

Lawful Tech and Innovative Tools

@Turkcell

Cem Akoymak



1. STRATEGY

2. TRANSFORMATION

3. LIVE DEMO

4. LESSONS LEARNED



STRATEGY

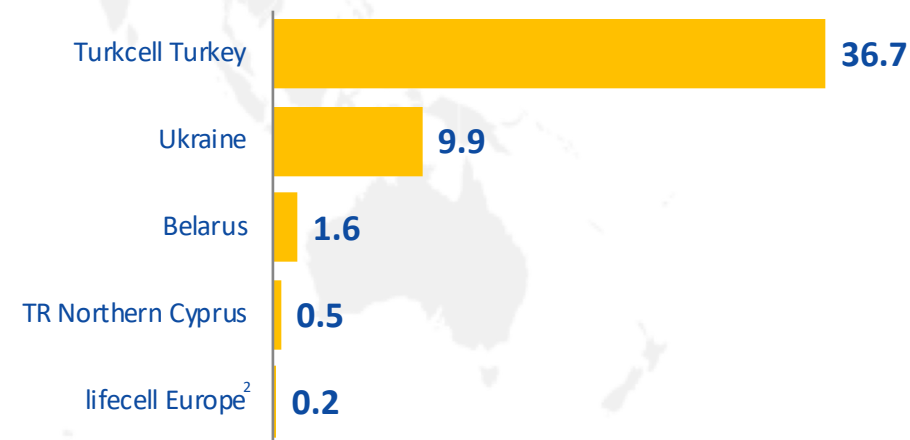
COMPANY OVERVIEW

- **THE DIGITAL OPERATOR**
- **48.9 MILLION TURKCELL GROUP SUBSCRIBERS** in **5 COUNTRIES**
- **169 MILLION DIGITAL SERVICES DOWNLOADS GLOBALLY**
- **85.8 MILLION DIGITAL SUBSCRIBERS GLOBALLY**
- **LISTED ON NYSE & BORSA ISTANBUL WITH A \$5.6 BILLION MARKET CAP¹**



**TKC
LISTED
NYSE.**

SUBSCRIBER BREAKDOWN (m, Q4 2018)





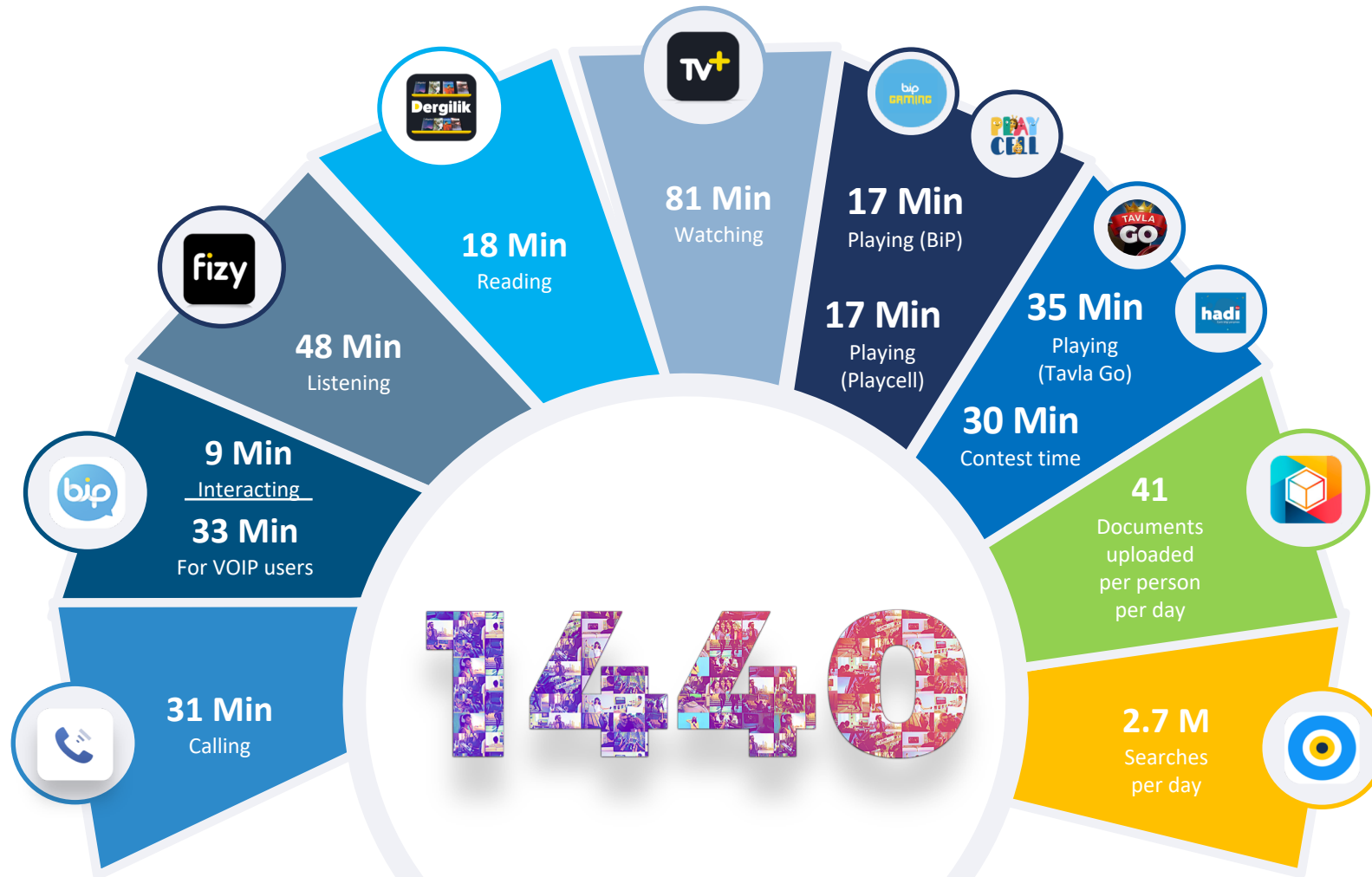
Turkcell The Digital Operator

Capturing 1440 Minutes of
Opportunity & Growth Every Day

Together We Can **DO** it All



DELIVERING VALUE WITH DIGITAL SERVICES



169 million
core app downloads



85.8 million
digital subscribers



66.7%
multiplay customers

Note: Times given are in a day unless otherwise indicated.

**TRANSFORMING INTO
THE DIGITAL OPERATOR
2015 - 2018**



**Organizational
Transformation**



**State-of-the-art
4.5G Deployment**



**Sales Channel
Transformation**



**Shaping Techfin
in Turkey**



**Convergence of OTT
Services**



CREATING THE DIGITAL COMPANY



**Data Driven, Real Time
and Transparent**



**2,500 Different KPIs,
24/7 Monitoring**



**Dashboard for Functional
Organizations & Multinationals**



Flexible Access Control



TRANSFORMATION OF LEGAL FUNCTION



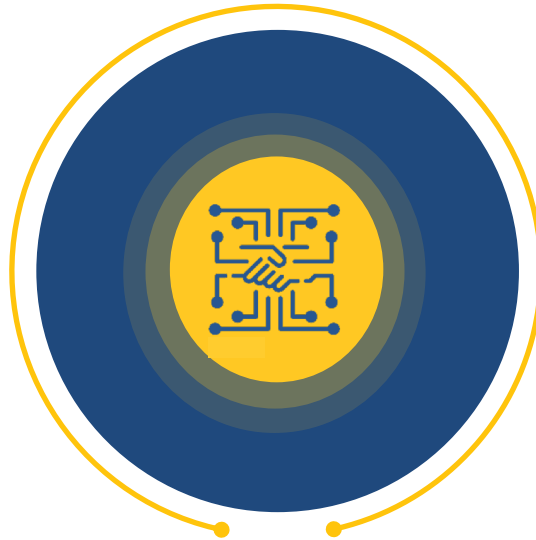
KEY ELEMENTS

FUNCTION-BASED ORGANISATION



End to End Legal Support

DIGITAL ENABLERS



Dedicated Digital
Transformation Team

SMART KPIs



Advanced monitoring

Data-Driven Legal Function



Real-time monitoring of KPI achievement



Everything archived



Easy to use and adapt



Context based search



Detailed activity reports

Back

Total

LR

Network

Sales

DSS

CIT

Marketing

SCM

HR

Finance

Corp. Sales

Subsidiaries

Legal Consultancy

Contract

Total



Inquiries

23



Meetings

308



Phone Calls

19



Ongoing

162



Completed Inquiries

17



Pending Inquiries

4



Average Response Time

3



Effort (hour)

17

Outlook

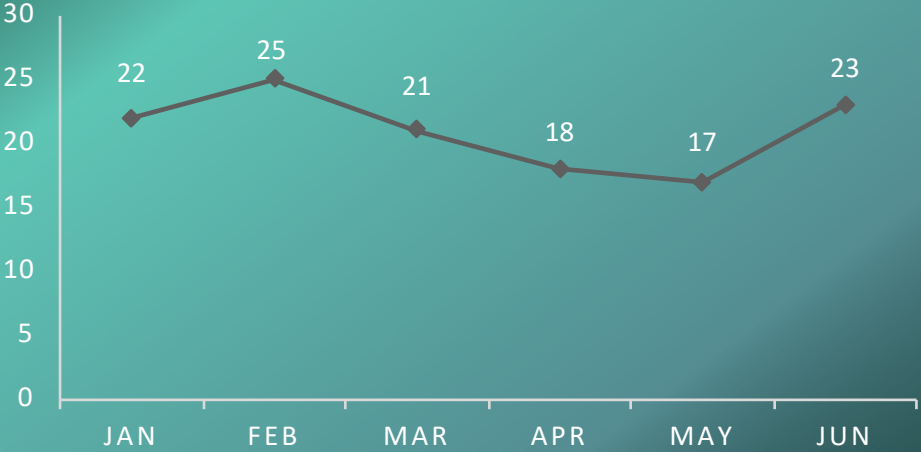
By Effort		By Lawyer Score		By Hashtag	
Inquiry	Effort (hour)	Inquiry	Score	Hashtag	Number of usage
1. <u>ABC</u>	<u>5</u>	1. <u>JKL</u>	<u>5</u>	1. <u>CCC</u>	<u>23</u>
2. <u>DEF</u>	4	2. <u>MNO</u>	<u>4.8</u>	2. <u>AAA</u>	<u>18</u>
3. <u>GHI</u>	<u>3.5</u>	3. <u>ABC</u>	<u>4.2</u>	3. <u>BBB</u>	<u>15</u>
4. <u>JKL</u>	<u>2.5</u>	4. <u>GHI</u>	<u>3.9</u>	4. <u>FFF</u>	<u>9</u>
5. <u>MNO</u>	<u>1.5</u>	5. <u>DEF</u>	<u>3.8</u>	5. <u>DDD</u>	<u>7</u>

KPI



3,11

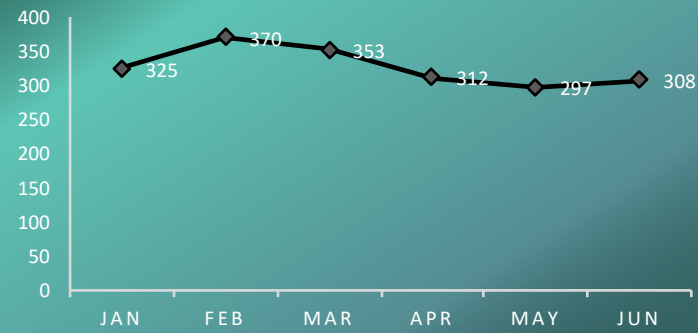
OF MEETINGS



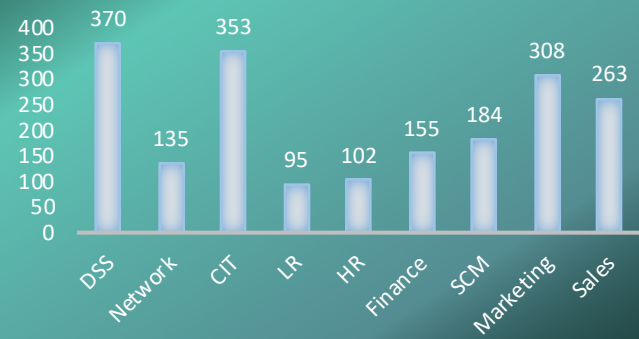
H1 FIGURES



EFFORT



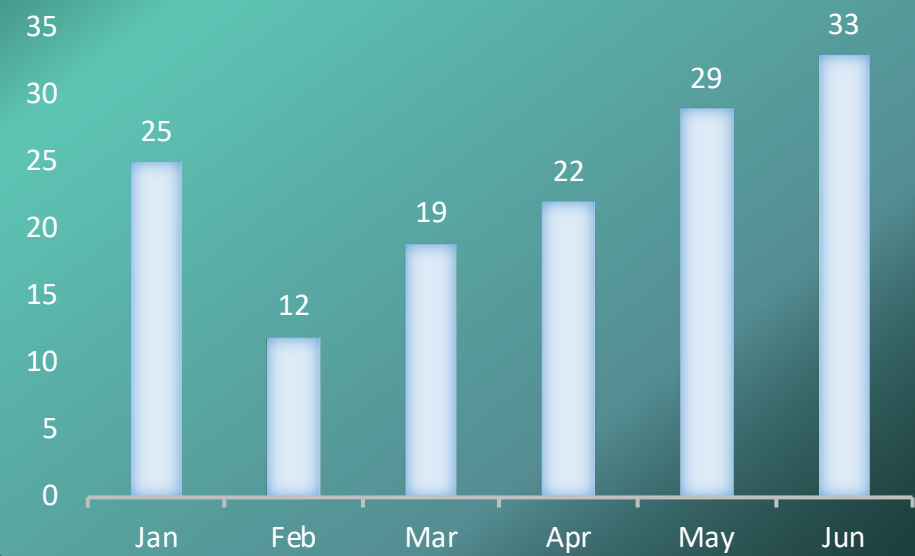
H1 FIGURES



PROJECT BASED EFFORT

Total ▼

Total Effort: 138 hours





Digital Cockpit



Access to key legal data



Real-time monitoring of legal (contractual, litigation, regulatory) risks



Raising awareness of legal data



Trend analysis



User-friendly interface





11:33 6 Mayıs Pzt

100% 100%



Talepler

Efor

Regülasyon

Uyum

Denetim

Sözleşmeler

Danışmanlık

Davalar

Yasal Tahsilat

Marka

Tüketici

Duyurular

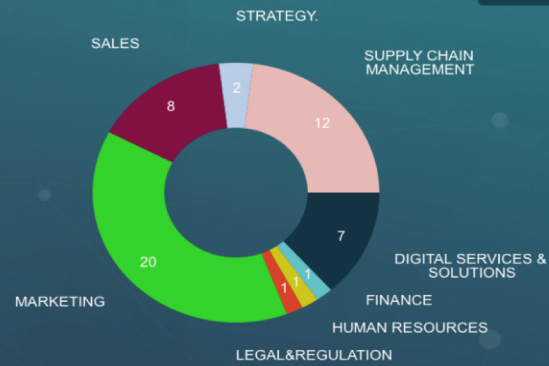
Talep Sayıları (Gün/Hafta/Ay)

Gün Hafta Ay



Aylık Talep Dağılımı (Fonksiyon Bazında)

May'19



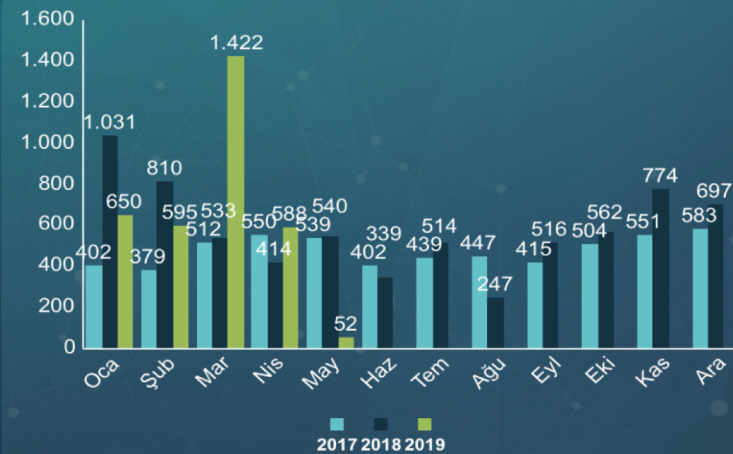
*Kurumsal Satış sözleşmeleri hariçtir.

Fonksiyon Bazında Talep Sayıları

(All)



Yıl Bazında Karşılaştırmalı Talep Sayıları





ACTIVE PIPELINE

01

Risk scoring

02

Chat-Bot

03

Playbook

04

Text analytics

05

Simple Search

06

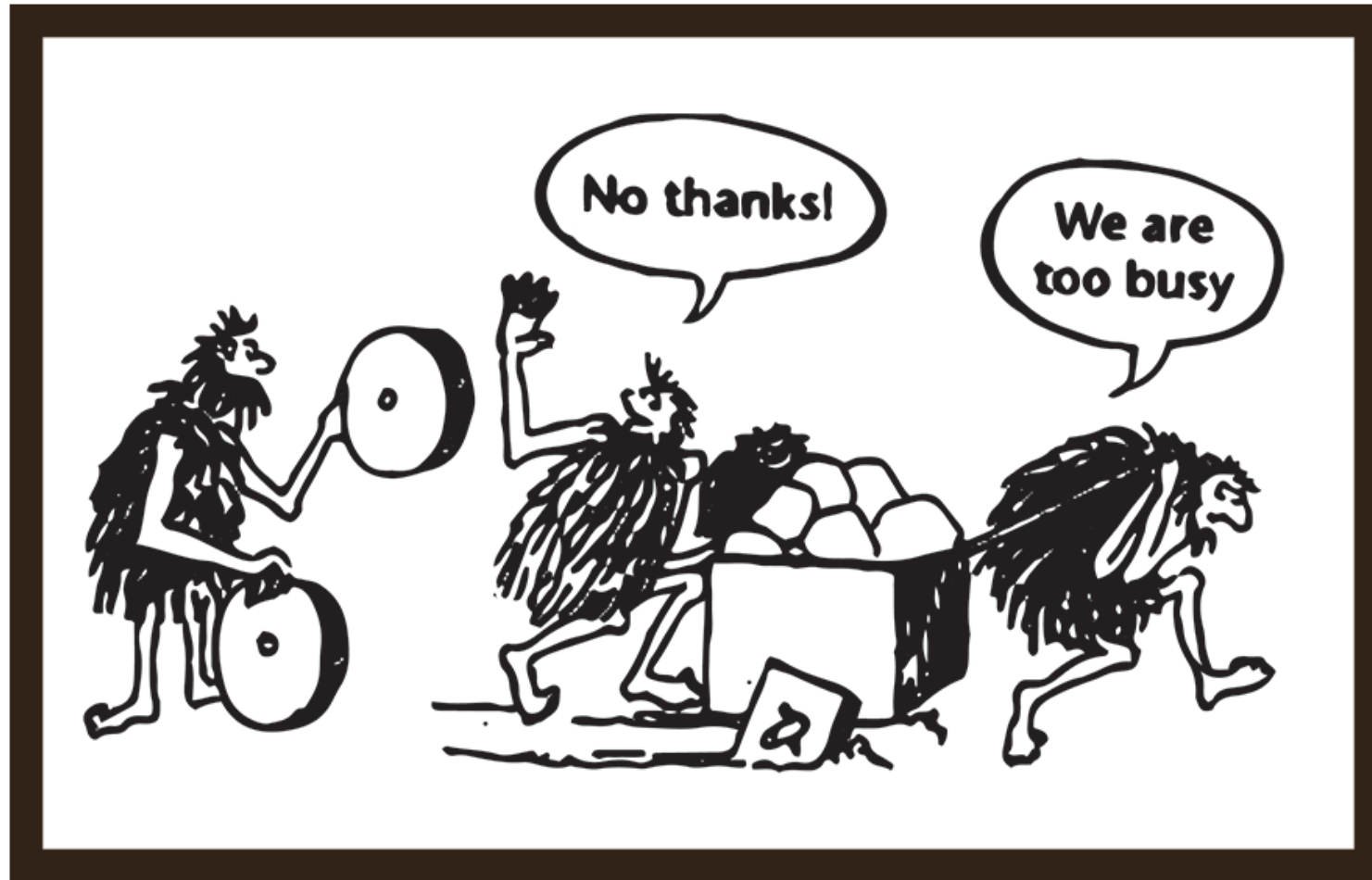
IPR management



LESSONS LEARNED



DO IT NOW





"NOT EVERYTHING THAT
COUNTS
CAN BE
COUNTED,
AND NOT EVERYTHING
THAT CAN BE COUNTED
COUNTS"

– ALBERT EINSTEIN

THANK YOU

