

# ISETIA CASE STUDY BONEFIKS

## MEDICAL & HEALTHCARE

BONEFIKS engages in the research and development, manufacturing, distribution, and marketing of medical material and other healthcare products. BONEFIKS works across all key segments of the healthcare chain, including manufacturing and R&D, healthcare services, medical devices and medical diagnosis, as well as pharmaceutical distribution and retail. The company does R&D in Turkey, the Middle East, Europe, China, United States, India and beyond. BONEFIKS utilizes several platforms to develop innovative, high-value, generic medical healthcare products.

BONEFIKS vertically-integrated capabilities include:

- Engineering
- Design for manufacturability
- Regulatory services
- Material selection and formulation
- Prototyping
- Testing and validation
- Custom tooling
- Manufacturing



“We are very much both a process and project-oriented organization. We need to make production plans and integrate our processes with the schedule. ERP systems don’t have the capabilities for planning and forecasting in our industry. In ERP, we can manage our standard process such as HR, Finance, Stocks, and asset control. But our R&D, Engineering, Design, and QA Departments needs Planning, Forecasting, Reporting, Issue Tracking, Risk Management, Lessons Learned and Task Management capabilities. We tried Microsoft Project for scheduling but unfortunately we needed a more Agile system that provides a real-time and dynamic approach. After we implemented MSP, we realized we were becoming more dependent on Excel. We appreciate Microsoft but quite frankly we decided to implement a more professional system.” – *Hakan Ozenir, Co-Founder and Chairman*



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The ISETIA implementation was much faster than we had initially planned. This was the first request we had received from our R&D and Engineering team for implementing this kind of solution. We created a small team to investigate and evaluate the various solutions available in the market. In total, we looked at 30 solutions and decided to move forward with ISETIA. ISETIA has a modular structure that made it very easy for us to implement.

Our company has had a few bad experiences in the past with other systems, so part of our evaluation included checking not only the technology but also who is providing the services.. We were positively surprised with the direct involvement of the ISETIA support team and very fast resolution of any questions we had. The synergy we have created between our staff and the with ISETIA team was one of the key factors in achieving success.



We have over 200 projects a year which we are now managing in ISETIA. Additionally, our IT and Building Maintenance Departments are also starting to use ISETIA for managing their team and supplier contracts.

“We at BONEFIKS believe that collaboration with the healthcare industry, particularly companies that follow Agile principles, will lead to product development with higher levels of maintainability and quality. Our partnership with ISETIA has been established in order to introduce techniques to increase productivity in complex projects with many contributors. This is something that the market demands. Such techniques can make a huge difference and could be key to the success of the R&D, Engineering, Design and Manufacturing” *Hakan Ozenir*

**BONEFIKS**

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