

Plant By Plant Digital & AI Maturity:

Digitopia's approach made the differences between plants visible.



The Operating Reality

Vestel is **Zorlu Holding's largest business**. Its manufacturing spans televisions and a broad range of household appliances, at a scale where efficiency and cost shape day-to-day decisions. That kind of operation can be summarised in **a single maturity score**. The number may be useful at group level, but it cannot show leaders where to act inside each factory. Vestel is not one production environment. Each plant has its own lines, constraints, investment history and established ways of working. A strength at one site can easily disappear into the same average as a development need at another

A Plant-By-Plant Assessment

Digitopia therefore assessed **the electronics and household appliance plants separately using DAIMI**, the Digital and AI Maturity Index. Every site was measured with the same method and set against the same external comparisons. The result was **a common starting point** that put the plants side by side **without losing their differences**. That view supports more practical decisions. Which site has a strong approach worth studying? Where is the clearest development need? Which proven practices could be adapted elsewhere? Where should investment begin?

“

"We wanted an independent view of where we were starting. We now have a consistent way to compare sites and track progress over time."

— **Önder Kaplancık**

General Manager of Technology and AI - Zorlu Holding



An Independent benchmark

Önder Kaplancık, General Manager of Technology and AI at Zorlu Holding, leads the group's digital and AI transformation. He wanted the assessment to come from outside the business and to be grounded in external comparisons. Vestel now has an **independent starting point** it can use to track progress over time.



A Roadmap Tied To Manufacturing Cost

For Melih Sarıkaya, CIO of Vestel, the next important output was the roadmap. Priorities were ordered around the areas **where manufacturing cost is created**, including energy, scrap, downtime, planning accuracy, labour productivity and the cost of poor quality. This gave the team a clearer basis for deciding what to address first.

Vestel also plans to apply to the Digital Transformation Support Program run by Türkiye's Ministry of Industry and Technology. Digitopia is an **authorized Digital Transformation Assessor** under the program. Subject to application and eligibility requirements, the support could reduce the financing burden of planned investments.

The next step is to extend the same assessment approach to other Zorlu Holding businesses, creating a consistent way to track progress across the group.

“

"Assessing each factory separately gave us detail that an overall score could not. We can see where each site should focus and order the roadmap around the areas where cost is created."

— Melih Sarıkaya
CIO - Vestel

