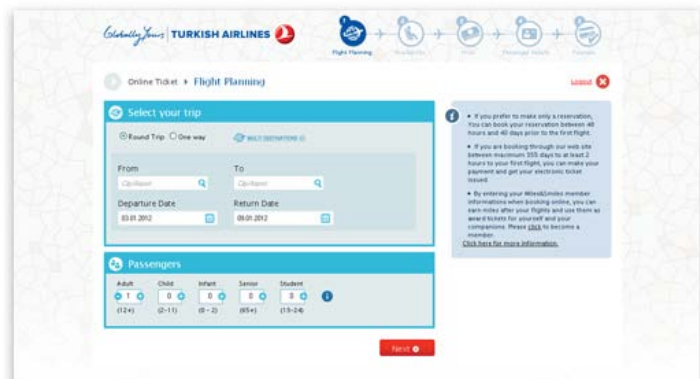


PROJECT IN SHORT

E-commerce Consultancy

PROJECT DESCRIPTION

IST@ease consults Turkish Airlines on executive level on the current and desired performance of its consumer websites. Based on an in-depth analysis of the airline's existing site, IST@ease sketched current drawbacks and formulated future objectives, resulting in a 3-year roadmap, of which IST@ease safeguards its execution and implementation. The roadmap includes the integration of the latest tools into legacy systems, reliable supplier short listings and the organizational requirements necessary to set the standards in online airline e-commerce.



MAIN CHALLENGES

Dealing with a client as big as Turkish Airlines, one of the main challenges of any project is setting its scope. E-commerce consultancy has many faces, but the core of the project needs to be clearly defined to ensure its feasibility.



"As any e-commerce platform you are always one click away from losing a customer... and from winning one."

Next to this, challenges arise in understanding internal organization sensitivities and managing resistance to as well as welcoming of change.

Finally, large e-commerce projects naturally deal with large interdependencies which need to be structured and communicated in order to streamline and optimize the work flow.