

# Efficient, Effective, and Greener Work Practices



Koç.net brings Cisco WebEx to Turkey, optimizing budgets and productivity for Koç group companies and business customers.

**Customer Name:** Koç.net

**Industry:** Service Provider

**Location:** Turkey

**Number of Employees:** 200

## Business Impact

- Initial 5-10 percent reduction on travel costs, with further savings expected
- New approach for retaining and attracting customers
- First mover advantage in Turkey's fast growing software-as-a-service market



## Case Study

### Business Challenge

Part of Koç Holding, Turkey's largest group of companies, Koç.net was established in 1996 to develop a wide area network and Internet infrastructure to support the group's companies. Today the provider generates 85 percent of its revenues from non-Koç customers and is a leading challenger in the corporate, small business, and consumer sectors. Following liberalization of the Turkish market in 2004, this evolution has been achieved largely through innovation.

"We were the first service provider in the country to build a redundant IP backbone and the first to receive Cisco Powered Network status," says Mehmet Ali Akarca, general manager for Koç.net. "We've since built on these foundations, growing our product portfolio and extending our managed services capabilities to deliver added value. This is an important part of our strategy for retaining and attracting customers. Getting it right is absolutely vital, not least because it holds the key to driving average revenue per user and customer satisfaction."

The provider currently offers voice, data, security, hosting, video, and multimedia services, along with broadband personal communications (offered under the BiRi brand) and carrier services. In keeping with its reputation as an early adopter of new technologies, Koç.net was keen to tap into the growing demand for cloud-based solutions.

"We had seen the success of software-as-a-service (SaaS) across Europe and felt it was ready to take off here," says Tuğrul Demiralp, business development manager for Koç.net. "By offering a pay-as-you-go model for acquiring IT services, SaaS presented Koç.net and our customers with a very attractive proposition. The challenge was where to focus our efforts in order to achieve the best impact."

With constant pressure on companies to "do more, with less" Koç.net decided to develop a web conferencing and collaboration solution that would appeal to business customers looking to reduce IT and travel costs while boosting productivity.

### Solution and Results

Following a successful trial, Koç.net has become the first service provider in Turkey to implement [Cisco WebEx®](#) and to make the service widely available for customers. The virtual desktop sharing and web/video conferencing solution, developed in conjunction with partner Arkadin, was planned, tested, and launched in a matter of months.

"Our focus was on reducing risk and time-to-market," says Demiralp. "Cisco understood this straight away. To help accelerate service creation, they flew in their WebEx team from Dubai to advise on issues such as price modeling and marketing. They also shared their experiences and provided

training for our account teams to help increase their chances of sales success. We greatly appreciated this investment of time and support."



Koç.net's go-to-market approach is simple: deploy Cisco® WebEx internally across the organization, prove the benefits, and then pass these benefits on to Koç group companies and other customers.

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**Tuğrul Demiralp**  
Business Development Manager, Koç.net

# Efficient, Effective, and Greener Work Practices

Continued



Case Study

Simple to set up and use, WebEx provides a fast, interactive way to communicate and accelerate decision-making. The tool achieves this new way of communicating by combining desktop sharing with phone conferencing and high-quality video to create a virtual meeting experience, from anywhere, anytime, on any device. Hosted and delivered using the dedicated Cisco Collaboration cloud, Cisco WebEx has no upfront costs and no servers to maintain, just a predictable monthly subscription.

The solution has already proven to be popular with Koç.net's customer-facing teams and HR department. "WebEx really has transformed productivity," says Pelinsu Gören, product manager for Koç.net. "Our account managers regularly use it to pitch new ideas and to showcase propositions. Likewise, our support teams have found it is a really effective way to deliver presentations, or if it's a troubleshooting situation, share technical documents, and whiteboard possible solutions. We're even using the solution for recruitment, thereby saving the candidate time and money compared to traveling in for a face-to-face interview."

And these benefits will be reflected on the balance sheet. The results of the trial have already had a positive effect on reducing travel costs. Koç.net estimate savings in the 5-10

percent range, with further savings expected as WebEx is extended across the organization to new users. Less traveling also means more environmentally friendly work practices.

But, in many ways, the best is still to come. Koç.net has received lots of interest for WebEx from group companies, and some, including Arçelik, one of Europe's top 10 white goods manufacturers, are currently trialing the solution. Through its network of 120 channel partners and Kobiline.com, an e-business platform serving 60,000 members, Koç.net intends to make the service available to a much wider audience. It is also considering plans to introduce Cisco TelePresence®, the end points of which can be easily integrated with WebEx to create one high-quality, real-time voice and video communications system.

Akarca sums up: "Service providers talk a lot about monetizing services. But, from the benefits we've seen so far, WebEx will sell itself. For Turkey's two million small businesses, it's going to level the playing field by making emerging technology affordable and enabling them to compete on a global level. And, for our corporate customers, WebEx can make all the difference in terms of improving their top and bottom lines, and carbon scorecard."

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**Mehmet Ali Akarca**  
General Manager, Koç.net

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For More Information

To find out more about Cisco WebEx, please go to: [here](#) 