

Kobiline

Integrated Online Platform for Businesses

Koc Holding and Microsoft Turkey have commissioned Netwise to develop a comprehensive business portal targeting small and medium sized enterprises, where SMEs could find all the resources needed to develop their firms in this competitive global economy.

Netwise has developed a database driven, dynamic web site with various functionalities such as calculation tools and a web wizard. The latter, with a differentiated design from the main site, enables the site members to develop their own web sites.



Web Tools for Business Users

- Web Wizard is created to help the users develop their web sites in five easy steps.
- Various calculation tools and measurement converters that business users frequently need, are developed.

Challenge:

- The project needed to be completed within a very tight time schedule. Therefore, smooth coordination between different tasks was crucial to the success of the project.
- Understanding and responding to the needs and expectations of the small business user, who is not accustomed to utilize the Internet for daily business purposes, well enough to develop a sound business model for Kobiline.

Solution:

- Regular meetings took place with the client's project team until every partner of the initiative detailed out their needs and expectations for the project.
- Focus group studies analyzing the demands of potential members are utilized to enhance the usability and functionality of the portal.
- The site is supported by databases that allows the site to detect and welcome the users as well as offering them various services and news dynamically. Extensive search capabilities are incorporated into the site.

Result:

- The site received very favorable publicity and was launched by Microsoft CEO Steve Ballmer and Koc Holding Board Member Mustafa Koc.
- During the 5 days following the site's launch, 5000 company and individual users have registered for membership to Kobiline, an amazing success for the Turkish market. As of September 2001 there are about 13,000 registered business users.
- Netwise continues to work with Kobiline to finetune the existing services as well as developing the new ones such as local Kobiline pages.