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What's Measured Gets Done:

Akkök Holding used a shared digital and AI baseline to turn ambition into clear priorities, practical investments and a discipline repeated every year.

A Clear View of the Starting Point

Digital transformation often begins with just a project. At Akkök Holding, it began with **a clear view of where each company stood**.

Akkök Holding is one of Türkiye's established industrial groups. **Chemicals and advanced materials** sit at its core, alongside energy, real estate and other sectors.

Four Companies, One Evidence-Based Scale

In the first phase, Digitopia assessed these four companies operating in chemicals and advanced materials using **DAIMI, the Digital and AI Maturity Index**. The companies were measured on the **same evidence-based scale**, compared with one another and benchmarked against Digitopia's Turkish and global database. Each company then received a roadmap based on its actual starting point.

The assessment was designed to answer a practical question: **where should each company focus first?**

"What's measured gets done. An annual, objective assessment shows where each company stands and makes progress visible. Repeating it across the group helps us turn transformation priorities into commitments we can track."

— Veysi Küçük

General Manager, Akkim

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An Annual Management Discipline

Veysi Küçük, who led the process as CFO of Akkök Holding and now serves as General Manager of Akkim, helped turn the answer into a group-wide management discipline. Guided by the principle that what gets measured gets done, he asked every company to **repeat the assessment each year**. Companies in energy, real estate and other parts of the group are now preparing for their own baselines.

That annual rhythm gave management teams a **common language**. Progress could be tracked over time. Priorities could be discussed with evidence. Budgets, owners and next steps became easier to define.

From Investment Priorities to Faster Execution

The findings also shaped a **practical investment agenda**, including ERP modernization, cloud adoption, cybersecurity, data management, reporting and analytics. **Strong data and reporting capabilities** give AI initiatives something solid to build on.

The goal is broader than technology. Akkök Holding is working toward more responsive businesses, higher efficiency and productivity, new products and revenue streams, better-informed decisions and **faster execution with less bureaucracy**.

Coordinated Roadmaps, Measurable Progress

Led by Akkök CIO and Aktek General Manager, Fethi Baytan, Aktek works with Digitopia to translate the assessment into **coordinated action across the group**. Together, they sequence initiatives, align priorities and keep the roadmaps moving.

The next assessment is already part of the plan. That continuity is what **turns a snapshot into measurable progress**.

> "The assessment gave us a clear, comparable view across the companies we support. That makes it easier to agree on priorities, put initiatives in the right order and carry the roadmaps into delivery."
> **— Fethi Baytan**
> CIO, Akkök Holding – General Manager, Aktek