

Ricon Mobile DYO-Case Study

Efficiency Through Innovative Technology

RICON MOBILE INC.



Case Study- DYO Boya Inc.



DYO Boya Inc., the first coating factory in Turkey, was established in İzmir-Bornova in 1954 which has been reputed as a "pioneer of innovations" since then.

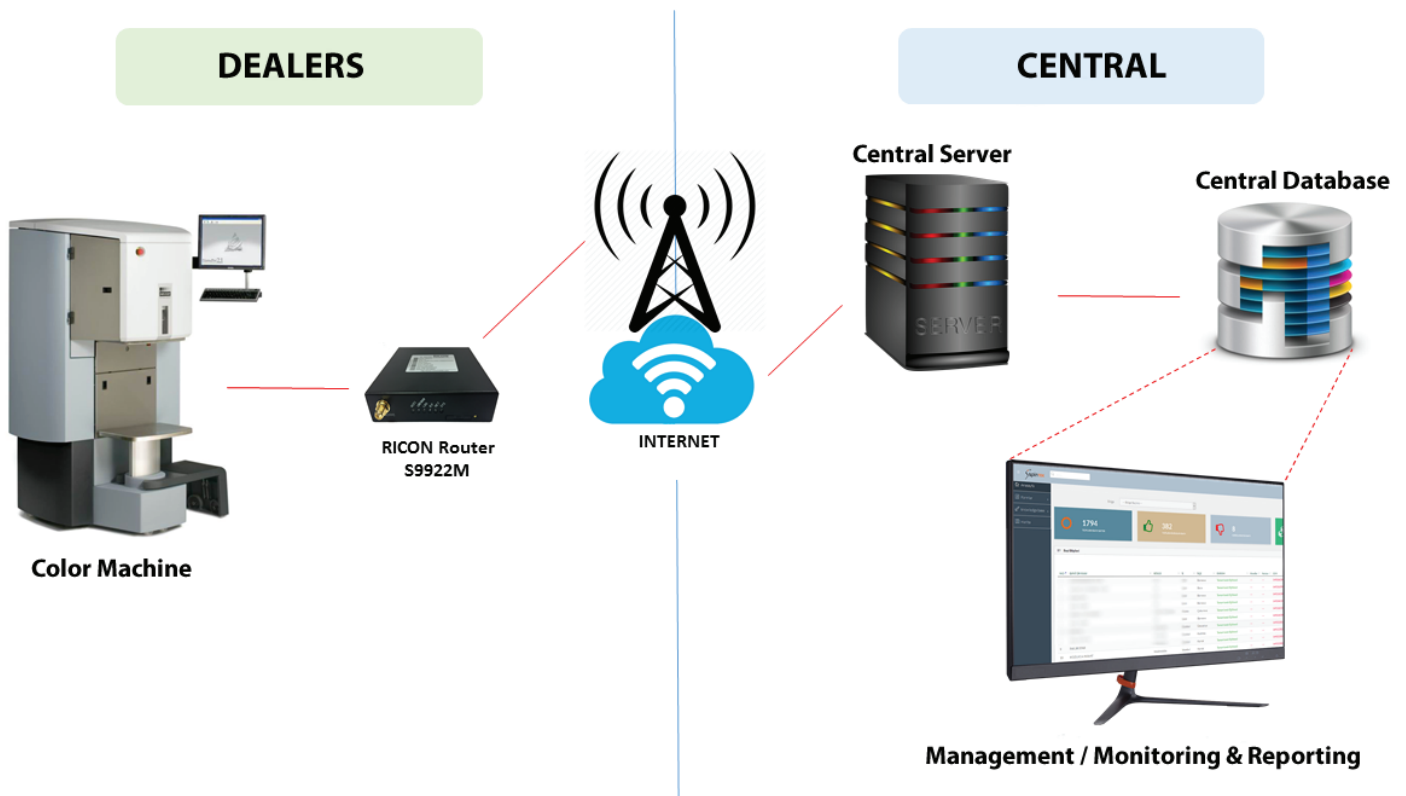
DYO Boya Inc., manufactures furniture coatings and varnishes, industrial coatings, automotive repair coatings, marine coatings, polyester coatings, and alkyd resins. Occupying 67,000 m² of grounds, Dyo Boya's Çiğli plant is the biggest in the Turkish coatings manufacturing industry.

Rapidly growing since its foundation, DYO Boya Inc. has become an international company that is active not only in Turkey, but also in Romania, Russia and Egypt with its production and sale operations.

DYO Boya Inc. is the Turkey's pioneer at color mixing machines at points-of-sale concept. With the colour mixing system, paint retailers can make coating at any moment for the desired colour. The production of thousands of colours at sale points has been made possible via the colouring system titled as "Renk Pınarı" (Spring of Colours).

In order to strengthen the technological infrastructure, gain competitive advantage and achieve its targets, DYO Boya Inc. decided to replace its xDSL to 3G mobile infrastructure by using the RICON Mobile routers.

Topology



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The Issue

Not only in Turkey but also in the whole world, there is a tendency in the coatings industry towards **"zero color paint production but all coloring will be done at the sales points"**. Therefore, using a Paint Coloring System is accepted as a dominant business model universally.

The usage of color mixing machines by retailers is becoming increasingly widespread. Therefore, where the system can not be observed vividly in terms of malfunction, maintenance and operation, the coating companies may lose their advantage against competitors and they may not get the benefits that they expect from their color mixing machine investment at the dealer's store.

Generally, updating the paint codes and the prices on the color mixing machines are done manually, usually by on-site service by coating companies. This situation is very costly in terms of human resources and time used. On the other hand, this can not respond timely to the demands of customers and can turn into a situation of losing market and customers.

DYO Boya Inc. grows every year by adding new dealers to its capacity. Therefore, IT, communication and data transmitting costs often expand also just to keep pace. DYO Boya Inc. had this issue. They had some operational and cost problems with their existing xDSL system:

- Expensive subscription cost for xDSL, satellite or Ethernet circuits
- Too often cut-off and long recovery time
- Reducing OPEX costs to transfer the savings for growth to compete
- Reducing costs for field installation, operation and maintenance
- Reducing costs of an expensive IP telephony infrastructure and license fees
- Eliminating the installation timeline for a new circuit which effects the grand opening

The growth of 3G and availability of data-bandwidth capacity of the cellular networks, creates new potentials to use new cashier and POS devices, became a significant opportunity for IT managers, as the mobile data costs are decreasing. By creating best practices to alter usage patterns, enterprises with high xDSL, satellite or other land line circuits costs can reduce their bills by implementing the Ricon Mobile Router System with partnership of a Mobile Service Provider.

DYO Boya Inc.'s one of the business objectives were to: increase the efficiency and replace the existing xDSL infrastructure with a solution which operates more efficiently.

The Solution

RICON Mobile set up its own manufactured S9922M-3G routers in more than 1.900 stores and implemented a RMS Ricon Management System for the management of the new topology.

As a result of the deployment, color mixing machines can be accessed online;

- The required paint color codes, machine settings and prices are updated instantly from the center,
- When updating is required, the time and the cost of the need to physically dispatch staff to the field is totally abolished,
- The frequency of usage of color mixing machines, the on/off status can be monitored live, the performance of the dealer regarding usage of the color mixing machine and keeping it in good conditions can be monitored without wasting time and necessary interventions can be done,
- For online work, access problems (dealer's internet interruption, password change, IP change, landline malfunction, etc.) will no longer be an issue due to dealers using their land lines.
- Online access is only provided through a secure connection between the color mixing machines and the IT center of the DYO Boya Inc.,
- On-line color mixing machines can also be controlled remotely

Ricon Mobile S9922M-3G routers helped DYO Boya Inc. to send regularly all the necessary information to the color mixing machines without any on-site service together with controlling remotely. This reduced the cost of using human resources and waste of time. Also, this increased the quality of the services and added value to the business. RICON Mobile set up its own manufactured S9922M-3G routers in more than 1.900 stores and implemented a RMS Ricon Management System for the management of the new topology.

As a result of the deployment;

- Ricon Mobile S9922M-3G routers have been set up in all dealers with SIM card. All routers are registered to the Ricon Central Management Platform via the park APN with standard configuration and request the specific configuration for the related store by sending their serial numbers which are tied by the stores automatically. (Zero Touch Installation Function without using any field or remote installation support)
- Instant store opening without waiting delivery of a land line delivery term.
- One Brand, one router, one management, also support extensive number of SNMP OIDs.

RICON Mobile devices and its platform implementation enhanced the whole DYO Boya Inc. data networking.

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Value Proposition

By implementing RICON Mobile's S9922M-3G routers and RMS Ricon Management System, DYO Boya Inc. realized significant annual savings. The solution has rationalized the data transfer within DYO Boya Inc.

DYO Boya Inc.'s CIO states, "RICON Mobile gives DYO Boya Inc. the ability to perform all of our data transfer needs. Further, we can integrate their recommendations with our operational systems, minimizing costs and maximizing productivity."

By implementing RICON Mobile's RMS Ricon Management System and using S9922M-3G routers with the partnership of a mobile operator, DYO Boya Inc. reduced its total data costs by 82% which translated into \$4,494,000 on yearly basis.

The RICON 3G data router solution increased efficiency and effectiveness at all echelons in the organization and throughout the "color mixing machines at points-of-sale" System.

About RICON Mobile

RICON Mobile headquarter is based in Toronto/Canada and it has offices in Istanbul, Dubai and London. We bring your business significant value through the use of innovative IT optimization solutions that help you minimize costs while you maximize customer service and profit.

We supply a solution to get immediate benefits. Our RICON Mobile routers and RMS Ricon Management System can be implemented very quickly to any multi-point complex networks.

We have documented cases, where our Technology implemented in complex high volume applications which competitors could not execute as we can supply in short time with low cost.

You can obtain more information from our website: www.riconmobile.com

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