



# Koc Digital

With  
**BCG** BOSTON  
CONSULTING  
GROUP



*“Naturally digital”*




 KoçDigital

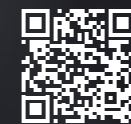
With  
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A **new generation** technology company inspired by the nature.

Everything in nature is in harmony and balance. Plants survive on effective “data analytics” and “network management”.

At KoçDigital, we similarly aim to make a difference in **digital transformation** of organizations, leveraging on **advanced analytics** and **Internet of Things technologies**.

 Watch KoçDigital **corporate video!**



## WHO ARE WE?

### KoçDigital,

KoçDigital, founded as a wholly owned subsidiary of **KoçSistem** that has been serving as an information technology company of Koç Group for more than 70 years is a new generation technology company that provides solutions to the most complex problems in the field of **advanced analytics and Internet of Things (IoT)**

In partnership with the **Boston Consulting Group (BCG)**, KoçSistem channelize its experience and offers solutions in the end-to-end digital transformation programs through KoçDigital in a broad variety of sectors from energy, retail to finance and durable goods.

### Principles;

#### Sustainable Benefits for Customers

Provides long-term and sustainable benefits for customers with the projects created.

#### Pioneering With Innovative Ideas

Generates innovative ideas for customers in their digital journeys, leveraging on the strengths in advanced analytics and Internet of Things (IoT) solutions.

#### Trainings for Customers

Assists customers to acquire the skills required to handle the most complex problems in digital and analytics issues.

## Goals



Pioneering in New Digital Growth Areas



Effective Digital Transformation



Regional Leadership in Analytics and IoT



Fully Qualified Human Resources

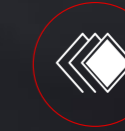
### Focus Areas



Design and Development of Data Platforms



Internet of Things (IoT) Solutions



Advanced Analytical Solutions



KoçDigital Academy

## Value Proposition



- **End-to-end scope** for data analytics and Internet of Things (IoT) applications
- **Gaining utmost competence** with KoçDigital Academy
- **100% KoçSistem subsidiary**
- **Global expertise**
- **Competitive / flexible business terms** with value-sharing model

## Services

Thanks to its new generation solutions, KoçDigital always assists businesses in their **digital transformation** journeys.

KoçDigital, a wholly owned subsidiary of KoçSistem, aims to improve **technological competencies of organizations and to add qualifications to the workforce** of companies from different sectors, and offers technology solutions centered on data analytics and Internet of Things.

KoçDigital **helps businesses to reach their goals in line with their digital transformation visions**, by delivering product and service solutions diversified to address sectors-specific needs of businesses from operations management to supply chain, and to sales and marketing.

### Operation & Supply Chain

- Predictive maintenance
- Demand forecasting
- Industry 4.0 solutions
- Integrated business planning
- End-to-end logistics optimization
- Supply chain control tower
- Digital purchasing

### Marketing & Sales

- Demand forecasting
- Data-driven marketing / ROMI
- Dynamic pricing
- Effective pricing / promotion
- Customer insight and personalization
- Classification optimization
- Diminish and stop customers churn

### Product Innovation





- Product development
- Feature optimization
- Digital twin



## Sectors

KoçDigital aims at improving competencies of all organizations in need of digital transformation. Successfully deploying projects for companies particularly operating in **automotive, energy,**

**finance, durable goods** and **retail sectors**, KoçDigital leads organizations one step ahead of the competition.

	Energy	Automotive		Consumer	Retail	Finance & Insurance
Product Innovation	<b>Public service provider</b>  New digital products, e.g. Electricity application, SME products	<b>Automotive company</b> Production of digital twins reflecting the current status and characteristics of physical objects	<b>Automotive company</b> Digital prototyping and engineering work with 3D printers	<b>Global refrigerator manufacturer</b>  Product feature optimization to simplify product portfolio		<b>Artificial intelligence company</b>  Measuring the reparability score of vehicle damages
		<b>Agricultural equipment manufacturer</b> Integrated agricultural solutions and digital services for precision agriculture				<b>European insurance company</b>  Customer demand analysis
Operations & Supply Chain	<b>Energy company</b>  Transport cost optimization with big data simulation	<b>Automotive supplier</b>  Predictive inventory optimization for local demand of spare parts	<b>Automotive company</b>  Predictive maintenance with sensor integrated equipment	<b>Consumer goods company</b>  Advanced analytics for enhanced demand forecasting	<b>Beverage company</b>  Strategic road map for end-to-end digital value chain	<b>Global bank</b>  Digital platform operations and IT
	<b>Energy company</b>  Factory of the future and Industry 4.0 integration	<b>Automotive supplier</b>  Industry 4.0 intelligent production	<b>Automotive company</b>  Monitoring engine fatigue with RFID tags			<b>Consumer goods company</b>  The factory of the future and Industry 4.0 integration
Marketing & Sales		<b>Automotive supplier</b>  Pricing tool evaluating various products from different markets	<b>Automotive company</b>  Flawless digital customer experience	<b>High-end fashion retailer</b>  Development of personalized digital marketing software	<b>Coffeehouse chain</b>  Real time offer personalization	<b>Global bank</b>  Digital, multi-channel sales and service model
				<b>Home and industry tools manufacturer</b>  Development of personalized digital marketing software	<b>Global fashion retailer</b>  Pricing, product diversification and purchasing optimization	<b>Insurance company</b>  'Virtual Insurance Company'



**Allows organizations to discover their potential!**



World class IoT and Advanced Analytics training, in collaboration with BCG



**Mission to improve the digital capabilities** of employees at Koç Digital and its customers



Comprehensive talent building and **activation center**





## About

KoçDigital is Turkey's leading Internet of Things and advanced analytics company operating as a wholly-owned subsidiary of KoçSistem and growing with the resources and support of Boston Consulting Group (BCG), one of the world's leading management consulting companies.

KoçDigital aims to improve the technological competencies of organizations add qualifications to the workforce of companies from different sectors, while delivering them technology solutions focused on data analytics and the Internet Of Things. Continuing to deploy successful projects in automotive, energy, finance, consumer and retail sectors in particular, the Company also strengthens the Turkey's position in technology arena. KoçDigital acts towards the goal of becoming a leading technology company not only in Turkey but throughout the region.

KoçDigital Academy, which is part of KoçDigital, assumes the mission of developing the digital competencies of the employees of KoçDigital and its customers.

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*This brochure is printed with 100% recycled-paper technology that does not harm the nature.*