

Digital Transformation Story in the Home Appliances Industry

FEMAŞ Group Succeeded.

Established in 1988, FEMAŞ Group is a leading Turkish home appliance manufacturer with 45 years of industrial expertise. Operating vast production facilities in Kayseri and Istanbul, the company partnered with ProManage to transform its manufacturing into a transparent, real-time, and data-driven digital operation.



SOLUTIONS IMPLEMENTED

✓ ProManage MES/MOM



REASONS FOR THE NEED

- ✓ Real-time detection of bottlenecks and downtimes.
- ✓ Accurate and rapid data flow from the field.
- ✓ Seamless coordination between stations.
- ✓ Efficient resource utilization.
- ✓ Transition from manuel processes to a digital environment.



MOTIVATION FOR CHOICE AND KEY DETAILS

- ✓ Need-Oriented Approach
- ✓ Field Applicability
- ✓ User-Friendly Interface
- ✓ Collaboration and Partnership
- ✓ Cultural Alignment



EXPERIENCES GAINED

- ✓ Operator adaptation was supported through hands-on training.
- ✓ Pilot applications helped the team manage change gradually.
- ✓ Downtime and scrap entries became easier with practical, user-oriented improvements.
- ✓ Operator feedback increased shop floor ownership of the project.
- ✓ OEE data helped reveal the real performance picture of production.
- ✓ The organization moved from assumption-based evaluations to data-driven decisions.



WHAT PROMANAGE DELIVERED

- ✓ 8–10% productivity increase in production processes.
- ✓ Real-time monitoring of OEE, downtimes, and performance.
- ✓ Faster access to accurate production data.
- ✓ Automated end-of-shift reporting for relevant departments.
- ✓ Reduced paper usage and improved digital traceability.
- ✓ Faster identification of root causes and bottlenecks.
- ✓ A unified dashboard for production, quality, maintenance, planning, and automation teams.
- ✓ Increased transparency, agility, and data-driven decision-making.

KEY GAINS



8–10% Productivity Increase



Downtime and Performance Visibility



Productivity Increase(OEE)



Real-Time OEE Tracking



Automated Shift-End Reports



“ When we started using ProManage, we saw improvements in our downtime before we even took action. This was a clear indicator that we were moving in the right direction.

Muhsin Karakaş
Industrial Engineering Manager
FEMAŞ Group