

Silverline, Istanbul, Turkey

Driven by Digital Transformation, Silverline Plans its Future



We launched our digitalization journey in 2011 and started to work with itelligence Turkey. The digital transformation we achieved brought us to the point where we are exporting 45 percent of our production to 70 countries. The first 'conversion' project we undertook in Turkey has played a significant role in this journey.

Mustafa Laçın, Silverline CEO

Why conversion

- Data center's low performance
- The need to manage processes in a more simplified way
- The need to obtain better quality data with lower costs

Benefits

- Critical business processes were reconfigured on SAP S/4HANA
- Acceleration in system performance reflected positively on all other processes
- Big Data management made easier
- Ability to work with user-friendly Fiori screens
- Custom Code Correction/Optimization

Solution

- SAP S/4HANA Conversion Project

Why itelligence?

- Global experience and knowhow in SAP projects
- Consultants with industry-specific experience, extensive knowhow and the means to access global resources
- A team that is always accessible, and that fully understands and delivers the requirements



Database
down from
1TB to
650 GB

Founded in 1994 by a team of 25 people, Silverline is continuing its successful activities with built-in kitchen appliances and with operations in Turkey and Europe with more than a thousand people. Gümüş Group has embraced innovation and technology as part of its vision and mission since its inception, and the company's relationship with SAP solutions and itelligence dates back to 2011. Since then, Silverline has been controlling their business processes across all group companies from a single point with itelligence's partnership.

We respond to increasing demand for technology and innovation with "digital transformation" and "R&D"!

Silverline, which has grown steadily by 20 percent over the last six years, reached the strength to export to 70 countries in seven years, and declared 2017 the year of innovation, deciding to continue its digital transformation journey with itelligence. Behind this decision lies the aspiration to become a brand recognized both in Europe and the world by charging ahead more boldly toward the future using the data obtained through the SAP infrastructure. The highlight of our project, which was implemented and went live in only ten months, is the fact that it is one of the first conversion projects in Turkey in this field. Before transitioning to SAP S/4HANA, Silverline was already making strategic decisions based on the data pulled from the ERP system, and now with the new system, these decisions can be reached much more quickly.

Some of the key features of the project in which both SAP Activate and Agile methodologies were used in a hybrid form include; SAP EHP 7, ERP 6.0, Unicode, Microsoft SQL Server (2012) with 2 control codes, 11 company codes, 16 production sites, and conversion of all the data in the system to SAP S/4HANA structure. External system integrations such as Doruk Automation, Trex, Codesoft and Horoz Logistics and more than 1500

customer-specific ABAP objects were aligned with SAP S/4HANA.

During the transition process, the active system was kept offline for only 3.5 days and the database was reduced from 1TB to 650GB, which resulted in doubling the speed of standard reporting process. With the SAP S/4HANA project, the first step was taken toward Gümüş Group's goal of ensuring that all group companies and affiliates are IT-based. Supported by its human resource who also embrace innovation, Silverline is on the path to customizing and enhancing the capabilities of SAP solutions, which the company sees as a digitalization package. Today, as one of the top five European manufacturers of built-in kitchen appliances and amongst world's top ten companies, Silverline continues to grow with more than 10 million units of production capacity. Aware of the importance of making the right decisions at the right time with the help of technology and innovation, the company invests in R&D, automation and robotics for its production sites. Thanks to the latest version of SAP S/4HANA, Silverline is able to calculate the profitability of the product in real time, even during production process.



Over the last six years, we regularly posted 30 percent higher profits annually. Thanks to our technological infrastructure, including the dealers we integrated more than one thousand personas, into a single system and in seven years we became a company that exports to 70 countries. In addition to accelerating our business processes we are able to carry out sales, distribution, production, planning, and analysis of costs and profitability simultaneously.

Mustafa Laçın, Silverline CEO

SILVERLINE

Company:
Gümüş Grup

Industry:
Durable Goods

Products:
Built-in ovens, stoves, range hoods, refrigerators, dish-washers and kitchen sinks

Employees:
1000+

Head Office:
Istanbul, Turkey

Website:
www.silverline.com