

*“Our goal with this portal was to reduce all the functions of our bank to individual task processes. On the new portal, a user would be able to see just the banking task processes for which he was responsible with just a single click. Also if a piece of equipment that he was using malfunctioned, he would be able to easily find out how to have it fixed without having to call around.”*

**Metehan Ayfer, TEB Assistant Business Process Management Specialist**

*“There were two important advantages that MOSS 2007 gave us during the application stages. The first was a visually much easier to use and more attractive interface for users thanks to the ease with which the system can be tailored. The second—and more important advantage—was the indexation of external data and the ability to search through that data from within the portal. This gave users access to information that previously had been inaccessible to them.”*

**İbrahim Uğur, iNNOVA Applications Development Solutions Manager**

## FUTURE READY SOLUTIONS

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Founded in 1927, Türk Ekonomi Bankası (TEB) is one of the most highly respected financial institutions in the Turkish banking industry. Over the years since then, the bank has methodically expanded its branch network and diversified its products and services. It is active today in financial services from investment finance to leasing and from factoring to asset management and brokerage. In 2005 TEB entered into a strategic partnership with BNP Paribas, the Eurozone's biggest bank and the world's fourth largest bank with operations in 87 countries.



iNNOVA IT Solutions, Turkey's leading software integrator, provides platform independent IT solutions and services to enterprises in the telecommunications, finance, manufacturing, public and service industries with a professional staff of 320. iNNOVA is ISO 9001:2000 certified and our installed base of systems provide service to more than 180 million subscribers and process more than three billion transactions a year. Founded in 1999, iNNOVA has joined the Turk Telecom group of companies in 2007. The company operates out of offices in Istanbul, Ankara, Izmir and Dubai.

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# A collective intelligence platform for TEB

“Thanks to iNNOVA’s team, we were able to achieve everything that we hoped to accomplish with MOSS 2007. The new portal not only met all our needs but also allowed us to add other features that we realized would be useful as well. As the most important outcome, our new portal facilitated collaboration, thereby increased employee productivity and enterprise-wide synergy.”

Leyla Sardağ, TEB Software Development Manager



## TEB INTRANET PORTAL PROJECT



# A single desktop for all TEB employees

Once TEB employees enter the portal using their own ID, they reach a single desktop from which they have immediate access to all the business processes, functions, and application standards through a graphical user interface.



## AT A GLANCE

### PROJECT OBJECTIVE:

- Revamp the existing platform and to create a new platform.
- To create a new environment which brings all task processes and knowledge together
- To foster the development of collective intelligence within the company

### SOLUTION INFRASTRUCTURE:

- Microsoft Office SharePoint Server 2007 Intranet Edition
- Microsoft .NET
- Microsoft Active Directory

### RESULTS:

- A single desktop provided to all employees serves as a productive working platform on which they can easily access all the work-related processes, documents, and procedures that they may need.
- Convenient access is provided to information held in a variety of sources thanks to MOSS 2007's integrability with external data and powerful search features.

Employing more than 6,000 people, TEB (Türk Ekonomi Bankası) is also growing rapidly. TEB's software development manager Leyla Sarıdağ says the bank had been operating an in-house information portal for users throughout the company since 2000 but that new needs arose, especially with the increase in user numbers resulting from the bank's growth in the wake of the BNP Paribas joint venture: "Our idea was

that a new employee at the bank should be able to get all the information they needed from a single address and not have to search for it in different places. Furthermore this new portal had to be a platform that would increase job productivity; newly-opened and expanded branches should be able to send out their messages in a shared environment rather than have to use different tools."

TEB's newly-installed corporate portal was initially planned for use in the bank's human resources management and it was intended to be a way to get information about personnel job accountabilities and processes.

## More than exchange rates

Ms Sarıdağ emphasizing that their goal was to create a platform that would do more than just give users access to things like current exchange rates and company announcements and was based instead on supporting collective intelligence.

## The solution: SharePoint

In the summer of 2006 TEB launched a project at its human resources department to identify the needs and requirements for a new corporate portal. In October they began assessing the different platform alternatives available to them. According to Ms Sarıdağ, this process resulted in their realizing that the Microsoft SharePoint platform not only addressed TEB's current needs but would also be able to handle its future requirements as well: "We decided to work with iNNOVA on this project because we had worked with them before on others and we knew that they had extensive experience both in the Microsoft SharePoint platform and in its services."

## A pilot project at Human Resources

As the first step, a pilot project was developed for use within TEB's human resources department. iNNOVA began working on this project in late November 2006 and the initial installation took place in January 2007. In February, the platform that had been designed for the HR department was made accessible for data input and at the same time user training for the new system was also completed during the same month. Says Ms Sarıdağ: "By redirecting telephone, e-mail, and similar requests for information made to Human Resources to this portal instead, we achieved a significant reduction in our e-mail traffic. Users also realized that they could manage their own task flows using the forms that were available on the same platform. She also added: "Because every department at TEB has its own projects and/or products and services, they also have different duties and needs. To address these more effectively, subportals were created on the main platform. For example, seven subportals were designed for the human resources department. These included a subportal that spelled out employees' duties and responsibilities and provided a checklist of the information and documents they should have; a training subportal that provided access to personnel training resources; a subportal (called "Spark") that encouraged in-



iNNOVA Software Development Project Manager Burçin Kermen, TEB Software Development Manager Leyla Sarıdağ, iNNOVA Application Development Solutions Manager İbrahim Uğur, TEB Assistant Business Process Management Specialist Metehan Ayfer.

novation; and a subportal that provided access to health services and information. In addition, about twenty task flow forms were also integrated into the system as well.”

### Process modeling tool

Metehan Ayfer, an Assistant Business Process Management Specialist for TEB had this to say: “We decided to change our old portal because it was too complicated and not very easy to use. In making this change, our goal was to reduce all the functions of each bank department to individual task processes. On the new portal, our idea was that a user would be able to see just the banking task processes for which he was responsible with just a single click but that if, for example, a piece of equipment that he was using malfunctioned, he should be able to easily find out how to have it fixed without having to call anyone. To achieve this goal, we used a modeling tool to define our processes and we integrated that tool into the portal.

### Everyone has their own website

In addition, we also added a feature that allows users to create personal websites of their own as a way of strengthening their individual familiarity and identification with the system and its features. These personal websites can be used to form “rings” in which people share personal infor-

mation such as birthdays as well as pictures and text with each other.” The end result of this pilot project undertaken for the human resources department was a platform that could serve as a model for other departments. According to Ms Sarıdağ, even though it was called a “pilot project”, the finished product was a fully-functioning, completed application and that made it much easier to show the other units of the bank what could be accomplished.

### 40 different subportals

In the next stage, meetings were held with different departments during which it was explained to them how their own information should be submitted. They were given deadlines for the completion of their own analyses. iNNOVA designed forty different subportals for different departments on the basis of these analyses.

By providing standardized, quick access to the bank’s procedures, documents, and task processes, the portal that Türk Ekonomi Bankası (TEB) created with Microsoft Office SharePoint Server 2007 made it possible for users in different departments to do their jobs more productively and to carry out their projects more effectively. The new portal also supports the growth of collective intelligence within the company by strengthening communication among its employees.

