment

The second challenge was to convince Turan to become a computer user since this had a bearing on the whole implementation. Turan's role as an active participant on the network that was being installed meant that the project was very important to the future of the company and that it had his seal of approval. The third challenge involved upgrading both the software and the hardware, since older machines had



"We wanted to prepare our orders faster and more reliably. As an importer and distributor of infrared heating systems from various European companies, we were finding it difficult to account for all of the hundreds of items with different discount factors, without making errors along the way."

Erol Turan, President of Net Isi

to be integrated into the new network structure. Protecting their original investment was an important selection criterion for Net Isi.

Business Solution

Net Isi, Casper (an Intel® Premier Provider) and LOGO all sat down around the table together and devised a solution to resolve Net Isi's integration issues and to provide the IT flexibility that would pave the way for future growth and increased profitability.

Technology even a company president can love

Casper's President, Altan Fakili, took the lead by showing Turan that he could take digital pictures of his work and use them as references for prospective customers. Erginay relates, "Mr. Turan liked the idea, and this helped him take his first steps to becoming a computer user. It was critical for the company president to use the computer and to be part of the network, and our team made it happen. Mr. Turan now answers his own emails and uses the LOGO software—he can obtain strategic reports by pressing one key that allows him to monitor company status in real-time."

Leveraging Intel® Building Blocks to pave the way to the future

Implementing the hardware part of the solution was made easier by Turan's leadership. According to Erginay, Turan "approached the issue with 'let's do whatever is needed' and was very helpful." It was determined that Net Isi's existing equipment would be compatible with the new system, but there was definitely room for improvement in processing power. To improve solution performance, the existing infrastructure with four machines was upgraded by adding a high-end desktop PC with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology¹, an Intel® Centrino™ mobile technology-based notebook and a server running on an Intel® Xeon™ processor. This implementation provided plenty of processing power for the present, with enough room to grow, plus the mobility computing Turan needed for selling his products and running his business on the road*.

Upgrading legacy software and adding new capabilities

Net Isi chose to replace their current LOGO software with a solution specifically designed to increase business productivity and profitability, and to meet the needs of Turkish companies doing business with non-Turkish enterprises. The new LOGO implementation has allowed Net Isi to better understand their business and, as a result, to make better business decisions. They have been able to integrate their business processes to

meet their requirements and to add the much-needed capabilities of multi-currency management, detailed analytical reports, inflation calculation and full compatibility with YTL.

Net Isi had not planned on making this type of investment upfront, but according to Turan, "When we considered the additional benefits, we decided that it would be worth it and took the next step." Implementing solutions from Intel, Casper and LOGO meant that Net Isi could protect their original investment by upgrading and converting their data as painlessly as possible.

According to Erginay, "Through the LOGO Sales and Distribution Management module, Net Isi can now set appropriate prices, which are applied automatically, based on the company's own rules. This automation also enables fast and accurate document entry by eliminating errors."

Reducing one day's work to a 5-minute task

While it's too soon to calculate the new solution's return on investment, Net Isi's "offering ceremony" has now been reduced significantly, and Turan is quite optimistic. "There is still work to be done on the offer management part of the implementation, but we haven't experienced any major problems during the training or implementation phases. All of the typical minor things that happen during this type of implementation have been taken care of quickly. We have done our financial analysis, and we would certainly recommend Intel technology solutions to other companies."

Lessons Learned

- An accurate analysis of needs is critical to providing the right solution for customers.
- Flexible solutions addressing future needs should be used, especially in an emerging market such as Turkey, where the business rules are changing very quickly.
- Support is a critical component for ensuring the success of the right solution. Intel, along with Intel® Premier Providers and the ISV Network, can help ensure that a customer's needs will be met—now and in the future.

About Casper Computer*

Casper Computer, an Intel® Premier Provider, has been in business for thirteen years. With their 48 Casper Computer Centers and 600 Service Centers, they run one of the largest chains of computer service centers in Turkey.

About LOGO Business Solutions* (LOGO)

LOGO Business Solutions (LOGO), an ISV, has been developing business applications for small businesses for twenty years. They are now one of Turkey's largest independent software groups and a market leader in localized business application software. They have built a network of 2,000 business partners and support more than a million users in over 135,000 companies throughout Eurasia. Their products are available in Bulgarian, English, German, Persian, Romanian, Russian and Turkish.

About Net Isi*

Established in July 1995, Netisi is installing automation and infrared heating solutions for poultry-houses and infrared heating solutions for industrial buildings. They are the only importer and distributor of SBM* (France) for heating solutions and FANCOM* (Holland) and ROXCELL* (Belgium) for automation solutions.

Intel® Technology

Intel® Pentium® 4 Processor supporting Hyper-Threading Technology 2.80 GHz/800 MHz

Intel® Pentium® M Processor 1.6GHz

Intel® Xeon™ Processor 2.66 GHz/533 MHz

Find out more about a business solution that is right for your company by contacting your Intel representative, or visit the Intel® Business/Enterprise web site at intel.com/business or its industry solutions specific sites at intel.com/business/bss/industry/

Solution provided by:



* Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting Hyper-Threading Technology and an HT Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/info/hyperthreading/> for more information including details on which processors support HT Technology.

* Wireless connectivity and some features may require you to purchase additional software, services or external hardware. Availability of public wireless LAN access points is limited, wireless functionality may vary by country and some hotspots may not support Linux-based Intel Centrino mobile technology systems. System performance measured by MobileMark® 2002. System performance, battery life, wireless performance and functionality will vary depending on your specific operating system, hardware and software configurations. See http://www.intel.com/products/centrino/more_info for more information.

Intel may make changes to this document, or to the products described therein, at any time without notice. Intel makes no commitment to update the document. Intel does not endorse or make any representations or warranties whatsoever regarding the quality, reliability, functionality, or compatibility of Net Isi, Casper Computer or LOGO products or services.

Intel, the Intel logo, Intel Xeon and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

* Other names and brands may be claimed as the property of others.
Copyright © 2004 Intel Corporation. All rights reserved.