



Siemens Global Business Services

Maxion Inci Wheel Group Use Case

Opportunity-To-Cash Regional Process Office

| Maxion İnci Wheel Group

Leading wheel manufacturer for the automotive industry /
1,700 employees in Turkey with 5 plants under its umbrella

About Maxion İnci Wheel Group



Joint venture
between
Maxion Wheels
and İnci
Holding



Leading wheel
manufacturer
with key
customers
worldwide



Over 100 years
of combined
experience
dating back
to 1908



Innovative
vision driven by
digitalization
and continuous
improvement



8 million
wheels
produced in
2020 alone

Key customers worldwide

COMMERCIAL VEHICLE				AGRICULTURE/OFF-ROAD VEHICLE							



The challenge

The challenge



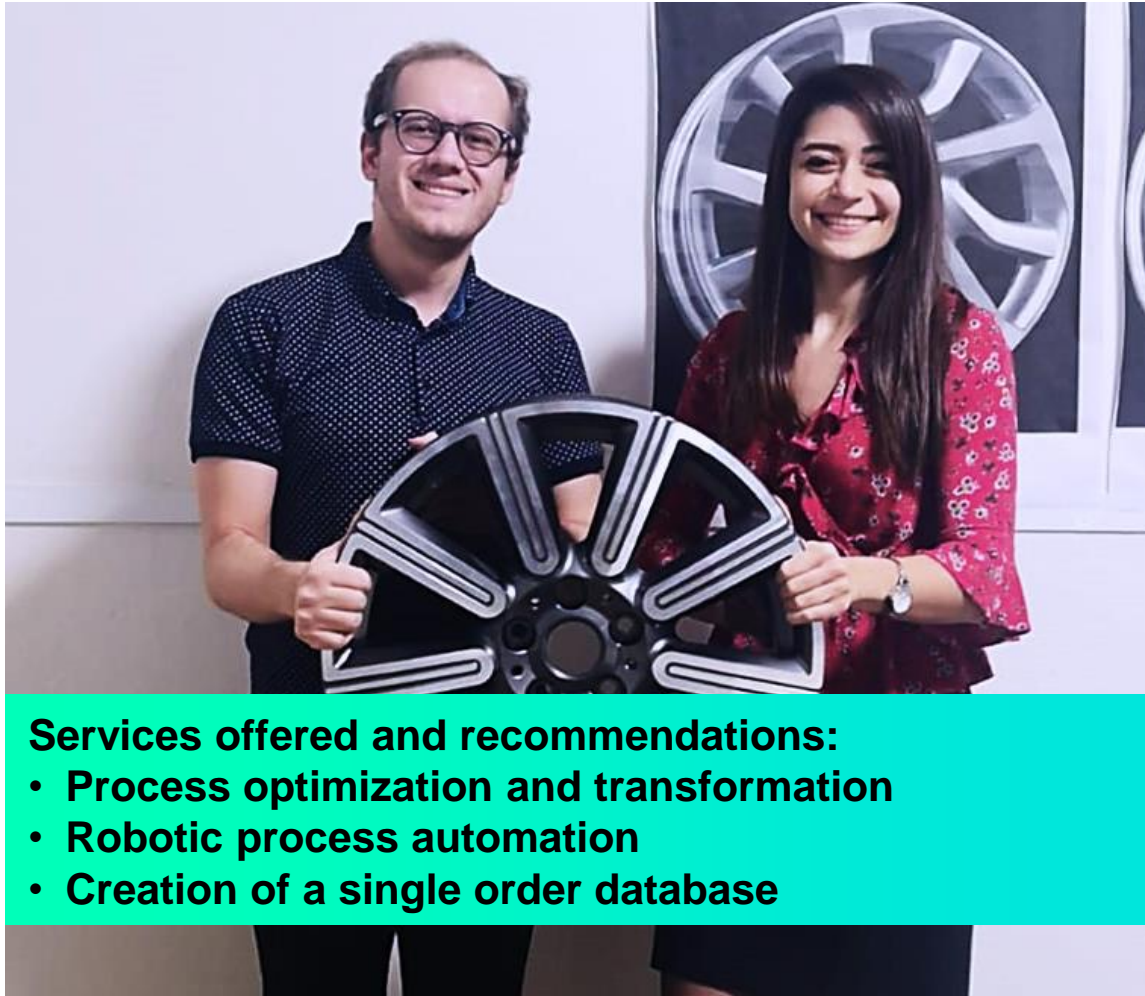
What were the challenges faced by Maxion İnci?

- Customers orders arrived daily via a multitude of channels: web platforms, EDI system, email, and much more
- High volume of orders: 60,000 orders per year from related customers
- Handling each order “manually” was time consuming
- Orders needed to be divided into just-in-time, forecast and revisions → which increased risk and complexity
- Human error could result in high air cargo costs and over-/underproduction
- Material requirements planning (MRP) also affected due to the complexity of the process



The offer

The offer



Services offered and recommendations:

- Process optimization and transformation
- Robotic process automation
- Creation of a single order database

How did Siemens Global Business Services respond to the challenges facing Maxion İnci?

- End-to-end process was redesigned to make it lean (incl. voice of business, root cause analysis, exception handling)
- Process changed and modelled to be ready for digital solutions
- Development phase split into four phases for maximum agility
- Digital solution based on Robotic Process Automation (RPA) throughout the whole process
- User trainings were provided for process owners
- Continuous partnership with aftersales support also part of the offer



The outcome

The outcome



Outcomes at a glance:

- Redesigned and automated order process
- Database for further analytics
- New use cases discovered and digitalized

What were the outcomes and benefits for Maxion Inci?

- 90% of the order collection process was automated → resulting in reduced manual effort, elimination of costly error as well as over-/underproduction
- Single data source for better analytics and order forecasting
- New digital opportunities discovered (42 new uses cases)
- Flexible solution which can now be adapted to other Maxion Wheels factories around the world



Thanks to the Siemens digitalization approach and customer focus, we have been able to process orders more efficiently and have already begun to prepare our RPA pipeline. Having a Lean 6 Sigma consultant from Siemens on the project team not only contributed to the success of the project but also to our trust and satisfaction.

Tayanç Erdemli – OpEx Manager, Maxion İnci Aluminum

Ambition made possible

“Our ambition is to improve how we collect and process orders (...) and in doing so, get the wheels turning and drive our business forward.”

The challenge

- Maxon İnci Wheel Group’s extremely complicated and “manual” order collection process left them open to risks and costly errors

The offer

- Process was redesigned with Lean 6 Sigma methods (eliminating variation and waste, incl. exception handling)
- 90% of end-to-end order collection process automated
- Single order collection database created
- SAP integration

The outcome

- Elimination of costly manual effort and error
- Empowered employees
- Better data for analytics and forecasting
- New use cases
- Flexible solution adaptable to other Maxon Wheels factories

| Contact

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**We empower entrepreneurs
and organizations**

#ambitionmadepossible

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