

## Standard Profil, İstanbul, Turkey

Standard Profil achieved competitive edge through its digital transformation project, while also investing in 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, CIO, Standard Profil

### Objectives

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

### 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

### Solutions

- SAP Ariba
- SAP SuccessFactors
- it.MDS<sup>ADD</sup>

### Why itelligence?

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





### Competitive Power with Digital Transformation

Established in 1977 in Turkey, Standard Profil Otomotiv Sanayi ve Ticaret A.Ş. 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, VW 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 itelligence 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 itelligence Turkey solution it.MDS<sup>ADD</sup>. Aiming to develop technologies that lead customers and the automotive industry in line with the market dynamics and requirements, Standard Profil benefitted 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<sup>ADD</sup> solution developed by itelligence Turkey was also implemented to improve the quality of master data and manage the processes more transparently. it.MDS<sup>ADD</sup> 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 itelligence Turkey to design distinctive projects in the industry, CIO 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."



**Company:**  
Standard Profil

**Industry:**  
Automotive

**Products:**  
Automotive  
Technologies

**Number of Employees:**  
8.000

**Headquarters:**  
Istanbul, Turkey

**Website:**  
[www.standardprofil.com](http://www.standardprofil.com)