End-to-End Solution for Complete Value Chain Design & Optimization
From Resource Planning to Customer Satisfaction
ENESCOV

Idris Murat Atakli
Innovation Manager @ATP R&D Center

idrisa@atp.com.tr
ATP Organization Profile

- Fast Food, Finance, Logistics (2500+ locations, 40K+ employees globally)

**AtaHolding**

**ATP**

**ATP Brands**

- **Besiktas, IST**
  - DIGITAL TRANSFORMATION
  - >90 Successful Enterprise Projects

- **ITU Teknokent, IST**
  - FINANCIAL TECHNOLOGIES
  - 45%+ Istanbul Exchange Volume

- **Karakoy, IST**
  - HOSPITALITY TECHNOLOGIES
  - ~ 1,900 Locations

**ATP**

- Software Dev. and R&D
- Founded in 1997
- #113 on Turkey ICT 500
- 150+ employees
- 2 R&D Centers
- **Vision**: Ensure Minimum Information Asymmetry in Value-Chain & Waste Reduction
- **Motivation**: Inefficient Vertical Business Processes
Proposal Value

Main Benefit:
- Increase in resource management efficiency by using recommendation engine and optimization methods for preserving the value of resources (raw materials, water and energy)

Added Value:
- Circular Economy via optimum use of natural resources
- Waste reduction and energy saving
- Demand management via recommendation-based optimization
- Process transparency & transaction cost reduction via accurate sales prediction

Why participate:
- Benefit from ENESCOV’s value-chain experience through end-to-end solution of demand driven resource management system
- Development within joint and enhanced R&D competencies
Proposal Value Pt.2

Expected Outcome:
- End-to-End Solution for Complete Value-Chain Design and Optimization

Impact:
- Circular Economy

Overall Goals:
- Resource planning efficiency
- Production and supply chain optimization
- Waste and carbon foot-print decrease
- Profit increase through more efficient value-chain

Project TimeLine:
- 24 months
Expertise & Needs

Under Construction Consortium’s Expertise:

- AI
- Recommendation Systems
- Prediction / Optimization
- Computer Vision
- Augmented Reality
- Blockchain

- Country consortiums established: Turkey, S.Korea, Spain, Hungary

Looking for:

- Supply Chain Optimization
- IoT
- Big Data
- Cloud Solutions
- Frontend/Backend/ System Integration

- SME and large scale companies as technology providers, data providers and end-users
For more information and for interest to participate please contact:

**Name and affiliation:** Idris Murat Atakli / Innovation Manager @ATP

**E-Mail:** idrisa@atp.com.tr

**Telephone:** +90 212 310 6565