

## ■ Our Pride Turkish Stars prefer Petlas, Petlas prefers Netsis



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Petlas, which was founded in 1976 with public participation, is Turkey's first and only military aircraft tyre manufacturer. The company operates on two million sqm open and 144,000 sqm closed land base and currently employs 786 persons, and produces Petlas and Harvester brand for aircrafts and land vehicles. The company exports to fifty countries, predominantly European countries.



The customer satisfaction focused studies of its R&D team led the company to multiply its product variety; Petlas nevertheless continues its practices with its executives who believe in Total Quality Management, dedicated employees and new investments towards becoming a world brand. In addition to the ISO 9001 – ISO

14001 certificates, Petlas also holds the AQ AP-110 NATO Quality Assurance Requirements for Design which is obtained through audits of the Undersecretariat of Defence Industry. Petlas Management Consultant Gediz Sohtaoğlu stated that Petlas also ran a tyre test centre at international standards, and emphasised that one of the primary strengths of Petlas was its commitment to the EFQM Excellence Model.

**“Timely response to demand is very important.”**

Mrs. Sohtaoğlu indicated that Petlas operated with 500 resellers Turkey-wide and explained: “There is high competition in the tyre sector. Holding the pulse of the domestic and international markets, identifying the expectations of the clients, developing the quality products that will meet the requirements and introducing these to the market in a timely manner are the key factors that make the difference. Expressing that the company earlier

ran Netsis' DOS-based solution and this application involved only the accounting, storage and sales processes, Mrs. Sohtaoğlu continued: “As a result of an efficiency and requirement analysis we decided that we needed a fully integrated ERP package that involved the state-of-the-art information technologies and incorporated many processes. This is why we chose Netsis Fusion. Fusion also runs the modules such as the production scheduling, MRP1, MRP2, quality control, cost accounting modules. It will thereby address most of our business processes.”

### Why Netsis?

- Incorporates all business processes
- Includes the workplace application which enhances the efficiency of the phases
- Quick to install
- Quick access to accurate information
- Best solution that suits the company's requirements  
Generates processed data that can be quickly analysed. This enables the organisation to make a difference in technology-product-customer satisfaction.



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### The adaptation started with the commercial module

Indicating that they started the adaptation process with the commercial module, Mrs Sohtaoğlu said, "Because Fusion is a fully integrated solution, all of its modules are of equivalent value. But the course of the operation required us to first structure the commercial package." Further indicating that



they simultaneously initiated the preparations for the infrastructure related to production, Mrs Sohtaoğlu added: "We first renewed our network system because we were aware of the resources which Netsis required. We upgraded the system from 10 MB to 100. We use a fibre optic network of about 8 kilometres. We installed a structure with 1GB of speed between the factory and the administrative centre. We reengineered our organisation. You cannot achieve good performance with a poor infrastructure."

Mrs. Sohtaoğlu reminded that a team of 43 was constituted at Petlas for this project and indicated that a separate team was dedicated to each of the modules. She further explained that a training programme was developed together with the project: "The training first covered the usage of the keys. We organised a thorough training plan in terms of the modules and functions. We arranged for all employees to attend the training programme."

### The system was inaugurated in three months

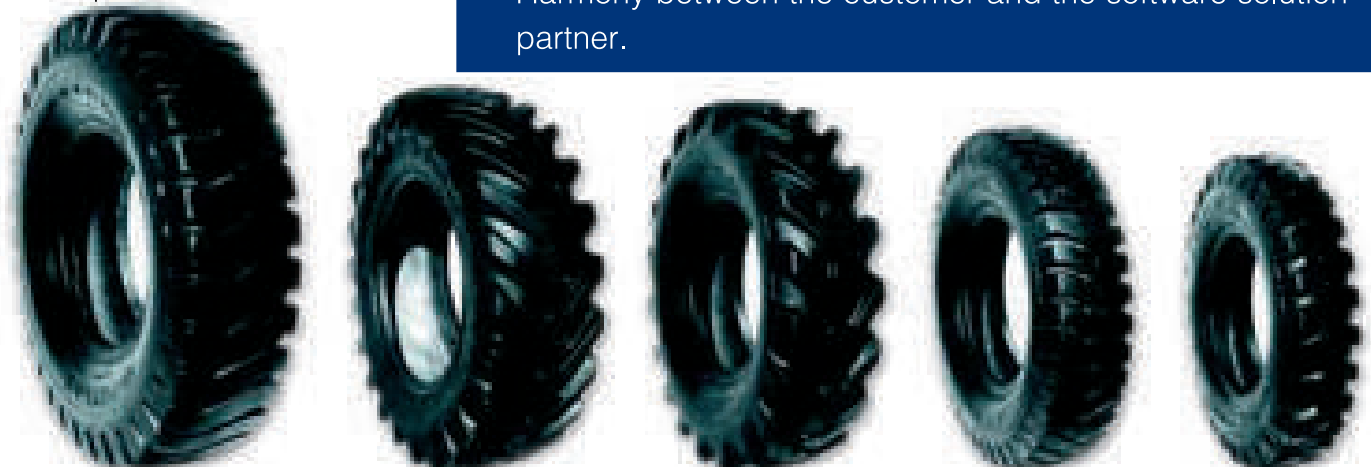
Expressing that they targeted to achieve excellence within eight months time, Mrs. Sohtaoğlu emphasised that there were no deviations in the project plan and added: "This is the success of both of the parties." She further explained that the system was actually put into live usage in sales, accounting, purchase and warehouse within as short as three months, and

production was soon to follow. Mrs. Sohtaoğlu stressed that Netsis's workplace function was highly beneficial: "The workplace function is one that enhances the efficiency of the processes. This has been a significant factor that influenced our choice in favour of Netsis."

Stating that the system presently has forty users, Mrs. Sohtaoğlu added that it is possible to increase the simultaneous connection capacity in line with the needs. Mrs. Sohtaoğlu concluded her words as follows: "Our primary goal is to establish integration among all of our business processes, to enhance process efficiency, provide quick access to accurate information, retrieve processed information and quickly analyse this information in order to achieve excellence in technology, product and customer satisfaction."

### Key success factors in ERP application

- Support of the senior management.
- Dedicated work of experienced workgroup members.
- Effective project management.
- Proactivity of experienced project leaders and consultants.
- Detailed project plan (task-deadline-person in charge) consistent with the company activities.
- Harmony between the customer and the software solution partner.



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