



- **Industry :** Retailing
- **Number of Employees :** more than 2000
- **Headquarters :** Istanbul
- **Number of Locations :** 85
- **Brands :** Samsonite



Established in early 1970's, Desa has become a major player in the Turkish leather goods industry.

Applied Solutions:

- SAP Retail
- SAP BW
- SAP BO

Project Highlights:

- SAP solutions covering all operations of the company put into practise.
- Production processes and store management were synconized at the maximum level.
- With an accurate timing, right products positioned at the right places in retail stores.

Benefits:

- Reduced financial closing time.
- By controlling the productivity level in the production process, added valued created.
- Improved customer interactions.
- Decreased inventory costs.
- Decreased operational costs.
- Rehabilitated capacity usage.
- Operations from production to shipping, store management to online order tracking equipped with efficient integration and inspection.

