



NETSİS SUPPORT IN AYTAŞ CO. WAREHOUSES

The first wholesaler to use a computer system in Turkey in 1966, and once more the first to put a palletised wholesale warehouse into service in 1969, Aytaş Co. operates with Netsis in all of its business processes since 2005.



NETSİS gives from warehouse to consumer support to Aytaş Co.

Aytaş Co. operates as a services wholesaler of food and perishable commodities in İzmir. Providing services to retailers, wholesalers, supermarkets, factories and corporate customers in the Aegean Region, the Aytaş Co. sales team of sixty representatives visit their customers weekly to collect orders and the company delivers these orders to its customers in the fastest possible way.

Starting out as a grocery store opened by Mehmet Ayker in 1922, Aytaş Co. today takes its place among the leading firms of the sector together with its sister companies such as Tespo Cash & Carry which offers cash and carry wholesaling in food and perishable goods, Standart Gıda which provides hot sale services to groceries, supermarkets, cafés, kiosks, gas stations and dried fruit stores, Mevsim Gıda which produces the Yedigün brand legumes, and the internet store www.adepo.com. Aytaş' sister company, Tespo Cash & Carry operates through its eleven stores that are located in İzmir, İstanbul, Marmaris, Bursa, Kuşadası, Denizli, Fethiye, Alanya, Antalya and Side. While Tespo is the first firm to apply the Cash & Carry system, it is also the first to implement the barcode system in the sector in Turkey.

The distributor of numerous worldwide known firms and offering a wide range of products, Aytaş Co. today provides services to more than 200 resellers.

The first wholesaler to use a computer system in Turkey in 1966, and once more the first to put a palletised wholesale warehouse into service in 1969, Aytaş Co. operates with

Netsis in all of its business processes since 2005. We talked to Kamuran Ova, Executive Board Member of Aytaş Co., in the firm's plant at the Atatürk Organised Industrial Zone in Çiğli-İzmir. Explaining about the secrets behind the company's 75 years of success and their reasons to prefer Netsis in their business processes, Mrs. Ova indicated: "As Aytaş Co., we always work with a management notion that is open to innovation and change. We are a company, which is accustomed to breaking new grounds in its sector. We have been conducting our business processes with software programmes, which we have developed in-house since 1966, the year we started to use the computer. In 2005, however, we found it necessary to run a new generation ERP package in order to facilitate the pursuance of the developing dynamics of Aytaş Co. as well as to be able to follow-up of the improving technologies, thus we chose Netsis as our partner."

Modules that run in integration



Drawing attention to the fact that they can run their operations with an uninterrupted integrated system, with the help of the integrated Netsis modules, from the stage of receiving orders through to the

shipping stage, Mrs. Ova summarised the business processes of Aytaş Co. as follows: "In the field, our sales agents operate with palmtops. The updated customer, current accounts and price information is automatically transferred to their palmtops. In the field they collect orders with the help of this equipment and send the orders they receive to the main office via the FTP system at any time of the day as they deem necessary. The main office runs some checks for the sales or credit situation related to the orders. Once these checks are complete, these orders have to be rapidly prepared and delivered to the customers.

Here, too, it is important that the communication is swift and information is quickly transmitted to the main office. Our agents can also perform this communication via the FTP system without having to travel to the office. So we can integrate this information into the Netsis system, thus accelerate our work towards the delivery."

Also emphasising the important role, which warehouse automation with the barcode system plays in their business processes, Mrs. Ova added: "With the help of the barcodes we have defined in Netsis, we can quickly and correctly classify the products with the hand terminals which we use in the warehouse."



Increased business productivity

Mrs. Ova underlined that among their reasons for preferring NETSİS Fusion@6 for Aytas Co., which is active within a wide range in the Aegean Region with its dynamic and innovative structure and a storage capacity of 20 000 m2, was the package's facilitated usage properties, the existence of widespread support team, their qualified understanding of support; that the programme runs on SQL database; the facilitated information exchange with many other programmes, the extensive security system; the ability to define user rights, field-based security and log system, advanced reporting techniques, mobile sales applications, the ability to use systems that are integrated with the barcode system, the fixed assets management and the human resources module, and Netsis's experience in accounting and finance.

Online communication systems and sales applications according to different types of payments that Netsis provides in the store applications accelerated their business processes and increased their business productivity, Mrs. Kamuran Ova stressed, "In the field, Netsis has helped us to serve our customers in less time and with higher quality, while in the office it helped us to save time and raise our performance."

"Netsis" reporting opportunities with online data cubes enables us to monitor every phase of our business processes. Prompt follow-up in our business processes has raised our rate of making timely and correct decisions."

Reporting and decision making support system

Underlining that accurate reporting is crucial within the business dynamics of Aytas Co., Mrs. Kamuran Akova explained, "Netsis" reporting opportunities with online data cubes enables us to monitor every phase of our business processes. Prompt follow-up in our business processes has raised our rate of making timely and correct decisions."

Flawless project support

Indicating that they have not experienced any negativities in their business flow during the transition to Netsis, thanks to the correct strategies, Mrs.Ova said, "I believe that both our team and the Netsis project team were quite well organised during this period. We thus came through this high-paced period without any problems. First the transition of our main company Aytas was accomplished, then the transition of the eleven stores of Tespo and finally Tespo's main office was accomplished. Taking orders, matching these orders with the inventories, invoicing and shipping is a crucial chain for us as a sales firm. We thoroughly considered how we could work without generating losses in this chain and at which points we should run the controls. We firstly focused on the sales. Then we launched the other modules such as finance and accounting. Detailed studies were conducted for the purchasing and sales sections, because I believe that 80% of our business depends on the sales module. We believed that Netsis has analysed us very well in this exhaustive process. Consequently, we managed the transition process with the minimum troubles possible. Although we had some troubles, these were resolved with swift intervention. I trust that we have achieved success probably in the fastest possible time."

NETSİS

www.netsis.com.tr