

■ Schott Orim protects the fragile with Netsis

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TSchott Orim A.Ş., which launched its operations in 1989, manufactures the glass components that the white goods sector requires in its production. The company, which operates in its two factories located in Bolu and Çerkezköy, has annual revenue of 27 million Euros. While Schott Orim A.Ş. exports 70% of its production, it is the leader of its sector in Turkey with its 60-65% market share and the third largest manufacturer of Europe. Schott Orim A.Ş. meets the glass material requirements of numerous white goods manufacturers such as Arçelik, Beko, Bellers, Bosch-Siemens, Electrolux, Merloni, Moulineks, Philips, and Vestel. Its activities, which position the company as a supplier industrialist, predominantly require timely and accurate supply and delivery of the demanded material. The company pays utmost attention to production planning and the execution of its operations and the technological infrastructure that supports its operations. Schott Orim's General Manager Semavi Yorgancılar stated that they were conducting some projects particularly with the primary industries to increase productivity and that they received some special support from Netsis.

Measures that address foreign markets

Opening distribution warehouses in Germany, United Kingdom and Israel, the company felt the need of an infrastructure that would enable them to centrally administer the operations of these warehouses in order to avoid any possible problems in the shipment management of the thousands of products stored in these warehouses and to further achieve productivity. The implementation of the project that started in May 2002 with Netsis, also involved a special implementation of the warehouse management, which enabled the integration of these

warehouses. Mr. Yorgancılar explained, “Now, when we receive an order from a customer we can see the product quantities that are on hand in the warehouses and in the main warehouse, or those that are in transit, plan accordingly and meet the demand,” and added: “It was a difficult task to keep the records of thousands of different products at different levels and prepare the plans according to these records. The project that we implemented with Netsis enabled us to overcome these difficulties and achieve a successful result.”

Netsis creates addiction

Schott Orim A.Ş. is a company that has been running Netsis programmes for many years. The company has nevertheless found the solutions to its changing business needs again in the ERP software of Netsis. Semavi Yorgancılar, however, stressed that this commitment based itself on solid facts and explained: “We run two factories and one administrative location in Turkey. Additionally we run three warehouses abroad. It is not an easy task to establish the connection between the units of this decentralized structure. We have successfully established this connection with Netsis. Now, as we conduct the daily routine on the one hand, we also work with Netsis for our new requirements.”

Emphasising that their decision in this issue did not base itself on emotional grounds but on entirely professional grounds, Semavi Yorgancılar explained further: “If you want to preserve your existing position and achieve higher positions in the future, you must first revise your business plans according to a schedule and employ the suitable technological infrastructures. We have opted for Netsis when we first started our business and continued with them.

Today, when we look at the results we have obtained in strategic areas, particularly in production, inventory and supply, we see that we have made the correct choice.”

Productivity requires planning

Schott Orim has prepared a roadmap before they started to work with Netsis, laying out the procedures they used and wanted to use, and determined their business needs. Indicating that an entity, which is active in production, ought to identify its existing and targeted business models, Mr. Yorgancılar emphasised that they entered their search according to their target once after they completed this study. Further indicating that the client should own the work, Mr. Yorgancılar emphasised that it would not be otherwise possible to achieve progress in issues such as productivity, cost reduction and planning, and added: “This is the type of work which the teams of the software company and the client should execute together within a defined scheme. Otherwise it would be difficult to get the targeted results.”

Reporting Advantages

As many other companies, Schott Orim A.Ş., too, has quite a few reporting needs. Together with the facilities, which the Windows environment provides, their reports became easy to understand, up-to-date and quick to prepare after they launched the Netsis system.

When the company was sold in the last years and Schott Orim A.Ş. became foreign capital, the integration of the existing system into the foreign partner's commercial system came into question. Semavi Yorgancılar expressed his satisfaction about the process in the following words: “The inflationary accounting functions of the Netsis software enabled this task to be completed without any difficulties. We can easily get the reports the management demands and this introduces convenience.”

Schott Orim A.Ş.'s business needs

- Daily monitoring of the material transactions at warehouse, shipment and production phases
- Analysing customer requests in terms of quality and quick problem solving
- Daily analysis of logistics transactions
- Product-based cost accounting analyses