



# ISTANBUL DENİZ OTOBUSLERİ (IDO)

## BETTER TICKET SALES, BOOKING, LOYALTY, AND CRUISE MANAGEMENT

### QUICK FACTS

#### Industry

Travel and logistics services

#### Revenue

435 million Turkish lira (US\$300 million)

#### Employees

3,300 (including 2,000 outsourced)

#### Location

Istanbul, Turkey

#### Web Site

[www.ido.com.tr](http://www.ido.com.tr)

#### SAP® Solutions and Services

SAP® ERP application and SAP NetWeaver® technology platform, including the SAP NetWeaver Portal and SAP NetWeaver Business Warehouse components as well as knowledge management functionality and SAP NetWeaver Process Integration technology

#### Implementation Partners

Anadolu Bilişim Hizmetleri, Detay Danışmanlık Bilgisayar, FIT Consulting, and Vektora Consulting

#### Key Challenges

- IT systems unable to support business growth or innovation
- Difficulty reporting on operations
- Need to integrate and automate business processes
- Lack of consulting resources and maintenance support

#### Implementation Best Practices

- Assigned executives and managers to project team
- Developed project blueprint
- Educated 7 employees to train all other users

#### Financial and Strategic Benefits

- Ability to offer innovative services
- Reduced number of returned tickets between 20% and 10%
- Improved ability to measure profitability

#### Why SAP Was Selected

- Existing satisfaction as SAP customer
- Support for integration of business processes
- Flexibility to innovate
- Lower total cost of ownership
- Reliable maintenance support

#### Low Total Cost of Ownership

Less need for custom work to develop enhanced functionality

#### Operational Benefits

- Reduced time for reconciliations
- Saved from 5 to 7 workdays for monthly closings
- Gained better insight into operations via analytical tools and reports

Istanbul Deniz Otobusleri (IDO) is the largest maritime transportation company in the world, transporting more than 100 million passengers and 6.5 million vehicles annually. As it expanded and sought to innovate, IDO was limited by its stand-alone ticketing system and disconnected business processes. By implementing the SAP® ERP application and the SAP NetWeaver® Portal component, IDO has improved its processes and launched new services.



"With SAP, implementing new applications to our ticket booking and sales system is much easier and smoother. Plus, with rapid access to more accurate and reliable information, our decision-making process improved."

Cemal Parlak, ERP Manager, Istanbul Deniz Otobusleri

[www.sap.com/contactsap](http://www.sap.com/contactsap)

## Striving to Overcome Software Limitations

Istanbul Deniz Otobusleri (IDO) is the world's largest maritime transportation firm, with 86 terminals and 87 vessels carrying more than 100 million passengers and 6.5 million vehicles annually. As it grew and sought to innovate, IDO was limited by a stand-alone ticketing system and poor integration to its enterprise resource planning system.

Reliance on a legacy online ticketing system led to some problems. Due to unfamiliarity with the code, outside consultants struggled to modify and enhance functionality. Sometimes – due to poor integration between back-end enterprise resource planning software and the ticketing system – reconciliations and monthly closings took a long time.

IDO was unable to integrate critical applications with its ticketing system. In addition, lack of integration forced IDO staff to manage many processes manually. For example, it took multiple employees to reconcile ticket sales. Limited reporting capabilities hindered attempts to analyze key metrics such as profitability by sales office.

The firm needed a flexible solution to support changing business requirements while helping streamline operations. "We had been using an earlier version of SAP ERP since 2007 and recognized the benefits of making it the foundation of our core business processes," explains Ahmet Paksoy, CEO of IDO.

## Achieving a Smooth Implementation

IDO chose the SAP® ERP application along with the SAP NetWeaver® Portal component. Anadolu Bilişim Hizmetleri helped IDO refine the cruise planning and scheduling processes for its business. Consultants from Detay Danışmanlık Bilgisayar then implemented the software to support those processes.

Next, IDO worked with FIT Consulting and Vektora Consulting to develop a project blueprint. To ensure a successful project, IDO created an internal team comprising the CEO and managers from key departments. FIT Consulting also trained seven IDO staff, who in turn trained the more than 650 IDO staff to use the software in the call center and at ticketing windows.

## Improving Business Operations

Business process automation and integration has helped dramatically improve IDO's operations. The portal enables IDO's 500,000 registered customers to purchase and manage tickets via the Web with increased functionality and satisfaction. At the same time, it enables IDO's 500 ticketing agents to easily place and track orders. Plus, because of integration between SAP ERP and the portal, ticketing information – including revenues and cancellations – is automatically entered into the appropriate business system, enabling IDO to track revenues and perform reconciliations daily rather than monthly. In fact, monthly closings are now run between 5 and 7 days faster.

By reducing manual processes, IDO has increased staff productivity and eliminated reporting errors. SAP software has enabled IDO to deploy innovative services such as travel insurance, penalties for returned tickets, dynamic pricing, and loyalty programs. The incremental revenue from travel insurance paid for itself within just a few months. Plus, since the penalty application was launched, ticket returns are down from 20% to 10%.

## Looking Ahead

With integrated business processes, a flexible and scalable IT foundation, and a real-time view across operations, IDO can confidently pursue growth. "SAP has enabled us to streamline operations, improve our decision making, and expand our service offerings," concludes Paksoy.

## Implementation Partners



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