



Arçelik A.Ş.

**Integrated End-to-end Logistics, Supply-Chain
& Freight Transport Management System**



Haluk Gokmen

**2nd Future Internet Usage Areas Workshop
Brussels, 21-22 June 2010**



Turkey's biggest industrial and commercial conglomerate.



AUTOMOTIVE: Tofaş(FIAT), Ford Otosan, Türk Traktör, Otokar, Otokoç



FINANCE: Koç Financial Services, Yapı Kredi Bank, Yapı Kredi Pension Insurance, Koç Consumer Finance



ENERGY: Tüpraş, Opet, Aygaz, Mogaz, Entek



CONSUMER DURABLES Arçelik A.Ş., Arçelik-LG Klima A.Ş.

- 2008 consolidated sales revenue of **USD 43 billion**,
- Total sales that make up about **9%** of Turkey's **GDP**,
- Exports that make up **11 %** of Turkey's **total exports**,
- **16** Koç companies' shares are listed in ISE,
- 100 Group companies in **30** countries,
- **70,000** employees worldwide,
- **Over 10,000** dealers, agencies and after-sales services in TR,
- 2009 **Fortune's Top 500** Global Company List **ranked as 172th**.



"Gücümüz, hayal gücünüz"



Arçelik A.Ş.

Since 1955, more than *half a century of experience*

Brands



- Ø Over **17,000** employees including **650+ R&D experts**,
- Ø Arçelik is the one and only Turkish company in international WIPO list,
- Ø Continuous cooperation with national and international research institutes and firms.
- Ø Participating in national and international R&D projects; e.g. FP7 INNOSHADE, PLANTPACK, DIOMEDES, VICON
- Ø Consolidated net sales of **3,5 billion euros** in 2009
- Ø Beko **is one of the top 10 preferred brands** of world in its industry*
- Ø The **3rd largest** household appliances producer in Europe
- Ø Arçelik is the market leader in the Turkish domestic appliances market with its share exceeding 50%,
- Ø It has **4000 authorized dealers** and **600 after-sales services**,
- Ø Products and services in more than **100 countries**,
- Ø **10** production plants in **4 countries**, **11 million products**

*Euromonitor 2008, Global brand list: Large kitchen appliances, excluding microwave

Arçelik's Global Network

www.arcelikas.com



Arçelik uses multimodal surface transport to deliver its products to this wide geographical area and to get components for its production facilities, using many partners in the chain to have an efficient, cost and CO₂ saving logistics management system which is connected to warehouse management and production monitoring and control systems.

What we have today?



- Partial proprietary solutions available,
- Supporting technology building blocks and components are available; e.g. Wireless communication technologies as GSM, WiFi, Bluetooth, ZigBee and GPS support, miniature sensors actuators, active and passive RFID tags,
- There are time-slots in delivery chain in which products disappear and go into black-holes and there is no real-time information about the location and the status of the products

Internet of Things – What we need?



- An open, interoperable and standardized solution which is covering the whole chain and all stakeholders.
- Real-time information about the objects to the customers whenever available or requested.
- It may be possible to develop new services and applications based on future business requirements after having such an open and interoperable platform.

What we are doing?

- Working with our partners to complete missing links in the chain,
- Arçelik has a broad range of expertise as well as many in-house developed and deployed proprietary solutions in Logistics, Supply-Chain and Production Management Systems.



Contact Person:

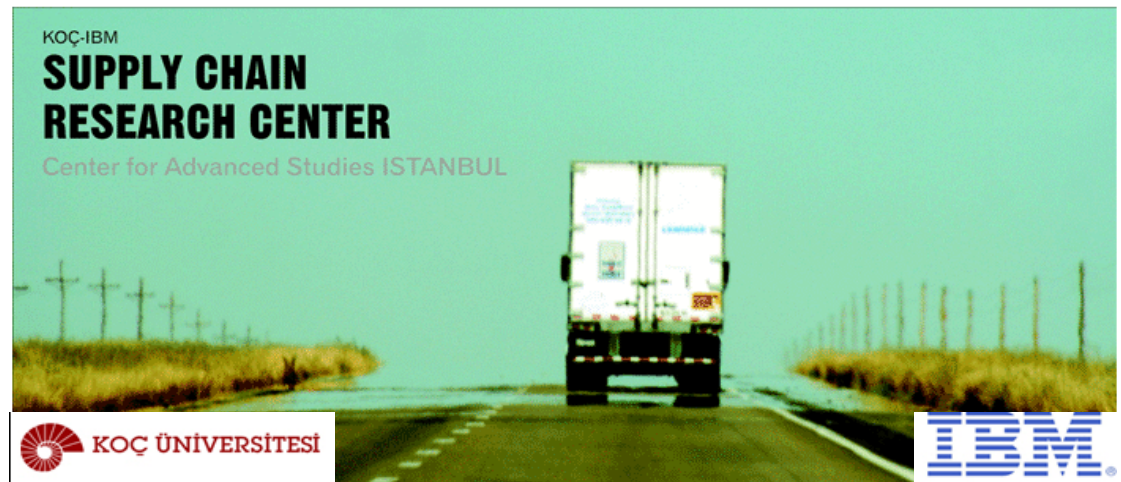
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