

# NETSIS

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## Netsis lining on Ipek Furniture

Ipek Furniture, the furniture market leader in Turkey, continues the journey it started with string mattresses in Kayseri, 1991 in the leading countries around the world. Opening to the world from Kayseri, Ipek Furniture manages all its business processes from production to channel management, from planning to sales strategy determination with Netsis Fusion@6, continuing its non-stop export to 27 countries.

Ipek Furniture, updating its technology with the latest technology machine equipment, R&D investments, total quality management and ERP software, achieved its goal of maximum quality production for an optimum price. Founding its marketing network in a regional center, max store, galleria, showroom, exemplary dealer and sub dealer structure, Ipek Furniture has 21 regional centers. Murat Arslan, General Manager of Ipek Furniture that supplies a large portion of Turkey's furniture demand said they constantly increase their production quality, and they work under an ever improving and renewing structure. Expressing that Netsis bears the brunt of weight in this structure, Arslan continued "We are a company that handles orders, manufacturing, sales, and marketing in its own body. We provide order, sales and inventory management for our channel over Netsis's web-based interfaces. With the analysis of the generated data, we can easily make all of our strategic marketing decisions. On the enterprise side, all processes from purchasing to production, quality control, finance and cost accounting are managed over Netsis as well." Dreams come true with 3D design

### "3D design system is present at all Ipek Furniture stores.

The data flow for this system is provided by Netsis", says Arslan, continuing "Our customer can see the data flow of the space design generated over the 3D system also over Netsis. Queries for information like inventory of fabric used in the design, or product list are done in Netsis and the guarantee that the customer needs is provided. This way, customer satisfaction is 100% guaranteed before the customer even buys the products."

Underlining the fact that all acknowledgments required by the factory and stores are provided online, Arslan said "Order situation of stores can be tracked real time. Discontinued and new products, inter-dealer transfers, information like new and loyal customers can also be tracked real time. Also because it is possible to print warranty information online from the system, it is not mandatory for the consumers to maintain their warranty documents. As all the information is stored in the system, consumer's name is sufficient to perform tracking."



**Success story**

fusion@6

## Sales strategies are determined in a short time

"All sales done by dealers and stores can be viewed to the second just like in a stock market screen at Ipek Furniture. This way sales and marketing strategies can be solidly determined in a short time", stated Arslan, and continued "It gives confidence to the manager to be able to get sales information about the desired time interval during the day. Because answers to questions like store inventories, best selling products, inventory turnover rate, current and new customer numbers, regional product sales distribution can be received online, marketing strategies can be planned in a short time. Concrete planning of activities or decisions like promotions for excess inventories, discontinuation of items with poor sales, channeling of products to proper regions, or budget planning can be done, based on this data."

## No surprises in production with Netsis

Arslan pointed that Ipek Furniture provides services with 600 stores located both in Turkey and abroad, and said "The most significant difference that separates Ipek Furniture from other companies in the sector is that it makes to order. This system has both advantages and disadvantages. We overcame these disadvantages in 2004 with Netsis. There is no more room for surprises in our production". Arslan summarized the flow of make to order production system and the advantages Netsis brought to Ipek Furniture as follows: "Our customer goes to our store, reviewing products in display and in our catalog, selects a product, but usually not the product they've seen, rather in a different color and pattern that matches other items in their house, and orders this product. This order gets recorded in the system over the internet. Customer identity information, information about the store where the sale took place, the main dealer the store is linked to, and the product are transferred to Netsis in detail. The system does not allow for the opening of an order for an item with no available inventory, thus preventing any unpleasant surprises."

Arslan, telling that real time tracking of raw material inventory details and online transfer of order information to the factory decreased manufacturing costs, explained this drop in costs as: "In the system we previously used, orders received by stores were getting transferred to the main dealer from the sub dealer, and from there to the factory and then to production. We used multiple product codes, but these codes, which were getting relayed via phone, fax, or e-mail, were not always getting to production correctly from the long chain due to reasons like misreading, errors during re-sending, etc. A customer's order for a maroon armchair could be delivered as a pink one... After 2004, thanks to Netsis, order entry and production delivery errors went down to none. Production scrap decreased by 7-8%. In addition to the financial gains from error-free production, psychological benefits of customer satisfaction are also very significant."

## Problem-free planning, on-time product delivery

Saying that they do production planning over Netsis in a short time, Ipek Furniture General Manager Murat Arslan

stated "Information like production capacity, ongoing production, available capacity can be tracked over Netsis, and production planning is done accordingly. Periodic and on-demand tracking make it possible to give a precise production date to the store taking the order, and to our customers. And online information is taken upon delivery of the product. Erroneous information stemming from human factors is removed from this process."

Arslan, expressing in his statement that with Netsis, there is no room for flaws in Ipek Furniture's production, said "Weekly production planning is done for orders coming from our stores. Optimum purchasing can be done with the use of Netsis production and production planning modules in full capacity, and as a result, there is a 10 day reduction in delivery times. Netsis largely increased the degree of Ipek Furniture's customer satisfaction."



## Everything under record from raw material supplier to receipt method with the barcode system

Arslan, summarized the features and benefits of the barcode application developed by a Netsis Solution Partner, Tetra Engineering, with the following words: "Thousands of products get manufactured a week at Ipek Furniture, it is very difficult to track all this production

manually. With the barcode solution developed, barcodes with product information are printed when the work order is opened. Product transfer takes place with barcodes. When there is positive or negative feedback from the customer during delivery or later, all details from raw material receipt date for the product to its supplier can be accessed, and necessary analysis can be carried out in a short time."

Retail management of stores run by Ipek Furniture is also handled by Netsis. All functions that retailing requires are provided and managed online by Netsis retailing interface.



### Why Netsis Software?

Arslan, who describes ERP as a cultural change in companies, gave this answer to the question "why select Netsis as your ERP?": "Although a time - consuming process, ERP makes a cultural change in conducting the business and manufacturing processes possible in a short time. The success of the ERP

company itself also contributes to the establishment of that culture. Thanks to Netsis, this process has been successfully completed at Ipek Furniture.

We reviewed a number of ERP programs in our decision process when we purchased Netsis software. There were foreign companies among these as well. But no matter how fine a fabric may be, it is the tailor's proficiency that makes it look good in the end. We preferred Netsis because of this proficiency. The professional work style of the project and development teams proved the accuracy of our choice. We thank the team that supported us by working day and night for their devotion, meticulous work, and the contribution they have made to the rise of Ipek Furniture."