



## **NEVOTEK delivers Advanced IP Telephony Services to Arcelik, the Largest White Goods Manufacturer of Turkey**

### **Introduction**

NEVOTEK was founded in 2001 as a dynamic high-tech company focusing on the development of industry-specific IP applications. NEVOTEK was selected as a Strategic Software Development Partner of Cisco Systems and also was awarded the title of Strategic Software Alliance of the Year in the Eastern EMEA region. Nevotek has offices in Istanbul, Turkey and Amsterdam, the Netherlands.

### **Company**

Arcelik brand has a very high ratio of brand recognition and is tested everyday by 50 million products used by 14 million 500 thousand families in Turkey and 4 million 500 thousand users outside Turkey under the Beko brand. Arcelik, with its 5,000 dealers, 900 authorized services, 9000 and over employees fully developed humanity and corporate values, is ranked the highest for its rate of company awareness.

In 2002 International sales have covered more than 80 countries, and with a 146% increase, have reached 725 million Euro. International sales of refrigerators have surpassed one million units for the first time while the numbers of washing machines and dishwashers have almost doubled. Arcelik's brand Beko, excluding freezers, takes leadership position in the total refrigerator market of UK by surpassing European competition in August 2002.



The Arcelik management have always been visionaries and have built the brand's reputation at the retail market on rock-solid, uncompromising quality services to customers. Their objectives are: increasing the revenue generation by low exploitation costs, dynamic services adapting to changing market demands and relentless focus on customer satisfaction.

In achieving these ambitions, the legacy separate networks for data, voice and have always been considered as a bottle neck, as it was expensive to maintain, inconsistent in management, and inadequate in adapting to changing market demands. Arcelik management radically wanted to improve and increase the services portfolio to both their customers and resellers of the retail market by using a converged infrastructure.

### **The Challenge**

As Turkey's market leader, Arcelik applies technology and product development processes of world standards in producing, while the white-goods-market confronted with uncertainty, a retracting economical climate and fierce competition. Arcelik management have always aimed to manufacture not only low-consumption products (energy, water, detergent) that are also environmentally friendly



(recover, recycle, reuse), but also reasonably priced products that provide comfort, meet future standards and customer satisfaction (smart, quiet, user-friendly).

To pursue these efforts and ensure the continuation of success whilst maintaining its reputation as a top-class white goods manufacturer of the global market, Arcelik management decided for a major overhaul of their network infrastructure.

It has been soon realised that only the Nevotek Adagio Voice Mail System application and Sigma-5 Call Accounting and Billing application for the Enterprise market, with Cisco Systems, the world's market leader in Internet technology and Koc.Net, the leading IP Telephony Internet Service Provider in Turkey, would be up to the job. Having deployed voice, data, and high-speed Internet on a single services platform, the implemented technology offers a glimpse of what everyone will take for granted in the years ahead.



## **The Solution**

In partnership with Nevotek, Cisco and Koc.Net, Arcelik management is, yet again, raising the bar by gradually transforming its separate legacy network infrastructure into a state-of-the-art converged IP services platform.

What does that mean? Well, how about a phone that knows your name, speed-dials contacts, enables you to access your voice-mailbox in a multi-lingual fashion, delivers e-mail and web integration while offering you the access to high-speed Internet? And how about a billing system that keeps track and accounts all calls made by every single user at the end of each call? Sigma-5 gives extended options for calculating and reporting the call costs made by individual users and/or groups of users through multiple tariffs and carriers in single or multi-tenant environments.

All this is made possible by the Nevotek Adagio and Sigma-5 applications in conjunction with Cisco Call Manager and Cisco High Speed Access Services (HSIA). Arcelik is now able to provision, via the Cisco IP-Phones and Nevotek applications the type of business-related services that would be expected from a premier white goods manufacturer.

# NEVOTEK

Designed for both Enterprise and Application Service Provider operations, Nevotek Adagio Voice Mail System delivers effective IP messaging for the Cisco Call Manager. It conveys not only the traditional messaging functionality, but also the Multi-tenant operations for effective service provider use. It offers a very flexible application to adapt to different messaging scenarios. In addition to the common IVR interface to the messaging system, Nevotek Adagio gives users access to their voice-mailbox over the Internet, reducing access costs while improving efficiency. Most common functions like mailbox setup, modification, distribution list management, prompt selection and personal options are managed intuitively over the web interface, giving unparalleled ease of use.



## The Rewards

"What we have invested on is a combination of value-added services" says Aykut Demirtas, Arcelik's IT Director. "The combination of Nevotek and Cisco technologies offers some significant cost savings in Administrative costs, Moves, Adds and Changes as well as vastly improved back office efficiency. Through the implementation of a cutting-edge technology, we substantially gain a competitive advantage against our rivals while on the other hand lowering our operational costs."

## Conclusion

"Demanding market conditions have always driven the Enterprises to manufacture the best quality products with the lowest exploitation costs" says Ersel Oymak, Nevotek's Sales and Marketing Manager." In order to establish a rock-solid brand reputation, the technology utilised is also chosen as contemporary and uncompromising as a reflection of the Enterprise's vision to surpass the customers' expectations. The ability of creating a difference with the rivals strongly relies on how well the technology is applied as an instrument to improve the Quality of Service offered. That difference is what everyone will find at Arcelik"

For more information:

<http://www.arcelikas.com>

<http://www.beko.com>

<http://www.nevotek.com>

<http://www.cisco.com>

<http://www.koc.net>