Halk Emeklilik: Boosting Sales Performance with the SAP® BusinessObjects™ Business Intelligence Platform and SAP IQ

From Istanbul to Ankara and beyond, Turkish citizens are securing their future and that of their loved ones by relying on private pension and life insurance plans from Halk Hayat ve Emeklilik A.Ş. (Halk Emeklilik). Company sales are growing rapidly, fueled by the government's decision to match 25% of each individual's contribution to a private pension plan as an incentive to boost savings. To maximize its growth potential and sales performance, Halk Emeklilik started looking for a new data warehouse solution and reporting engine.

Halk Emeklilik selected the SAP® BusinessObjects™ Business Intelligence platform running on SAP IQ database software and turned to MDS ap Turkey, an SAP gold partner, for implementing the solution. Now up and running, the new software accelerates access to critical business data and simplifies reporting for senior management and sales representatives. The result? Sales reporting is up to eight times faster, driving revenue by enabling management to keep a close eye on field sales performance.

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Driving fact-based performance metrics and decisions

Company
Halk Hayat ve Emeklilik A.Ş.

Headquarters
Istanbul

Industry
Insurance

Products and Services
Private pension plans and life insurance

Employees
Over 400

Revenue
TRY 200 million (US$69.1 million)

Web Site
www.halkemeklilik.com.tr

Partner
MDS ap Turkey
www.mdsaptech.com

Objectives

- Accelerate management reporting
- Track and analyze field sales performance more quickly
- Automate manual processes for reporting and sales performance tracking to increase accuracy and reduce administrative effort

Why SAP

- Broad range of products and expertise in the industry
- Faster, user-friendly reporting capabilities with the SAP® BusinessObjects™ Business Intelligence platform running on SAP IQ database software
- Compelling list of reliable, well-known reference customers around the world

Resolution

- Implemented the new data warehouse and reporting engine by relying on MDS ap Turkey, an SAP gold partner
- Improved management decision making by providing quick and easy access to accurate, up-to-date data using dashboards and predefined business intelligence reports
- Increased field sales performance by tracking actual production, goals versus actuals, and rankings each day based on various business rules

Future plans

Delve into the world of data science such as segmentation, churn, customer retention, up-sell, and cross-sell analyses using predictive analytical tools from SAP

"By partnering with SAP and MDS ap Tech, we now have a single source of truth for measuring sales performance, along with fully automated processes that accelerate sales tracking and reporting."
Volkan Bora, Data Management and Reporting Manager, Halk Hayat ve Emeklilik A.Ş.

Quick

Access to data

Up to 8x

Faster report creation and production

Higher

Sales due to a significant increase in the performance of field sales teams

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