

## BorsaDirekt

### A Sophisticated Financial Portal for Iktisat Securities

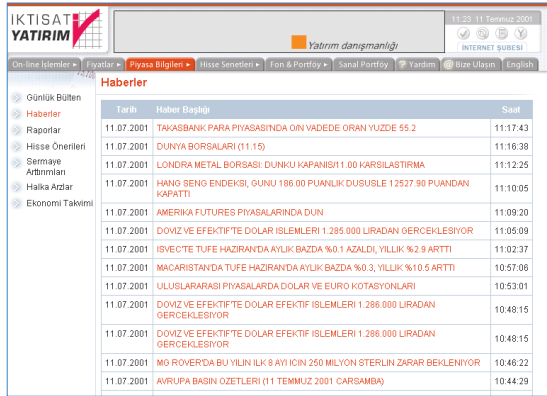
Netwise has worked with Iktisat Securities to develop a comprehensive financial portal under a new brand name independent of the company: Borsadirekt.

The main aim of the project is to be able to draw the investors attention to the site and convert them into the customers of the Iktisat Securities. Borsadirekt is an alternative distribution channel for the Company as well.




The screenshot shows the 'Sanal Portföy' (Virtual Portfolio) section. It features a table with columns for 'Hisse Kodu', 'Miktar', 'Edim Mevdi', 'Toplam Mevdi', 'Son Fiyat', 'Toplam Değer', and 'Kar / Zarar'. The table lists various stocks and their corresponding values. Below the table, there are navigation buttons for 'Hisse Satış', 'Hisse Alış', 'İşlemler', 'Sermaye Arttırım', and 'Temettü'.

Hisse Kodu	Miktar	Edim Mevdi	Toplam Mevdi	Son Fiyat	Toplam Değer	Kar / Zarar
ADEL	50	5,000	250,000,000	7,600	380,000,000	130,000,000
AEPES	5,010	202	1,010,000,000	42,500	212,925,000,000	211,915,000,000
AFYON	520	290	180,000,000	115,000	71,200,000,000	71,120,000,000
AKALI	555	53	29,492,223	11,000	6,105,000,000	6,075,507,777
BERKO	630	28,680	18,075,000,000	3,100	1,863,000,000	-16,212,000,000
BOLUC	500	25,000	12,500,000,000	2,250	1,125,000,000	-11,375,000,000
BURCE	1,000	25,000	25,000,000,000	4,500	4,500,000,000	-20,500,000,000
CLEB	500	25,000	12,500,000,000	68,000	34,000,000,000	21,500,000,000
ERBOS	678	789	534,842,000	10,750	7,288,500,000	6,753,658,000
<b>TOPLAM:</b>			<b>70,079,434,223</b>		<b>339,578,500,000</b>	<b>269,497,065,777</b>



The screenshot shows the 'Haberler' (News) section. It features a table with columns for 'Tarih', 'Haber Başlığı', and 'Saat'. The table lists various news items with their dates and times.

Tarih	Haber Başlığı	Saat
11.07.2001	TAKASBANK PARA PIYASASINDA ÖRİN VADEDE ÖRAN YÜZDE 55.2	11:17:43
11.07.2001	DÜNYA BORSALARI (11.15)	11:16:38
11.07.2001	LONDRA METAL BORSASI: DÜNYA KAPANIŞI 1.00 KARSILASTIRMA	11:12:25
11.07.2001	HANG SENG ENDEKSİ, GÜNÜ 186.00 PUANLIK DÜSÜŞLE 1257.90 PUANDAN KAPATTI	11:10:05
11.07.2001	AMERİKA FUTURES PIYASALARINDA DÜNYA	11:09:20
11.07.2001	DÖVİZ VE EFektİFTE DOLAR İŞLEMLERİ 1.285.000 LİRADAN GERÇEKLEŞİYOR	11:05:09
11.07.2001	İSVİÇTE TUFELER HAZIRINDA AYLIK BAZDA %0.1 AZALDI, YILLIK %2.9 ARTTI	11:02:37
11.07.2001	MACARİSTANDA TUFELER HAZIRINDA AYLIK BAZDA %0.3, YILLIK %10.5 ARTTI	10:57:06
11.07.2001	ULUSLARARASI PIYASALARDAN DOLAR VE EURO KOTASYONLARI	10:53:01
11.07.2001	DÖVİZ VE EFektİFTE DOLAR EFektİF İŞLEMLERİ 1.288.000 LİRADAN GERÇEKLEŞİYOR	10:48:15
11.07.2001	DÖVİZ VE EFektİFTE DOLAR EFektİF İŞLEMLERİ 1.288.000 LİRADAN GERÇEKLEŞİYOR	10:48:15
11.07.2001	MÖ ROVER'DA BU YILIN İLK 9 AYI İÇİN 250 MİLYON STERLİN ZARAR BEKLENİYOR	10:46:22
11.07.2001	AVRUPA BASIN ÖZETLERİ (11 TEMMUZ 2001 CARSAMBA)	10:44:29

### Easy-to-use Tools for Investors

- Virtual Stock Portfolio: Users can invest their virtual money on real stocks with real prices and track their investments.
- Investment Advise: Users can access to the extensive databases of research reports, company news, and investment advice.

### Challenge:

- Create a financial portal, independent from its parent company under a new brand name for the first time in Turkey.
- Built navigational structure that can easily be used by even amateur investors who are quite new to Internet.
- Develop information architecture that organizes the rich and diverse financial content of the site that allows the portal members to find what they need in the format they demand.

### Solution:

- Built a document and content management infrastructure to ease the updating process of providing investment advice on a daily basis for its clients.
- Created a user-friendly web site focused not only on users and customers, but also on Borsadirekt employees.
- Developed a virtual portfolio management system that allows the users to be able to create and track their stock portfolios.

### Result:

- The site has been chosen as the Best Financial Portal in Turkey on June 2001 by Power Magazine, a prominent monthly economics journal in Turkey.
- BorsaDirekt has been launched on May 15, 2000. Transaction volume of BorsaDirekt between May-December 2000 was 0.63% of the whole transaction volume of Iktisat Securities. This figure has risen to 1.5% between January-March 2001. The amount of investment passing through the portal continues to rise.
- As of March 2001, Borsadirekt portal has about 2500 registered clients, half of whose are using the portal for their investment transactions.