

# Creating a data-driven landscape to bolster operational efficiency

**Organization:** İşbank (Türkiye İş Bankası)  
**Industry:** Banking, Financial Services & Insurance  
**Employees:** 20,000+



## Mission-critical priority

Umit Bilik, Chief Data & Analytics Officer, İşbank, sought support from Gartner to achieve data-driven excellence in order to bolster their business strategy, methodologies and operational frameworks.



## How Gartner helped

Through regular **analyst sessions**, Gartner guided İşbank in reviewing and enhancing their data strategy, infrastructure and operational practices.

Gartner's **global insights** enabled them to benchmark against industry best practices and stay abreast of emerging trends. **Gartner's framework** helped them assess and refine their data management strategy, select optimal tools, and implement best practices.



## Outcome

İşbank's updated data governance roadmap led to -

- **Enhanced customer experience** on the back of modern data platforms and enhanced operations.
- **Optimized internal operations**, streamlined processes, lesser inefficiencies, and faster delivery of new analytics features.
- **A culture of innovation**, enabling the development of new data-driven products and services that provide a distinct competitive advantage.

"Our partnership with Gartner is a continuous journey. With Gartner's ongoing guidance and support, we are confident that İşbank will remain at the forefront of data-driven banking in the years to come." - **Umit Bilik, Chief Data & Analytics Officer, İşbank**