

■ First Turkish company to sell bathrobes to China has preferred Netsis



One of the first criteria that you should consider when you decide for your ERP investment is the domestic revenue and the vision of the producer company. This has been our initial evaluation criterion.

Funika will multiply its success in the global market with the help of its technological infrastructure it has upgraded with Netsis...

Established in 1985 as a foreign trade company with five personnel in Denizli, Funika started its bathrobe production in 1986 with eight sewing machines. Achieving an integrated structure in 1993 with the completion of its sewing, fabric weaving and dyeing sections in a row, today Funika has become an exporter of bathrobes, towels and



home textiles. The company is also named among the top 500 industrial organisations.

Besides its industrial activities in the textile sector, Funika is the reseller of Opel and Chevrolet vehicles of the Denizli region. Funika further enhanced its sectoral focus through the acquisition of the Deha Media Group and achieved the status of holding company in

1996. The company instituted the Funika Foundation in the same year with the objective of implementing social responsibility projects, has thereby entered a fast process towards institutionalisation. With this institutionalisation process in 1996 the company has launched the Japanese Management System in the group companies, which was appropriated according to the conditions of Turkey. The first and only Turkish person to get a specialisation in the Japanese management system at the JAIMS (Japan-America Institute of Management Science), Funika Holding's Chairman of the Board Mr. Nuri Sözkese has adapted this management system to the conditions of Turkey and facilitated the implementation of the system at Funika. Having adopted the principle of "putting people first," this system grants the necessary authorisation to its employees and puts team working before everything else.

The Funika Group, which exports to 45 countries, initiated the process of building a new corporate identity while preserving the company's name and colours, as part of its institutionalisation process. New corporate standards have been set, from logo and printed matters to interior and exterior decoration of the company premises, from

vehicles to landscape architecture, from product labels to the uniforms.

Proceeding step-by-step on its way of becoming a brand, Funika has not only taken its place in the first twenty companies of Turkey but also marked its name as the first Turkish bathrobe exporter to China according to the records of the Exporters' Association.

Labour-intensive profitability replaced by technology

Underlining that the textile sector highly depends on labour-intensive activity, Funika Holding IT Manager Çağlayan Ceylan summarised the importance of technological investments in these words: "Ten or fifteen years ago companies found the opportunity to satisfactorily pass this labour cost on the product. Today, however, profitability in the textile sector has largely decreased because the number of the countries that are active in the same business and employ the same technologies has increased.

Advantages which Netsis introduced to Funika

- User-friendly solutions, user-specific tailor-made design
- Continuously updated structure
- Shorter response time to inquiries
- Türkom's successful implementation of the "Request/Reply" system which instantaneously responds to user demands
- Flawless transfer of master data to the system
- Unlimited reporting opportunities
- Problem-free working environment in multiple-location structures



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In general there used to be only two types of companies in Turkey until today. One type were the companies that give importance to technology and institutionalisation, the other type were those that employed a core team of few people to reduce the costs as a temporary relief. Looking ahead, we can see that the companies that invest in their institutional and technological infrastructure come forth. Your consumer has a high awareness level particularly if your market is an international one.”

Further, adding that mere technology support is not a sufficient in today’s competitive environment and indicating the need to differentiate one’s business from the others,

Mr. Ceylan added: “The sewing and dyeing processes, in fact the whole process require

in depth know-how. A company can not capture this know-how at once by only investing in technology. Values have to be created within the whole process. There are no problems if you have potential customers that only demands ‘the best’ product. In such case you can claim to ‘produce the best quality!’. But a large segment of the market demands the best product at a price that meets their expectations.” Çağlayan Ceylan indicated that Funika has already moved beyond this stage and explained that, to date, the company was audited by hundreds of companies in terms of their textile production and technological infrastructure.

Funika renews its technology with Netsis

Funika, utilising the finance, purchasing, sales, accounting and human resources modules of Netsis Fusion Standard today, used to run a different solution earlier; however

could not find satisfactory responses to its needs. Explaining that they sought new solutions because the former technology they ran did not correspond to the existing technology and lacked integration, Mr. Ceylan said: “We interviewed many local and international companies before we decided on Netsis, and thoroughly discussed the issue with them. The agenda of our meetings did not build on the buttons in the created forms but on how the flow processes should be designed, how the ERP application would be installed. Through our research we considered the two points, which the Gartner Group has underlined as the criteria in ERP selection. One of the criteria to consider when investing in ERP is the domestic revenue and the vision of the producer company. This was our foremost evaluation criterion.”

Mr. Ceylan further pointed out that Netsis has proven to be a visionary company, achieved a high quality level according to Turkey’s standards and stands out with the quality of its after sales services. He emphasised that the quality of the after sales and support services are as important as the product efficiency in the following words: “The software we used earlier was an efficient software of its time. Yet we experienced many problems because they could not exactly fulfil our needs in terms of support; whereas a company is as strong as the quality of its after sales services.”

Installation completed in only two months

Stressing that after the company decided to renew its technology with Netsis, the installation process at Funika was successfully completed in a record-breaking period of two months including conversion to the new Turkish Lira.

Çağlayan Ceylan explained: “It was in November 2004 when we decided to work with Netsis. We signed the protocol in December 2004 and the system was up and running in January 2005. I can faithfully state that it has been an incredibly smooth and flawless transition beyond our expectations. I believe that this was achieved with the many advantages Netsis provided, and the knowledge, experience and extraordinary commitment of the Türkom project team.

Türkom holds large share in the success

Indicating that the installation was completed in five different companies of Funika Holding in the two months (Funika Holding, Funibo, Funiteks, Funoto, Funipa) Mr. Ceylan explained that remote connectivity was also achieved within the same process.

Stating that they have worked with Türkom throughout the project and received great support from the company, Mr. Ceylan said: “Türkom is a firm that we have been observing since its foundation in Denizli. We have received their services on various occasions. We also know its employees well. We are so pleased to see that Türkom’s Netsis team is as successful as the rest of Türkom employees”.

