

# Karbosan management receives **ERP** support

“ The Karbosan usually had a growth rate of a few points. But the growth rate of our company has hit double-digit numbers within two years of us using the ERP system. ”

Ali Akbay, Karbosan Planning Manager



## KARBOSAN ERP PROJECT



# “We can look to the future with confidence”

Karbosan gained pace and efficiency thanks to the Oracle ERP system. Karbosan Planning Manager Ali Akbay asserts that working with iNNOVA was a great advantage and adds, “Knowing that iNNOVA would respond to all of our needs in the future helps us look to the future with confidence.”



## A world class company exporting to five continents

Karbosan, which was founded in 1967 in Istanbul, was the first company in Turkey to produce abrasive products. The company, which operates in a 41,000 square meter facility with 450 employees, is an industry leader in the Turkish market. Karbosan, which recently began to focus on exports, is currently exporting to many countries in five continents with its most prominent customers being in Europe. Approximately 22 percent of the company’s turnover is composed of export revenues.

Karbosan decided to use Oracle E-Business Suite Enterprise Resource Planning (ERP) systems in 2004 when their IT systems became insufficient.

Karbosan Planning Manager Ali Akbay explains the reasons behind their decision as follows: “When I started working for Karbosan in 1997, they were using software developed specially for Karbosan by an IT company. That software was initially able to manage all of our inventory movements and meet our accounting, sales and production needs. However, as the company grew over time, it could no longer meet our needs. This situation was naturally conveyed to senior management. It is senior management’s duty to make strategic decisions for the future of the company.

They have to have the most updated and correct information at hand while making strategic decisions. We could not attain certain level of up-to-date and accurate information with the old system. We considered whether changing our infrastructure and began looking for solutions.”

Oracle was chosen as a result of this search. Akbay states that Oracle’s flexibility was crucial in this decision: “We wanted to see the support of a world-famous company in the program we would buy. At the same time, the software had to be flexible in order to meet our needs. After a thorough period of research, we decided on Oracle ERP systems, believing that it would meet our needs and started the project.”

“ INNOVA’S EXPERIENCE PROVED VERY SIGNIFICANT FOR US AT THIS STAGE. THE INNOVA TEAM HELPED US TREMENDOUSLY AT EVERY STAGE OF THIS TRANSITION PROCESS TO ERP ”

## Habits have changed

After choosing the system, Karbosan decided to work with iNNOVA in order to implement the Oracle ERP system. Akbay explains that iNNOVA’s significant experience with Oracle and strong references from the manufacturing industry played a role in their decision. Saying that they had difficulties during the process; but were able to overcome them thanks to iNNOVA’s support, Akbay describes the project process as follows: “We experienced serious difficulties. We did not know how we could part ways with a system that we had been used to for more than 30 years

### AT A GLANCE

#### PROJECT OBJECTIVE

- To meet the fast reporting needs of Karbosan in line with its development to make the business processes more efficient.

#### SOLUTION INFRASTRUCTURE

- E-Business Suite,
- Oracle Financial Management System,
- Logistics Management System.

#### SONUÇ:

- Business processes became more efficient and productive.
- The time required for reporting was minimized.
- Management was granted access of strategic reports, regardless of time and place.
- Information consistency was achieved.



Ali Akbay, Karbosan Planning Manager

with efficiency and productivity. He explains that the procedures which were previously carried out in multiple stages can now be completed in a more productive and efficient way and that it is senior management which gained the greatest advantage in the process: "We periodically submit reports to the decision makers. Previously it took us a long time to prepare those reports. The loss of time could, at times, give way to negative consequences in Turkey's uncertain market conditions. Currently, the monthly reports can be prepared in a day. It used to take us two to three months to close the year's accounts, now it only takes 10 days. This has been a big time saver for us."

Another advantage of the system is that top management can access the reports whenever and wherever they wish. Management has access to the screen display of any report, can make the necessary decisions and can share these decisions with the lower management. In addition, the information is now 100 percent consistent. Akbay states that the data obtained from different sources on the same topic for a report previously may have contradicted one another, whereas now this is no longer a problem.

**“ WHILE KARBOSAN USUALLY GREW A FEW POINTS ANNUALLY, WE SHOWED A DOUBLE DIGIT GROWTH PERFORMANCE FOR THE TWO YEARS FOLLOWING OUR IMPLEMENTATION OF THE ERP SYSTEM ”**

and move on to a new one. iNNOVA's experience proved very significant for us at this stage. The iNNOVA team helped us tremendously at every stage of this transition process to ERP. We overcame our troubles through a highly cooperative and disciplined effort and we implemented the entire infrastructure system as planned and on time. Today, we can see how successful the project has been more clearly."

### **Assurance for the future**

According to Akbay, what is most pleasing about working with iNNOVA is that they offer assurance for the future: "The content of the software is suitable for the company's development. Because our consulting firm is constantly improves itself, we know that when a new need arises, iNNOVA has already applied it before, and that Oracle already has it in its infrastructure. They can tell us what we can do, even over the phone. This gives us assurance for the future."

Akbay states that the project provided them

### **Increased growth rate**

Akbay maintains that the acquired speed and productivity are reflected in business results, yielding a significant growth performance in 2006 and 2007: "While Karbosan usually grew a few points annually, we showed a double digit growth performance for the two years following our implementation of the ERP system. We began driving a faster car so we accelerated as well.

In short, we are very pleased with the advantages that the new infrastructure has provided us with."



"iNNOVA had a significant level of experience in ERP projects. They shared their experience, down to the minutest detail with us at every stage of the project. Through extremely disciplined work, we implemented the project in the way and on the time we had planned. Today, we can see how successful the project has been more clearly."

**Ali Akbay, Karbosan Planning Manager**



"Karbosan was an exemplary customer in every way. Senior management had a high level of involvement in the project. They set the right goals, followed the procedures along with us and gave us the necessary support when we faced a hurdle. We put our full, interactive effort into this project to bring it to life."

**Feyza Narlı Güleç, iNNOVA Enterprise Business Solutions Manager**

## FUTURE READY SOLUTIONS

FUTURE READY SOLUTIONS



Founded in İstanbul in 1967, Karbosan is the first manufacturing company to produce abrasive products in Turkey. It is the fastest growing company in the abrasive products industry. It caters to the world market with a full range of products in its 41,000 square meter facility with 450 professional employees. With its improved export activities, Karbosan products are sold in a large number of countries on 5 continents.



iNNOVA IT Solutions, Turkey's leading software integrator, provides platform independent IT solutions and services to enterprises in the telecommunications, finance, manufacturing, public and service industries with a professional staff of 350. The company's areas of activity include collecting and payment solutions for finance and telecom sectors, ERP, CRM and BI applications, portals, bespoke developed software, IT security and kiosk systems. Founded in 1999, iNNOVA has joined the Turk Telecom group of companies in 2007. The company operates out of offices in İstanbul, Ankara, İzmir and Dubai.

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