

25 years of ITEA  
webinar – Türkiye

# ERMETAL OTOMOTİV VE EŞYA SAN. TİC. A.Ş.

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ITEA is the Eureka Cluster on software innovation



# ERMETAL



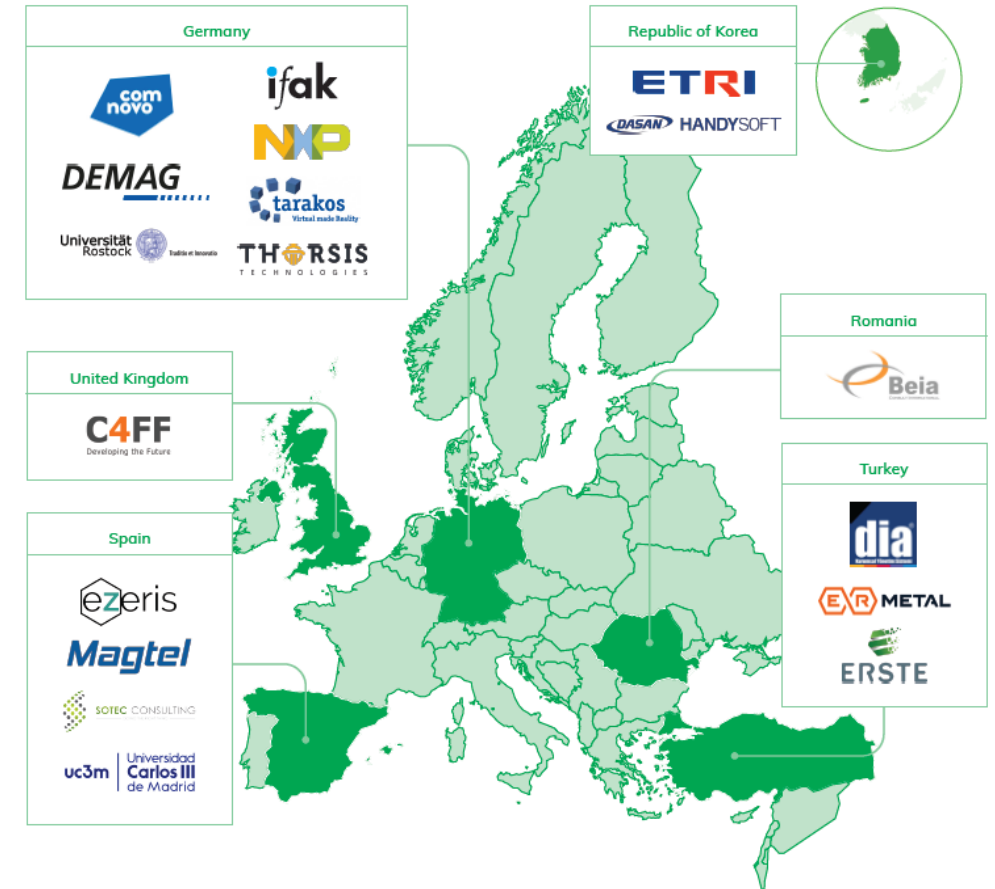
- Located in Bursa/Turkey
- Ermetal is the Tier 1 supplier of Fiat, Renault, Ford, Toyota in 28.000 m<sup>2</sup> enclosed area since 1978
- With various production lines, 40.000.000 parts can be stamped per year with 60.000 tons sheet metal consumption.
- Ermetal's product range contains: roof, chassis, closure & body parts and steering columns.
  
- Active in ITEA since 2017
  - Involved in 3 projects:
    - OPTIMUM
    - MACHINAIDE
    - InnoSALE

# ERMETAL - ITEA projects

## Successful examples of OPTIMUM / MACHINAIDE / InnoSale

### OPTIMUM (Nov 2017 - Jun 2021)

- OPTIMUM enables machines of different kinds and from different manufacturers to communicate with each other and their operators, improving the worker's and equipment safety.

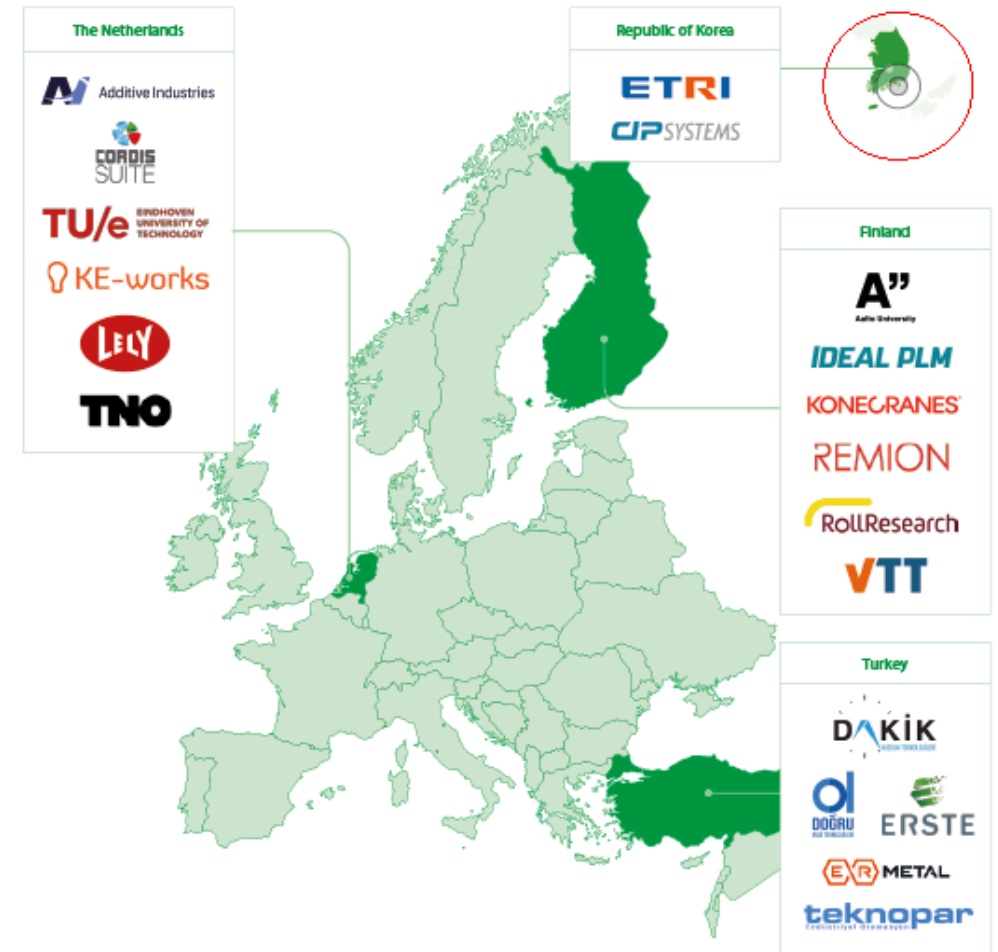


# ERMETAL - ITEA projects

## Successful examples of OPTIMUM / MACHINAIDE / InnoSale

### MACHINAIDE (Oct 2019 - Jun 2023)

- MACHINAIDE creates solutions to connect industrial ecosystems similarly as the internet works today. New and better human-machine interfaces can be used to process information from connected ecosystems. This enables the full potential of Digital Twins, Internet 4.0, and Industrial IoT.

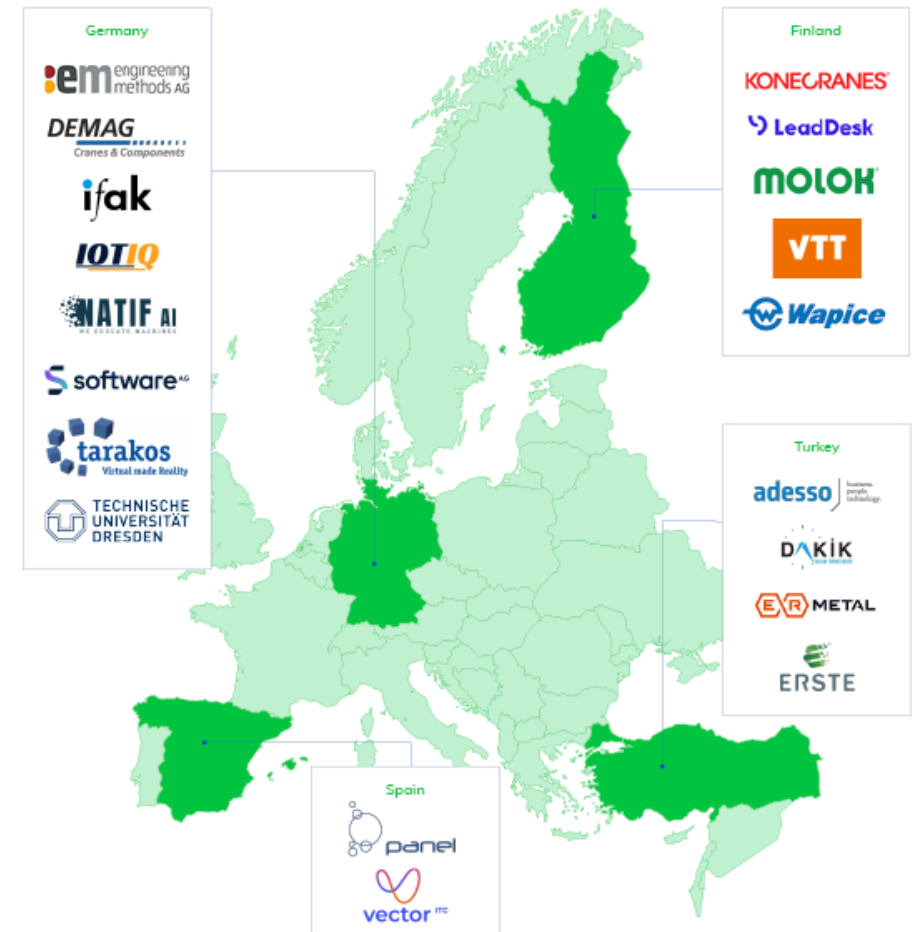


# ERMETAL - ITEA projects

## Successful examples of OPTIMUM / MACHINAIDE / InnoSale

### InnoSale (Oct 2021 - Sep 2024)

- InnoSale has the potential to revolutionise the sales process for customisable industrial products and services. The development of building blocks addressing complex system configurations for sales support will improve the speed and accuracy of the sales process and enhance the customer experience.



# ERMETAL - ITEA projects

## Successful examples of OPTIMUM / MACHINAIDE / InnoSale

### Societal impact

- Cooperation with companies operating outside the automotive sector
- Involving EU-funded project, establishing international collaborations
- Setting an example for other sub-industries
- Opportunities to participate in new ITEA projects and create new collaborations

### Business impact

- To be a more competitive and preferred company in the sector with the adaptation of technological value chain
- Expansion of knowledge on software technologies within Ermetal
- Paving the way for other investments in Industry 4.0
- Reducing cost, efficient use of resources, improving processes and increasing equipment functionality by completed projects

# Unique aspects/benefits of the ITEA Programme

- Opportunity to create cooperation with many partners from different countries
- High chance of being funded by the national authority (TÜBİTAK)
- The programme addresses high number of project ideas
- The outputs achieved through ITEA projects can be clearly observed in in-plant processes
- Sufficient project reporting and project tracking on the ITEA portal

# Advice for participants from large industry

## Defining Needs

- Meet with staff from different departments within your organization and learn about their needs. Understand the processes they want to improve and adopt their ideas towards increasing functionality.

## Suitability of Infastucture

- Before getting involved in a project, analyze the current data types and data sources within your organization. Evaluate the infrastructure and system setup for data collection and processing.

## Preliminary Preparation

- Analyze your current situation and determine the outputs you want to achieve at the end of the project. Make a general cost analysis.

## Create Project Team

- Establish a project team consisting specialized personnel to follow up the developments to be made during the project and to carry out reporting activities.



## Contact details

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