

**Success story**

Focused on Customer Satisfaction, **SANEM PRINTING** Accelerates its Growth with NETSİS



Sanem Printing, exporting printing products and machinery from Ankara to the globe, relentlessly continues its investments in the latest technology in order to meet its customers at the right place at the right time with the right product. Aiming to preserve the high level of customer satisfaction with a perception of error-free manufacturing and timely delivery, Sanem Printing took its business processes under control in 2006 with Netsis Fusion@6 package.

Sanem Printing was founded in 1976. Today, working from its building which has 25,000 m² of open and 15,000 m² of enclosed area in Ankara Capital Organized Industry Zone, Sanem Printing has the second largest wire spiral manufacturing capacity in Europe owing to the more than 25 wire form machines, in addition to its printing products. Sanem Printing, exporting to more than 55 countries from Europe to China, distributes its products all over Turkey from its center in Ankara, and branches in Istanbul and Izmir. Company's office opening to Europe has as well been founded in Dusseldorf, Germany.

Sanem Printing, which manufactures and exports a number of products such as wire spiral, helical spiral, bag handles and synthetic paper bags, also exports the plastic spiral called filament to the globe as its only manufacturer in Europe. Also manufacturing binding and drilling machines for printing houses, Sanem Printing has 30,000 types of products.

Sanem Printing General Coordinator Abdurrahman Bastas emphasized that the company constantly renews itself with the purpose of assuring the preservation of the customer satisfaction it achieved not only in Turkey but also abroad, and he added "This is why we have a high rate of investment in information technol-

ogy. The path to our goal of becoming a leader in the sector goes through renewal and investments made for training quality personnel.

Bastas pointed that the most significant factor behind the success of companies' enterprise resource planning investments is the confidence and supervision of the management, saying "We have left two years behind with Netsis and during this time, we came a long way in terms of both efficiency and being systematic. As the management, we audited software usage. We constantly questioned how effectively people are using it, and what advantages it is bringing for us. This tight supervision lies beneath the success we have achieved."

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Mentioning that they previously used programs they developed within their own body, Bastas said "The process was getting longer and problems kept coming up. For this reason we entered into a search for an off-the-shelf Enterprise Resource Planning package, where we met Netsis. We asked for a program demo from Tetra Engineering, Enterprise Solution Partner of Netsis in Ankara. I now understand why a demo for the program was not provided on the internet. Netsis is a flexible and modular program that can be customized for every company. It is in fact a very deep ocean... It is not possible to fit this depth into a demo on the internet. Netsis

team and its business partners are always available to provide an in-depth demo of the program whenever one is requested. After watching the demo, we saw that Netsis could meet our requirements. Tetra Engineering provided us with all the support. We are actively using Sibetra and SIRRUS, Tetra software integrated to Netsis packages, as well."

Netsis is behind high level of customer satisfaction

"Even simple operations like order intake or invoicing were causing time losses in resource usage and labor" mentioned Bastas, emphasizing the waste of resources in the company, adding "With Netsis, these processes were shortened; multiple data entry was avoided, errors and time losses due to these errors were minimized."

Bastas summarized Sanem Printing's production process with Netsis as follows: "Our domestic and foreign trade departments process quotations turning them into orders. This makes them visible to our production manager with the help of the Sibetra program provided by Tetra. Our production manager determines the requirements for the order inside the program: does the product inventory exist, how many units exist, what is the required raw material quantity for the missing units. He makes the production decision considering all this information he views in the current tables. Orders that cannot be met from inventory and are decided to be manufactured are transferred to production orders and sent to the production personnel.

Manufactured product is transferred to our quality control department. Every product that passes quality control is given a barcode. It gets recorded in finished goods receipts, and transferred to the warehouse. We handle the pre-delivery counting operation of products using hand-held terminals. The hand-held terminals that are supported by Tetra Engineering's SIRRUS program prevent errors and missing information that could be encountered during delivery.



Before, employees would write the year-end counting operations on paper, one-by-one. After which the record would be entered. This process was taking days. Now, after the hand-held terminal reads the data, SIRRUS instantaneously posts it to the database. This simple operation prevents a waste of time in the duration of days. It does not allow errors."

Underscoring the fact that every phase of manufacturing is controlled with Netsis Fusion@6, Bastas went on to saying "Error-free manufacturing and delivery are the most critical factors in our preserving and improving our level of customer satisfaction."

Netjob provided us with command over our business

Pointing that Netsis played a major role in making Sanem Printing into an enterprise, "Before Netsis, our processes were dependent on individuals. As management, the inability to not have control over business processes was bothering us. With Netsis Netjob application, we can have full command on the smallest details like incoming orders, production status, or delivery dates. By tracking the job, we have the ability to intervene when necessary. Netsis has been a complementary point, and integrating factor in our process of becoming an enterprise. We could not have analyzed a

lot of detailed information required for ISO standards without Netsis."

Bastas said "We make decisions in the light of concrete data with Netsis reports", adding "By pulling related reports, we can provide fast and accurate answers to all questions asked. We know that we are acting with accurate data in decision processes as well. Reporting provides us with the greatest control mechanism."

Bastas, who highlighted the variety in products and raw materials of the company, "It is very important for us to be able to see the number of units and inventory status of hundred of products over a single table. The cross matrix table we prepared with the Extend product of Netsis has been our biggest aid in production. In other systems, you will get lost among the output pages when you print such data using reports. But reading this table, we can act very fast."

We can perform fiscal analysis of our current accounts

"Tracking of current accounts is crucial in accounting" said Bastas, continuing "As management, with the table we prepared using Extend, we can print the daily or weekly financial, credit, debit information of our Ankara, Istanbul, or Izmir offices in a very short time, from where we are. We can observe the status of current accounts according to the reports generated. Our staff in the accounting department which used to be too busy before can now produce much faster and more accurate solutions thanks to the convenience provided by Netsis."

Bastas explained that branches outside of Ankara can use the program via remote desktop connection, adding "All of our staff working in other cities can perform all operations they are authorized for by logging in the system with their own credentials. They remain in charge of our business processes just like they were working next door. In our business, instantaneous inventory tracking is a must, because while a sales employee in Ankara is selling a product, a sales employee in Istanbul may also sell it."

We can track our customers with CRM reports

Informing us that they are effectively using Netsis CRM, Bastas said "We record all data, which we acquire in industry fairs we attend both domestically and abroad, about our customers and potential customers in CRM records and track these. In the advanced stages of the process, we can easily access various types of information such as where we acquired the customer from, or what the short and long term tendencies of our customer have been.

Bastas mentioned that they gradually phased in the project, "We first went live with Netsis in our sales department after creating current account, product and item master data. Later in the second phase our accounting department followed. We managed this process problem free with intense efforts and support of Tetra Engineering. We completed the project in 6 months. Our doors are open to all factories in the organized industry zone, they can come here and examine the operation of Netsis and any details they have questions about. Everybody should take advantage of a program like this. Netsis policy is not focused on sales, the important point is customer satisfaction. I would like to thank Netsis and Tetra Engineering very much for this mentality."