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Intellica



Intellica is a provider of Business Intelligence and CRM solutions for making better business decisions, customer relationship management, risk and profitability management.

Our vision is to provide end-to-end business solutions to our customers. Building an effective Business Intelligence or CRM solution requires a considerable amount of effort to ensure usability and value to an enterprise. At Intellica we understand this and make sure that our solutions are aligned with the business vision of the enterprise. We do this through our consulting framework which provides a roadmap, wherein we assess, strategize and finally architect solutions that minimize project time frames while addressing critical business needs.


Our strategy builds on our expertise in consulting, technology and outsourcing to help clients perform at the highest levels so they can create sustainable value for their customers and shareholders. Using our industry knowledge, service-offering expertise and technology capabilities, we identify new business and technology trends and develop solutions to help clients:

- Increase revenues in existing markets.
- Improve operational performance.
- Deliver their products and services more effectively and efficiently.

Intellica uses various technologies to achieve the best solution for its customers without imposing specific ones. Intellica's services span all areas of Data Warehousing, Business Intelligence and CRM including:

- Rule Based Analytic Solutions. Operational Analytic Systems.
- Creating a Business Intelligence and CRM Roadmap
- Modeling & Building Data Warehouses and Data marts
- Building Data Quality Solutions
- Building Parametric and Ad-hoc Reporting Systems
- Building OLAP Solutions
- Building Campaign Management Solutions
- Building Channel Integration and Contact Management Systems
- Building Data Mining Solutions such as Cross-Selling, Customer Segmentation, Fraud Detection, Customer Loyalty, Churn Analysis, and Customer Lifetime Value.
- Master Data Management
- Real time Decision Solutions
- Credit Card Loyalty Solutions

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Intellica also offers re-engineering and optimization services of the existing BI/CRM architectures of the enterprise.

Major Projects

Avea (Telco-GSM Company)

- Data warehouse restructuring project

Türkiye İş Bankası (Second biggest bank in Turkey)

- Data Quality Project – Basel II

Digiturk (Broadcasting Company)

- Data warehouse restructuring project

TEB (Mid-size bank)

- Data warehouse & Business Intelligence road map project

Başak Sigorta (Insurance Company)

- Data warehouse & Business Intelligence road map project

Finansbank (Mid-size bank)

- Data warehouse project

Tekstilbank (Mid-size bank)

- Data warehouse project
- Business Intelligence Project (Siebel)
- Analytic CRM project(Siebel)
- Data mining project (Inforsense)

Bank Asya (Mid-size bank)

- Data warehouse & Business Intelligence road map project
- Data warehouse project
- Business Intelligence Project

Kuveyt Türk Katılım Bankası A.Ş.

- Data warehouse & Business Intelligence road map project
- Data warehouse project
- Business Intelligence Project

Social Security Organization (Government)

- Data warehouse consultancy

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