

# ZABBIX



## Transforming IT Infrastructure Visibility at Doğan Trend Automotive

### A case study

## DOĞAN TREND

Solution implemented by



ASNSKY

## Client

INDUSTRY

**AUTOMOTIVE/MOBILITY**

HEADCOUNT

**APPROXIMATELY 350  
EMPLOYEES (2025)**

LOCATION

**ISTANBUL, TÜRKİYE**

FOUNDED

**2020**

Created to consolidate Doğan Group's automotive and mobility companies and brands under a single entity, [Doğan Trend Automotive](#) is a prominent player in their industry.

Representing a diverse portfolio ranging from automobiles, motorcycles, and marine engines to electric commercial vehicles, Doğan Trend also delivers innovative solutions to customers through its e-commerce platforms, such as [suvmarket.com](#) and [vespastoreturkey.com](#).

# Challenge

Doğan Trend's IT ecosystem spans data centers, remote locations, and various units, necessitating seamless operations and an efficient monitoring and alert system.

The existing infrastructure posed challenges in monitoring, making it difficult to detect potential issues in a timely manner, thus increasing operational risks.

# Solution

To address Doğan Trend's needs, our associates at [ASNSKY](#) implemented a Zabbix-based monitoring system. Key highlights of the project included:

**Centralized dashboards:** Custom dashboards were designed for data centers and remote locations, enabling unified monitoring of IT locations and components from a single interface.

**A dynamic alert system:** Alerts prioritized based on predefined conditions allowed for the swift and effective resolution of critical issues.

**Seamless operations:** Early detection of potential issues prevented operational disruptions and ensured continuity.

Throughout the integration process, ASNSKY's team collaborated closely with Doğan Trend's IT department, addressing the specific requirements of different units and providing training for effective system use.



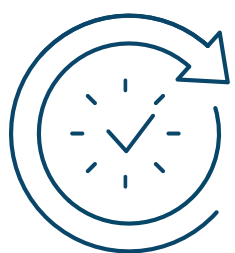
# Results

The implementation of the monitoring system delivered the following results:



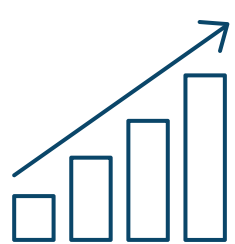
## Enhanced visibility

Real-time monitoring of all IT locations and components made potential issues easy to spot.



## Proactive issue management

Early detection of critical issues reduced operational downtime.



## Increased efficiency

The centralized monitoring system drastically improved the responsiveness and effectiveness of Doğan Trend's IT team.

“

This project with the ASNSKY team made our IT infrastructure more transparent and manageable. With Zabbix's flexible and effective monitoring capabilities, we gained active control over our critical operations. We thank the ASNSKY team for this successful collaboration.

”

Burak Altunalan, IT System Management Specialist

# In conclusion

Doğan Trend plans to further utilize Zabbix to strengthen resilience and improve operational efficiency. Their association with ASNSKY marks a significant step toward achieving these objectives.

To learn more about what Zabbix can do for customers  
**in retail**

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