

Netsis helped Abalioglu taste better

ABALIOĞLU

lezita



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Abalioglu Feed Factory, founded in Denizli in 1969, bears the title to be the private sector's first feed factory. Manufacturing 400 thousand tons of cattle, ovine, poultry, and fish feed a year in its facilities in Denizli, Ankara (Polatli) and Canakkale (Biga), Abalioglu carries on its operations as the leading company in Turkish feed industry. Abalioglu Group has started its activities in the food sector in 2005 as well, and it is manufacturing poultry and delicatessen products under the brand name Lezita, since 2006.

Lezita Integrated Meat facility, which started its operations on 23 thousand m² enclosed space, located on the Izmir-Ankara highway at Kemalpaşa-Bagyurdu area, is situated on a total of 100 thousand m² land. Carrying out its operations in a fully integrated manner from production of feed to brood egg and chick production, from contractual growing to poultry meat production, Abalioglu tracks all of these integrated processes with Netsis Fusion@6 product. Abalioglu can track and manage all entities and resources in this group from one center using the "multi-company structure", which is one of the most important features of this product.

Saying they have increased their capacity close to 400% since they started production in the food sector, Abalioglu Finance Manager Zeydin Cetin mentioned that "We have the leadership position in the feed industry. Our goal in the food sector is to become one of the top three. As Abalioglu, we have close to 30 branches. With Netsis, these branches have come to a point now where they can work as a system integrated to each other."

"Netsis is time and speed for Lezita"

Cetin mentioned that Fusion@6, the product that Netsis developed for today's competitive conditions, provided them with more time and speed, adding "We can get the consolidated reports from Netsis for the whole group that are needed at strategic decision making points. The fact that we can track our product costs in a detailed way using the production and cost accounting applications guides our management decisions. Thanks to the integration achieved with the production automation used in our feed facility, the production process is managed in an error-free and efficient manner. This way we effectively removed over-time from our system."

Cetin, who says that as the Finance Department they



were performing a lot of operations manually before, continued "As our banking operations are quite heavy, we are working with almost all banks in the sector. With Netsis, we can carry out operati-

ons such as loans, non-cash loans, customer risk structure, guarantee structure without any problems. We are able to finalize a lot of operations, that were handled manually before, in a short time with Netsis. We are able to track customer's risk structure, and our receivables with the generated reports. Up-to-date and correct reporting over Netsis such as inventory, production, sales, sales planning, post-sales customer accounts, risk-receivable tracking, has also increased our reliability towards our dealers. With the system we provided to them, our dealers have also come to a position where they can track their current balances, risks, and generated invoices in Netsis."

“Netsis helped speed up planning workflow”

Abalioglu Production Supervisor Teoman Seker, told us that at Lezita Meat Integrated Facility, which has the capacity to slaughter 10 thousand chickens in one hour on its 6 thousand 200m2 of space, all pieces are prepared under computer control, from initial hanging to slaughter, and eventually to packaging, adding “We hold all manufacturing records from order to invoice, from live receipts to raw material receipts in Netsis Fusion@6. Barcodes of our products that came out of our slaughterhouse and went to shipping on a parcel basis can be read by hand-held terminals and they can be recorded in Netsis free of errors and efficiently. We can get same day reports from Netsis by parcel, kilograms, and pallets for our products that came out of manufacturing. Netsis increased our planning workflow speed and provided efficiency improvements”.

“Netsis is our biggest supporter on the road to Quality”

Abalioglu Cost Accounting Supervisor Cagdas Ulupinar who stressed the fact that significant drops in inventory



turnover rate were experienced thanks to Netsis Inventory module went on saying “In addition to Production, Cost Accounting is another crucial module that helps facilitate our work-

flow. We can finalize our period close processes speedily with the cost generation and calculation operations we use in Cost Accounting. Netsis has improved Abalioglu’s production performance by a high factor. It has become our greatest supporter on the road to quality.”

With its contemporary management approach, and without compromising from product quality, Lezita brand that targets growing with innovative steps continues its operations with the vision of becoming one of the top three in its market. Hand-held terminals that are cold storage depot compliant and that work in integration with Netsis are used in the slaughterhouse of Lezita Meat Integrated facility in Izmir, Kemalpaşa, and, production date-compatible and quick shipping can be done effortlessly. Murat Yuçegül, Abalioglu Shipping Supervisor,



summarizes the shipping workflow in this way: “We get the products coming out of manufacturing read into the system by hand-held terminals, and then we handle invoicing and shipping in one transaction with the information that gets posted to the invoicing module. Before, these operations were done manually. Netsis made us gain speed and time”.

Underlining the fact that going live with Netsis Fusion@6 as an integrated system did not cause them any loss in business or costs, Abalioglu Production Supervisor Teoman Seker added that “Abalioglu Netsis implementation process first started at Izmir main office. After analysis were conducted, modules were implemented at the departments. This way a system integrated on a departmental basis was achieved. Accurate analysis done during the project transition phase have prevented losses in business, time or costs”.

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Abalioglu Finance Manager Zeydin Cetin, who stressed that Netsis technical team provided all required support after the system was operational, said “Support teams have provided us with the required support in building the infrastructure for the system by actually working with us, from time to time, at our facilities. We feel confident thanks to the Netsis support team and we get the support we need from Netsis 24 hours a day. We give our thanks to the project and development teams that give us this opportunity.”

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