

From Fuel Network Leadership to Digital Transformation Excellence: **Petrol Ofisi Group**



Introduction

With over 80 years of expertise in supplying fuel and lubricants across retail, aviation, marine, and logistics sectors, Petrol Ofisi Group operates more than 1,930 stations and leads Türkiye's energy infrastructure sector. Recognising that future growth depends on digital capabilities, the company **partnered with Digitopia to elevate its transformation** into a strategic, measurable, and enterprise-wide journey.

The Challenge

While Petrol Ofisi had already migrated its ERP system to SAP, the company understood that **true digital transformation goes beyond system upgrades**. It required a cultural shift towards organisation-wide digital adoption, cross-functional alignment, and a structured approach to measuring progress and enabling data-driven decisions.

Petrol Ofisi needed **a strategic framework that aligned its digital goals with global best practices** and engaged stakeholders at every level.

The Solution

Digitopia introduced its Digital Maturity Index (DMI) to assess Petrol Ofisi's capabilities across six critical dimensions: technology, governance, people, innovation, processes, and customer experience. This collaboration delivered:

- **A clear benchmark** of the company's digital maturity.
- **Actionable insights** tailored to its business needs.
- **A customised digital roadmap** for strategic execution.

By applying a holistic, benchmark-driven methodology, Petrol Ofisi gained a transparent view of its current state and a structured path forward.



The Solution

Digitopia's collaboration with Petrol Ofisi provided a structured and holistic platform to drive real transformation:

- They applied the Digital Maturity Index (DMI) **across six key dimensions**: technology, governance, people, innovation, processes and customer experience — moving beyond typical IT transformations.
- It delivered **a clear benchmark** of the company's digital maturity, including where Petrol Ofisi stood relative to global best practices.
- **Actionable insights** were provided, tailor-made for the company's business needs rather than generic recommendations.
- **A customised digital roadmap** for strategic execution was created, turning assessment into tangible next steps.

- All business units (not just IT) began **aligning around shared digital goals** and embraced a culture of digital adoption.
- The company obtained a structured framework that enabled measuring progress, making data-driven decisions and **fully integrating digital into strategy**.
- The collaborative assessment and roadmap helped position Petrol Ofisi for **sustainable digital transformation**, beyond one-off system upgrades.

Conclusion

By partnering with Digitopia, **Petrol Ofisi turned its digital ambitions into a company-wide program rooted in strategy, measurement and execution**. The transformation now spans people, processes and technology — ensuring the organisation is equipped for future growth. With a clear roadmap and ongoing alignment, Petrol Ofisi is well positioned to lead not just in fuel and logistics, but in digital maturity across the energy sector.

Key Outcomes

- Petrol Ofisi **achieved enterprise-wide clarity** into its digital capabilities and gaps across business units.



“ We collaborate with Digitopia because they are best-in-class and bring a customer-centric approach to our partnership. Their continuous support, such as measuring our progress every three months and crafting tailored digital roadmaps, has been invaluable.

Mehmet Ali Gülşen,
Chief Digital Transformation Officer,
Petrol Ofisi Grup

