

# Export gates opened for Turkish tech firm

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ISTANBUL - Referans

A Turkish informatics firm has started exporting software upon the success of a project developed for a global tobacco giant.

The success of the project Idea Teknoloji developed in Turkey for British American Tobacco, or BAT, has opened the gate for exports, said Bahadır Onay, founding partner of Idea Teknoloji.

In order to rapidly and securely manage the sales, distribution and marketing processes of 37 countries in the Middle East and Africa from a single center, BAT has preferred VisionPlus, a solution developed by Idea, he said.

VisionPlus is a corporate business solution developed to define and apply customer-based strategies that companies need. With its integrated structure and mobile usage properties, VisionPlus enables companies to manage their relations with other parties through first-rate business strategies based on real-time data.

"Upon the success of our project, last year BAT brought us to other countries where it works. BAT plans to shift to VisionPlus in 37 countries by 2013. Within this context, we will speed up our work on innovative applications in the region," Onay said.

Idea, which completed its structuring in Saudi Arabia last year, plans to open an office in Dubai in the third quarter of this year, he said, expressing the

**Idea Teknoloji expands abroad upon the success of its software developed for British American Tobacco. Having completed its structuring in Saudi Arabia, Idea will open an office in Dubai this year. BAT plans to use Idea software in its operations in 37 countries**

firm's hopes concerning software exports. There is a great gap in these regions for the solutions the firm develops, he said, adding that the references abroad constitute a significant parameter.

Exports constitute 15 percent of Idea's \$4 million annual turnover, but the firm aims to increase this rate to 25 percent, Onay said. Noting that software exports have a small share in Turkey's overall exports, he said. "Increasing exports in this sector, which does not have import input but has high added value, would contribute to the national economy enormously."

## Aim to increase exports

Onay said Idea offers solutions particularly to customers in the fast-moving consumer goods, beverages and tobacco sectors. "We offer solutions that cover all sales processes up to consumers. Our maintenance and support deals continue after we sell the software to our customers and we meet their new demands,"

said Onay. Onay said customers' demands rise during periods of crisis. "During crises, firms are inclined to introduce promotions and campaigns, and have diverse expectations concerning business models. We continue attaining additional revenues from our customers during crisis periods," he said. However, the situation is not very bright for software firms that offer solutions for fields such as finance,

construction, automotive, white goods and consumer electronics, according to Onay.

Onay said software firms generally see their businesses increase during a crisis, and cited Idea as an example, as the firm grew 102 percent in 2008.

Productivity is among the basic goals of all Idea software. The firm experienced quite a good period at the end of 2008 and the first quarter of this year, he said. It managed to reach its 50 percent growth target for the year during the first quarter, Onay said, adding, "We may surpass our target."

Established in 2005, Idea aims to supply corporate business solutions to companies wanting to manage their business processes more efficiently. Within this context, it introduces products, solutions and services for efficiency, accountability, quality and competition prospects to customers in different sectors. Idea is the business partner of large firms such as Oracle, Motorola, Blackberry,

Microsoft, Zebra and Turkcell, Turkey's biggest mobile phone operator.



**EFFICIENT SOLUTIONS:** Bahadır Onay, founding partner of Idea Teknoloji, says the company's VisionPlus, a corporate business solution, is receiving great attention abroad. Established in 2005, Idea aims to supply solutions to companies wanting to manage their business processes more efficiently.