



The ideal solution for organizations with field operations

“solutions that make a difference,,

About TURCom Teknoloji

- Established in 1993
- Main fields of business:
 - System integration, Audio/Video Data Communication
 - Corporate Telecommunication, Internet and Data Center Operation
 - Information and Access Security and Management
 - Server, Data Storage and Backup Solutions
 - Document Management and Archiving Solutions
 - Mobile Solutions and Related Applications
 - Call Center Optimization Solutions
 - Technology and Telecommunication Infrastructure Moving Solutions
 - Help Desk and Line Maintenance – Product Support Services
 - Structural Cabling and System Room Installations

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The ideal solution for organizations with field operations



What is TRCmobil e-business platform?

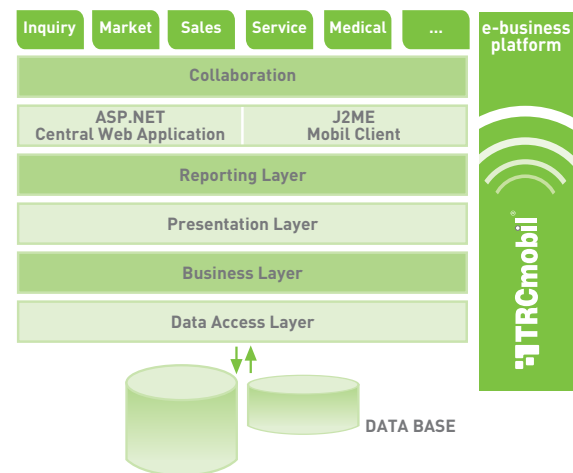
TRCmobil e-business platform is a web-based software package that enables instant data exchange between an organization’s field personnel and its head office, and performs online data acquisition from the field. The software can be used by mobile phones, PDAs and any other workstation as a terminal. TRCmobil is a practical, easy and economical solution for corporate messaging, business management and field automation applications.

Where and by whom can TRCmobil e-business platform be used?

TRCmobil e-business platform meets the business demands of all sectors that conduct critical operations from the field via field personnel who would likely possess and operate workstations like mobile phones and PDAs.

It is an ideal tool for organizations that wish to achieve real-time business and information management, and have requirements to

- centrally organize and manage its field teams;
- provide services to customers on the field;
- provide technical services;
- perform project applications on the field;
- perform market analysis;
- acquire any information needed from the field in an instant manner; and
- run Mobile Team - productivity analyses.



- Conduct critical business operations away from your central offices;
- wish to gather immediate (real-time, online) data in any format from your field personnel;
- Wish to assign tasks to your field personnel and follow up while they are on the field; and
- wish to perform all of these operations at a low-investment cost

Then let us introduce you to solution packages available on the TRCmobil e-business platform. Learn how you can meet these requirements in the most economical and efficient way.



What are the standard modules of TRCmobil e-business platform?

TRCmobil production
TRCmobil-production is a system that enables organizations to visualize the production progress in general before the completion of the production phase by tracking processes. Production tracking can be done in short time periods with TRCmobil production; thus production planning becomes more effective. This system is tailored to the specific automation structure of the customer. TRCmobil improves production costs.

TRCmobil sales
TRCmobil-sales is a mobile application that enables management of all sales processes, from the preparation of the offer to the completion of the sales process. Every process that field sales personnel carry out, such as inventory control, bidding and contract preparations, ordering, invoicing, etc., can be tracked from a single, central point.

TRCmobil market
TRCmobil-market enables retailers to instantly acquire information regarding their own products and competitors from all sales locations. The field personnel can enter data such as prices, taste tryouts, shelf status, quantity, consumption numbers, promotions, instant discounts, etc., using mobile devices like mobile phones, hand terminals, PDAs or notebooks, thus enabling instantaneous reporting of such information. With the help of flexible reporting of this real-time field data, it becomes easier for the marketing experts to determine strategies in a timely manner.

TRCmobil survey
TRCmobil-survey enables market analysis with real-time data and easy implementation of research in line with the questions to be directed to target segments. This is a valuable data collection platform that can be used in any area of research and can operate in all environments with the use of only a mobile phone.

TRCmobil crm
Providing fast access to CRM information from mobile phones for companies using Microsoft CRM, TRCmobil CRM can also be easily adapted to other CRM systems. Thus, you can carry your CRM in your pocket.

TRCmobil service
TRCmobil-service is a ideal module for companies that provide a wide range of field services. Companies track the jobs assigned to field personnel via web based software -- the job orders are directed to the mobile phones of field personnel, while their feedback about the assigned job is collected and reported.

TRCmobil tracking
TRCmobil-tracking provides interactive tracking for; employers' investments (vehicles, personnel, containers, heavy machinery); guardians of the student; parents of children; and sons and daughters of elderly or ill family members. This enables individuals and organizations to see and know the exact locations of targets on maps and/or satellite pictures, thus allowing for the tracking, protection and care of valuable assets, whether corporate, or personal.

TRCmobil health
TRCmobil-health provides on-field personnel of companies doing business in the health sector with the ability to obtain correct information, in the fastest way, and at the same time to instantly communicate back to the head office. With this system, medical representatives who promote health products and medication on the field can access the doctors, hospitals, pharmacies, etc. under their responsibility via their mobile phones. They can also enter the transactions conducted on the field in their mobile phones and report them in real-time.

TRCmobil education
With TRCmobil-educations, students and parents can be informed about exam and enrollment dates, exam grades, meetings and activities and can instantly send information about their status if required. For example, a parent who is invited to a parents' meeting can confirm the receipt of the message and declare his/her attendance status. This application does not impose any financial burden on educational institutes. On the contrary, they can even generate a significant income using it.

TRCmobil telemetry
With the TRCmobil-telemetry system, organizations can remotely reach their machinery parks, control them from the field, and obtain information about their status. In this application, GPRS modems and the TRCmobil e-business platform are used in an integrated manner. Businesses can receive information about the operation and capacity status of machinery, and have them operate themselves via SMS as if managed by a person.

What are the capabilities of the TRCmobil e-business platform?

- The TRCmobil e-business platform enables organizations to:
- submit work orders to field personnel;
 - inquire the actualization of work orders;
 - access frequently occurring failures and relevant solutions instantly;
 - access field inventory information easily;
 - acquire information on the market-promotion status of competitive products instantly;
 - transmit and report data acquired from the field instantly;
 - perform user management;
 - plan and manage tasks for your personnel on the field;
 - automate technical service;
 - conduct field distribution operations;
 - messaging field personnel
 - access customer information from the field, while performing customer follow-ups; and
 - track and measure the performance of field personnel.



Plus, with the flexible structure of TRCmobil, organizations are not limited to above. TRCmobil e-business platform can be customized for legacy business solutions which send or require data from the field.

With extensive in-house experience, TURCom Teknoloji offers a wide range of mobile and ICT solutions along with the TRCmobil e-business platform applications to fulfill the business needs of corporate customers. These include services such as GPRS, SMS, VPN, Telemetry, and Remote Monitoring, as well as many newly emerging applications.

To find out more about the numerous mobile and other IT solutions from TURCom Teknoloji for added value to your business, please send inquiries to info@turcom.com.tr or visit our web site on www.turcom.com.tr

What are the advantages of the TRCmobil e-business platform compared to other mobile solutions?

It is economical!
Since it can be used over mobile phones, the TRCmobile e-business platform enables companies to utilize existing investments. The need for investing in new workstations such as PDAs or notebooks is eliminated.

The investment cost is low!
The initial investment cost is lower than other solutions, and as mentioned above, it allows organizations to optimize their previous investments.

It is easy to use!
Anyone that can send text messages via a mobile phone can use this software.

It is flexible!
The TRCmobil e-business platform can be adapted and modified according to business requirements.

It is practical!
Today, most employees own, use and carry a mobile phone. Moreover, TRCmobile modules are easy to use, and there is no need for an additional process to make entries to the main database all the time.

It is up-to-date!
Field personnel can easily access to up-to-date information on the central database such as work orders, solutions, customer and failure information; and thus significant time is saved.

It is safe!
The data entry formats of the employees are kept under control, so the data is collected in the required format and kept in a safe environment.

It is central!
It is an institutional data bank. All information from the field is stored in one single location.

It is strategic!
Up-to-date information that is gathered by central data acquisition is used to build marketing operations, production planning and to make logistic decisions.

It is fast!
The platform provides effective use of time via fast data transfer and reporting.

It provides a competitive advantage!
It gives you competitive edge by enabling real-time competition and market analysis assessments.

It increases customer satisfaction!
Since the field personnel or the status of the transactions conducted on the field can be checked on a real-time basis, customer satisfaction and self-tracking can be ensured in a timely manner.

It enhances communication!
Real-time and bilateral communication is established with the field personnel.

It provides efficiency in human resources!
Because personnel are assessed with respect to how they use their time, this information can be used for performance analyses.

What are the minimum system requirements to run TRCmobil products?

Server

- Processor: Intel Pentium 4 or higher
- Hard Disk space: 50 Mb
- RAM: 512Mb or higher
- Operating system: MS windows 2003 or higher
- Database: MS-SQL 2000 or higher
- .NET Framework 2.0 or higher
- IS 5.1 or higher

Web Client

- Operating system: Windows XP SP2 or higher
- IE 6.1 or higher

Mobil Phone

- Java support
- CLDC 1.1 and MIDP 2.0 support

What do you need to be able to use the TRCmobil e-business platform?

Organizations' field personnel need to carry mobile phones and the organization is required to invest a one-time installation fee payment.

What kind of an application structure does the TRCmobil e-business platform have?

The TRCmobil package consists of two groups of applications.

1. JAVA based mobile phone and PDA applications
This is the software that can be tailored in accordance with the needs of you're the organization to establish the client-server relationship by communicating with the web applications. It runs on mobile phones supporting CLDC 1.1 and MIDP 2.0 and similar devices that support JAVA. Its advantages compared to WAP applications are:

- it works faster since the pages are pre-loaded to the mobile phones;
- due to the local data storage capabilities, transactions can be conducted without the need for communication and only results can be transmitted; and
- it has very low operating cost thanks to the above features.

Java applications can be installed from a simple web page by a single click with the help of MIDP 2.0. The Java application has been developed using J2ME and XML.

2. ".NET" based web application
This is the server application that can be used with a web browser, which provides work transfer, data collection, reporting and user/system management by the communication of client applications. These applications can be tailored to the needs of companies. The web application has been developed utilizing ".NET".

