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| Microsoft Exchange Server 2007Customer Solution Case Study |
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| Overview**Country or Region:** Turkey**Industry:** Manufacturing-PharmaceuticalCustomer ProfileBilim Ilac, one of Turkey’s leading pharmaceutical companies with 1,800 employees, operates out of its Istanbul Head Office, Cerkezkoy and Gebze factories, and 12 regional offices.Business SituationThe company experienced usability, management, and integration problems with its legacy messaging system. Bilim Ilac needed an enterprise-level system that would fully integrate with the company’s existing Microsoft framework.SolutionThe company chose Microsoft® Exchange Server 2007 for its Active Directory integration and accessibility advantages of Outlook Web Access (OWA), Outlook Mobile Access (OMA), and Outlook Anywhere.Benefits* Central Management
* Improved Integration
* Cost Savings
* Improved User Satisfaction, Efficiency
* Time Savings for IT team
 |  |  | "Our field teams were not included in our legacy messaging system because it was a difficult and time-consuming task to integrate that messaging system into Active Directory."Umut Tur, IT System Supervisor, Bilim Ilac Inc. |
|  |  | Bilim Ilac Inc., a leading pharmaceutical company in Turkey, was experiencing usability, management, and integration problems with its legacy messaging system. The company decided to implement Microsoft® Exchange Server 2007 to integrate field service representatives into the messaging system, improve messaging management, and establish a company-wide enterprise-level standard for messaging. An affiliate of the Bilfar Group, Bilim Ilac benefited from Active Directory and Exchange Server integration that improved account management for 2,100 users, including Bilim Ilac’s 1,800 users, and 300 users at Kopas Kozmetik Inc., another company in the group. In addition, Exchange Server 2007 features such as OWA, OMA, and Outlook Anywhere enabled users to access their messages from anywhere, with any device.  |
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| “[Sales teams] didn’t have email addresses defined under the company’s web domain, so they were simply using generic Web-based email services, or they could only communicate when they visited regional offices.”Jale Yigin, IT Manager, Bilim Ilac Inc. |

Situation

**Integration Woes**

Founded in 1953 as a pharmaceutical laboratory, Bilim Ilac Inc. is Turkey’s third largest pharmaceutical company in box sales, and fourth in turnover, exporting to 42 countries around the world.

Bilim Ilac used a Wide Area Network for communication between its Head Office, production facilities, and regional directorates, and managed its IT infrastructure with Microsoft Windows servers and Active Directory.

Until 2006, Bilim Ilac’s field teams used PDAs and a mobile Customer Relationship Management (CRM) solution. In 2006, the company replaced PDAs with laptops, but field reps still did not have access to an enterprise-level email system.

“Medical promotion teams and sales representatives working in the field were not integrated into our messaging system, although they generated most of the company’s email traffic,” said Jale Yigin, IT Manager at Bilim Ilac Inc. “They didn’t have email addresses defined under the company’s web domain, so they were simply using generic Web-based email services, or they could only communicate when they visited regional offices.”

Although the vendor of the legacy messaging system offered a cross-platform tool, Umut Tur, Bilim Ilac’s IT System Supervisor, said: “Our field teams were not included in our legacy messaging system because it was a difficult and time-consuming task to integrate that messaging system into Active Directory.

“Besides, message synchronization was problematic. We needed an enterprise-level messaging system that runs fully integrated with Active Directory to include field teams into the system.”

**Lack Of Central Management**

In 2006, when the company implemented an enterprise portal, it required new user account definitions and user account cancellations for different applications – a cumbersome undertaking.

Bilim Ilac clearly needed central management of its user accounts to better manage and improve user access to applications and messaging.

Solution

Bilim Ilac was already familiar with the advantages of Microsoft’s communication technologies, as it partially used Microsoft Exchange Server and Microsoft Outlook in its offices. It wanted to offer all its users the familiar interface of Outlook.

Bilim Ilac turned to Microsoft Gold Certified Partner Telcoset Ileri Teknolojileri Inc. to implement the project.

Fatih Erturk, System Support Manager of Telcoset, said that the implementation was two-phased. He said, “During the first phase, the user list was determined and the servers were installed. In addition, we defined field users under the company’s web domain, assigned an enterprise email address to each user, and ensured that they could access their accounts via Outlook Web Access, even when they had no standalone email client installed on their computers.”

During the second phase, Telcoset used Microsoft System Center Configuration Manager (SCCM) to deploy Microsoft Outlook for 600 users. SCMM scripts were used to prevent configuration mistakes and ensure a seamless migration, said Erturk.

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Telcoset completed the project, which included Outlook user training, in just two months, successfully migrating Bilim Ilac’s entire messaging platform to Microsoft Exchange by September 2007.

During the process, user groups defined under the legacy system were re-checked, unused groups were deleted, and new groups were created based on Bilim Ilac’s organizational and business needs.

Thanks to the full integration between Active Directory and Exchange Server, new users were automatically included in the relevant groups as soon as they were defined under Active Directory.

Erturk said: “With the previous messaging application, it could have been possible to implement a Single Sign-On system, but it would have required a third-party or custom application that runs through a connector, and such connectors don’t always work efficiently, creating connection problems. Considering the potential problems, we opted for a fully integrated system from a single vendor.”

He added: “Microsoft Exchange Server 2007 also integrates with Microsoft Office Communications Server 2007, so the email, telephony, and voice messaging systems can converge. It was one of the reasons underlying Bilim Ilac’s preference for Exchange Server 2007, and currently we are in the process of implementing an Office Communications Server 2007 project.”

Bilim Ilac is also planning to deploy security solutions such as Microsoft Forefront, Microsoft Unified Access Gateway, and Microsoft Threat Management Gateway, said IT System Supervisor Tur.

“We will upgrade to Microsoft Exchange Server 2010 at the beginning of 2010,” he added.

Benefits

**Central Management**

Bilim Ilac can now manage user accounts under Active Directory, which allows automatic creation of email and portal accounts when a new user account is created. In addition, the Single Sign-On feature centralizes user authorizations.

IT Manager Yigin said: “The primary benefit of our new system is Single Sign-On authorization because we use many applications besides email that require authorization. With the new system, our users don’t need to remember and enter multiple passwords to use their applications.”

Telcoset’s Erturk said that when a password change was needed with the old messaging platform, the passwords of both system and email accounts needed to be changed separately. Exchange Server, on the other hand, allows centralized password management, saving time for both HR and IT departments.

Managing user accounts used to take 1 man-month for 2,100 users, but since most of the work is automatic now, the Microsoft system has saved 1 man-month for Bilim Ilac, said Erturk.

**Improved Integration, Lower TCO**

Integration has improved since Microsoft-native applications are easily integrated under Active Directory, said Erturk. It is also easier to find and debug software errors with Microsoft-native applications.

“With a non-Microsoft messaging platform, the businesses usually need to hire additional experts specialized on that platform,” he said. “Now that Bilim Ilac has an end-to-end Microsoft platform, even an Active Directory administrator can support Microsoft Exchange Server.”

IT Manager Yigin said: “With the Enterprise Agreement, all Microsoft solutions, including Microsoft Exchange Server 2007, are available to us with a better total cost of ownership (TCO). If we had continued using the previous messaging platform, we would be paying licensing fees for it. In this respect, Microsoft solutions offer us a cost advantage.”

**Improved User Satisfaction, Efficiency**

“With Microsoft Exchange Server and Microsoft Outlook features such as OWA, OMA and Outlook Anywhere, our users can access their messages anywhere, anytime,” said Yigin. “With Active Directory Single Sign-On, they don’t need to remember multiple passwords. All these features help increase productivity of our users.”

Previously, it was hard for employees to adapt to the legacy messaging client. But as most were already familiar with the more

user-friendly Microsoft applications, user adoption was not an issue.

Tur said: “They needed to develop two sets of habits when working with both Microsoft Office applications and the previous messaging client. Besides, integration between Microsoft Office applications and the previous messaging client was limited.

“In particular, our users noted that they are extremely satisfied with Microsoft Outlook features such as Office Assistant, Calendar, Contacts, and Tasks.”

**Improved Data and Access Security**

Instead of Web-based emails, field teams now enjoy the secure communication and improved professional image offered by Microsoft’s enterprise messaging system. “Exchange Server also allows users to share files securely, without need for a file server,” said Tur.

Bilim Ilac plans to use Exchange Server 2010’s archiving feature for its regular back-ups.

Tur said: “With Exchange Server 2010, we will be able to back up and archive all our Exchange data, without additional cost of a third-party software.”

Microsoft Server Product Portfolio

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| Software and Services* Microsoft Server Product Portfolio
 | * Exchange Server 2007 Enterprise Edition
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