

## **İş Private Equity goes partnership with Nevotek**

**İş Private Equity, Turkey's biggest Private Equity company, became 50.1% partner of Nevotek, the AVVID partner of Cisco. With this investment, İş Private Equity helps a Turkish software company open to the world markets.**

İş Private Equity, the biggest Private Equity company in Turkey with its 40 million dollar funds, has made its fourth investment to Nevotek, a Turkish software company. Acquiring 50.1% of Nevotek through capital raising, İş Private Equity helps this Turkish software company's opening to the world markets.

Nevotek, the AVVID (Architecture for Voice and Video Integrated Data) partner of Cisco, is serving in international markets with its high technology solutions. With an experience of just two years, Nevotek has an important potential in the markets of Turkey, Europe and the Middle East.

Nevotek, is the fourth investment of İş Private Equity after IT companies Probil and ITD; and CineMars, a leading company from the movie sector. İş Private Equity became partner to Probil with a 10% share, to ITD with a 30.99% share, and to CineMars with a share of 50% .

Nevotek, the first Turkish AVVID partner of Cisco, has been founded in 2001 to establish IP telephony solutions. The company, that has a branch in Amsterdam along with its Istanbul headquarters, has been awarded as the "Strategic Alliance of the Year" by Cisco, for its efforts in 2002.

Integrating IP phone platforms in sectors of hospitality, pharmaceuticals, oil and gas, Nevotek provides its clients with tailor-made solutions. All of the company's works are concentrated on the establishment of softwares for Cisco IP phones and the application of this software.

For the introduction of this important partnership of Turkish software sector, İş Private Equity has organised a press meeting with the participation of officials from Nevotek and Cisco.

Delivering the opening speech of the press meeting, **Patrick Keating, General Manager of İş Private Equity**, has told that İş Private Equity is supporting small and medium scaled enterprises that have a high growth potential, in the areas of foundation and enlargement and that Nevotek is a company that exactly fits into this description. Stating that Nevotek's position as one of the business partners of Cisco has been influential in their decision, Mr. Keating continued:

"As İş Private Equity, we are investing to the companies that have a future and that are managed professionally, without making a sectoral discrimination. We are happy to make our fourth investment to a Turkish software company. With the power of this partnership, Nevotek will find the opportunity to open to international markets. Taking part in the success of a Turkish software company in global markets will be a pride for us. İş Private Equity will continue supporting companies that shall contribute to the growth of Turkish economy."

Stating in his speech that they are aiming to open to international markets and to be one of the major players here, **Nevotek CEO Arda Ünsal** told that they made a big step into the world markets with the supports of İş Private Equity. Mentioning that IP protocols have been only used for data transfer till today, Ünsal said:

“Nevotek founded as a new age company and conveys dynamic and value-added solutions for Cisco IPT infrastructure. Through our membership in the Cisco AVVID Partner Program, we were able to develop an application called V/IP – Suite for the hospitality sector. Cisco also supported significantly in allocating technical support and business development resources. They made great contributions to us in opening to international markets and finding major clients. We have already orders from six countries other than Turkey. All these efforts are now to be accelerated further with the partnership of İş Private Equity and will enable us reach our objectives. We believe that this partnership realised with İş Private Equity, a concern of İş Group, will not only provide us with financial means, but also shall provide us with great potentials for co-operation.”

“The e-transformation architecture is an orchestral management approach which is developed by Cisco. It enables companies to combine their business processes with the technological developments and have a successful management ” said **Suat Baysan, General Manager of Cisco Türkiye**, and continued: “AVVID architecture aims to introduce how value-added technology influences business processes. This architecture makes it possible for different business layers to work in harmony within the company. IP Telephony, one of the key components of AVVID architecture, is the combination of voice, data and picture.”

Stating that, with the high technology solutions they have developed with Nevotek, they have established a system that is to the advantage of not just the clients but of all parties, Baysan continued:

“With the support of İş Private Equity, Nevotek will render its efforts more effective and efficient, and will open to international markets more easily. This partnership is especially important in the respect that it will enable a Turkish software company’s opening to international markets.”

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