



# Market Management Goes Online

Cisco networking and Unified Communications help Serbian city-owned JKP Tržnica reduce costs and increase efficiency.

Customer Name: **JKP Tržnica**  
Industry: **Local Government**  
Location: **Novi Sad, Serbia**  
Company Size: **160 employees**

## Case Study



### Business Impact

Benefits delivered by the Cisco solution include:

- **Greater efficiency due to better data flow**
- **Lower operating costs due to centralized communications**
- **Better security coverage using networked CCTV**
- **Reduced costs of telephone lines and calls**

### Business Challenge

JKP Tržnica is a publicly-owned company that manages seven retail and wholesale markets in Novi Sad, Serbia's second largest city. It is responsible for all aspects of the business, including buildings, maintenance, food hygiene, and quality control, achieving high standards in all these areas.

The logistics of the operation are complex. Six markets open every day and one at weekends, with several thousand stalls in total. These stalls are occupied by individual small farmers as well as larger companies, and the number of stallholders changes on a regular basis. Efficient communication is essential to keep track of payments, manage cash flow, and maximize rental incomes.

The company manages its operations on seven databases, one for each market. Prior to the solution, every week, data from each location was consolidated into one document at headquarters. It was a time-consuming process that failed to give JKP Tržnica an up-to-date view of its entire business. It was also inefficient because employees had to call their colleagues at each market in order to locate available stalls for customers to rent.

### Solution and Results

The solution was a virtual private network (VPN) that connects each market to the others, and to headquarters. Based on secure and reliable Cisco® solutions, the VPN improved the flow of information within the company.

The organization's data is now centralized, so that managers can easily see what is happening across the business. Staff can quickly identify what space is available on all markets, for how long, and at what prices, which is helping to improve occupancy rates and revenues. Increased efficiency has reduced operating costs and freed up employees for activities such as sales and customer service.

The company is saving money by using the network for telephone and security services as well as data sharing. Internal calls between locations are now carried on the VPN, not the public telephone network. This means that fewer telephone lines are needed at the markets, and internal calls are free of charge. JKP Tržnica has also centralized its video surveillance, using the network to provide 24-hour monitoring and increasing its coverage from two to five sites, greatly improving security.

**“We are managing the logistics of our business more effectively now, and we expect to see significant cost savings in the first year alone.”**

**Miomir Jovanovic**

Manager of Legal and General Affairs, JKP Tržnica

For more information on Cisco VPN solutions, please [click here](#)