



DENIZBANK CUTS COSTS AND STREAMLINES TELEPHONY INFRASTRUCTURE WITH HIGH-PROFILE NETWORK PROJECT



Turkey's fastest-growing bank exchanges patchwork system for latest Alcatel-Lucent communications solutions



Reducing operational costs and enhancing productivity were the main drivers in DenizBank's decision to partner with Alcatel-Lucent in a large-scale telephony network project. The initiative will significantly streamline the company's telephone infrastructure and introduce new, more collaborative ways of working together for DenizBank's more than 6,000 employees.



“The solution, implemented by Sistaş using Alcatel-Lucent products, supports our growth and lowers our operational costs.”

Omer Uyar, head of Research and Development, Intertech

CHALLENGES

- To standardize and integrate all telephone infrastructure
- To build a central reporting and monitoring system for the bank's telephone network
- To integrate the phone system with the bank's core banking platform, for increased collaboration and productivity

SOLUTION

- Alcatel-Lucent **OmniPCX Enterprise** communications server
- Alcatel-Lucent **OmniVista 4760** Network Management for Enterprise IP Telephony, enabling monitoring of the entire infrastructure 24/7
- Alcatel-Lucent **OmniTouch My Teamwork** application, which integrates the Alcatel-Lucent exchanges with the Microsoft Live Communications Server 2005, and with Microsoft Office Communicator 2005 (installed in user PCs)

BENEFITS

- Maximize employee collaboration and productivity
- Provide easy access to and analysis of resource usage and accounting reports
- Reduce operational costs
- Enable price advantage for DenizBank products
- Decrease call costs
- Increase efficiency of employees

AGGRESSIVE GROWTH PLAN

DenizBank, Turkey's sixth-largest privately-owned bank with an aggressive growth plan, sees maximizing efficiency and cost benefits through technology as key factors in its growth. In 1997, DenizBank was acquired by Zorlu Holding and was privatized as a separate entity. A successful IPO of 25% of shares was held in 2004. Following the agreement between the Zorlu Group and Dexia, 75% of DenizBank shares were acquired by Dexia in October, 2006. Dexia, one of the leading financial groups in Europe, currently holds 99.77% of DenizBank shares. DenizBank aims to increase its number of branches in the next two years, from 262 as of March, 2007 to 435 by 2009.

Named one of the 30 most powerful and esteemed brands in Turkey in 2006, DenizBank has built a major profile and business since its privatization in 1997. The bank has grown to YTL 15.182 billion in total assets, has both national and international branches and offers comprehensive online banking services in addition to its extensive branch network.

Intertech is a full-service IT company with clients in the financial services sector and is part of the Dexia group. Intertech operates as DenizBank's IT department, meeting all of DenizBank's IT needs including the sourcing of products and solutions, providing support, and managing IT infrastructures. Omer Uyar, head of Research and Development at Intertech, is the driving force behind the telephony network project at DenizBank.

NEED FOR INTEGRATION

“Our main challenge was the sheer number of switches in our network,” says Omer Uyar. “We had seven different PBXs (private branch exchanges) in headquarters, four different types of PBXs in 234 branch office locations, and we were dealing with five different contractors and multiple support agreements.”

Another key issue is central management for the PBXs, and central reporting for resource usage and cost accounting. “Without reporting and monitoring, it's hard to fix hardware and software problems when they arise,” says Omer Uyar.

Continuing to improve collaboration between employees and enhance productivity via technology was another focus for DenizBank. “To really get the most out of our technology investments, we needed to integrate the phone system with our core banking platform,” says Omer Uyar.

VENDOR PARTNER WITH RIGHT SIZE AND SCOPE

The first step in the project – one of the largest such projects in Turkey to date – was to find the right vendor partner.



The Intertech project team prepared a complex RFP that outlined DenizBank's requirements, and began researching suppliers. "It's not an easy thing to change your telephone infrastructure," says Omer Uyar. "This was a very big decision." The group quickly found that a number of possible contenders simply didn't have the necessary size or scope to meet the terms of the DenizBank RFP.

The capabilities of Alcatel-Lucent, and Sistaş, the Alcatel-Lucent Business Partner in the region, quickly came to the top of DenizBank's search list. For DenizBank, the fact that Sistaş has a large installed base in Turkey, with a strong local team and solid expertise, was key in making the decision. Also important was the price/performance ratio offered by the Alcatel-Lucent technology. "You have to be able to believe in your vendor and partner. You have to have complete trust in their technology, their support, and their customer-oriented services," says Omer Uyar.

SİSTAŞ TAKES THE LEAD IN MANAGING THE INFRASTRUCTURE

Once the decision was made to partner with Alcatel-Lucent and Sistaş, the project moved into high gear, focusing on three central objectives. They were (1) to standardize and integrate all DenizBank's telephone infrastructure; (2) to build a central reporting and monitoring system; and (3) to integrate the phone system with DenizBank's core banking platform.

The solution installed by Sistaş is based on the Alcatel-Lucent **OmniPCX Enterprise** platform, featuring the Alcatel-Lucent **OmniVista 4760** Network Management software. The Alcatel-Lucent **OmniTouch My Teamwork** Conferencing and Collaboration application integrates the Alcatel-Lucent exchanges with Microsoft Live Communications Server 2005, and with Microsoft Office Communicator 2005, which is installed in user PCs.

Sistaş will operate the infrastructure implemented under the scope of the project until May, 2011. A dedicated Sistaş employee works right at DenizBank, who is responsible for completing the system migration according to the project plan, and managing system problems that occur. In addition, the project team includes numerous engineers, with considerable expertise in their own specialty fields.

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The Sistaş team completed the migration of all the old PBXs to Alcatel-Lucent switches at the end of March, 2007. The next step is the integration of the Alcatel-Lucent **OmniTouch My Teamwork** and Microsoft software applications. Alcatel-Lucent **OmniTouch My Teamwork**, part of Alcatel-Lucent's Unified Communication offering, will allow DenizBank to introduce new conferencing and collaboration capabilities across the bank, via an easy-to-use browser-based solution.

BENEFITS ON ALL LEVELS

DenizBank is beginning to see the benefits of the new Alcatel-Lucent solutions on many levels. The standardization and integration of the telephone infrastructure has enabled the introduction of new call policies. An intelligent system, configured with information on tariffs, pricing and call costs, automatically routes all calls to the right operator to maximize efficiency and minimize costs.

A new central reporting system delivers daily call data reports, which help staff at all levels ensure that resources are being used most effectively. Local managers can see their department's



Case study • Banking

telephone calls at a single click, and HQ can review call traffic and calculate how many lines are needed at each branch.

The new central monitoring function allows for constant monitoring of the PBXs in all of DenizBank's branch offices. "If there is a problem with any hardware or software, we can see it from our central location, and immediately take action," says Omer Uyar.

For employees, the integration of the phone system with the core banking platform will result in dramatic productivity changes. With the integration of the Office Communicator tool, employees will be able to place and transfer calls simply by clicking on their desktops. The system will generate detailed call reports by customer for improved customer service. Other tools will enhance workflow and collaboration.

"Every employee client at DenizBank has Office Communicator in their workstations. With the integration of the two systems, employees can control their telephones with their PCs, and

make calls with a single click on our custom applications," says Omer Uyar. The software also enables call transferring, handled via employees' PCs.

"The solution supports our growth and lowers our operational costs. With the standard architecture that we have built, we have a price advantage for our products and we also have an operational cost advantage," says Omer Uyar. "And by giving so many new tools and advantages to our staff, we are saving a lot of time for busy employees."

THE RIGHT PARTNER FOR THE FUTURE

With its state-of-the-art telephone technology, new perspectives on productivity, and increased operational savings, the Alcatel-Lucent implementation is helping take DenizBank into the future. "We opted to go with the most powerful and trustworthy partner," says Omer Uyar. "Alcatel-Lucent and Sistaş know what they are doing. It's been a real pleasure to work with them."



BUSINESS PARTNER'S ROLE

Sistaş has played a central role in the DenizBank project from the beginning, and will continue to manage the project, including management of the infrastructure, until 2011. Sistaş' solid understanding of both telephony requirements and the business environment in Turkey (based on more than 25 years of experience), ensures that the large-scale DenizBank project is managed competently and seamlessly, in all aspects.

"Hundreds of branch offices act as a single system, easily managed and operated from a single point of control, and banking applications are integrated into the bank's telephony system, thus making a unique project."

Yigit Cadirci , Sistaş President

BUSINESS PARTNER INFO

Alcatel-Lucent Premium Business Partner Sistaş is one of Turkey's prime telecom vendors and installers. For over 25 years, Sistaş has been offering telecommunications consultancy and full project implementation services to a wide range of customers, from government and educational institutions to hotels, call centers and large multinationals. From its offices in Ankara and Istanbul, Sistaş offers industrial and business telecommunication solutions, including integrated voice and data networks, IP Telephony, unified communication and contact center solutions.

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