

■ Rapunzel proceeds on its natural path with NETSIS



“Now we have a very good inventory management system. Earlier, when I wanted to know about the quantities in stock, I would get the answer two days later. Now I can press a key and get the information in two minutes.”

Netsis preserves organic products

Following the opening of its Turkey Liaison Office in 1989, Rapunzel Turkey was established in 1997 with 90% partnership of the German Rapunzel Naturkost and 10% of General Manager Atilla Ertem. Rapunzel Turkey conducts its activities at its production complex which stands on 8,500 sqm closed area in İzmir/Kemalpaşa Ören, comprising administrative offices, shock freezing units, cold storage units, processing areas, warehouses, social facilities and refinement units.

Working with more than 870 producers Turkey-wide to produce more than 70 types of products, Rapunzel Turkey meets the demands of the domestic market worth two million US Dollars and that of Rapunzel Germany, in the first place, and Rapunzel France and Rapunzel USA as well. While Rapunzel Turkey also exports to Switzerland, Sweden, Finland, Norway, United Kingdom, USA, Singapore, Japan and Taiwan, it distinguishes itself as the only firm active in the production, processing and trade of 100% organic products in Turkey. The company's revenue varies between 6 - 8 million Euros per year depending on the produce and exchange rates.

Rapunzel Turkey's General Manager Atilla Ertem explained that the global consumption of organic products currently ranged around 15%, with various shares held by different countries; while the global consumption continuously increased, the company's export capacities also increased considerably and their previous system proved to be too slow and too cumbersome to satisfy the new market needs.

Changing market conditions, aging systems

Indicating that factors such as unpredictable climate conditions, Turkey's unbalanced economical structure and the necessity to store the products soon after harvest rule the organic food sector, Mr. Ertem explained the company's needs that have emerged in line with the new market conditions and increasing demand: “In the old system it was rather difficult for us to respond to the foreign markets' demands in a timely manner. And

because of the diversity of the product certificates in the organic food sector, the chances of confusing the products in the warehouse were not low. The weakness of the inventory management made it further difficult to identify the quantities of the products and the orders we receive for these products. We would be able to get the information related to the warehouse earliest in two days and this would cause us to miss the client who demanded response within the next thirty minutes. Inconsistent information from the warehouse, production, sales and accounting departments would increase the error margins in the previous system and further give way to time and business losses.”

The solution which led to success was found in Netsis

Rapunzel Turkey is using Netsis programmes in its accounting system since its foundation years. The company has found the solution to its changing business needs again in the Netsis ERP programme.

Rapunzel Turkey where inventory management and storage operations bear high importance used to run an in-house developed warehouse programme and kept its records in Excel before Netsis.

Entering a search for an ERP solution in 1998 in order to achieve higher efficiency against its increasing business volume, Rapunzel became acquainted with Netsis solutions through one of Netsis' business partners, Egebimtes. Mr. Ertem explained that they were confident that Netsis would provide them the best suitable solution with a good experience of the local market. Mr. Ertem further explained that considering the short installation time and the fair budget, they decided to work with Netsis.

The dynamism that came with Netsis

The installation of the system was completed in as short as six months including the required training, and the system was launched in August 2003. Rapunzel therewith established the integration between its accounting and production and put an end to the confusion in its inventory records. Rapunzel's IT Manager Yasin Sarper expressed: “Dedicated work enabled us to

complete the project as targeted. We are thankful to Egebimtes and Netsis.”

The outcome of the improved inventory management was enhanced performance and productivity in Rapunzel's business processes. Mr. Ertem explained: “Earlier, when I wanted to know about the quantities in stock, I would get the answer two days later. Now I can press a key and get the information in two minutes. Thanks to Netsis, we have accomplished harmony, integration and speed in the company,” and added, “With the speed of the Netsis we can now monitor our profit/loss situation and analyse our costs; consequently we are able to penetrate new markets.”

Mr. Sarper, on the other hand, explained their practice on warehouse management, one of the most crucial issues of the company, in these words: “With Netsis' dynamic warehouse application and reservation modules we can monitor which product is stored on which shelf, use the previously defined criteria and codes to associate the products with the orders as soon as the products enter the warehouse, therewith prevent confusion among products.”

The management's contentment with the project

Indicating his wish to share with their peer companies their experience in achieving success with Netsis's inventory, invoice, current accounts, cash, check, statement, general ledger, integration, production, dynamic warehouse and cost accounting applications, Rapunzel Turkey's General Manager Atilla Ertem emphasised the importance of management policies in the installation process of these types of projects and drew attention to the importance of ensuring employees that they will not be losing their jobs with the introduction of the new system, thus encourage users to own the project. Mr. Ertem further stressed the importance of establishing an in-house IT department.

Mr. Ertem indicated that the need for new equipment and new users had emerged with the introduction of the Netsis system and emphasised that the new system had enabled the company to find the opportunity to penetrate new markets and thus grow, and employees nevertheless found satisfaction with the outcome.

Benefits which Rapunzel gained through Netsis solutions

- Enhanced performance and pace through the ability to issue the customer and supplier invoices from waybills, full integration of current accounts and ledger records, labour savings
- Ability to monitor the products stored on shelves and to associate the products with the orders they are reserved for with the Dynamic Warehouse Module
- Ability to monitor the on hand quantity information of certain items by entering certain criteria in the Report Module
- Ability to avoid confusion of products by using the Series Reservation application to match the products with the orders
- Ability to monitor the production figures on daily, weekly and monthly bases
- Ability to monitor precise and current raw material and complementary material purchase and export figures.