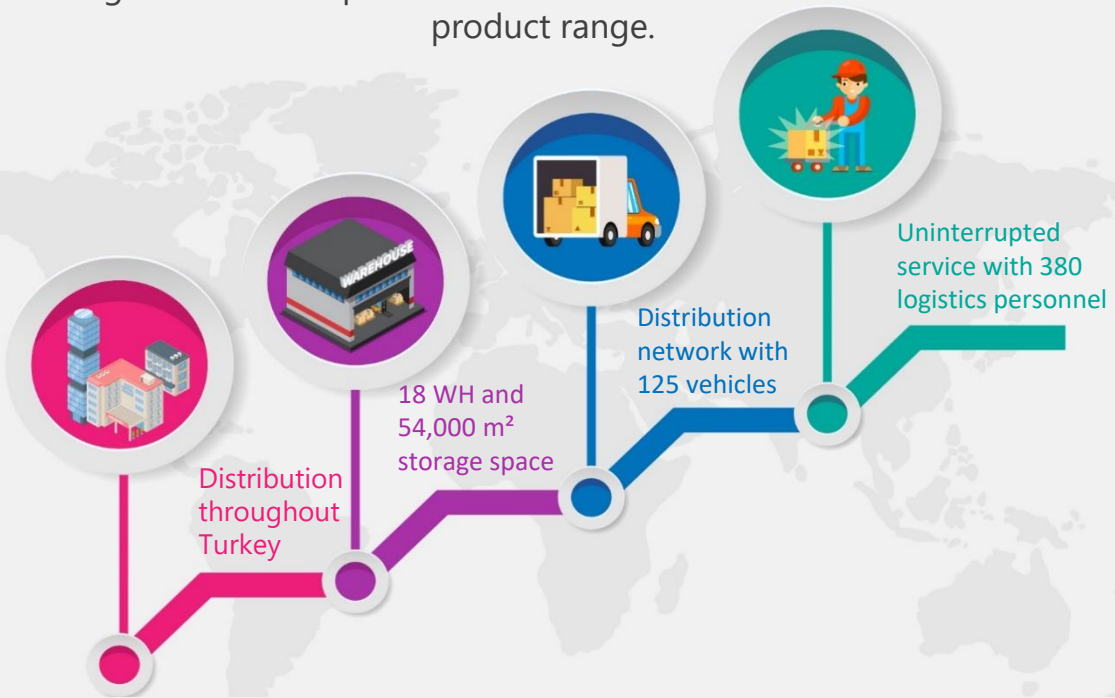


Demand Optimization, Order Management Digitalization Project

Operating in the Out-of-Home Consumption market, **g2mEksper** has a sales and distribution organization that provides services at international standards with its wide product range.



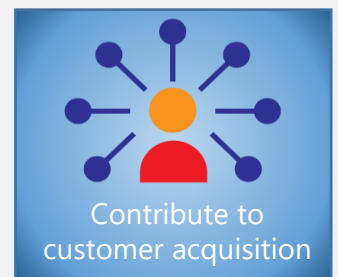
Digital Transformation Project

In project scope; It is aimed to produce a solution that will minimize waste, manage stocks at the optimum level, minimize user errors and increase operational efficiency, while maintaining highest customer service levels. Thus, a system has been developed that will ensure that the warehouses inventory get ready for season passes, special events and special days such as New Year's Eve and Ramadan.

Pre-Project

Recommendations and distributed order management were done with non-system (Excel, etc.) tools. The manual system used to bring difficulties such as human intervention, being open to errors, subjective management of parameters. Forecasting based on the sales figures of the last three months was not able to cover the variables that affect demand and spread over a wide period of time. This prevented the calculation of seasonal and trend-driven variables. The product segment structure, demand forecasting, price, etc., which affects the forecasting, could not be managed in a dynamic structure because it is not fed by variables; transitions and changes could not contribute to the system.

Post Project



This digital transformation project made it possible to remove all the constraints arising from manual management. The dynamism it brings to the operation; while improving the decisions to be taken at business speed, directly contributes to business results.

System Benefits

With the project, which we started in 2019, went live at the beginning of 2020, we took our S&OP, demand planning and that feeding processes to the next level and achieved gains beyond the project KPIs.

The two most important added values of the project for us are that it has prepared us for the pandemic conditions and provided many optimization opportunities, as if we have foreseen what will happen; and secondly, it gave us a competitive advantage in the work we do and created a leverage effect in incorporating new logistics customers into our portfolio more quickly.

Many thanks to the entire project team and OBASE.

Bora Tanyel
Supply Chain & Operation
Director

- Forecasting over the past 2 years of data
- Digital S&OP
- Headcount savings
- Waste optimization
- Improved order fulfillment rate
- Reduction in inventory costs
- Increase in customer satisfaction
- Differentiation in the competition
- Tedafix effectiveness in customer acquisition
- Getting a demand from the customer for the first time
- Increasing product availability
- Minimizing human intervention
- Continuous monitoring of the system with regular analytical reports | tracking | contributing to action planning