



Saloni Furniture, stronger with IFS ERP



Saloni Furniture successfully implemented a comprehensive and fast-paced digital transformation project, led by IFS ERP. The flexible architecture of IFS ERP has enabled Saloni to efficiently manage its complex order and production processes, contributing significantly to the company's global growth ambitions and enhancing its brand value. Looking ahead, the Saloni team aims to integrate the new capabilities offered by artificial intelligence across all business processes as part of the next phase of its transformation journey.

A Digital Transformation Journey Driven by the IFS

Saloni Furniture entered the furniture industry in 2000 with a strong start, initially focusing on sofa production. In a short time, the company expanded its product portfolio and evolved into a design-, innovation-, and export-oriented brand. Today, Saloni adds value to living spaces in Turkey and across 80 countries with its comprehensive range of living room, dining room, and bedroom furniture, along with complementary accessories. For a global exporter like Saloni, not only design and innovation but also the efficiency of quotation and production processes, on-time delivery, and a reliable reporting infrastructure are of critical importance. To meet these strategic goals, Saloni's leadership launched a long-term digital transformation initiative, built on a vision of continuous improvement and scalability. Following a detailed evaluation process, the project team identified IFS ERP as the most suitable solution to meet their needs, offering the flexibility required to manage Saloni's complex order and production processes. As a result, IFS was placed at the core of Saloni's digital transformation journey.

About Saloni Furniture

Founded in 2000 with a modern production facility in İnegöl, Bursa, Saloni Mobilya set out with the goal of becoming a global brand from the very beginning. Today, the company operates with over 700 employees across seven factories—each specialized in a different type of furniture and equipped with the latest technology. Saloni Mobilya brings its products to users in 80 countries through 55 sales points in Turkey and 200 around the world. With a strong presence in international markets, the company generates 70% of its revenue from exports.

www.saloni.furniture/tr/

Tamer Değirmenci, General Manager of Saloni Furniture, emphasizes their belief that a piece of furniture that truly touches lives is born from the combination of good design, high quality, and art – and that digital transformation plays a critical role in creating the environment to sustain these elements:

“Digital transformation needs to make a significant contribution both to achieving our global goals and to increasing our brand value. We need this process to make better-informed management decisions, to strengthen our design-driven and innovative way of working, and to maintain high customer satisfaction. From this perspective, we are talking about a continuous and evolving transformation journey. We positioned the IFS ERP infrastructure at the center of this journey. Before the project, we were using nine different software systems and platforms across all our locations. This was causing various challenges in terms of data access, analysis, and communication. What led us to choose IFS was the fact that it included all the modules we needed, offered flexibility for development and customization, supported multi-location operations, and had strong reporting and analytics capabilities. Where we stand today, both the efficiency we have gained and the feedback we receive from our employees actively using the system clearly show that we made the right decision.”

Saloni Furniture Strategic Projects Coordinator Mimar Sinan Özbeğ summarizes the challenges faced before IFS ERP and the improvements made as follows:

“We were struggling to provide fast and accurate responses to customers in the store and to effectively manage the sales process – which in turn affected the production process. To overcome these challenges, we revisited all of our processes and built a new system from the ground up. All product codes were redefined, product structures (BOMs) were rebuilt, and workflow processes were reviewed end to end. Many parts of our products allow for color and material customization. This made processes like order taking, BOM creation, stock tracking, and production management more complex. By adapting the infrastructure provided by IFS to suit our own dynamics, we significantly reduced this operational burden. At the same time, we restructured our logistics processes – now, the entire material flow is centrally managed through our logistics center. Thanks to the new infrastructure, we are now able to manage all our operations and communication through a single platform. This has brought us significant advantages in terms of both speed and control.”

Benefits

- Efficiency was achieved in quotation and production processes.
- Faster pricing and more effective quotation tracking were established.
- Logistics processes became more efficient.
- The entire material flow is now managed through the logistics center.
- Orders are delivered just in time.
- Management and traceability of material stocks were improved.
- Centralizing data enabled the creation of a reliable, real-time reporting system.
- Detailed reports and analyses accelerated decision-making, enabling more accurate decisions.
- A workflow supporting high customer satisfaction was established.
- Time and labor savings were realized.
- A work environment supporting creativity and innovation capabilities was created.



Benefits

At Saloni Furniture, all processes from order to shipment are now tracked, and effective inventory management is ensured through the IFS ERP infrastructure. Before IFS, a B2B system was used to manage orders from domestic and international stores. However, with the new infrastructure and developed algorithms, entirely new processes starting from the quoting phase were designed. As a result, both fast pricing and quote tracking began to be carried out in a much more systematic and efficient manner. With the activation of functions such as stock and delivery date inquiries, stores can now provide customers with instant and accurate responses at the point of sale.

Tamer Değirmenci, General Manager of Saloni

Furniture, highlights that one of the most important achievements of this transformation has been the centralization of data and the establishment of a reliable, real-time reporting infrastructure:

“One of the greatest benefits IFS has provided us is the ability to consolidate data on a single platform and build a powerful reporting system. The measurement parameters we defined for production can now be reported accurately and completely. This also allows us to include externally sourced, non-manufactured products in our sales reports.

In summary, this transformation has resulted in higher performance, time and labor savings, and—most importantly—the creation of a work environment that supports our creativity and innovation capacity.”

“One of the most important advantages IFS provided us was enabling the consolidation of all our data in a single center, allowing us to establish a healthy and real-time reporting infrastructure.”

Tamer Değirmenci
Saloni Furniture - General Manager



End-to-End Process Management with IFS

Mimar Sinan Özbek, Strategic Projects Coordinator at Saloni Furniture, emphasizes that IFS supports Saloni's approach to sustainability and enables monitoring of the company's carbon footprint through the IFS system. He also shares how they have significantly increased customer satisfaction while improving efficiency across all business processes:

“Thanks to IFS, we have elevated customer relationship management to a new level. We can respond to our customers' requests and inquiries much faster and more accurately. We track product expectations, analyze preferences, and reflect these insights into our product development processes.”

Future Plans

Tamer Değirmenci, General Manager of Saloni Furniture, states that they have successfully implemented a comprehensive and fast digital transformation project led by IFS at Saloni. He attributes this success both to the commitment of the Saloni teams and the supportive approach of the expert IFS team. He also shares insights about the next phases of the project:

“In the upcoming stages of the project, we will complete our rollout objectives and integrate the new opportunities brought by artificial intelligence into all our processes. We understand that this is an ongoing journey. With the support of IFS, we will continue our digital transformation journey in a way that allows us to make a greater impact on people’s lives.”

By customizing the infrastructure provided by IFS to fit our own dynamics, we have eased our workloads. Together with IFS, our logistics processes were also reorganized, enabling centralized management of all material flow through the logistics center. The new infrastructure has transformed into a platform where all communication is conducted.

Mimar Sinan Özbek
Saloni Furniture - Strategic Projects Coordinator and Architect
at Saloni Furniture

IFS modules used

- IFS Core ERP Applications
- IFS Reporting and Analytics
- IFS Financial Management
- IFS Human Capital Management
- IFS Supply Chain Management
- IFS Project Management
- IFS Manufacturing Management
- IFS Customer Relationship Management
- IFS Asset Management

Find out more

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