Partner Nets $200,000+ Selling Solutions to Istanbul Municipality

Istanbul Pazarlama teams with Cisco distributor Neteks to break into new markets.

Partner Contact: Sebile Ates, Network Project Manager

Partner Profile:
- Istanbul Pazarlama A.S.
- Istanbul, Turkey
- http://www.istpaz.com.tr

Distributor Profile:
- Neteks
- Istanbul, Turkey
- http://www.neteks.com.tr

Business Challenge

Istanbul Pazarlama serves customers in a variety of industries, including government, financial services, healthcare, manufacturing, and telecommunications. The company's diverse clients all have one thing in common: the network is the platform that supports their most critical business operations.

To provide the best possible offerings for its customers, **Istanbul Pazarlama partnered with Neteks, a leading distributor for industry leader Cisco.** Neteks, a subsidiary of the Westcon Group, is a traditional networking and security distributor that has established partnerships with a rich array of technology manufacturers. The organization combines its advanced logistics capabilities with years of experience serving customers in and around Turkey.

Istanbul Pazarlama **developed a strategy to win clients in vertical markets that showed promising potential for growth** by working closely with Neteks. The two organizations began their partnership by targeting state and local government agencies.

Business Impact for Partner

Neteks provided numerous services to help enable Istanbul Pazarlama to sell to municipal clients more effectively. To **help Istanbul Pazarlama enhance its in-house expertise,** the distributor provided extensive knowledge about Cisco products and technology, as well as access to in-depth technical training and seminars.

Neteks also informed Istanbul Pazarlama of the benefits of obtaining Cisco® Select Certification, and assisted their partner in the enrollment process.

Together, the two organizations proposed an IT solution for the municipal borough of Atasehir in Istanbul. Istanbul Pazarlama and Neteks visited the customer site, and collaborated closely to develop a network and product architecture. After more than a year of consultation and negotiations, Istanbul Pazarlama and Neteks won the project.

Because the borough needed its solution in just four weeks, Istanbul Pazarlama was working under a very tight deployment deadline. To help its partner meet this aggressive timeline, **Neteks assisted in expediting delivery of the Cisco products.** Because the initiative was publicly funded, Istanbul Pazarlama and Neteks were required to share financial risks, including fluctuating exchange rates and payment terms.

Measurable Benefits

Competition for the Atasehir municipal project was fierce, during which Istanbul Pazarlama faced significant price pressures. However, through its collaboration with Neteks, Istanbul Pazarlama was able to outbid competitors and identify which products and architecture were best suited to meet the city's networking needs.

The Atasehir project encompassed products and services valued at US$590,000, and Istanbul Pazarlama earned approximately $215,000 in revenue.

Successful on-time and on-budget deployment has helped enable Istanbul Pazarlama to solidify its position as a dependable provider of IT solutions for state and local government. With their first municipal borough project completed, Istanbul Pazarlama and Neteks have laid a

strong foundation for future growth. Together, both organizations will continue to partner with one another on future public-sector projects, as well as explore other vertical markets.

Drive New Growth

To learn more about growing your business with Neteks, please call +90 212 331 2330 or visit http://www.neteks.com.tr.

About Istanbul Pazarlama

Istanbul Pazarlama A.S., established in 1983, is a pioneer in developing technology solutions for clients throughout Turkey. This innovative Cisco partner provides a wide range of IT services and products, including systems integration, turnkey projects, hardware and software sales and installation, system support, hardware repairs, custom software development, and project management and consulting. The organization is expert at building technology solutions that complement critical business processes, including customer relationship management (CRM), finance, purchasing, document and quality management, forms workflow, and legal applications.