Sirena Marine to Set Industry Standards with AI-Powered Fusion Project Incorporating Advanced and Innovative Technology

Türkiye's global yacht manufacturer, Sirena Marine, is poised to revolutionize the sector with its newly launched Oracle Fusion ERP Project. Inherently integrated with artificial intelligence and delivered via cloud services, the project will enable smart applications based on innovation and advanced technology in areas such as production, logistics, and cybersecurity.

Türkiye's global boat manufacturer, Sirena Marine, continues to stand out both domestically and internationally with its substantial investments in R&D, innovation, and advanced technology, consistently creating exceptional value as a pioneer and innovative leader in its sector.

In line with its global production goals, Sirena Marine has initiated the Oracle Fusion Cloud Applications ERP Project, which offers practical solutions incorporating advanced technology and innovation. The new ERP system, which features inherent AI integration and cloud-based service, excels with its enhanced user experience, flexibility, and scalability. It also offers substantially improved efficiency, integration, and data security compared to competitors. Thanks to cloud technology, the system is accessible over the internet, enabling users to work online independently of hardware and software.

Improved efficiency and integration for a sustainable facility

The new system, implemented with the Oracle Fusion Cloud Applications ERP Project, will enhance flexibility and innovative business processes, facilitating quicker decision-making. Data integrity will be improved at the Sirena Marine facilities, reducing errors and repetitions. In addition, data-driven analyses will enhance the capabilities of the production facilities.

AI for Perfect Production and High Customer Satisfaction

Fusion, compatible with all mobile devices, leverages its inherent AI technology to continually offer excellence in production and customer experience by learning independently. Thanks to its AI and deep learning features, Fusion enhances user experience through its advanced interface, providing greater insights and efficiency. The software system, supported by AI for advanced production planning, offers more straightforward, faster, and better operational solutions. It identifies material, time,

and capacity constraints, prioritizes demands, directs the supply system to minimize disruptions, and assists in production planning to optimize resource use. Fusion boasts innovative features, mobile solutions, and easy-to-use reporting tools. It works on all kinds of smart mobile devices. Plus, it uses artificial intelligence to efficiently place products in the warehouse, helping avoid excess stock and optimizing the use of warehouse space.

While doing all this, Fusion also improves the organization's habits through algorithms developed via machine learning, offering better solution proposals. Understanding customer preferences and enhancing service quality through data analytics and artificial intelligence-supported tools also boosts customer satisfaction and loyalty.

The project, which will improve over 280 processes, is scheduled for completion on January 1, 2025

Initiated in March, Oracle Fusion ERP is being implemented in collaboration with Kepi Teknoloji A.Ş. All activities are expected to be completed within 2024 with the aim of transferring all units at Sirena Marine to the Oracle Fusion Cloud ERP environment by January 1, 2025. The project plans to address and redefine more than 280 processes. Once implemented in 2025, Sirena Marine will be fully adapted and ready for new business modalities like flexible working, rapid reflexes, and collaborative efforts based on robot and human cooperation, all supported by the migrated cloud-based business processes and management mechanisms.