



Kıraça Holding Group
Istanbul, Turkey

Industry:

Automotive

Annual Revenue:

US\$350 million

Employees:

1,500

Oracle Products & Services:

Oracle Discrete Manufacturing
Oracle Flow Manufacturing
Oracle Purchasing
Oracle Inventory Management
Oracle Mobile Supply Chain Applications
Oracle Order Management
Oracle Advanced Pricing
Oracle Enterprise Asset Management

Oracle Partner:

Innova
www.innova.com.tr

“Oracle E-Business Suite has been a key factor in our successful move to a process-based approach. By achieving precise control over production and supply chain processes across the group, we’ve been able increase efficiency and expand our ability for group-wide cooperation.”—Hakan F. Akmeriç, Director, Information Systems, Kıraça Group

Kıraça Holding Group’s Companies Accelerate Supply Chain Management Processes by 100%

Founded in 1998, the Kıraça Holding Group consists of eight companies involved in the automotive and luxury motor yacht industries. The group includes Karsan, a car and truck manufacturer for the Peugeot-Citroen, Renault-Trucks, Hyundai, and Karsan-J9 brands; Karsan Pazarlama, a distributor and sales company for J9; Kirpart, a spare parts manufacturer; Karland, a spare parts distributor; Sirena Marine, a licenced Azimut Yachts manufacturer and dealer; and Hexagon Studio, a designer and builder of automotive and other prototypes.

Challenges

- Establish a process-based application infrastructure to enable groupwide institutional operations and standards, and to allow the group to monitor and coordinate all of its production, logistics, and financial operations
- Balance assembly line production to increase throughput while satisfying the demand for various product models and options
- Align the production process, despite the 30% labor time difference between basic models and top-of-the-line models

Solutions

- Worked with Oracle Partner Innova to implement Oracle E-Business Suite in 10 months for a full enterprise resource system, enabling the group to share and coordinate data
- Gained the ability to respond to customer demands in real time with a pricing mechanism from Oracle Supply Chain Management applications—facilitating improved customer service and increasing company profitability
- Accelerated order management processes by 100% by ensuring timely access to accurate and necessary information
- Enabled Karsan to deliver requested product variations to customers and optimize resource allocation using Oracle Flow Manufacturing, which models and controls assembly line production to effectively control production throughput
- Minimized errors in order management and supply chain management by adopting a standardized system for the group
- Leveraged the efficiency and production gains of the new system into a significant competitive advantage over others in the automotive and maritime industry, further strengthening the group's agreements with RT, PSA, Hyundai and Azimut Yachts