



This project is financed by the European Union
and the Republic of Türkiye



METU DIGITAL TRANSFORMATION & INNOVATION CENTER

The Digital Hub for Automotive and Machinery in Türkiye

Guide for Applicants: METU-DTX Analysis and Appraisal for Achieving Digital Transformation Success

This activity is organized within the scope of METU Digital Innovation Centre Project which is co-financed by the European Union and the Republic of Türkiye under the Competitive Sectors Programme executed by the Ministry of Industry and Technology.





Who we are?

The “METU Digital Innovation Centre” Project is co-financed by the European Union and the Republic of Türkiye under the Competitive Sectors Programme executed by the Ministry of Industry and Technology. The METU-DTX initiative is committed to offering essential resources, support, and collaborative avenues for automotive and machinery sector companies to seamlessly adopt digital transformation, stimulate innovation, and thrive in a competitive market. Featuring three state-of-the-art laboratories, the center serves as a comprehensive – one-stop shop – for customers in the automotive and machinery sectors.

Our Consortium

- Sistem Global Danışmanlık A.Ş. (Türkiye)
- Fraunhofer Institute for Industrial Engineering (IAO) (Germany)
- International Iberian Nanotechnology Laboratory (Portugal)
- Sistem Global Consultancy UK (United Kingdom)

Our Core Stakeholders

- MAKFED (Turkish Machinery Federation)
- TAYSAD Association of Automotive Parts and Components Manufacturers)
- METU Teknokent
- OTEP (Automotive Technology Platform)
- OSD (Automotive Industry Association)

Our Laboratories

- Smart-Flexible Production Systems Laboratory
- Artificial Intelligence and Big Data Analysis Laboratory
- Virtual and Augmented Reality Laboratory



Our Services

- Coaching the digital transformation in your company
- Strategy development (e.g. Assessments, identification of potentials related to digitalization, development of a digital transformation roadmap)
- Studies (e.g. R&D studies, technology studies, market study)
- Product and technology development projects
- Trainings for managers and employees on digital transformation of your company
- Transfer programs (sensibilization, awareness creation of employees, impulses for the implementation of the digital transformation, knowledge transfer related to the digital transformation, methods and technologies)
- Provision and management of expert networks (exchange with experts from industry and research)
- Brokerage of strategic partners, suppliers and service providers
- Support in identification of national and international public funds, support for proposal submission and conduction of research projects,
- Provision of test and research facilities
- Access to e.g. working groups, standardization



Application is open to Turkish Enterprises operating in the automotive or machinery sectors. The following criteria applies:



The submission and participation in our self-assessment serve as the application process for the involvement in subsequent activities in our project.

Online link to self-assessment:

(ENG) [please click here for self-assessment](#)

(TR) [anket için lütfen buraya tıklayın](#)

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If you would like assistance from our experts to complete the assessment or if you have any additional questions, please feel free to submit your request to:


metu.dic.events@sistemglobal.com.tr

SME Definition of KOSGEB



Staff headcount <250

or



annual net sales revenue or financial balance sheet does not exceed 500 million liras

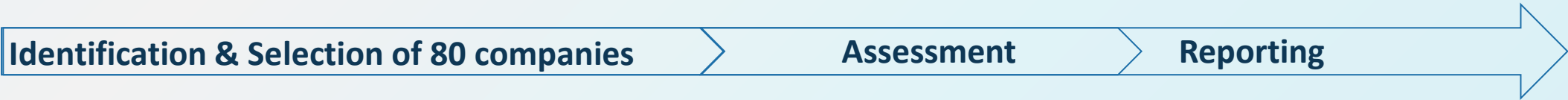
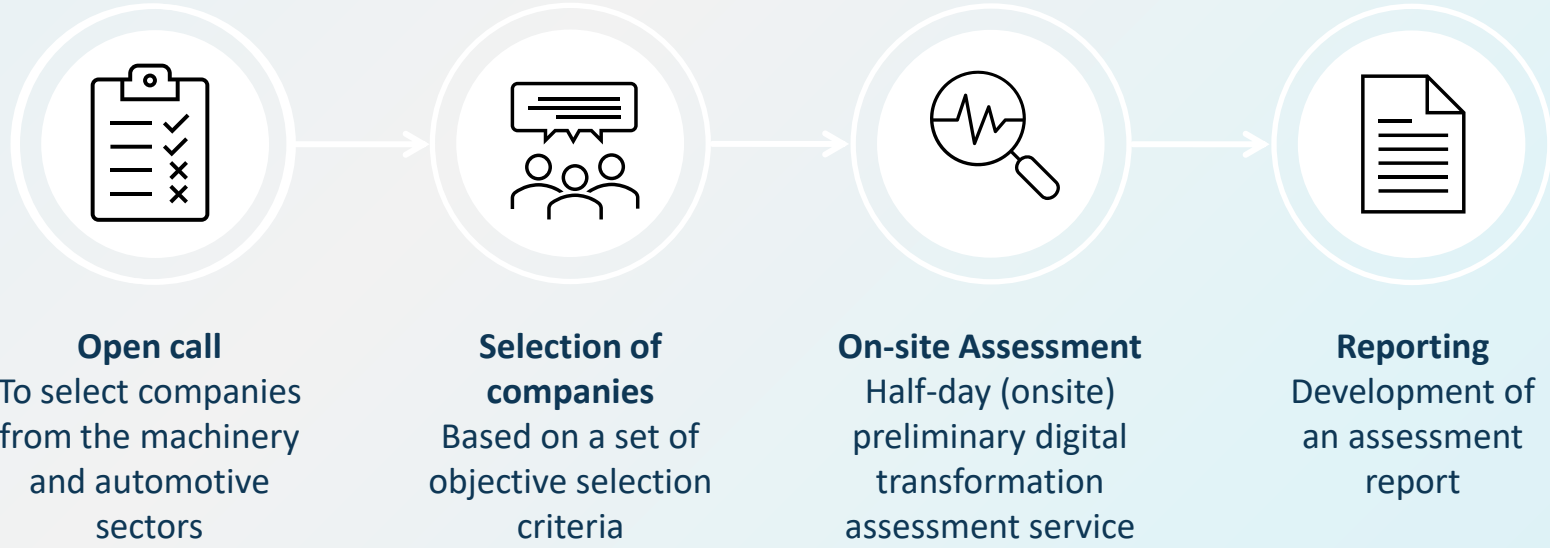


Which type of service will you get?

- The services encompass cutting-edge analysis and digitalization assessments, comprehensive training programs, strategic development support, and technical assistance. We aim to facilitate the smart product development and digital transformation of your production processes.
- For assessments to be conducted by METU-DTX, the costs for consultancy services will be covered from the project budget for up to 80 companies in Stage 1, 20 companies in Stage 2, and 8 companies in Stage 3.
- These companies to be chosen within the context of the project will only be charged a participation fee of 100 Euros in Stage 1. The companies selected for Stage 2 will be charged a participation fee of 500 Euros.
- Fees for Stage 3 (piloting) will be discussed and agreed in detail with the companies at a later time.

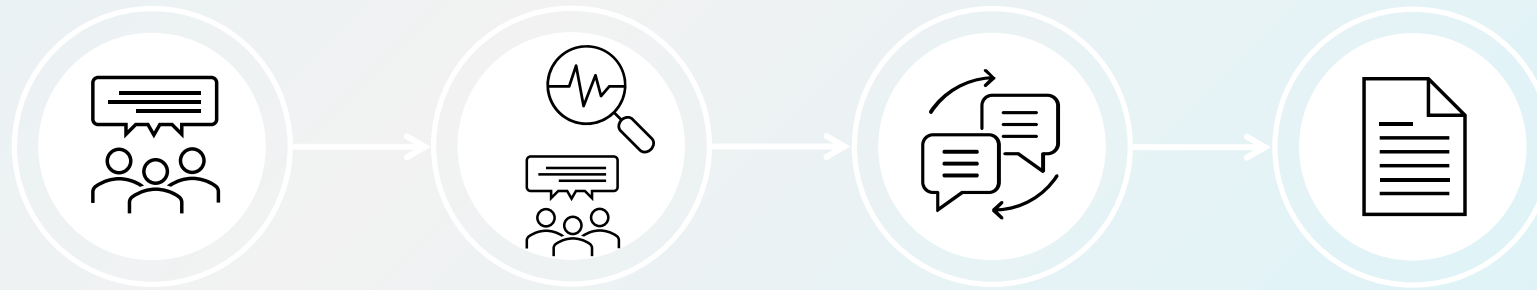


Stage 1





Stage 2



Selection of companies
Based on a set of objective selection criteria

On-site Assessment
Day 1: Assessment
Day 2: Workshop on Strategic Directions

Iterative Online Meetings
Development of a company specific Digitalization Roadmap

Reporting
Development of an assessment report



Stage 3



Stage 3: Pilot Implementation

- 8 companies will be selected for this stage.
- In Stage 3 a technical assistance project for the development of smart products and digitalization of your product development and production will be provided.
- The project duration will be approximately 3 months.



The METU-DTX Assessment

The METU-DTX Assessment is designed to assist companies in navigating their digital transformation journey for product development and manufacturing process. Utilizing a robust assessment tool and a guided transformation process, the initiative seeks to analyse the current state of digitalization, pinpoint strengths and weaknesses, and formulate tailored recommendations for improvement for each participating company.

Your Benefits

- Clear understanding of the current situation regarding digital transformation and digitalization degree of the product creation.
- Transparency concerning the company's maturity compared to other companies in your industry sector.
- Recommendations from experts to climb up to the next stage.
- Baseline to define an individual digitalization roadmap and strategy for your company.



Our Assessment Areas

Digitalization Strategy

Digitalization towards customer and suppliers

Digitalization of product development and production

IT-Architecture

Digitalization of the value chain

Organizational aspects and employees

How your application will be assessed

Your application will undergo evaluation by the expert panel of METU DTX based on the following assessment metrics:

- Fulfillment of the SME definition of the European Commission
- In-house product development and production capabilities
- Maturity level of the company IT-Landscape
- Digitalization level in product development and production processes



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METU • DTX
DIGITAL TRANSFORMATION & INNOVATION CENTRE

Thank You



REPUBLIC OF TÜRKİYE
MINISTRY OF INDUSTRY
AND TECHNOLOGY



#NATIONAL
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INITIATIVE



ODTÜ
METU