



Yapi Kredi Bankasi A.Ş.
Istanbul, Turkey
www.yapikredi.com.tr

Industry:

Financial Services

Annual Revenue:

US\$4 billion

Employees:

16,000

Oracle Products & Services:

Oracle Hyperion Planning

“Thanks to Oracle Hyperion Planning, we are able to define budgets and targets for our 840 branches throughout Turkey in a single month, based on a single version of up-to-date information. As a result, our forecasting and analysis processes have become more sophisticated.” – Yilmaz Arisoy, former Head of MIS and Business Planning, Yapi Kredi Bankasi A.Ş.

Yapi Kredi Bankasi A.Ş. Reduces Budgeting and Planning Time for 4,000 Sales Representatives by 60%

As one of the top four banks in Turkey, Yapi Kredi Bankasi A.Ş. offers financial services to more than 6 million customers in 840 branches throughout Turkey. As a pioneer in the Turkish financial sector, Yapi Kredi Bankasi A.Ş. was the first to offer credit cards, consumer credit, phone banking, and the first with an interbranch, online banking system.

Challenges

- Reduce the effort required to calculate sales targets and budgets for the company’s 4,000 sales representatives and 840 branches by at least 50%
- Provide precise and accurate sales targets on the first day of each financial year to the company’s sales representatives and branches
- Create a centralized and automated solution to eliminate manual calculations that are prone to errors
- Redeploy staff assigned to manual calculations of sales targets and budgets to more valuable analytical tasks

Solution

- Introduced and implemented Oracle Hyperion in merely five months and leveraged its capabilities for the planning and budgeting processes of fiscal year 2009
- Consolidated data pertaining to budgets and targets into a single, centralized, and automated system without errors, and ensured full traceability of all data
- Reduced budgeting and planning time for the company’s 4,000 sales representatives and 840 branches by 60%, from more than two months to just one month
- Enabled the bank to automatically calculate and distribute targets for its sales force, providing sales representatives and branches with the option to work on and respond proactively to several scenarios at the same time
- Achieved far more detailed and precise budgeting and balancing of targets, giving managers precious time to carry out in-depth analyses
- Redeployed several full-time employees to analytical tasks, such as balancing targets