

Data Market



Company Profile:

Founded in 1992, Data Market is one of the leading IT solution and service provider firms in Turkey. With more than 200 employees in four locations, they provide a range of services to drive digital transformation and help customers in vertical markets such as finance, energy, manufacturing and retail.

Data Market has been a Microsoft partner for more than 20 years and has been named Partner of the Year, Corporate, eight times in the past 11 years.

Headquarters:

Istanbul, Turkey
www.datamarket.com.tr

"The Firstline Workforce presents some challenges for our customers due to the nature of their business, so we wanted to create a solution that makes a real difference."

-Didem Gülpinar, Business Solutions Development Director, Data Market

Transforming Firstline Worker engagement

Worldwide, Firstline Workers outnumber corporate workers four to one in industries such as hospitality, manufacturing, retail, and healthcare¹. They are the first to engage customers, first to represent a company's brand, and first to see products and services in action.

Bringing the Modern Workplace to Firstline Workers is a global challenge. For Data Market, a long-time Microsoft partner and one of Turkey's leading IT consulting firms, this represents an opportunity to flex some app development muscle to win business across a variety of business sectors.

Engaging Firstline Workers

Since Firstline Workers are rarely connected to a desk, it's a challenge to reach them with traditional corporate communications. As a result, they're often behind on the latest training, slow to receive information and underutilized as a source of expertise. This level of disengagement has several crucial drawbacks for organizations, including high turnover, added training costs and a lack of connection with the overall company.

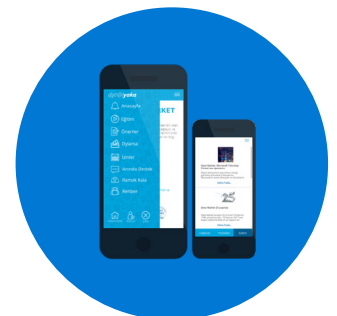
Plus, when the often outmoded tools used by Firstline Workers are combined with the uneven security practices that are frequently associated with remote workers, IT managers may face hard-to-manage security scenarios that increase the threat to corporate data and sensitive customer information.

Data Market set out to create a Firstline Worker solution that would deliver three benefits to customers:

- Increase engagement to improve communication
- Provide tools to improve the efficiency of training
- Boost security, no matter where their employees work

Using PowerApps to build a Firstline Worker solution

In response to growing demand from customers' human resources (HR) departments for Firstline Worker solutions that improve communication, training and security, Data Market used PowerApps to quickly develop a mobile application named Dijital Yaka with nine core modules. The modules include:



¹The Partner Business Opportunity For Maximizing The Impact Of Firstline Workers With Microsoft 365, a Microsoft commissioned Forrester Total Economic Impact Study, May 2018

- An Announcement module that allows managers to easily pass information along to Firstline Workers and encourage collaboration throughout the entire company
- A Time-Off Request module that streamlines the process for requesting emergency and planned leave
- A Digital Training module that serves as an online hub for all types of training programs and materials
- A Recommendations module to gather employee recommendations and ideas, and collect insights and feedback to improve business processes
- A Survey module to evaluate business processes by a questionnaire or voting system
- A Real-Time Support module, which helps Firstline Workers get expert support
- A Near Miss module to improve worker safety where employees can easily report workplace dangers
- An Organization Guidebook module, which help employees to connect with coworkers, find job titles, contact information, and organization charts
- Customized Corporate Modules to meet the specific needs of each customer, including the ability to integrate customers' legacy applications.

The Data Market Firstline Worker mobile application leverages Microsoft 365 F1 and is designed to be delivered as a managed service. Relying on specific Microsoft tools such as Office 365, Azure, Yammer and Teams allows Data Market to deliver the functionality that their HR customers demand while also putting the Firstline Worker solution on a solid security footing.

Big customer wins, with potential for more

Customer uptake has been rapid, with Data Market proceeding to several pilot programs within just a few months of launch. In one deployment, a Turkish retail chain with 400 stores used the Data Market mobile app to improve communication between store managers and corporate staff, and to streamline and measure the effectiveness of training programs.

Another deployment involves a manufacturing company with more than 10,000 Firstline Workers spread across a large number of locations. The key objective is to quickly deploy training and communication tools. They also want to ensure all communications meet their security and compliance standards. "The Firstline Workers are using their own phones, so security is an issue for the company," explained Didem Gülpinar, Business Solutions Development Director for Data Market. "We're positioning Microsoft 365 F1 and using Azure services to secure the connection between the company and the workers."

The Firstline Worker story is just getting started in Turkey, but Gülpinar expects it to grow rapidly when economic conditions are more favorable. "We have a lot of companies with large numbers of Firstline Workers, but there is no solution in place for communicating with them," she said. "The young generation wants to connect with their company; they want to reach their general managers and hear more about their vision, their mission. So Firstline Worker solutions are going to be really important for Turkey."

"Our goal was to be in the pocket of Firstline Workers because they have limited access to traditional tools. Our solutions give employees access to the information they need since smartphones are an essential tool in their daily lives."

— Didem Gülpinar, Business Solutions Development Director, Data Market

