

Dogma Alares: The next generation consulting house

Best place to develop young talent in Turkey

CONFIDENTIAL

Dogma Alares is the next generation consulting house bringing together four main capabilities to solve clients' problems



Ideal match of capabilities to solve today's challenges

Dogma Alares capability areas



Strategy consulting

Our founding partners bring **50+ years** of **global and local management consulting experience in top consulting firms** with an established senior team of deep industry knowledge and versatile background



Product design & Experience design

Transformations are as successful as the amount of involvement of customers and employees. Design approaches should be part of engagements using **design thinking, prototyping** and **scalable idea generation**



Machine learning

Today's **complex problems** cannot be solved yesterday's spreadsheets and analogue approaches. We use **artificial intelligence / machine learning in all our engagements** to change the paradigm of "not feasible" to "**use cases**"



Technology architecture

Our knowledge of specific and flexible **cloud and edge applications and architectures** brings **immediate benefits** compared to ever lasting old-stack software implementations



We combine these capabilities to solve our clients' challenges **much faster** and with **better quality** than traditional consulting firms

We have the right leadership in place to run sophisticated client projects

Chosen in October 2017 as one of the top 25 global leaders in consulting by Consulting Magazine

Dogma Alares leadership

Profile



Kivanç Emiroğlu
Founding Partner

ODTÜ,
Cornell,
London Business
School

Previous experiences

- PwC / Strategy& Country Leader, TR
- Opsago Consulting Founder
- Accenture CMT Consulting Leader, TR
- British Telco Transformation Director, UK
- PRTM, USA, UK
- GAMA Construction

Profile



Erdal Güner
Founding Partner

Boğaziçi Uni.,
Bilkent Uni.

Previous experiences

- Accenture Digital Country Lead Partner, TR
- KPMG, UK
- IBM, UK
- PwC, TR



Muratcan Güneri
Partner
Strategy and
Digitalisation

Bilkent Uni.,
Cornell Uni.

- QNB Finansbank, SVP of Digital Transformation, TR
- Accenture, TR



Özgür Gürses
Partner
Strategy and ML

ODTÜ,
Koç Uni.

- IBM, Cognitive Process Transformation Lead, TR
- Accenture, TR
- Aselsan Systems Engineering, TR



Burcu Tokmak
Partner
Strategy

Boğaziçi Uni,
Uni. of Michigan
Ann Arbor

- OC&C Strategy, Associate Partner, TR
- Sabancı Holding, Strategy and Business Development Director, TR
- Beymen, Strategy and Business Development Director, TR
- BCG, TR



Sedef Nasuhioğlu
Partner
Retail, Supply
Chain and Q-
commerce

Uni. of Manchester • Migros Supply Chain Manager, TR

- Sertrans, CEO, TR
- Boyner COO and CTO, TR
- Alshaya Supply Chain Operations and Logistics Director (Starbucks, H&M, Mothercare, The body Shop, Victoria's Secret and more...)
- Migros Supply Chain Manager, TR



Mete Alp Oğuzer
Senior Advisor
New Technologies
and ML

Boğaziçi Uni.

- Getir, CTO, TR
- Markafoni, TR
- Sigma Telecom, TR
- Mobildev, TR
- Neomobile, TR



Founded and managed by a diverse group of consulting and industry leaders, who work with project teams on a daily basis

Dogma Alares' professional services are focused on three industries with respective industry-specific service areas



We execute high quality projects with specialized senior teams in selected industries

	Banking and insurance	Consumer goods & services (B2C & B2B)	Construction and infrastructure
Service areas	<ul style="list-style-type: none"> • Strategy • Digital & innovation • Sales & distribution • Pricing, underwriting & tariffs management • Risk management & underwriting • Claims & network management • Payments & collections • Customer service • Organization effectiveness • Operations 	<ul style="list-style-type: none"> • Strategy • Supply chain & operations • Sales operations • Digital & innovation • E-commerce/ marketplace set up and growth • Customer service • Technology architecture • Analytics/ AI capability set up 	<ul style="list-style-type: none"> • Strategy • Operating model assessment and design • Project controls set up • Shared service centre set up/ performance improvement • Organisation design and performance • Analytical solutions • New technology / digital solutions

Our service offerings bring execution-oriented recommendations and fast results for our customers



We have extensive local market experience with global know-how

Major service offerings

New digital venture development

- We design and build unicorn-grade new ventures for large corporations
- Expertise and network in fintech, insurtech and marketplace (both B2C & B2B)
- Proven methodology in developing new digital ventures
- 10 global and local projects experience

Operational efficiency with new technology

- Assessment of efficiency and effectiveness issues in operations
- Design of solutions supported with AI and new technologies
- Implementation of solutions by choosing best-of-breed solutions

Business unit strategy development

- Solid strategy development methodology by our industry expert Partners and advisors
- Clear understanding of differentiated capabilities around AI, new technologies, customer experience, assets etc.
- Execution-oriented roadmap for change

Operations design (company or function)

- Assessment of end-to-end issues regarding the design of operations
- Re-design of operating model aligned to the strategy, business model and financials
- Clear understanding of differentiated capabilities around AI, new technologies, customer experience, assets etc.

Our projects are always about one of the top problems of a CEO (1/2)



As Associates, you learn very fast in a challenging project

Case studies

New fintech creation for a Telco

- Strategy definition
- Operating model development
- Technology selection
- Regulatory and compliance related issues

B2B Marketplace creation for a global FMCG

- Strategy definition
- Operating model development
- Organisation set up
- Customer development
- Product portfolio development
- Launch

Blockchain platform for carbon emissions

- Strategy definition
- Technology platform architecture
- Technology platform development

ML powered use case in salesforce efficiency

- Use cases definition
- Data engineering
- ML model development
- Process redefinition
- Governance and reporting

Our projects are always about one of the top problems of a CEO (2/2)



As Associates, you learn very fast in a challenging project

Case studies

Technology and experience driven customer service improvement

- Assessment of operations, technology and experience
- Re-design of customer service operations with innovative solutions around process, new technologies, and experience
- 50% improvement in resolving customer cases on time while reducing cost per complaint

Performance improvement in E2E operations of a B2B digital platform

- Operating model design
- Design of customer-oriented core processes
- Assessment & design of technology architecture
- Assessment of customer experience
- Development of fleet optimisation analytical models

ML powered use case in FX exchange

- Use case definition
- Data engineering
- ML model development
- Integration to online channels
- Pilot definition and preparation

B2B Marketplace strategy definition for a CPG player

- Strategy definition
- Value chain analysis
- Field visits to develop a new service
- Business case development

We provide an environment where young talent develop fast while working in a positive and non-political environment

We give opportunities to people who love to take initiative and grow fast in their careers

Dogma Alares value proposition for talents

Learn from the best	Enjoy the profession	Grow fast
1 Partners with global consulting experience	3 "No-political" environment	6 Face to face training and 'ask Partners' sessions
2 Low consultant to partner ratio secures facetime (aka. usta – çırak ilişkisi)	4 Meet interesting people	7 Fast grow to partnership
	5 Strategic alliances for deep expertise	



Best place to develop young talent in Turkey

You can be a part of the innovative team growing the next-gen consulting firm



Any consulting company combining 2 or more of the described skill sets will solve customer problems much better than traditional consulting firms

Dogma Alares capability areas



Strategy consulting

- Problem definition and solving
- Clear communications
- Analytical skills
- Team-work
- Industry



Product design & experience design

- Design thinking
- Prototype of solutions
- New technology ideas for integration
- Customer and employee involvement in design

Next-gen consulting

- Open source mathematics models in R and Python libraries
- New models that improve the outcome significantly

- Tough problems around technology architecture
- Use of new technologies
- H2O and TAZI (machine learning) for Machine Learning



Analytics/ Machine learning



Technology architecture and new digital technologies

We want our people to move up the ladder as quickly as possible with a fair and transparent performance management system

Career path in Dogma Alares

**Associate,
“the rookie”**



- Talent with 0 to 3 years of experience
- Academically excellent and highly analytical
- Have high curiosity and learning agility

**Consultant,
“the assassin”**



- Owner of a workstream, backbone of a client project
- Has ability to organize Associates and customer teams
- Listens more than speaks
- Ensures high quality and fast delivery

**Case Manager, “the
problem solver”**



- Takes a problem and develops a solution
- Inspires and organizes project teams, customer teams and senior people around value creation
- Develops functional and industry expertise

**Principal, “large
program manager”**



- Either a transition role from Case Manager to Partner by proving partnership capabilities
- Or a landing role to manage tough and large customer programs

**Partner, “the
enabling
entrepreneur”**

- Creates and develops teams
- Develops new services
- Opens and manages accounts
- Develops trust-based relationship with C-level leaders





We value people who are initiative takers

We look for talent with specific skill sets and character

What we are looking for in talents	
	Qualifications of the roles
Associate	<ul style="list-style-type: none">• Good balance of IQ and EQ• Super curious• Excellent communication skills• Willingness for improvement• Initiative taker
Consultant	
Case manager	<ul style="list-style-type: none">• Good balance of IQ and EQ• Excellent team management and client ownership• Focus on talent development• Entrepreneur• Ability to develop strategic alliances• Experience in one of the following practice areas : New venture development, strategy, supply chain, sales operations, implementation, AI
Principal	
Partner	

! We work with C level executives and with Boards. Our team members value this exposure; we develop skills to communicate with executives and at the same time work with operations teams; people on the ground

We hire our talent from top schools and with diverse backgrounds



We hire the best people with strong academic background and a great interest in problem solving

Dogma Alares talent backgrounds

Top schools

• Top schools of Turkey



KOÇ
UNIVERSITY



Sabancı
Üniversitesi

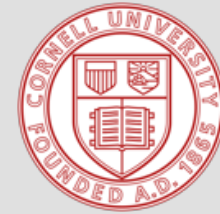


ODTÜ
METU

• Top schools of USA, and UK



STANFORD



London
Business
School



MIT
Massachusetts
Institute of
Technology

Demonstrated leadership

- Partner and/or consulting role at global consulting firms
 - Accenture, Strategy&, IBM, PwC, BCG, OC&C
- C-level experience at industry
 - COO, CTO, CMO, CEO, Entrepreneurs



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