

A group of people are sitting outdoors at sunset, using laptops and tablets. The scene is bathed in warm, golden light from the setting sun. In the foreground, a person's hand with a ring is visible, resting on a laptop. Another person in the background is holding a tablet. The overall atmosphere is professional yet relaxed.

Istanbul, May 2017

# Arneca Company Profile

# Highlights

- **Outsource supplier** for Fortune 500 companies in Turkey
- **Enterprise Solutions** provider for banking and retail
- One of top 3 **Mobile** development companies in Turkey (Bilişim 500, 2013-2014)
- 5th fastest **Growing** IT company of Turkey (Deloitte Fast50, 2014)
- 45th fastest **Growing** company of Turkey (TOBB Turkey 100, 2013-2014)

# What we are good at

## **Strategic Outsourcing :**

Java Development, Frontend and UX Design, Mobile & Compliance Testing, Business Analysis and Testing

## **Enterprise Solutions :**

End-to-end System Integration, CRM tools, loyalty programs, Change Management, Security Assessment

## **Mobile Applications :**

Custom tailored enterprise apps, E-publishing platform, Event apps, Investor Relations apps, B2C products

## Strategic Outsourcing



Turkcell trusts and utilizes our resource pool for system integration, front-end design, end-to-end Java and mobile development, business analysis and test.



Arneca Maraş office is responsible for SLA based compliance tests of all the value added services of Turkcell.



Arneca supports Ergo for its new state of the art Insurance Application based on the Java technology.



Arneca is Accenture's technology partner and provides high skilled specialists in various technologies like Java, .Net and SAP.



Arneca plays a critical role for Logo in transforming and refactoring the existing Java based ERP application.

Mobile Application, end user tests (Hopi, Migros Sanal Pazar, Superonline, Fitwell)

## Enterprise Solutions - Banking



Installed **CRM** tool (EVAM). Helped the newly born insurance unit create its first ever campaigns

Tested **PHP** codes within the bank for quality, security and load

Wrote plug-in for electronic funds transfer system (UPS), used at 5000+ branches of the Turkish Post.



Installed **CRM** tool (EVAM). Providing support for defining new campaigns and increasing customer base

## Enterprise Solutions - Retail



Arneca provides full **remote maintenance** service for over 20 business applications

Developed **Early Financing System**, which helps CarrefourSA save money from invoices and the «Hal Kayıt Sistemi», the first successful example of its kind in Turkey



CRM campaigns of Turkey's largest online fashion retailer run on EVAM installed by us

Designed real-time **customer segmentation system** to feed the recommendation engine

## Enterprise Solutions - Others



Aksigorta Weblogic servers are remotely maintained by Arneca



Arneca installed the CRM tool EVAM which is core to business operations of Tani (CRM/loyalty group of by Koç Holding).



Arneca provides technical solutions to integrate new sales channels to the CRM tool engine

## Mobile Apps – Tailor made



AstraZeneca uses Arneca's e-Sign and Brilinta apps for questionnaires and digital signatures



Arneca's **Investor Relations app** connects Garanti with its investors.

Arneca has developed the **mobile frontend** of Garanti's official website.

The **UX & Interaction Design** of the mobile banking app for Android was done by Arneca.



Zorlu Tekstil (TAÇ) sales force uses our **SFA** app on their tablets at international fairs



DeFacto **m-commerce app** has been developed by Arneca.



## Mobile Apps – Tailor made



Leading video content site of Turkey chose **Arneca** to develop its iPad app



The official app of the Sabancı Museum was developed by **Arneca**.



Tablet app for CRM managers to overview running campaigns & loyalty cards was designed for Winextra



House listings of Turkey's #1 grossing real estate dealer is developed by Arneca

## Mobile Apps – E-publishing



Turkcell Dergilik and Turkcell Kitaplık are Turkey's largest e-magazine and e-book platforms.



Arneca's Investor Relations App platform manages relations between corporates and their investors



Masalcı, sold in 3 languages all over the world was the **#1 grossing books app**. Masalcı has a content contract with Danone's Danino right now.



46 Magazine is solely **digitally published**, using our apps for iPad, iPhone and the web.

## Mobile Apps – SmartEventApp



- Dominating the event app market



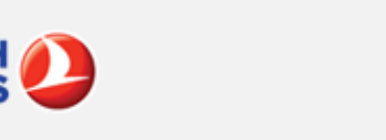
- Powering Summits, Managers' Meetings and Corporate Events



- Enriching event experience with instant notifications, live surveys, iBeacon campaigns, social sharing and networking enablers



- Delivering detailed insight about your events



## Where are we ?

Technology and innovation is @Arneca's core, w. offices at Technoparks in Istanbul and K.Maraş



## Our Management



Alican Elgin

*Over 15 years of business development, IT management and consulting experience in Turkey and Europe. Previously worked at Accenture, Unilever and IBM. Fluent in German and English.*

[alican.elgin@arneca.com](mailto:alican.elgin@arneca.com)



Şükrü Emanet

*Over 15 years of IT management experience. Specialized in delivering complex programs. Worked in several financial institutions and consulting companies both in Turkey and Europe. Fluent in German and English.*

[sukru.emanet@arneca.com](mailto:sukru.emanet@arneca.com)



Kerem Turgay

*Over 10 years project and product management experience at Siemens, Switzerland. Graduated from Boğaziçi University and finished his MSc at the Harvard University.*

[kerem.turgay@arneca.com](mailto:kerem.turgay@arneca.com)



Ahmet Akkøk

*Over 15 years of software development, project and product management experience at EMC in Germany. Founder of Arneca Technologies. Fluent in English.*

[ahmet.akkok@arneca.com](mailto:ahmet.akkok@arneca.com)

Thanks



İTÜ Ayazağa Kampüsü Arı 2 Teknokent  
A Blok Kat 4 No:5/4 Sarıyer-İstanbul  
[www.arneca.com](http://www.arneca.com)   [contact@arneca.com](mailto:contact@arneca.com)

t : +90 212 286 12 66

f : +90 212 286 12 76