



Microsoft 365 | Firstline Worker Partner Case Study

PeakUp Information Technologies



PEAKUP

Company Profile:

PeakUp Information Technologies is Turkey's pioneering cloud-focused consultancy, delivering SaaS and IoT expertise to local and global customers.

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- KadirCan Toprakci,
Chief Operations Officer

Focused forward.

The people at PeakUp spend a lot of their time pondering the Modern Workplace – where businesses can rely on integrated systems, secure data and efficient processes made possible by the Microsoft 365 suite. To support such a vision, the firm is building its own business around software-as-a-service (SaaS) and technologies that support the Internet of Things (IoT). "Our aim for the future is to be a pure SaaS- and IoT-based company," reports Chief Operations Officer KadirCan Toprakci. Working with their clients, that means developing Microsoft 365-driven solutions that anticipate the distinct but connected needs of all workers, whether they operate from the office or elsewhere.

Meeting the needs of Firstline Workers is key to how PeakUp helps clients take care of business. That often starts by demonstrating the importance of folding these employees into larger technology strategies. "There are a lot of opportunities to develop solutions for Firstline Workers and measure their activities," says Toprakci. "The proportions of these markets are huge in both white-collar and blue-collar segments, so the potential is enormous." PeakUp's team members – and their clients – find the tools they need in the Microsoft 365 suite, whether building from a SaaS or an IoT foundation. Consider these examples of each:

Bringing SaaS strategies to the table.

In the highly competitive restaurant industry, owners and managers are always looking for ways to give their operations an advantage. [Restosense](#) is PeakUp's strategic answer to this ever-present demand. Built to align with Azure, PowerApps, StaffHub and PowerBI, Restosense is a customizable end-to-end restaurant management SaaS solution that addresses vital operational areas and delivers critical insights.

On the back end, Restosense helps increase efficiency and enhances infrastructure security. But in the front of the house – **where customer satisfaction can make or break a business** – Restosense gives Firstline Workers the tools they need to keep things running smoothly. Customer-facing employees use mobile devices equipped with the Restosense application to take orders, track food delivery to tables, and interact with kitchen staff about order status. Data is updated in real time, giving Firstline Workers ongoing access to information they can use to manage their own workflows and improve the customer experience. Meanwhile, managers rely on the solution to calculate inventories, measure Firstline Worker performance, and coordinate employee scheduling.

"It's a very focused application; a win-win opportunity built from Microsoft 365 F1," explains Toprakci. "It makes things so much easier for our clients because everything is managed digitally rather than on paper." For business segments not always managed by central IT departments and for Firstline Workers who sometimes lack technology awareness, Restosense delivers performance that is valuable to customers and PeakUp alike.

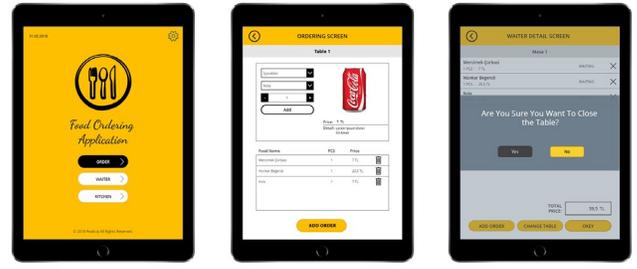
PeakUp charges clients a per-user-per-month fee on a pay-as-you-go basis when they choose the application. And the pay-back is clear. "We are improving the capabilities of these restaurants and cafes, which will help them bring in more customers," Toprakci says.

Smartening things up.

PeakUp's commitment to Microsoft 365-enabled IoT innovations has yielded numerous custom solutions for its clients. One such example is an employee badge equipped with sensors designed to capture and report on various data points via an Azure-based back-end services packet. The badges calculate Firstline Workers' shift durations and report on where in the building they are working in real time, beginning when they first show up to work and activate the sensors at the start of a shift. This allows for optimization of lighting and ventilation systems keeping Firstline Workers safer while also saving the client money on electricity.

The solution is even capable of delivering personalized messages to employees – such as birthday greetings that appear on the interface when a worker checks in. "This is the first time companies have been able to integrate this type of information with their internal HR payroll systems," reports Toprakci. "And those nice-to-have features like wishing someone a happy birthday makes the experience better for employees when they show up to work."

Toprakci points out that the future of the sector is evolving to IoT technologies, so PeakUp devotes significant innovative energy to hardware-implemented solutions made possible by the Microsoft 365 suite. Creating IoT technologies for Firstline Workers, he says, is key to finding opportunities in this change.



It pays to put employees first.

Catering to the technology needs of Firstline Workers is a way for companies to support one of its most essential – but often overlooked – employee segments. "Most of the engagement problems in HR are related to Firstline Workers because there is a certain distance between them and the upper management," notes Toprakci. "It's important to invest in them because they create real value for the company." Giving Firstline Workers tools that help streamline their job functions is a good first step, he says. Additional functionality should also be layered into any company's digital infrastructure allowing managers to measure, report, reward, and communicate with these employees.

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Building sales by the bundle.

PeakUp has found that more favorable results are possible when it bundles solutions – using a mix of stand-alone Microsoft 365 SKUs, combining software and hardware innovations, etc. – to serve the needs of each customer and ultimately enhance sales. "It's very important to give customers flexibility; that's the nature of the cloud," says Toprakci.

From a selling standpoint, PeakUp relies on a few simple rules when catering to companies' technology needs – from the Firstline Worker on down throughout the organization. First, customers need to know that the firm understands their business so both parties' motivations align. Second, PeakUp keeps the value message clear. "We try to describe for the customer why they need this technology to measure employee performance, and we explain all the Microsoft 365 features that are inside, including PowerApps and other tools. The solutions that sell are the ones where customers really understand the benefits," says Toprakci.

Finally, PeakUp is committed to forming multidisciplinary partnerships with its customers. "Each solution requires us to deliver a certain set of skills for the customer. From understanding the problem, to developing it, and then giving some financial options. This is important in every engagement," he notes.