

LC Waikiki: Gaining 360-Degree Digital Visibility for Enterprise Transformation



Introduction

Founded in 1988 by three French partners and becoming part of Taha Group in 1997, LC Waikiki has grown into one of Türkiye's largest fashion retailers, achieving 18.2 billion TL net sales in 2020, exporting 845 million USD, employing more than 50,000 people, and operating over 1,100 stores.

As the company expanded, LC Waikiki recognised the need to strengthen its digital transformation initiatives with a structured, measurable, and organisation-wide approach.

To understand its true level of digital maturity and create a strategic roadmap, **LC Waikiki partnered with Digitopia.**

The Challenge

Although LC Waikiki had already begun its digital transformation efforts in 2019, the leadership team realised that digital progress required much more than implementing new tools. The company needed to **objectively evaluate** its digital maturity, **benchmark its capabilities** against global retail peers, and **understand its position** in the broader competitive landscape.

LC Waikiki also needed a unified strategic framework that would bring together scattered digital initiatives, prioritise the most impactful projects, and **accelerate execution across all business units** — not just IT.

Beyond technology, the company recognised that true transformation relies on people, culture, and shared ownership. **Ensuring alignment across departments** and building consensus around a single digital vision became essential.

With this awareness, LC Waikiki aimed to evaluate its current digital capabilities through **an independent lens**, understand its gaps and strengths, and align all departments around common priorities to make progress more measurable.



The Solution

Digitopia conducted the Digital Maturity Index (DMI) assessment across all relevant LC Waikiki business units.

The approach included:

- **Objective:** Digitopia applied a standardised and data-driven methodology, ensuring consistency and avoiding misinterpretations during scoring.
- **Collaborative:** Through the “interactive discussion method,” workshops were conducted with teams from across the organisation, allowing adjustments whenever scores seemed too high or too low.
- **Holistic:** The assessment evaluated multiple areas including product management, data and analytics, working methods, technology infrastructure, and cloud adoption readiness.
- **Benchmark-driven:** LC Waikiki was benchmarked against the global fashion retail sector, providing visibility into how its digital maturity compares with competitors worldwide.
- **Strategic:** The final output included current-state scoring, target maturity levels, and a prioritised action list forming the roadmap for upcoming years.

Additionally, the leadership embedded digital maturity into the company’s OKR structure — making the **annual DMI score a strategic target monitored each year.**

Key Outcomes

- LC Waikiki gained **sector- and global-level benchmarks**, clearly understanding its relative position in the digital landscape.
- The enterprise received an **objective view of its strengths and improvement areas** across all business units, not only IT.
- Digital initiatives were consolidated into a **single strategic framework**, preventing scattered or duplicated efforts.
- Cross-functional alignment increased as departments developed a **shared understanding of digital maturity.**
- Strategic priorities were clarified, allowing the company to **focus on high-impact initiatives** with measurable progress.

Conclusion

Through its collaboration with Digitopia, LC Waikiki transformed digital maturity from a conceptual exercise into a measurable, benchmarked, and actionable programme. The assessment enabled the organisation to unify its digital initiatives, accelerate execution, and ensure alignment across all business units.

By continuously evaluating and improving its digital maturity each year, LC Waikiki strengthens its ability to compete globally and sustain its leadership in the retail sector — proving that structured measurement and alignment are critical elements of long-term transformation success.



We selected Digitopia over major consulting firms and Gartner for their flexible and collaborative approach. We needed a partner who could go beyond a rigid, mechanical process and provide in-depth insights tailored to our needs. From the very beginning, their openness to feedback and continuous improvement have been key factors in our partnership.

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