

■ Kartonsan Relies on Netsis



“Swift adaptation of business needs into the software is an effective aspect of preferring Netsis...”

Glossy cardboard producer Kartonsan Karton Sanayi ve Ticaret A.S., sells its production to clients in both the domestic market and foreign markets. In order to increase its productivity under the increasingly competitive market conditions and to reduce its costs, Kartonsan continuously improves its technological infrastructure, and cognisant of the importance of sustaining quality, continues its investments with this purpose.

Market Expectations Point at Netsis

In earlier years, Kartonsan was using in-house developed software. As the competition in the market increased and brought about new requirements, however, and the company felt the need of software that was more functional and satisfied their reporting needs. “As our needs increased, it became more and more difficult to make the necessary revisions in the programmes we were using. The programmes, furthermore, employed old technology,” explains Kartonsan’s Production Manager Ümit Özkan, and emphasizes the basic objectives of their transition: “We observed that new technological solutions, which satisfied the emerging needs in reporting and with facilitated utilization as well, were available.” With the purpose of meeting the priority requirements of the company’s business goals, in particular, the

purchasing, sales, accounting, cost accounting, finance, warehouse, and production modules were completed at the first stage of the Netsis implementation and thus ready to function within only two months. Personnel operations will also be running on Netsis in a short time.

Information is not Valuable Unless Used

Ümit Özkan explains that in earlier programmes on DOS, users were completely dependent upon the support of the IT department for their different types of reporting requirements, and adds that this was a difficult and problematic process. Mr Özkan also draws attention to the strategic importance of the issue: “Today, in an intensely competitive environment, however, we have complicated reporting needs. If you cannot prepare these reports quickly and correctly, you at once fall behind in competition. The information is there and you have to go through complicated processes in order to retrieve this information. This is unacceptable in our present day.”

Fast Solution is the Reason for the Choice

Before deciding on Netsis, Kartonsan studied different solution possibilities, including software produced by foreign companies, and observed that

implementation and application would require much shorter periods in Netsis than in others. Ümit Özkan explains by emphasizing an important aspect: “If we have chosen some of the other solutions we would perhaps not be able to use the system before 2004. Our need, however, was a solution that met our business needs as quickly as possible. With Netsis we achieved this within only two months.”

Local Solution, Global Target

When deciding on Netsis, Kartonsan also particularly considered a strategic aspect, Ümit Özkan explains, “As we studied the products available, we had some hesitations on the possible success of foreign solutions. It is easier, for example, to make the special adaptations that are required by our business with local companies as Netsis. If, on the other hand, we ask a foreign company to make the changes, it would take some time before we receive response to our request. Even if the company meets our needs >there is always the risk that our request is not doable the adaptation would require some time. We decided that we would not have to face these types of problems with Netsis; and in time this proved to be right.”

Why New Technology?

- When changing its former systems that were based on older technologies with the new technology of Netsis ERP solutions, Kartonsan targeted to meet the following basic needs:
To overcome the problems, which came up in making the necessary arrangements in the existing programmes, and which increased every day together with the increasing needs
- To retrieve more comprehensive and secured reports
- The need for a more productive working environment in due time
- The anticipation of productivity provided by the open architecture, functionality and usage facilities introduced by the new technology
- The need for a strong and open database with the purpose of tracking and planning the company’s production