

# The Route of Digital Commerce

Aslıhan Güreşcier

Managing Director, Equinix Turkey

 <https://www.linkedin.com/in/aslihangurescier/>



# Digital Commerce Highlights in Turkey

Digital commerce ecosystem is growing very fast in Turkey

- Young population
- High adoption of internet use
- Variety of sectors in digital commerce ecosystem
- Pandemic

**\$12,400B**

First 6 months  
2021

**75,6%**

YoY Growth in  
2021

**1,650B**

Number of  
orders placed in  
the first half of  
2021

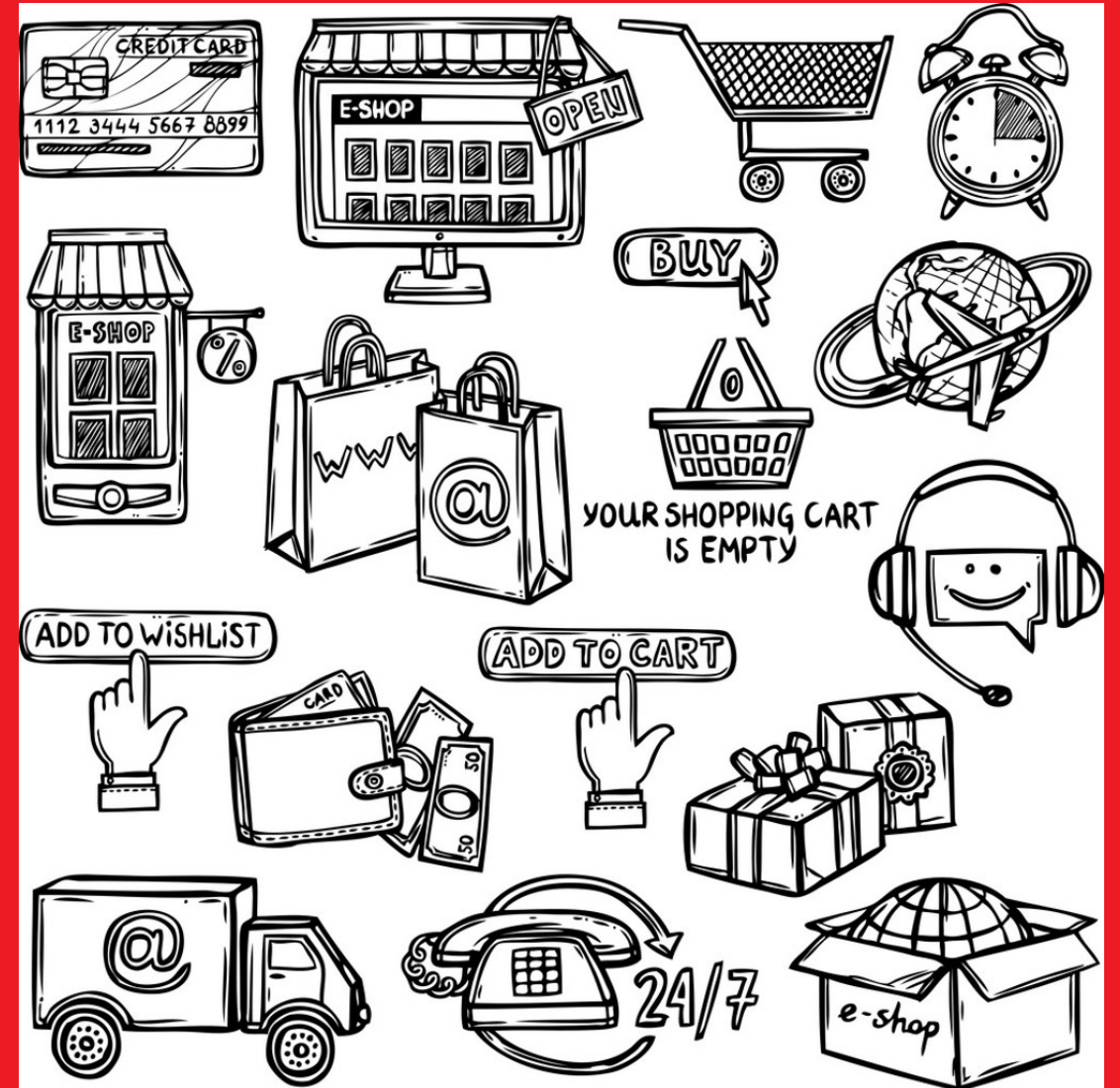
**94,4%**

YoY Growth in  
2021

<https://www.eticaret.gov.tr/haberler/10080/detay>

# Digital Commerce Transformation

- ✓ Digital Commerce Dexterity
- ✓ Network Modelling
- ✓ Store Fulfillment
- ✓ Enabling Fulfillment Operations
- ✓ Last-mile Delivery
- ✓ Reverse Logistics
- ✓ Customer Offerings





# Digital Commerce Key Market Trends

Digital shopping trends have shifted revenue away from traditional markets...

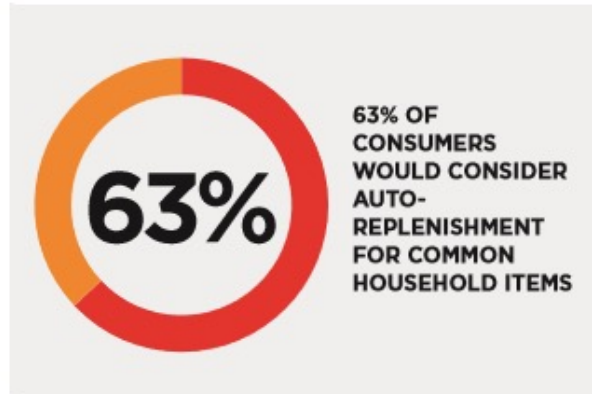


Source: Bright Vessel, What Ecommerce Retail Trends Will Look Like in 2020

## Implications

- A retail sales mix that increasingly emphasizes the online channel is closing brick-and-mortar stores and impacting revenue.
- Shifting demographics require agile processes to target who's buying, what they're buying and how they're buying.

...while changing buying behavior and demand drive new, digital-based economies...



Source: Accenture, Painting the Digital Future of Retail and Consumer Goods Companies

## Implications

- In-store and online shopping experiences must be streamlined through omnichannel- and insight-based capabilities.
- Traditional infrastructures cannot provide the rich user experience required to capture all potential sales.

...requiring a re-architecture of the store platform as a distributed digital experience.



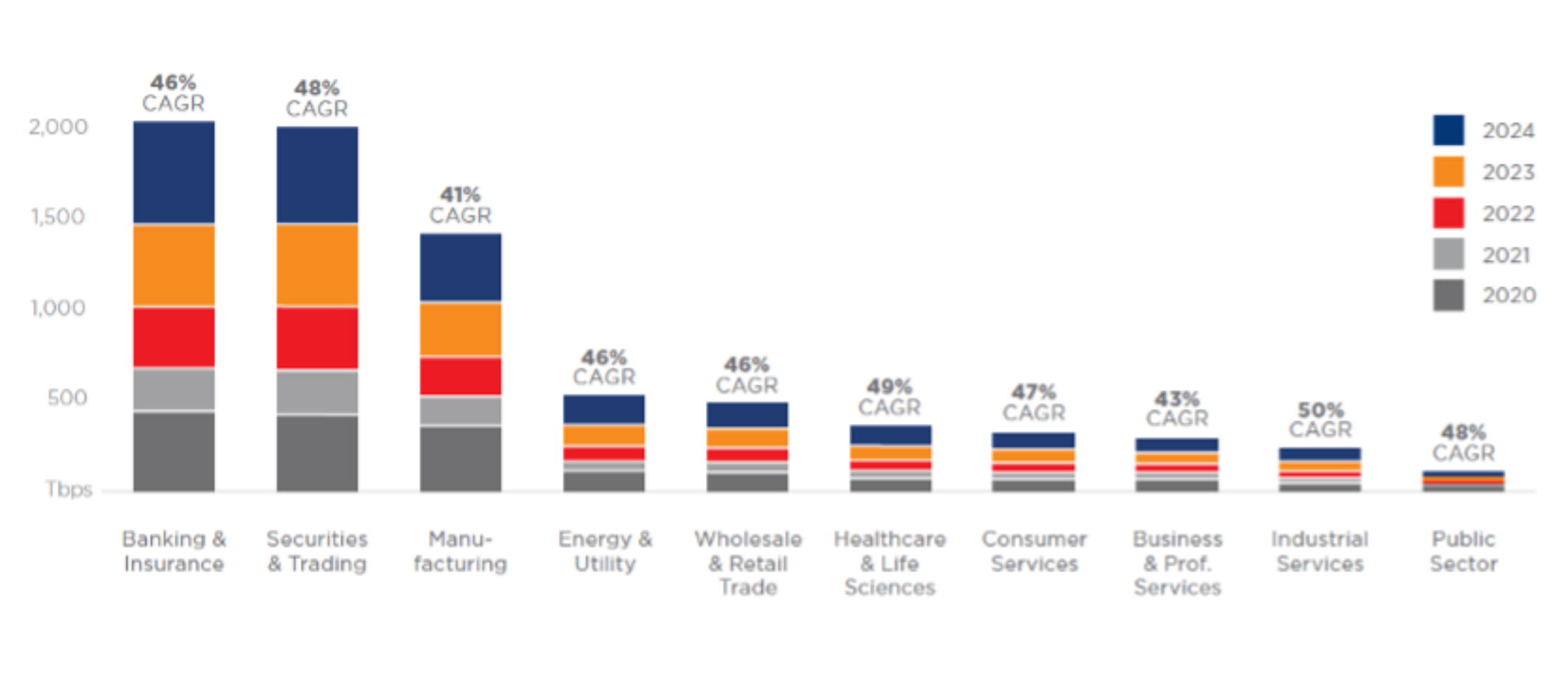
Source: IBM, Incumbents Strike Back

## Implications

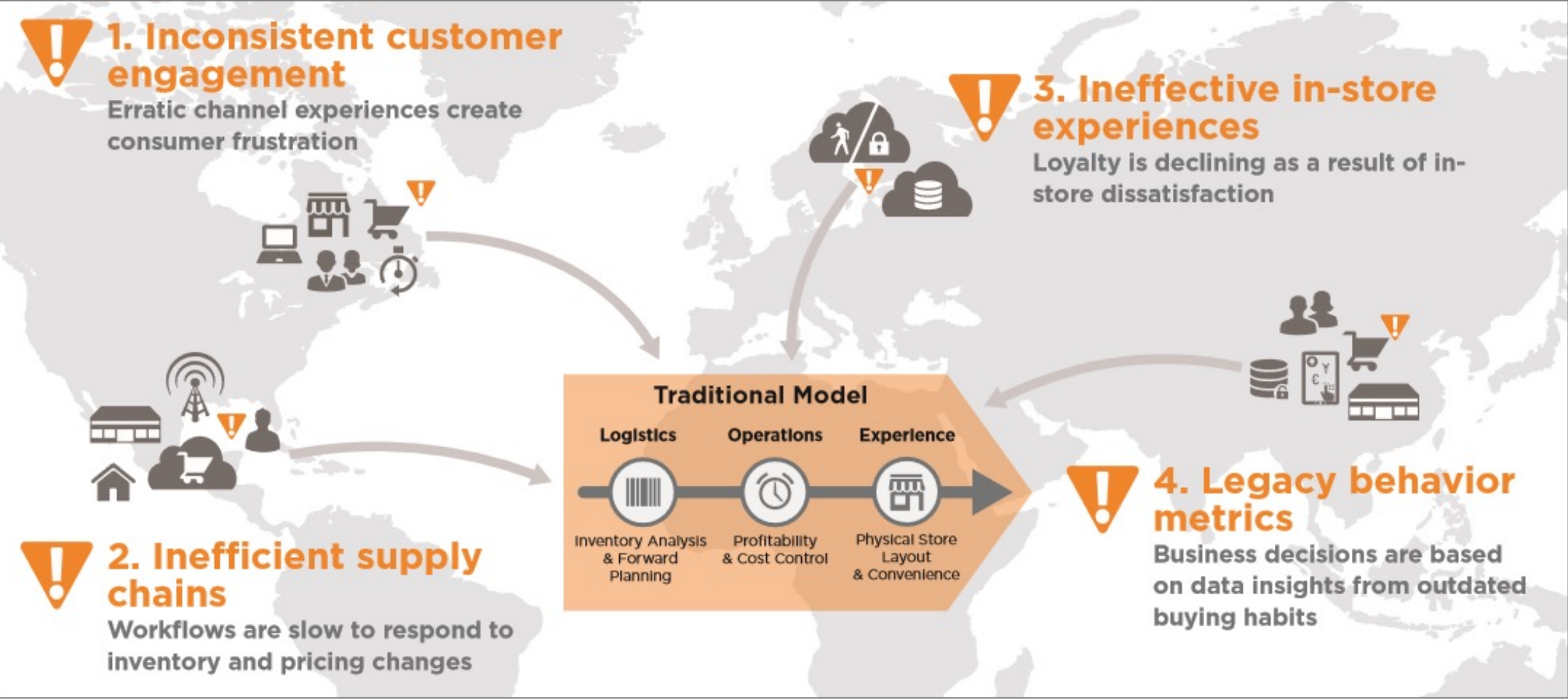
- The store must become a dynamic, distributed platform that streamlines and interconnects supply chains.
- Behavior-based analytics require placing controls across your digital presence in proximity to your users, clouds and supply chain partners.

# Global Interconnection Index Vol5

Global Enterprise interconnection bandwidth growth

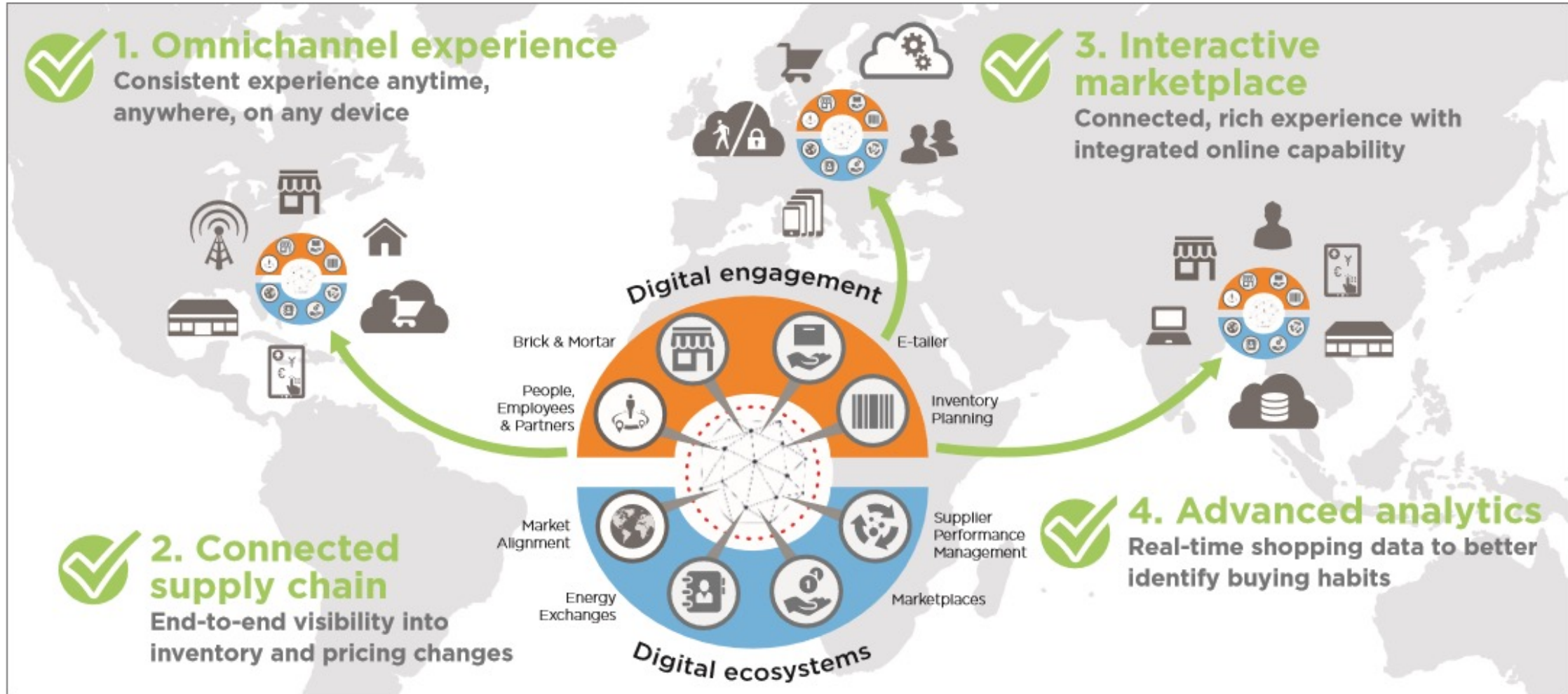


# Current State Constraints



**Retailers can't deliver desirable customer experiences or respond quickly to evolving buying trends**

# Future State Capabilities



**A decentralized infrastructure supports dynamic business processes and enhances the consumer experience**



# DIGITAL COMMERCE STRATEGY

Superior results for digital commerce ecosystem participants start with an interconnected platform.

## Summary

**Retailers** need to deliver more personalized, omnichannel experiences to consumers.

**Transportation firms** are being forced to provide greater end-to-end visibility into logistics and an enhanced customer experience.

**Financial institutions** need a global platform that directly and securely interconnects clouds and ecosystems in local markets.

**Service providers** have the opportunity to interconnect enterprises and financial service ecosystem partners on these new platforms at the digital edge.

**Managed services providers** will be key in helping enterprises adopt new capabilities from an interconnected digital commerce platform.

1

### Re-architect for interconnected commerce

Interconnect secure commerce exchange points adjacent to clouds and ecosystems

- Deploy control points in local markets.
- Exchange with ecosystems through interconnection.
- Optimize for scale and capacity.

2

### Integrate hybrid cloud services

Transform payment capabilities and controls with integrated cloud services

- Adopt multicloud services.
- Collect and analyze insights in real time.
- Apply governance and policy enforcement.

3

### Scale through ecosystems

Leverage the ecosystem to deliver adaptable, personalized offerings at scale

- Locally harvest and exchange shopper and inventory data.
- Provide timely intelligence to shoppers and supply chains.
- Deliver frictionless customer experience.



# Elements of The Banking, Payments and Commerce Ecosystem



The logos on this slide are illustrative of potential participants in this ecosystem and is a mixture of 90% Equinix customers and 10% targets.





EQUINIX

# THANK YOU

Contact Us

Email: [turkey@eu.equinix.com](mailto:turkey@eu.equinix.com)

<https://tr.equinix.com/>