

ACHIEVING COMPETITIVE EDGE THROUGH DIGITAL TRANSFORMATION & CUSTOMER EXPERIENCE



Our digital transformation journey accompanied by itelligence* Turkey started in early 2014 with a SAP® project aiming to employ a world-class system. Within this scope, we commissioned critical projects such as virtual systems and workstations that considerably improved our operational flexibility through a centralized control system, thus helping us to achieve major successes that set the standards in our industry.

Fatih Kurt, CID, Standard Profil



Objectives

- To achieve central control
- To build operational continuity
- To improve operational flexibility
- To prevent data losses



Solutions

- SAP® Ariba®
- SAP® SuccessFactors®
- it.mds^{ADD}



Benefits

- Standardizing the supply process and managing it via digital channels
- Achieving sustainable savings through digital monitoring of expenses
- Bringing buyers and sellers together on a user-friendly cloud platform
- Implementing production and planning processes in a coordinated and healthy manner
- Establishing a more enterprise-level system infrastructure
- Enabling company management to take faster strategic decisions
- Ensuring advanced inventory management and spare part traceability



Why NTT DATA Business Solutions?

- Strong customer references
- Competent team of experts
- Industry-specific experience
- Reliability as a business partner



Company: Standard Profil

Industry: Automotive

Products: Automotive Technologies

Number of employees: 8000

Headquarters: Istanbul, Turkey

Website: www.standardprofil.com

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

NTT DATA Business Solutions



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Trusted Global Innovator

Competitive Power with Digital Transformation

Established in 1977 in Turkey, Standard Profil Otomotiv Sanayi ve Ticaret A.S. is the leading automotive sealing profiles supplier for automotive manufacturers all over the world. The company offers rubber or PVC sealing products such as glass channels, rocker panels, drips, trunk, body, doors, sliding doors, front bumper and shroud caps, and fixed glass and quarter window gaskets. With an extensive and prestigious customer base including brands such as BMW Group, Daimler, FCA, WW Group, Renault-Nissan, Toyota etc., Standard Profil is Europe's second biggest automotive sealing systems producer and the supplier of the largest volume of products. The company launched a digital transformation journey that sets an example to the automotive industry, with the aim of coordinating 8,000 employees all around the world and improving competitive power by adopting a common language in production and supply. Selecting NTT DATA Business Solutions Turkey as its guide during this critical journey, Standard Profil implemented SAP solutions in all factories located in different places by employing SAP SuccessFactors, SAP Ariba, and our solution it.mds^{ADD}. Aiming to develop technologies that lead customers and the automotive industry in line with the market dynamics and requirements, Standard Profil benefited from this SAP infrastructure to manage its human resources, procurement, and supply processes real-time.

Cost Savings and Maximum Value

In addition to enhancing procurement, supply chain management and human resources processes, it.mds^{ADD} solution developed by us was also implemented to improve the quality of master data and manage the processes more transparently. it.mds^{ADD} not only improved the quality of master data, but also reduced manual master data entries by 95%.

Significant Transformation in HR Processes

Standard Profil also implemented the most extensive SAP SuccessFactors solution of the industry to redesign its HR processes end-to-end with the aim of supporting its 8,000 employees in 6 locations (Spain, China, Morocco, Bulgaria, Turkey, and Cape Town). Realized in only 10 months, this project included Employee Central, Performance and Goal Management, Succession and Development modules. These modules enabled central management of all processes (from recruitment to employee development and positioning the right person at the right department), thus increasing the efficiency of Standard Profil employees. Self-service system made sure that each employee can have access to and manage every information about himself/herself. Expat management and international global task assignment features were designed and implemented. Thanks to the automation of routine tasks, employees gained the time required to add value to the company.

Continuous Transformation

Underlining that Standard Profil cooperates with intelligence Turkey to design distinctive projects in the industry, CJO Fatih Kurt said: "To be able to serve at certain standards in every corner of the world, you need to have a strong infrastructure and a robust ERP system. Our infrastructure practices in all locations focus on building international systems and safety standards, making technological developments, and combining these with our corporate strategy. In parallel with the technological developments, we commissioned critical projects such as transition to cloud, as well as virtual systems and workstations that considerably improve our central control and operational flexibility, thus enabling major successes that set the standards in our industry."

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