

Norm Holding, Istanbul, Turkey

SIMPLIFYING THE IT INFRASTRUCTURE WITH END-TO-END SAP® SOLUTIONS



When it comes to maintaining our leadership among competition and supporting our strategic decisions with a robust infrastructure, we are aware that digital transformation is inevitable. We are building SAP projects to transform all processes in the strategy map that will drive Norm Holding's future together with our employees. And we are pleased to collaborate with itelligence* Turkey, one of the largest and most professional solution partners of SAP, to carry out this transformation.

Kamil Basaran. CEO, Norm Holding



Needs

- Real-time reporting by region, category, channel and product
- Seamless supply chain management
- Process integration



Solutions

- SAP S/4HANA®
- SAP® SuccessFactors®
- SAP Sales and Commerce Cloud



Benefits

- Building an effective decision-making mechanism for operations with instant reporting and analysis in financial processes
- Ensuring data flow in storage and supply management processes through a centralized system
- Achieving efficiency in all operations through systematic integration and faster processes



Why NTT DATA Business Solutions?

- Experienced consultancy firm with strong customer references
- Professional solution partner
- Global resource network and experience



Company: Norm Holding
Industry: Automotive
Products: Parts
Employees: 2.000+
Head Office: Izmir, Türkiye
Website: www.normholding.com.tr

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions



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9 Sites Manufacturing



Norm Civata, founded in 1973 in Izmir, today ranks 13th in the "Top 100 Companies in the Aegean Region" list and 189th in "Turkey's Top 500 Enterprises" list, maintaining its leading position in the bolt industry with its production capacity and variety. The company, which became a holding in 2017, holds a competitive position in the global market as it continues to grow steadily through digital transformation applications and R&D investments. Norm Holding, the leading manufacturer, and seller of the fasteners market in Turkey operates with nine manufacturing sites and five marketing companies, continuing to serve its customers with high-value products.

IT Infrastructure Simplified

Norm Holding, which operates across a range of industries and fields from furniture to construction and machinery, and in particular automotive and white goods for 44 years, chose NTT DATA Business Solutions Turkey as its partner in the digital transformation process. As a result of the project that aimed to simplify the IT infrastructure with end-to-end SAP solutions, the business processes and manufacturing facilities of all group companies are now managed from a single center. The latest solutions such as SAP S/4HANA, SAP SuccessFactors, and SAP Sales Cloud and Commerce Cloud were implemented as part of the digital transformation process, simplifying financial, HR and sales processes and achieving significant improvement in productivity.

Digital Transformation Program

As part of our digital transformation project, we launched Turkey's first IBP project. This enabled Norm Holding to build an integrated management and monitoring platform with its seamless supply chain management approach across the group's production and sales companies located in Salihli and Izmir (Turkey), Germany and France. With this platform, planning and financial management, as well as traditional sales and operations processes are now controlled from a

single center. As a result of our digital transformation project that went live in only a year, an effective decision-making mechanism was established with real-time reporting and analysis capabilities in Norm Holding and Norm Civata. Data flow was achieved through a centralized system for storage and supply management processes. The it.mds^{ADD} & PLM integration enabled automation of the entire process starting from the product design stage. The main data generation process was designed to match the structure of Norm Holding and creation time for multiple products was reduced to 4-10 seconds.

Human Factor in Digitalization

Kamil Başaran, CEO, Norm Holding, said, "As a global player that manufactures and sells original equipment, we highly value the importance of this project that we implemented in partnership with NTT DATA Business Solutions Turkey, which accompanies us on our digital transformation journey. We adopted a seamless supply chain management approach and built the integrated platform, which we aimed for our manufacturing and sales companies in Salihli and Izmir (Turkey), Germany and France, with SAP IBP. Our employees, the internal customers that we care about as much as our external customers, also used the digital human resources platform SuccessFactors as part of this integrated system and adopted the essential changes in the way we operate. We included both the office employees and also our operator colleagues in the process. We simply could not ignore the 'human' factor, the most important element in the institutionalization and organizational restructuring process, during digital transformation. Now, 2,000+ employees experience Performance Management, Training and Recruitment processes in digital and cloud environment."

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