



**Sanayide Dijital Dönüşüm**

**Brisa'da Akıllı Fabrika**

**Tekin Gülşen**  
**Bilgi Teknolojileri Direktörü**

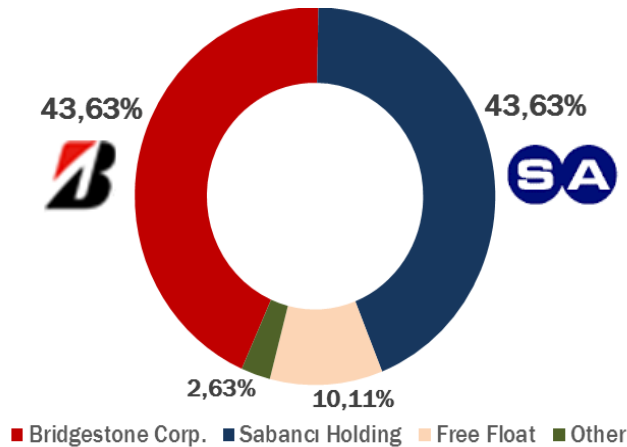
**07.05.2018**

**BRIDGESTONE**

**SABANCI**

# Brisa at a Glance...

## Strong Partnership of 30 Years



## Tyre Manufacturing and Sales with 2 Plants & 2.700+ employees



Izmit

Covered area : 361.000 m<sup>2</sup>  
Production capacity: 11mn units



Aksaray

146.000 m<sup>2</sup>  
4.5 mn units\*

\* capacity planned in 2020

## Product groups and Channels served



passenger

agriculture

replacement



commercial

motorcycle

export



truck&bus

off the road

original equipment



**BRIDGESTONE**

**LASSA**

**DAYTON**

**bandag**

# Brisa İzmit Plant



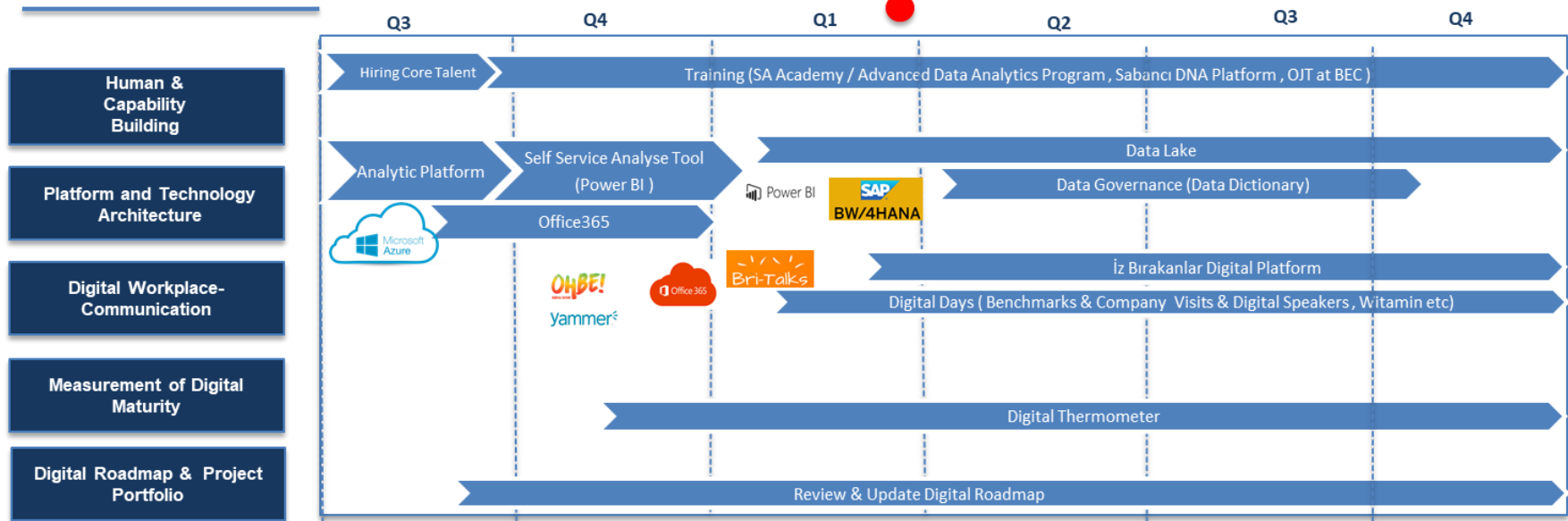
**Open Area**  
400.000 m<sup>2</sup>

**Covered Area**  
361.000 m<sup>2</sup>

**Total Area**  
760.000 m<sup>2</sup>

# Digital Transformation

## Milestones



## Company Strategies

### Business Analytics

Smart Factory

Dealer and Distributor Systems

E-Commerce and New Channels

Consumer Experience

Supply Chain and Smart Processes

### Technology Infrastructure and Ecosystem

### Business Model

### Governance & Culture

Value generation

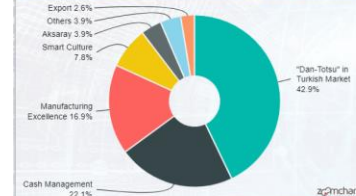
Decision support

Pillars for projects

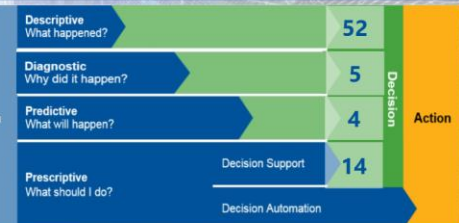
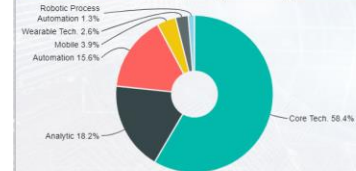
Foundation and enablers

## DIGITAL PROJECT PORTFOLIO

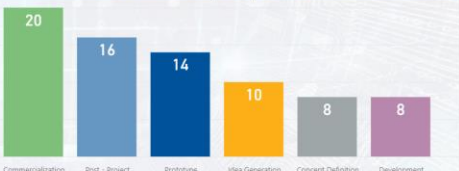
### Number Of Projects by Programs



### Number of Projects by Technology



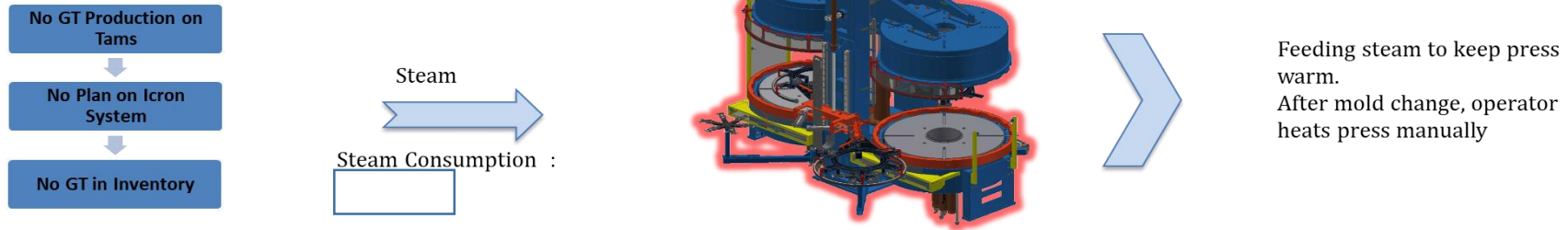
### Number of Projects by Phase



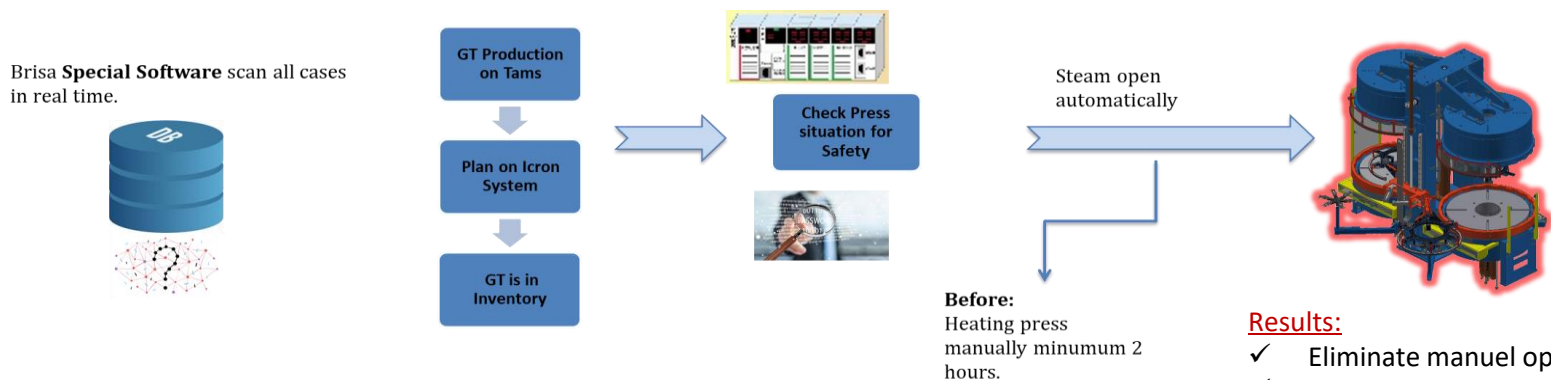
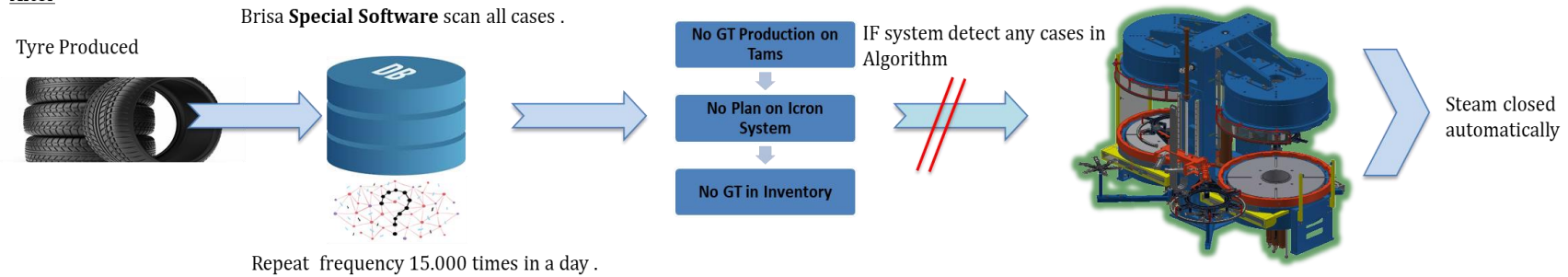


# Project1: Smart Press Machines

## Before



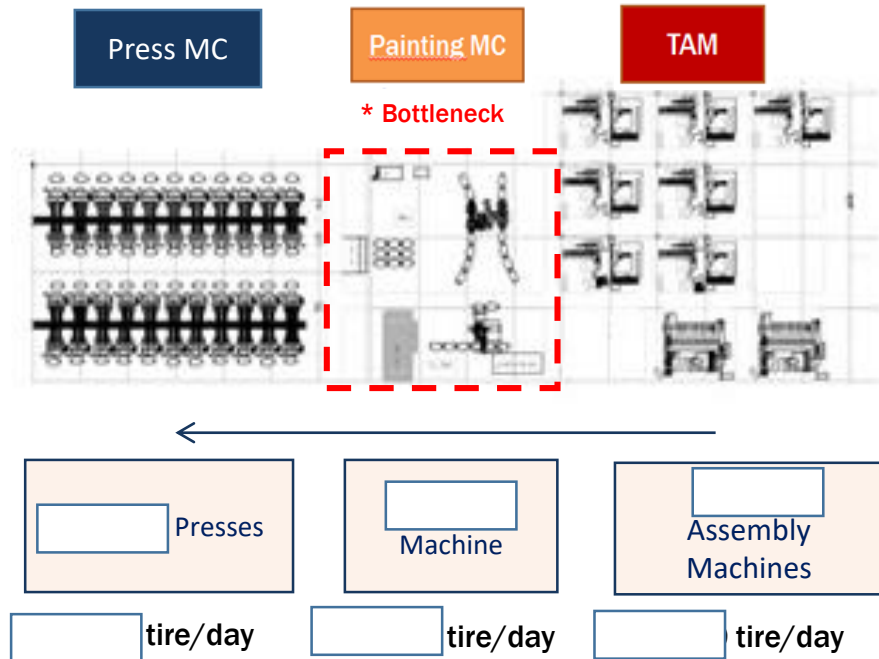
## After



## Results:

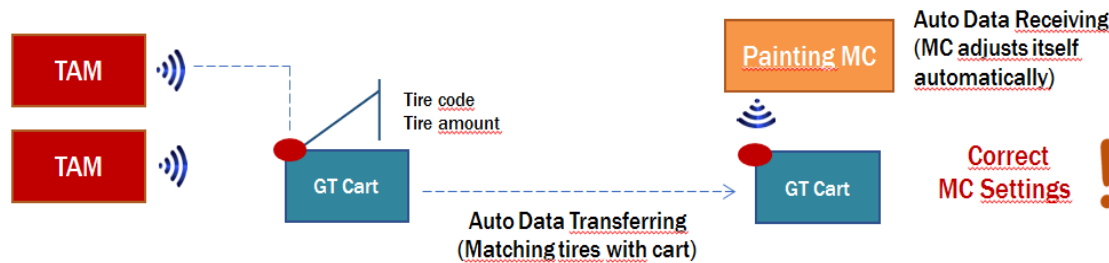
- ✓ Eliminate manuel operations.
- ✓ Prevent Quality problems.
- ✓  Year Steam Saving.
- ✓ First application among Bridgestone Plants

# Project2: TBR (Truck/Bus Radial) Painting Process



## Before:

- All TBR tires are painted in 1 machine
- Painting MC is not integrated with SF & Spec System
- Manual entry of machine settings, tire code and tire amount
- %12 of setup time is for manual entry



## After:

- ✓ RFID readers on TAM and Painting machines
- ✓ RFID tags on carts
- ✓ Eliminated manual operation

TBR painting machine capacity:

- ✓ Standard:  es
- ✓ Before:  es
- ✓ After:  es

%18 👍



**BRISA**

**Tekin Gülşen**

**BRIDGESTONE**

**SABANCI**

# BİR BAKIŞTA SICK

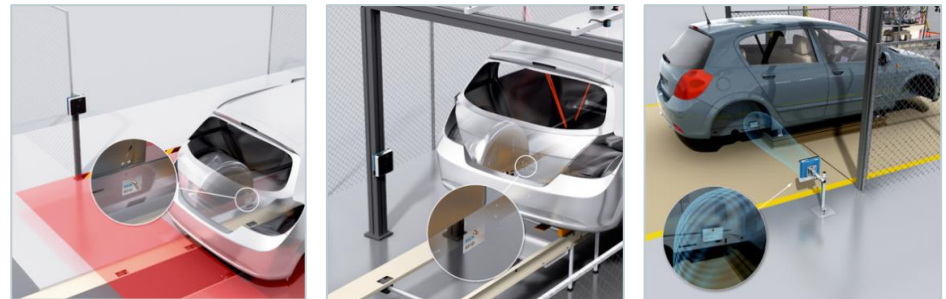
**SICK**  
Sensor Intelligence.

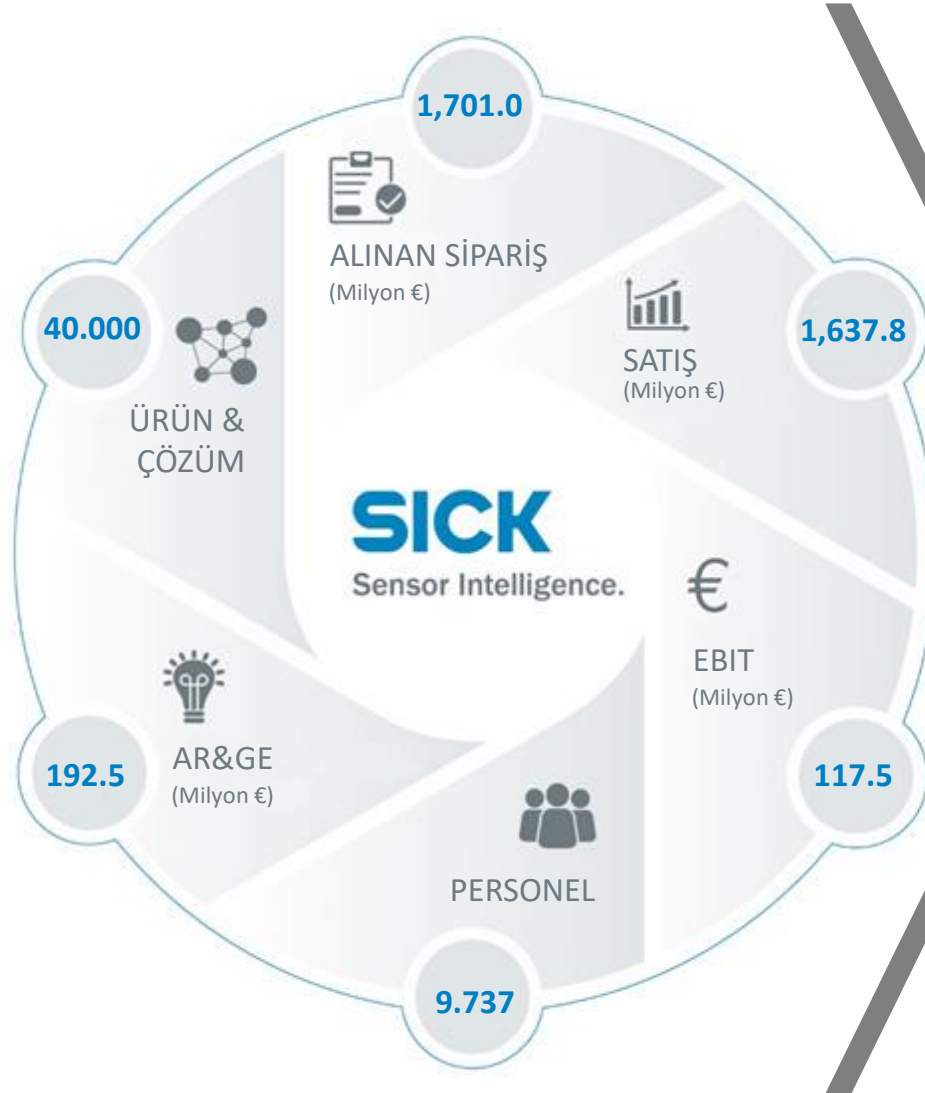
MEHMET KAHVECİ  
SICK TÜRKİYE - Genel Müdür  
07 / 05 / 2019



## **RFU630** : UHF RFID OKUMA / YAZMA ÜNİTESİ UHF RFID FREKANSINDA KOMPAKT ÇÖZÜM

- Endüstriyel data haberleşmelerini ve altyapılarını destekler
- Entegre antene sahip kompakt tasarım
- Standart transponder haberleşmelerine (ISO / IEC 18000-6C / EPC G2C1) uyumlu
- Tek başına kullanıma uygun zeki teknoloji
- Entegre BODY ID fonksiyonu





SICK - Dünya çapında endüstriyel uygulamalar için sensör ve sensör çözümleri üreten lider üreticilerden biridir.



# SEKTÖRÜNÜZE ÇOK YAKINIZ

AVANTAJINIZ: KOLAY İLETİŞİM + KULLANIMI KOLAY ÇÖZÜMLER

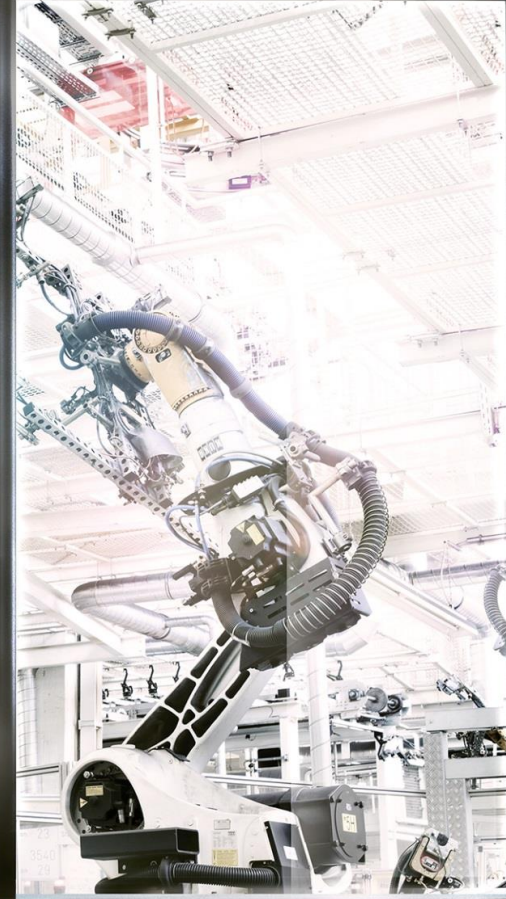
**SICK**  
Sensor Intelligence.

## FABRİKA OTOMASYONU

## LOJİSTİK OTOMASYONU

## PROSES OTOMASYONU

- Otomotiv ve yan sanayi
- İçecek ve dolum
- Hızlı tüketim ürünleri
- Elektronik
- Gıda
- Cam
- Taşıma ve birleştirme
- Takım tezgahları
- Paketleme
- İlaç ve kozmetik
- Baskı
- Plastik ve kauçuk
- Yarıiletken
- Güneş enerjisi
- Tekstil
- Lastik
- Rüzgar enerjisi
- Ağaç işleme





# SEKTÖRÜNÜZE ÇOK YAKINIZ

AVANTAJINIZ: KOLAY İLETİŞİM + KULLANIMI KOLAY ÇÖZÜMLER

**SICK**  
Sensor Intelligence.

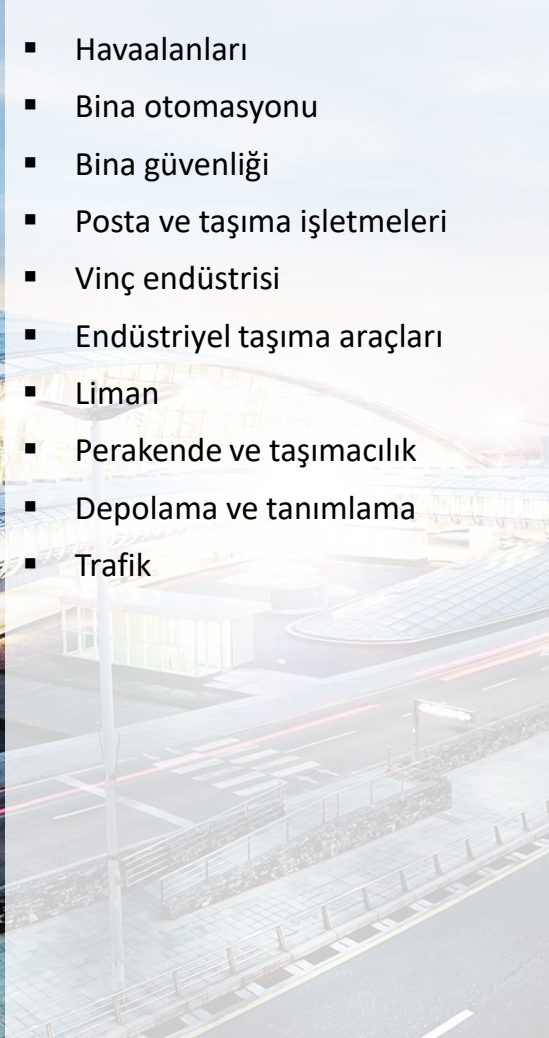
## FABRİKA OTOMASYONU

## LOJİSTİK OTOMASYONU

## PROSES OTOMASYONU



- Havaalanları
- Bina otomasyonu
- Bina güvenliği
- Posta ve taşıma işletmeleri
- Vinç endüstrisi
- Endüstriyel taşıma araçları
- Liman
- Perakende ve taşımacılık
- Depolama ve tanımlama
- Trafik





# SEKTÖRÜNÜZE ÇOK YAKINIZ

AVANTAJINIZ: KOLAY İLETİŞİM + KULLANIMI KOLAY ÇÖZÜMLER

**SICK**  
Sensor Intelligence.

FABRİKA OTOMASYONU

LOJİSTİK OTOMASYONU

PROSES OTOMASYONU



- Çimento
- Kimya ve rafineri
- Denizcilik
- Madencilik
- Petrol ve gaz endüstrileri
- Enerji
- Atık ve geridönüşüm





# ENDÜSTRİ 4.0 İLE ÇALIŞAN FABRİKAMIZ FREIBURG / ALMANYA



# TEŞEKKÜRLER



MEHMET KAHVECİ

SICK TÜRKİYE - Genel Müdür

07 / 05 /2019