



Textile Giant Güney-Polgat Relies on MIMIX®, to Lower Its Production Costs Through Continuous Availability

Walk around your favorite shopping mall and count the number and variety of clothing retailers. Stores range in taste from casual, formal, and trendy to sports apparel and and of course the family wardrobe galleries and department stores. The variety of styles and tastes all offered at one shopping mall location can be quite overwhelming. Now just think of the design, creation, and delivery coordination of all these different styles and types of clothing goods to retail shopping malls around the World – all before today's fashions are yesterday's style! That's the mission of Güney-Polgat, one of the major players in the textile business, to forecast demand and steadily supply fashionable textiles to the World's shopping malls.

The Fertile Crescent of Today's RTW Fashion

The Sanliurfa-Harran, Mardin and Ceylanpinar plains lie between the Euphrates and Tigris rivers, which encompass the famous "Fertile Crescent" - the birthplace of the Mesopotamian civilizations and agriculture in the Middle East.

Today, it forms a major part of the cotton belt of Turkey, where Güney-Polgat was founded in 1952 as a textile producer with a mission: to hug the World's consumers' taste for ready-to-wear fabrics. The founders correctly eyed the growing need for that important market segment called ready-to-wear (RTW) and developed a tailor-made approach to contract to the World's leading brands.

GÜNEY POLGAT

Güney-Polgat has successfully positioned itself as a premier player in RTW and has achieved the status as one of

the biggest textile manufacturers of worsted fabrics in Europe. The company is headquartered in Adana, a major business hub in Turkey and located in the heart of the cotton belt. It operates four state-of-the art vertically integrated textile production plants with a total production area of 550.000 m². Capping a production capacity of 40 million meters/year, the group posted a 2002 annual turnover of EUR 70 million with 1863 employees. Güney-Polgat, which is a joint venture of the parent company Güney Sanayi with the Israeli company, Polgat, has another factory in Kiryat Gat, Israel with an additional 490 employees.

Protecting the Supply of Brand-Name Retail Giants

To ensure its status as a premier player in RTW, Güney-Polgat understood early on that Continuous Availability simply was not an option. Serving the World with ready-to-wear brands such as Banana Republic, GAP, Marks & Spencer, Mother's Work, Nordstorm, Old Navy,



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Tommy Hilfiger and Hennes & Mauritz, the company has a duty to be available 24x7, 365 days-a-year – and no excuses. And the company duly delivers. Every day. Since 1952.

They are able to produce every kind of textile fabric according to the demands of the 'in' trend and the free flowing waves of fashion. All the necessary production functions – from preparing the fiber for production, to the mixture of different thread types over the development of new thread types, from raw fabric production to colouring and taming – are performed using the most advanced production technologies.

ICT is the Key to Leaving Our Competition Behind

There is no harsher business climate than the world of soft fabrics when it comes to competition. Differentiation stands atop every survival kit for textile manufacturers! To keep existing clients returning to Adana and to woo new customers, Güney-Polgat employs the latest ICT solutions and implements industry-leading automation processes.

Hasan Mentés, the Information Systems Manager of Güney-Polgat, explains: "Each customer wants their order to be delivered right on time with a guarantee of the quality they requested. Work interruptions never concern the customer. We work in the world of fashion. If our products move out of fashion before we can deliver them, that's the end of the line for us! The most important thing in the textile sector, and where the competition is incredibly high, is to deliver the orders as soon as possible and collect on the invoices without late penalties or returns. If we achieve that objective, the next order will already be waiting for us."

"Our IBM® eServer iSeries™ systems must never stop, except for planned shut-downs."

Hasan Mentés, Information Systems Manager

The purchase of the raw materials, the production of threads in different mixtures from these materials, the production and painting of the fabrics, the cuts in different parties and the production of the finished product are done with minimal human interference. The complex structure of the process, its time sensitivity and numerous items it covers, make it compulsory to control the whole work process with information technology systems.

Information systems play a central role in the functioning of all work processes in Güney-Polgat and in all the



communications between the departments. The flow of their work processes, such as order management, production planning, production, quality control, storing, delivery and accounting have to be in motion continuously.

Hasan Mentés continues, "To cope with the extremely tough competition in the fabric production sector, you have to prove a quality level of 95 percent and up. We achieve this goal with our competitive advantage in ICT. Even though we have strength in the wide range of products offered, which is very important, it is really through our ICT abilities that we are able to leave our competitors behind by lowering our costs and improving our services to create unmatched customer loyalty."

The Challenge: Upgrading without Interruption

Since Güney-Polgat's reliance on its ICT is business and mission-critical to the success of their operations, the effect of having to take their systems offline for any reason could be disastrous to their business. So you can imagine their concern when faced with having to move their entire production process onto a brand new ICT hardware infrastructure and integrated software solution and do so without interruption of their production. And, to safeguard against unplanned downtime, the company also decided to adopt a back-up system to protect itself against natural disasters such as fire and in Turkey's case, earthquakes.

Top priorities for Güney-Polgat were first and foremost Continuous Availability and thereafter Disaster Recovery.

At the heart of the ICT hardware installation in Adana, is an IBM® eServer iSeries™ 720 backed up by a Model 820.

The operational 720 Model runs TIM (Textile Integrated Manufacturing), the PRP (Production Resource Planning) solution developed by longtime IBM Business Partner KOTA Bilgisayar. KOTA is also the authorized MIMIX Business Partner of Lakeview Technology, the World's recognized leader in Continuous Availability and Disaster Recovery solutions based on IBM eServer iSeries technology.

There are currently more than 300 PC users at the company and a set of printers on each department, linked via LAN, all linked with the heart of the system, two IBM eServer iSeries. KOTA Bilgisayar, the distributor of MIMIX in Turkey, is currently providing Güney-Polgat with maintenance and support services

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Hasan Mentés, Information Systems Manager

KOTA, together with IBM and Lakeview Technology, presented the most efficient solution for Güney-Polgat, taking into account all the necessary elements to reach the ambitious objectives spelled out at the onset of this huge ICT project.

Automation is the key to the continuing success story that is Güney-Polgat. The purchase of an overwhelming array of raw materials, the production of threads in different mixtures from these materials, the production and painting of the fabrics, the cuts in different parties and the production of the finished product are all done with minimal human interference. The complex structure of this process, its time sensitivity and indeed the large number of items that are being covered, makes it compulsory to manage and to control the entire chain of process events through the most sophisticated information technology systems in the textile business. Information systems play a pivotal role in the functioning of the complex interacting business processes at Güney-Polgat and in its communications between the different departments: order management, production planning, production line, quality control, storing, delivery and invoicing have to work continuously, 24x7, 365 days-a-year.

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Güney-Polgat. First, the mechanical part of the business process – the textile production machines on the factory floor. Maintenance demands on-time priority and any malfunction requires immediate care to be taken. Secondly, the ICT part of the equation. the uninterrupted functioning of the work processes, the continuity of production and the functioning of the automation systems without problems. Each machine in production has an IT unit, all clients have IT systems, all custom and duty transactions are automated. What keeps IT working continuously is MIMIX. The automation accelerates the production and information flow and MIMIX provides the uninterrupted production capability."



MIMIX: The "Classic" Example of a Timeless Solution

Lakeviews Technology's MIMIX solution was the preferred solution in the tough industry of textile manufacturing and the first such integrated Managed Availability and Disaster Recovery system in the Turkish textile industry.

For Hasan Mentés, one overriding factor made it crystal clear: "Our IBM eServer iSeries systems must never stop, except for planned shut-downs. While our users will then be directed to the back-up system, due to MIMIX, no one will ever feel the smallest impact. All our machinery is providing and supporting the entire automated production chain which produces goods according to the information fed by our trusted iSeries systems. All orders for instance are entered into the main iSeries with all specifications attached. Our entire production cycle depends on it. They are crucial and that's no exaggeration!"

Güney-Polgat's top management immediately understood the value-add of Lakeview's MIMIX and its importance to the company's long-term competitive viability in the marketplace and approved the project. In three months time, Lakeview partner KOTA installed MIMIX and ran the necessary switch tests to prove the solution worked as planned. With a continuous availability solution, the "proof is in the pudding" and so it showed with MIMIX. The test period proved to corporate management that MIMIX was exactly the solution that Güney-Polgat needed.

The main IBM-based system at Güney-Polgat serves the plants in Turkey and Israel as well as other enterprises of this

sprawling industrial group, Güney Sanayii. And so, uninterrupted operations of the ICT systems is not only vital importance for this textile giant to thrive in an extremely competitive business but also supports all the other companies of the group.

Güney Sanayii, which was the first company to produce lycra in Turkey in the early 90's, invests heavily in Research and Development. Monitoring closely the world trends in order to predict and fulfill the demands of the fashion, vital proprietary data is continuously being collected and is also housed in the IBM server. Now, thanks to MIMIX, all the transactions and datas on their main system are processed in real-time on the back-up system. Synchronization of both operational and back-up systems is being realized with a single command function.

While the main system is buzzing at the headquarters of the company, the back-up system is standing-by in a separate building within the same complex. Fiber optic was used for networking and the system has an independent UPS and a fire extinguishing system.

"Before we had MIMIX, any kind of system upgrade – hardware, OS, discs, any type of application – in Güney Polgat required user downtime and had to be scheduled when a national holiday permitted. For instance, for the upgrade of a disc storage system that had reached its full capacity in June, nothing could be done before the next national holiday in August. After the implementation of MIMIX and utilizing it's switching capabilities, system upgrades and additional storage have been realized without any problems at all. The successful realization of upgrades has

GüNEY-POLGAT


Company: Güney-Polgat, Seihan, Turkey

System configuration: Two IBM eServer iSeries, respectively a model 720 and a model 820 under OS400 v5R2

High Availability Solution: Lakeview Technology MIMIX/DB2 Replicator, MIMIX/Object Replicator, MIMIX/Switch, MIMIX/Monitor (model 820)

Industry-specific Solution: Textile Integrated Manufacturing (TIM) - GENAP 2000.

totally eliminated the stress common at the company in the past. The comments of all users is now "a peaceful factory environment" and we are very proud of that.

"MIMIX has provided our company with three related benefits: Continuous workflow, world-class quality production thanks to the continuous work processes and last but certainly not least low cost levels. I think one cannot possibly measure the financial value of customer loyalty obtained through our good services. This translates strongly into the company reputation. Again, not to be calculated in money terms per se, the material value of company reputation cannot be measured. But this is for sure: if the customer is satisfied, he may not know it but in reality he is satisfied with the benefits MIMIX provides." 



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