

## ■ Netsis Red Used in Filli Boya



Founded in 1998, its young and dynamic staff and investments quickly placed Filli Boya among the leading companies of the field. Filli Boya had already introduced to the domestic market over one hundred primary product groups, which were in demand in the Turkish market, within the ten years after its technological collaboration with the German Caparol, one of Europe's largest paint brands. In 2001, Filli Boya was already a large organization employing 900 persons, and leaving many long-standing companies behind, became the flagship of the paint-production market. In addition to its two factories in Istanbul Kaynarca and Gebze, in 2004, Filli Boya also opened a factory and started production in Egypt. Filli Boya's IT Manager Feza Avci explains that their investments in information technologies carried them closer to their target of

becoming the sectoral leader: "We are aware that we can maintain our leadership only if we have the correct data in hand." Indicating that quality production and high sales are the most important aspects for Filli Boya, Feza Avci explains that they are not only one of the companies that survived the crisis period successfully but that they also achieved their sales targets and did not allow their sellers to suffer losses during the period.

### Following up orders is easier with Netsis...

Feza Avci further explains that the company's regional sales executives regularly visit sellers in their regions and get their orders, record these orders online in order to initiate the ordering process. Mr Avci adds that the production and shipment processes start respectively with the collection of orders: "In order to determine their sales strategies at certain periods and organize promotional campaigns, our wholesalers, in particular, need to have information on specific data. Previously, we would receive these data from our sellers through our sales executives and consolidate these in-house. The Netsis project enabled the automation of this process. Previously, eight different accounting programmes were used

among our sellers. Numerical data related to their inventory, sales and shipments, their reports were re-organized before determining the sales strategies and campaigns. The Netsis project increased the level, which our work bases on data. Now, we can easily base our strategies on factual data and reports. This process is now rendered fast, convenient, accurate, and correct." Previously, Filli Boya sellers used different systems, and this did not allow orders to be placed instantly in the system. Sales executives used to collect the orders from our wholesalers, and send this information to the system via regional offices and managements. It was only then that these orders entered the system. The project implemented with Netsis provided a significant increase in our order delivery speeds.

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Filli Boya IT Manager Feza Avci indicates that with the automation of the sellers, the orders now enter the system via the intranet instantaneously and accurately and adds; "Our company, in its total scope, gives high importance to technological investments. We, as the main distributor, are confident that we will achieve the success we desire, as we run to achieve our goals hand in hand with our sellers. We, therefore, have to operate in integration with our sellers. Our target was to establish fast and accurate information flow with our sellers. Time is an important factor in our business. The Netsis project enabled full automation on our sellers' side and the training of our sellers in these aspects. With the project, we could share our knowledge accumulation with our seller network. Today, we have accomplished full integration between Filli Boya and its sellers."

#### Fast and healthy information flow via the satellite...

Strengthening its sellers' technological infrastructure with Netsis, Filli Boya enabled the healthy flow of information in its seller network. Now, they can provide uninterrupted information flow on daily bases on many issues as campaigns, price changes, etc., in both ways, from the sellers to the

main office and visa versa. The significant technical feature that differentiates this project is the data exchange runs via the satellite. This enables highly faster communication. Furthermore, the Netsis OLAP tool also supports the reporting process of the millions of data that arrive at the main office. Feza Avci explains that, one year before initiating the project, he studied the programmes that their sellers used and came across eight different programmes. He explains that they were experiencing a standardization problem due to the differences in the inventory codes, current account codes, and other codes, which the sellers were using. "We decided to work with Netsis, both to be able to improve our sellers' means of business conduct and speak the same language with them. We saw that the programme was highly suitable particularly for our field, with its construct, technical infrastructure, application support, modularity, and its architecture open to developments and compatible with the Turkish conduct. We also found that Netsis stands very close to us in its objectives and the synergy among its teams and decided to work with Netsis." Mr Avci indicates that the project was initially implemented at forty wholesalers' and then at sellers' with

seven to ten day intervals. "Further to conducting their business on a daily basis and working in integration with the company, our sellers now have acquired a new vision. They now demand more analytical and visionary reports. They can now make better plans by interpreting the report we provide them," explains Filli Boya's IT Manager Feza Avci and indicates that they expect their investments to return to start in the first quarter of the year 2005. Feza Avci continues by explaining that they are conducting another project, which they wish to integrate in Netsis in the future. "We are working on item counting, shipment, sales, transfer between warehouses on hand terminals in order to initiate the warehouse automation of our sellers. We will integrate this system also with Netsis."

#### Criteria for choosing Netsis

- It meets the requirements
- Its application support
- Turkish language
- Modularity
- Its architecture open to development
- Technical infrastructure



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