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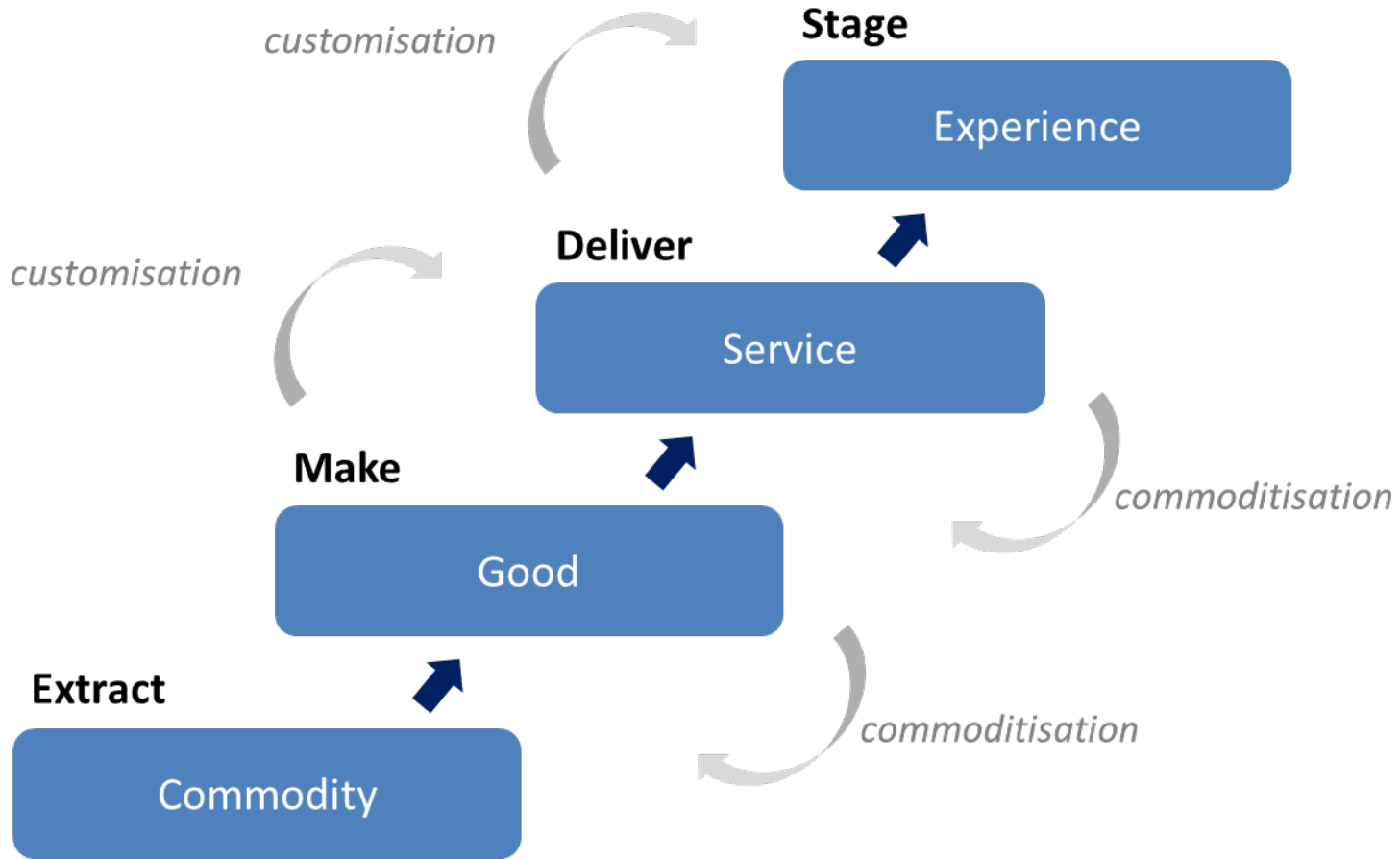


YAPANZEKA

# DİJİTAL KAOS

Uğur Aydoğdu

Unitalks 2019



Ekonomik Çıktı	Müşteri Hassasiyeti	İş Zorunluluğu
Deneyim	Özgünlük	Gerçeği Uyarlamak
Hizmet	Kalite	Artırma / Sağlamak
Ürün	Maliyet	Azaltma / Kontrol
Toplayıcı (Tarım)	Bulunma (Miktar)	Sağlamak

# 1995'ten önce

## Sales Force + Customers



*IBM developed a sales force that became deeply knowledgeable about their customers' operations & could explain benefits specific to each organization.*

***Customers became highly engaged with IBM employees to explain what product innovations they needed to better use these [tabulation machines] that had become so essential to their operations.***

*Research & development at IBM depended on this interaction between engineers & customers.*

**James Cortada** – *Change & Continuity at IBM*, 3/18

## IBM Annual Revenue



# 1995'ten önce

## Employee / User



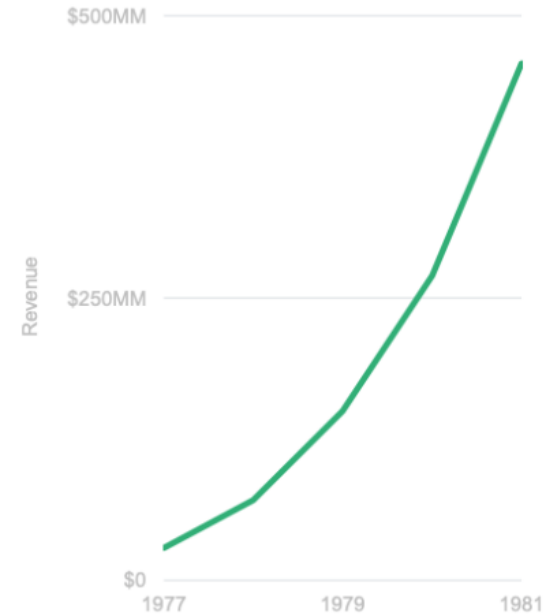
***All our employees were runners,  
we understood the consumer very well...  
We & the consumer were one & the same.***

*We got to know the players at the top of the game & did everything we could to understand what they needed, both from a technological & a design perspective.*

*Our engineers & designers spent a lot of time talking to the athletes about what they needed both functionally & aesthetically.*

Phil Knight – Nike, Founder, 7/92

## Nike Annual Revenue



# 1995'ten sonra

## Real-Time Digital Information Capture



*This is Day 1 for The Internet –  
& if we execute well – for Amazon.com.*

***Today, online commerce saves customers money & precious time. Tomorrow, through personalization, online commerce will accelerate the very process of discovery.***

*Amazon.com uses the Internet to create real value for its customers &, by doing so, hopes to create an enduring franchise.*

*This year, we maintained a dogged focus on improving the shopping experience...we now offer...vastly more reviews, content, browsing options & recommendation features.*

Amazon Annual Report – 1997

## Amazon Annual Revenue



# 1995'ten sonra

## Salesforce = Customer Engagement



*...as every company transforms their relationships with their customers...they're fundamentally changing how they sell & how they service, how they market & innovate.*

***They're connecting with their customers in a whole new way. They're building incredible new intelligent 360-degree views of their customers, & they're using extraordinary new tools to get faster, more informed decisions & at the heart of all this transformation is Salesforce.***

**Marc Benioff – Salesforce, Co-Founder / Co-CEO, 8/18**

## Salesforce Annual Revenue





# 1995'ten sonra

## Adidas = Customer Co-Creation

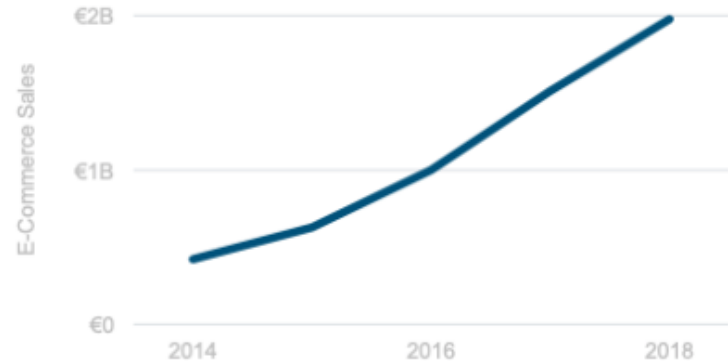


*We need to be able to respond to consumer expectations immediately. **The relationship between Adidas & Salesforce allows us to be proactive in our designs** – our ability to roll out new products & influence trends is amazing...*

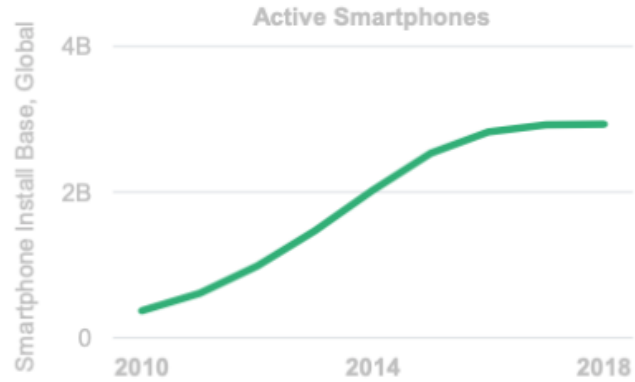
*Our direct connection with customers through Salesforce basically makes it happen overnight.*

Kasper Rorsted – Adidas, CEO, 6/18

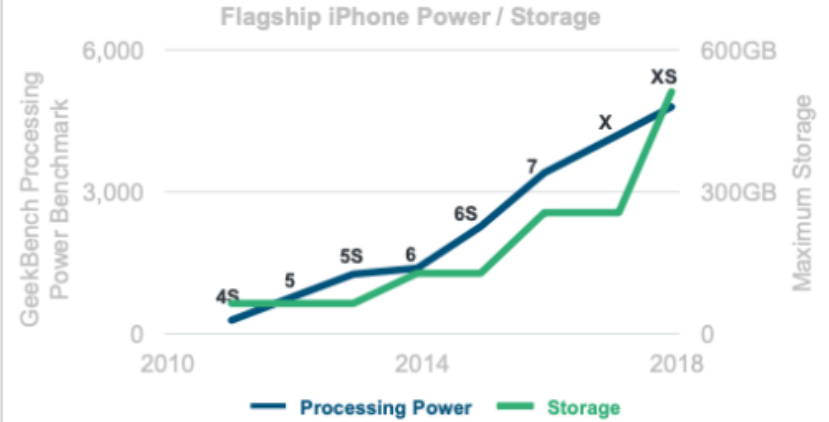
## Adidas E-Commerce Sales



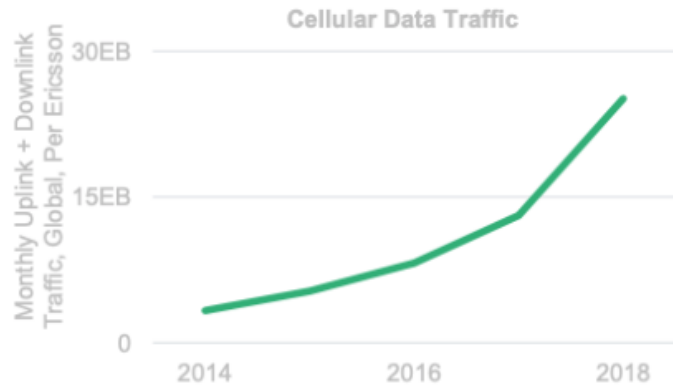
## Smartphone / Camera Base...



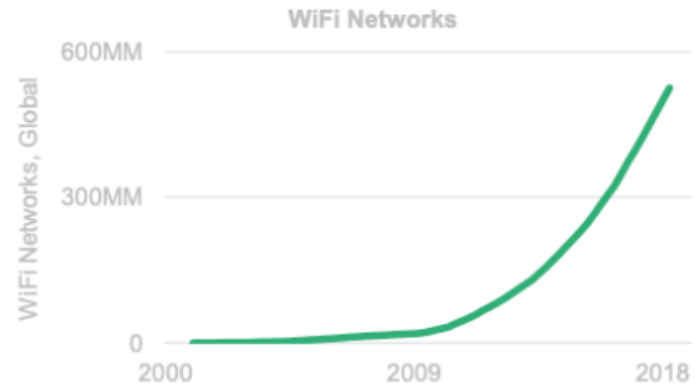
## ...Smartphone Power...



## ...Cellular Data Use...



## ...WiFi Reach



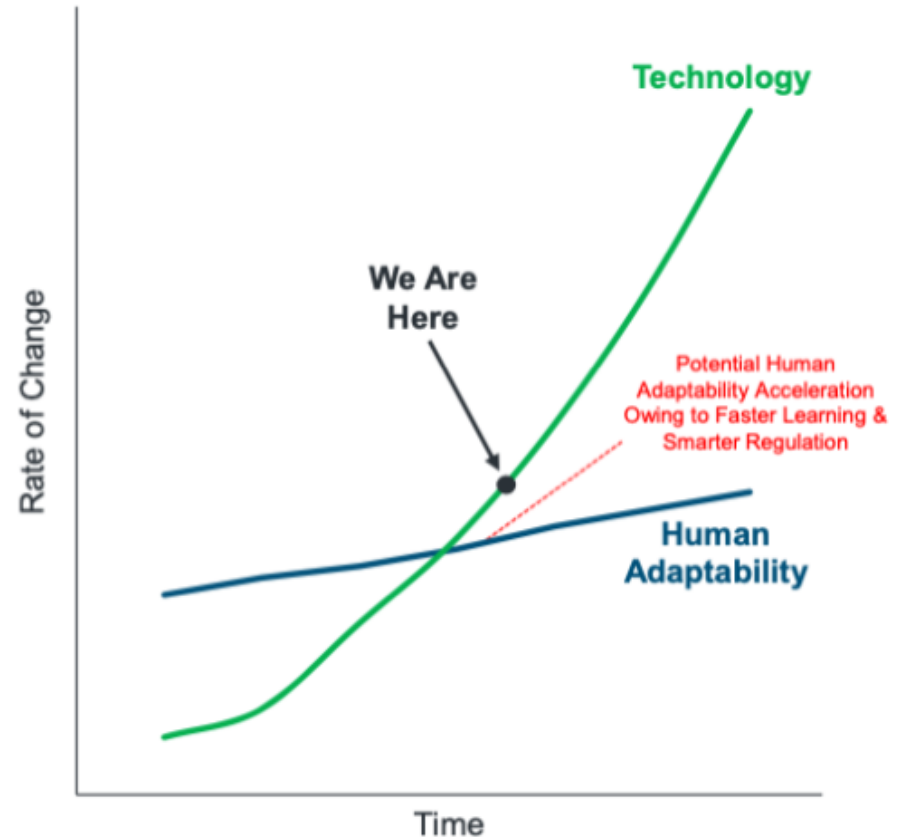
***Humans' ability to adapt to technological change is increasing, but it is not keeping pace with the speed of scientific & technological innovation.***

***To overcome the resulting friction, humans can adapt by developing skills that enable faster learning & quicker iteration & experimentation.***

*Developing these skills is particularly important for policy makers & regulators who are looking to protect the public interest. They need to be ready to try new approaches, iterate & change with the times so tech progress goes hand in hand with public benefit.*

**Astro Teller** – X, The Moonshot Factory

Adapted from Thomas Friedman's *Thank You For Being Late*, 2016



# KAOS

*noun*

noun: **chaos**; plural noun: **chaoses**

complete disorder and confusion.

"snow caused chaos in the region"

*synonyms:* **disorder, disarray, disorganization, confusion, mayhem, bedlam, pandemonium, madness, havoc, turmoil, tumult, commotion, disruption, upheaval, furore, frenzy, uproar, hue and cry, babel, hurly-burly; More**

*antonyms:* **order, orderliness**

- PHYSICS**  
 the property of a complex system whose behaviour is so unpredictable to great sensitivity to small changes in conditions.
- the formless matter supposed to have existed before the creation of the world.
- GREEK MYTHOLOGY**  
 the first created being, from which came the primeval deities Gaia, Uranus, and Tartarus.  
 noun: **Chaos**

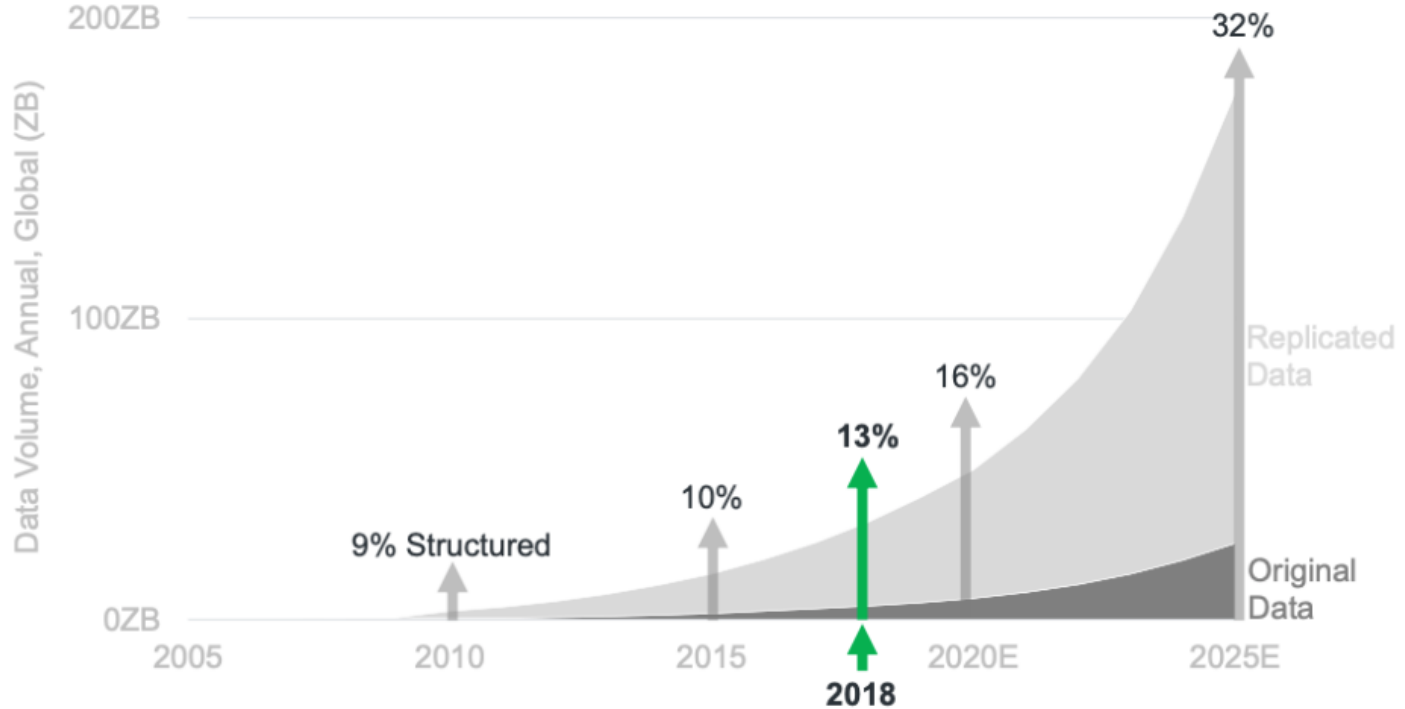
*noun*

1. kaos
2. kargaşa
3. karışıklık
4. keşmekeş

Use over time for: chaos



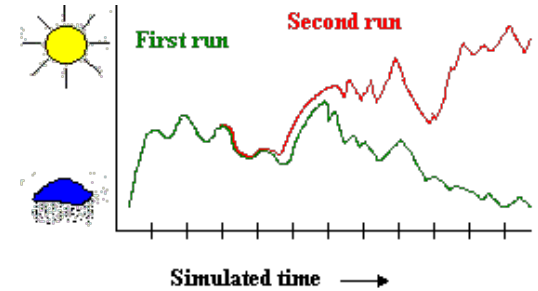
## New Data Captured / Created / Replicated, per IDC



# KAOS TEORİSİ

1960 yılında Edward Lorenz adlı bir bilim insanının Massachusetts Institute of Technology'deki (MIT) bilgisayarında bir hava modeli oluşturmasıyla, Kaos Teorisi'nin ilk adımları atılmaya başlandı. Lorenz hava modeli, geniş kapsamlı karmaşık bir formüller dizisinden oluşuyordu.

Lorenz'in çalıştığı bilgisayar, altı ondalık sayıyla çeşitli parametreler hesapladı. Fakat sonuçlar bu rakamları üç ondalık sayıyla verdi. Lorenz, belirli sayıları (rüzgar, sıcaklık ve bunun gibi şeyleri) bilgisayarın sahip olduğu oranda kesinlikle girmek yerine, yaklaşık değerler belirledi; örneğin değer 5.123456 iken 5.123 şeklinde girdi. **Ve bu küçük yanlış değer katlanarak büyüdü ve tüm sistemin dağılmasına neden oldu.**







Digital & Online  
Marketing



Graphic & Web  
Design



Search Engine  
Optimisation



Content &  
Copywriting



Digital & Display  
Advertising



Social Media  
& Online PR



Media Buying  
& Production



Account  
Management



Project & Product  
Management



Strategy &  
Consulting



Intelligence &  
Analytics



Sales & Business  
Development



eCommerce &  
Online Retail



User Interface  
Design (UI)



User Experience  
Design (UX)



Mobile OS &  
Applications



Games  
Development



Software & Web  
Development





# DiJiTAL'DEKİ PROBLEMLER

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1. Entegrasyon / adaptasyon problemleri
2. Eski usul sistemler (Manuel, kağıda dayalı vs)
3. Cloud teknolojilerin yetersiz kullanımı
4. Yedekleme
5. Sorunun kaynağının anlaşılabilmesi (Sorun çözme)
6. Çözüm önerisi, yalınlık (lean)
7. Güvenlik
8. Hukuki detaylar (Kişisel veriler, gizlilik vs)
9. IT (Yazılım planlaması) ve Data (veri) odaklılık
- 10. Henüz bozulmamış olması...**



# BASARISIZLIK NEDENLERİ?

---

- **Bilgi eksikliği**
- **Mevcut durum ve süreçler**
- **Şirket kültürü**
- **Sürdürülebilirlik / kararlılık**

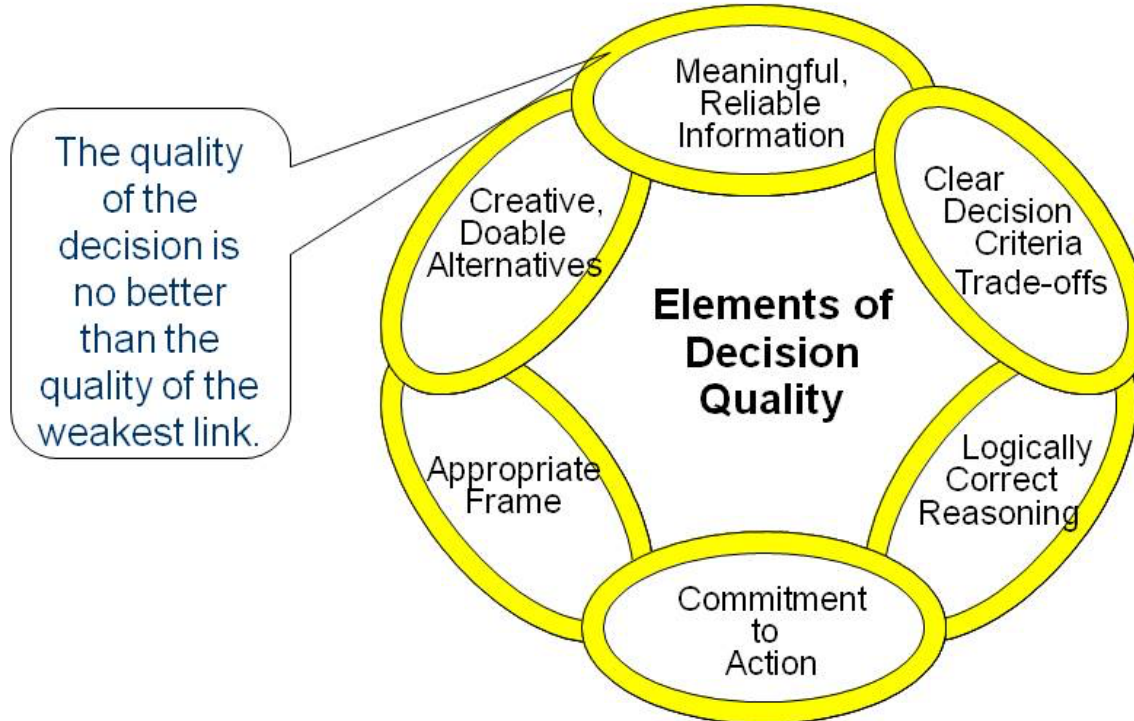
# BASARISIZLIK NEDENLERİ?

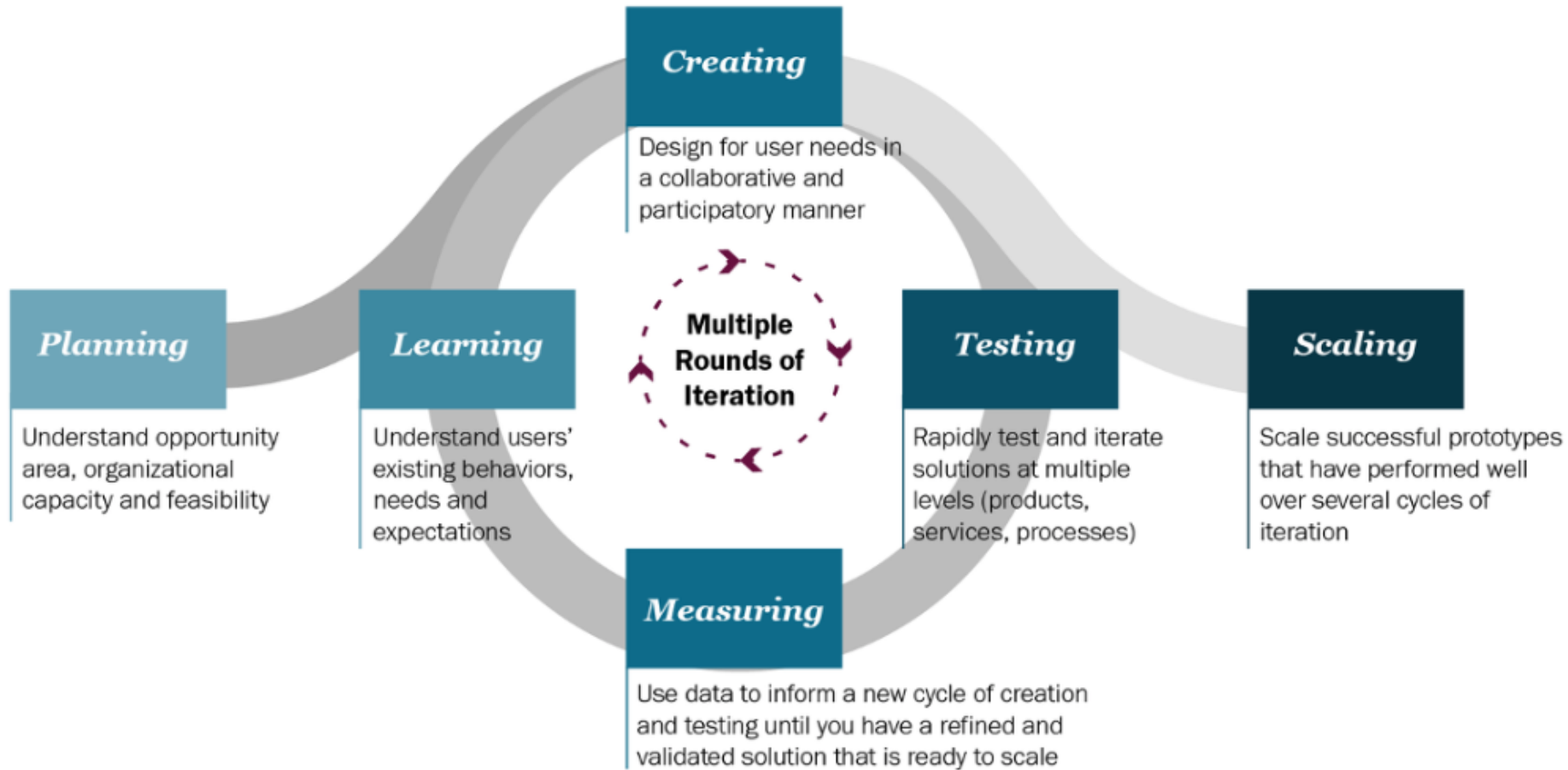
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- Bilgi eksikliği
- **Mevcut durum ve süreçler**
- Şirket kültürü
- Sürdürülebilirlik / kararlılık

## Leverage Point #2 - Decision Quality

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# BASARISIZLIK NEDENLERİ?

---

- Bilgi eksikliği
- Mevcut durum ve süreçler
- **Şirket kültürü**
- Sürdürülebilirlik / kararlılık



# BASARISIZLIK NEDENLERİ?

---

- Bilgi eksikliği
- Mevcut durum ve süreçler
- Şirket kültürü
- **Sürdürülebilirlik**

# **DiJiTAL DöNüSüM**

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**1- “Hedefimiz ne?”**

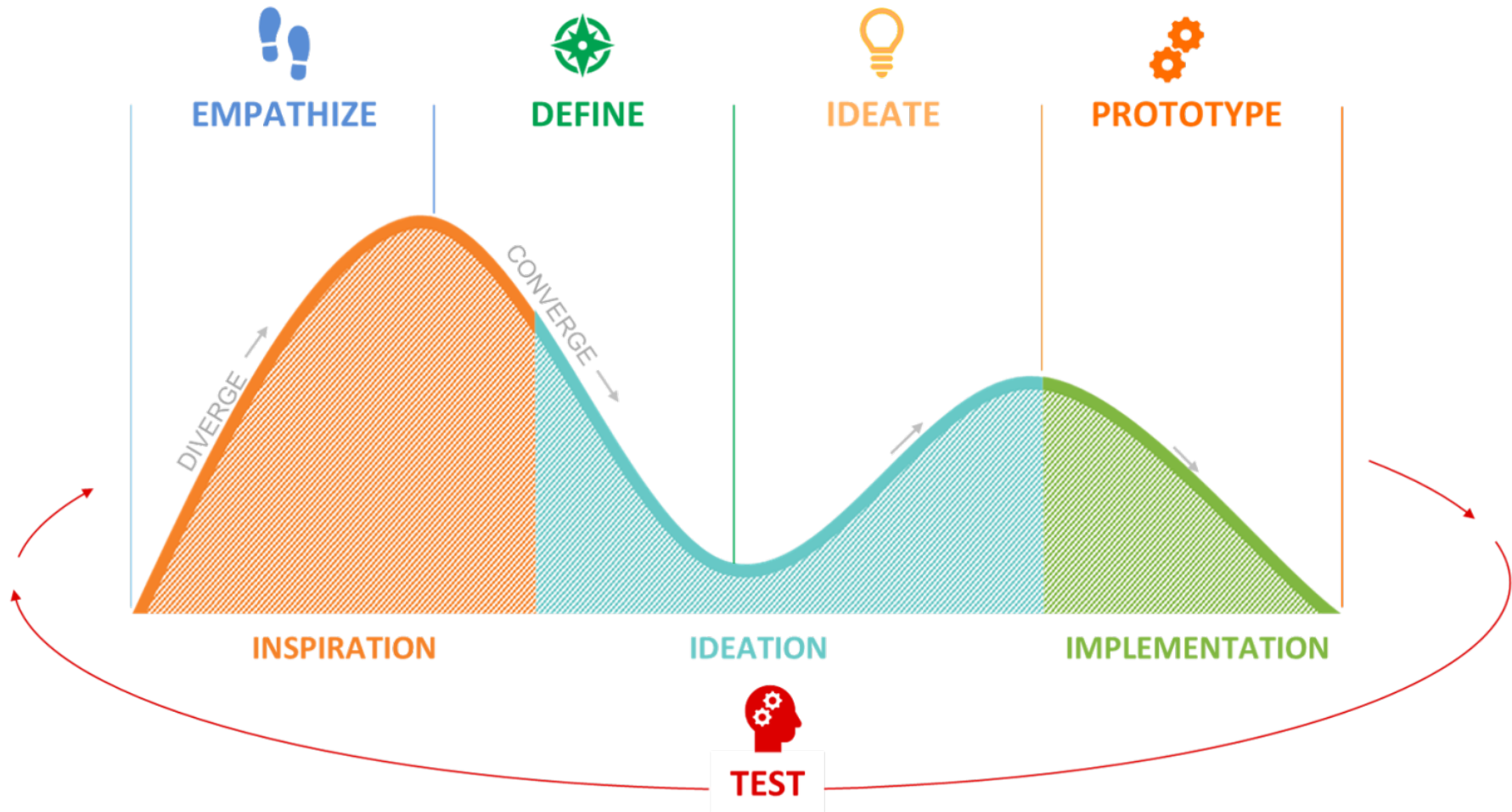
**2- 3N1G**

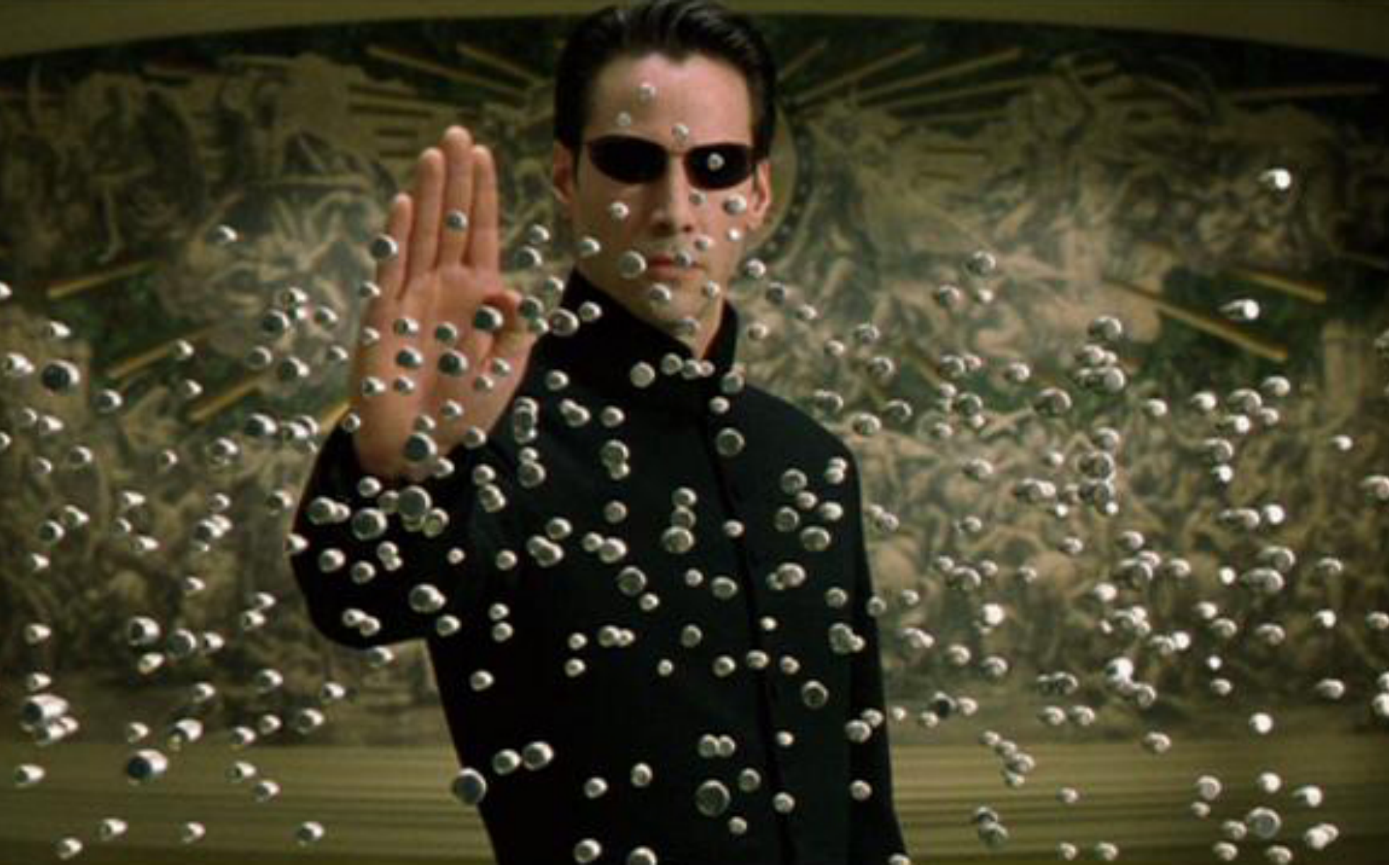
Ne durumdayız, ihtiyacımız ne? Neden yapıyoruz? Ne zaman yapacağız? Gerçekçi miyiz?

**3- Proje sürecindeki tanımlamalar**

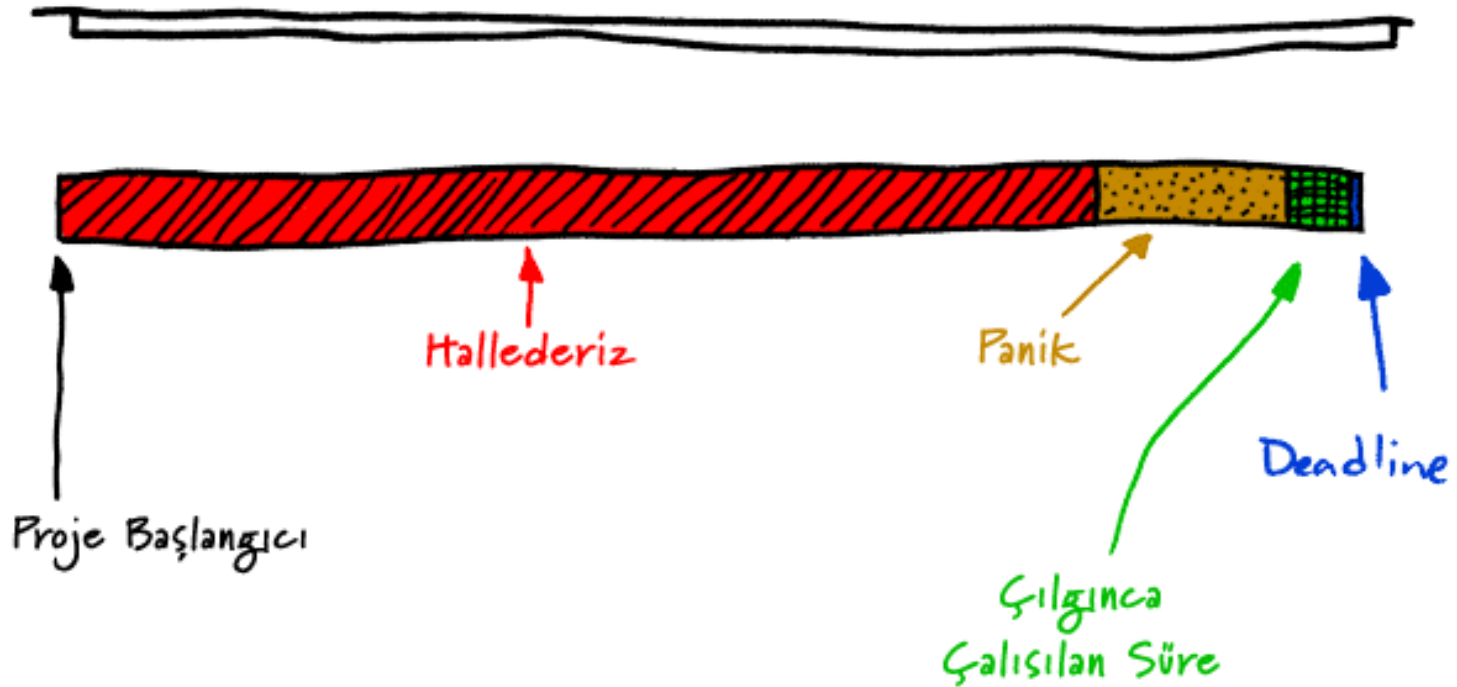
“Bitti” nin, hedefin, sonucun, beklentilerin tanımlanması

**4- Alternatif senaryolar**





# PROJELERDE YARATICI SÜREÇ



Teşekkürler...

[@uguraydogdu\\_](#)

[ugur.aydogdu@epigra.com](mailto:ugur.aydogdu@epigra.com)



# KAOS TEORİSİ

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## 1. Kelebek Etkisi (Başlangıç)

Meksika ormanlarında kanat çırpın bir kelebeğin, Çin'de bir kasırgaya neden olma ihtimali

## 2. Belirsizlik İlkesi (Yaratıcılık, Karar)

Kompleks bir sistemin başlangıç koşullarını yeterli (yani kusursuz) detaylarıyla bilmemiz mümkün olmadığı için, karmaşık bir sistemin nihai kaderini tahmin etmeyi de bekleyemeyiz.

## 3. Düzen / Karmaşa (Proje)

Karmaşadan düzene, düzenden karmaşaya...

# KAOS TEORİSİ

---

## 4. Karışım/Çalkantı (Sonuç)

2 komşu su molekülü bir süre sonra okyanusun farklı bölgelerine ve hatta farklı okyanuslara sürüklenebilir.

## 5. Geri Besleme (Süreklilik)

Geribildirim mevcut olduğunda, sistemler genellikle kaotik hale gelir

## 6. Fraktaller (Doğa)

Fraktaller, farklı ölçeklerde kendi kendine benzeyen sonsuz ve karmaşık desenlerdir. Bunlar, devam eden bir geribildirim döngüsünde tekrar tekrar basit bir süreçle yaratılmıştır.