
AI in the Trenches Real-World Wins Without Breaking Things

Our one year journey with AI at Trendyol...

First...



Yiğit Darçın

VP of Engineering
Agentic/Core Commerce
@Trendyol



PRIME

Cofounder of 2 startups

Love to Build & Deliver

Deja Vu



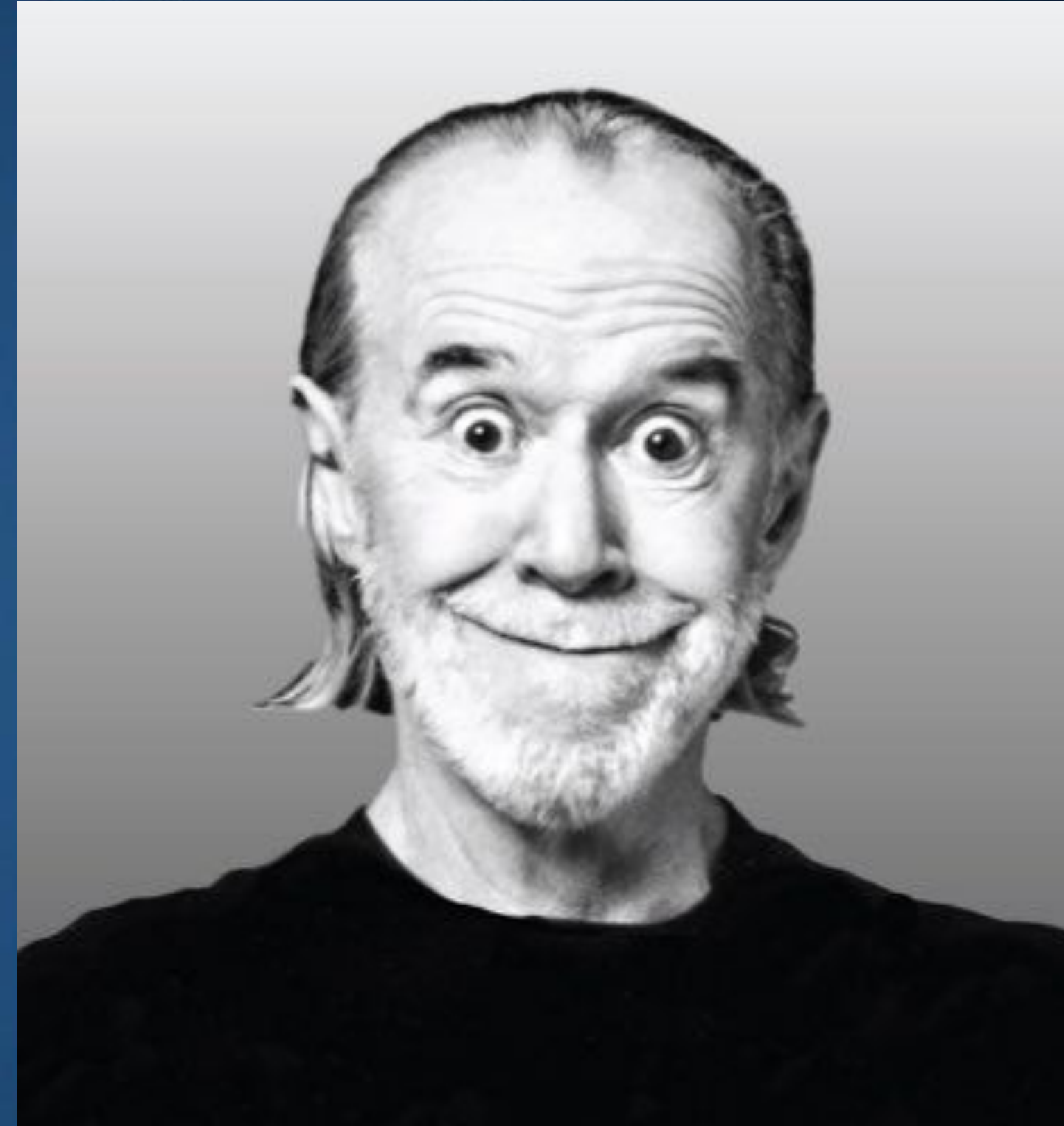
Vuja De

Vuija De

"The strange feeling that you've never seen this before,
even though you've done it a million times."

- George Carlin

**How would I do my daily
work if I were doing it for
the first time?**



95%

Get ZERO Return

Deja Vu

5%

Extract Real Value

Vuja De

* According to [a report \[PDF\]](#) from MIT's NANDA

WHAT WE'LL COVER

01 | **The Opportunity**

02 | **The Journey**

03 | **The Results**

04 | **The Lessons**

Trendyol & Our Tech Team

Turkey's first decacorn (\$10B+)

Region's leading e-commerce platform

36-country footprint



Our Bottlenecks

Increasing Lead Times

Rising Costs and Declining Productivity

Quality and Stability Issues

Insufficient Testing and Documentation

The logo for trendyol tech, featuring the word "trendyol" in black and "tech" in orange, both in a sans-serif font, set against a white background.

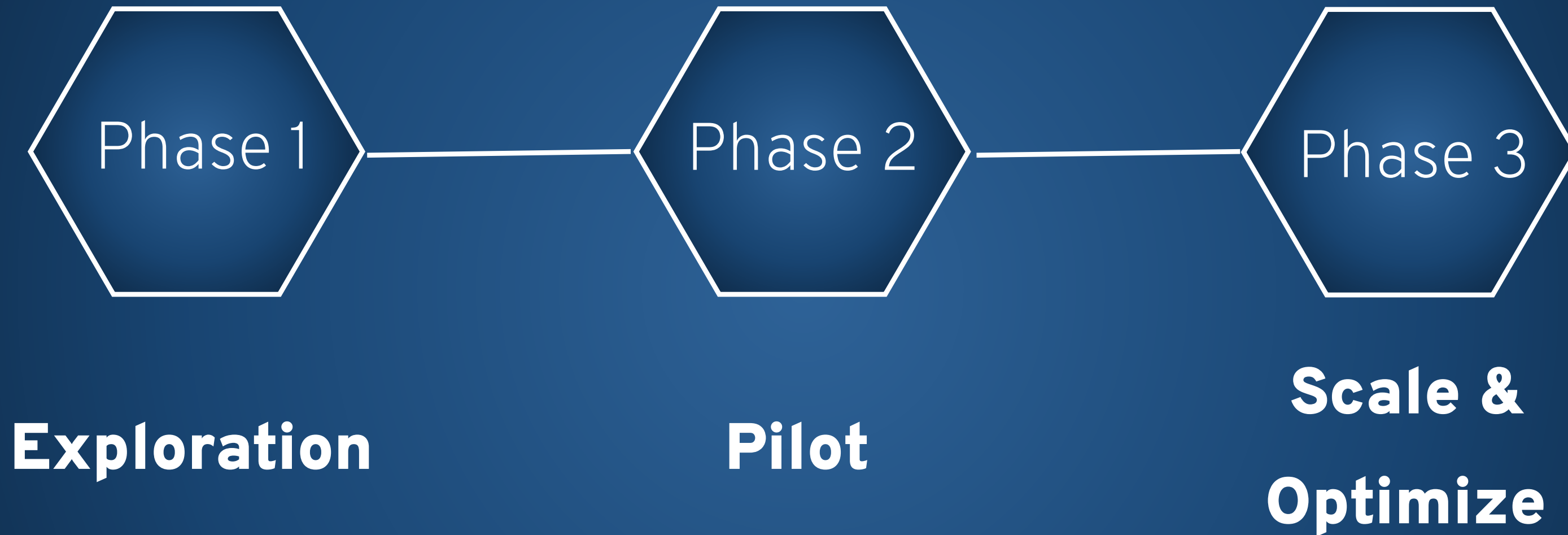
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AI writing code ...
My flagging the only to add the given code...

The Model



Phase 1 : Exploration



**Identify a
Champion**



**Start
Experimenting**



**Establish
Safety**



Phase 2 : Pilot



**Start
Execution**



**Obsess with
metrics**



**Hands-on
Management**



The Resistance Was Real

“I'll lose my programming skills...”

“AI will replace developers...”

“Security risks are too high.”

“Quality will suffer...”

The Chainsaw Analogy



Kent Beck



You can't manage what
you don't measure.

Peter F. Drucker

Initial Results



**40% Velocity
Increase**



**96% Sprint
Completion**



**%25 Lead Time
Decrease**



0 incidents...

Phase 3 : Scale & Optimize



Scale Process

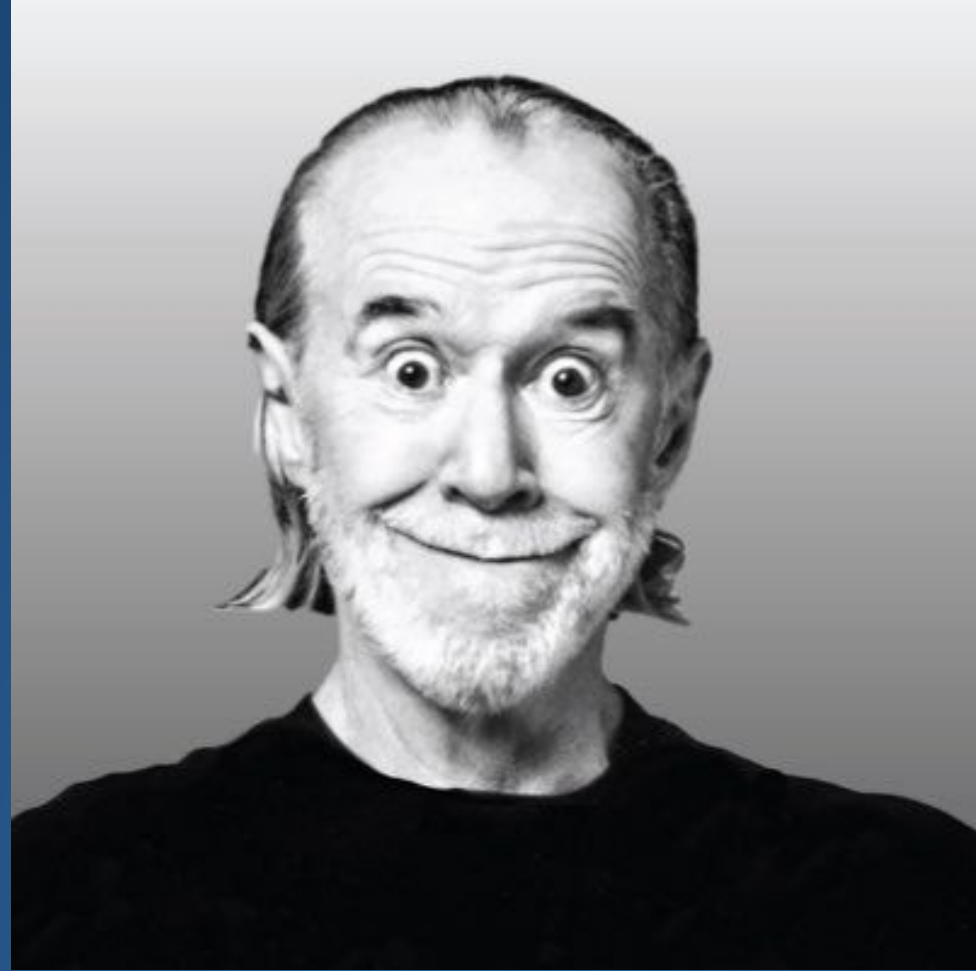


**Have Solid
platforms**



Optimize





George Carlin

Vuja De

Mobile Testing Revolution



4000
Tests



10000
Tests **+250%**



2wk
Releases



1wk
Releases

50%
Faster



3 days
regression



6 hours
regression

91%
Reduction



Trendyol Mobile App

trendyol AI

A single, efficient hub for all your AI needs.

AI Agents

It provides the opportunity to create intelligent software agents that can autonomously execute certain tasks, make autonomous decisions, and manage complex processes with a single command.

[Explore](#)

Workflows

It allows you to visually design your entire end-to-end workflows, including transitions between business units and approval steps, and set up rule-based automations.

[Explore](#)

n8n

It allows you to establish integrations between Trendyol internal systems and external applications without writing code and automate repetitive data flows.

[Explore](#)

TrendTopic

It allows you to upload files containing comments, messages, or text and leverage AI to automatically categorize and quickly analyze the content into main categories.

[Explore](#)

Request Your Own Automation

Do you require a custom workflow that doesn't fit our pre-built tools? Please provide your detailed request to our automation team.

[Create Request](#)

Latest AI News [Show All AI News](#)

Trendyol AI Agents

Mcp-servers

Send Us a Feedback | Tutorial | FAQ

MCP Servers

An MCP (Model Context Protocol) server is a tool that enriches model inputs with real-time context before prediction. Instead of sending only basic data (like user_id), you send it to the MCP server, which fetches extra info (like user location, preferences, or history) from other services. You can also use MCPs to perform CRUD operations on context data—so they're not just for inference, but also for managing the data models depend on.

122 Total MCP Servers

All MCPs (122) | Team Specific | General | [+ Add MCP Server](#)

Featured MCP
Dynamic Git Repository Access

Git MCP Server

Create dynamic MCP servers for GitHub repositories with configurable TTL

[Dynamic](#) [Git Integration](#) [TTL Support](#) [Open Git MCP](#)

Create temporary Git servers

MCP Servers
122 servers

Gitlab MCP Server

Active

GitLab is a web-based DevOps platform that provides Git

Jira MCP Server

Active

Jira is a project management and issue-tracking tool designed

FraudMcpServer

Active

Fraud Team Support Mcp

Trendyol AI Agents

Agents

Manage, search, and deploy your intelligent AI agents

1226 Total Agents | 0 Favorites

All Agents | My Favorites | Created by Me | | Filters [+ Create Agent](#)

YOU ARE AN ADMIN. VIEWING ALL AGENTS.

Coding Planner Agent

IT makes plans before coding agent.

Orchestrator | 2 MCP | 1 Caps

02.02.2026 16:53 | AGENTIC-PLATFORM, C...

Test Planner Agent

it makes test plans before coding agent.

Orchestrator | 1 MCP | 1 Caps

02.02.2026 16:53 | PUBLIC

Test Planner Agent

it makes test plans before coding agent

Orchestrator | 3 MCP | 3 Tools | 1 Caps

02.02.2026 12:45 | PUBLIC

Coding Planner Agent

it makes plans before coding agent

Orchestrator | 3 MCP | 3 Tools | 1 Caps

02.02.2026 12:45 | PUBLIC

Cx - Mutation Test Planner

Increasing mutation test coverage

Standard | 1 Caps

02.02.2026 11:12 | PUBLIC

Coding Planner Agent (gitlab-issues)

it makes plans before coding agent

Orchestrator | 3 MCP | 3 Tools | 1 Caps

26.01.2026 15:57 | PUBLIC

Coding Planner Agent

IT makes plans before coding agent

Deng Sprint Planner Agent

This agent collects the active sprint tasks and

Firstmile Core Coding Planner Agent

it makes plans before coding agent

AI Agents Performance

Trendyol 2026 Report

All Teams

Total Issues in May

4,257

vs April 2026

-34.5%

AI Agent Issues in May

1,187

+10.8%

27.9% of total issues

AI Agent Rate in May

27.9%

+11.4pp

Target: 10%

Avg Story Point in May

AI AGENT	NON-AI
1.8	2.4

Continuous Optimization



Optimize Metrics

Continuously measure and refine performance levels



Optimize Onboarding

Make onboarding frictionless and scalable



Optimize Costs

Reduce spend without slowing innovation



Optimize Security

Mitigate risks through proactive measures



Optimize Tools

Improve workflows and core processes

What are the impacts?

%24 issues by AI

700 Prod Changes

Lead Times
Decreased

Less Incidents

Better 4Key Metrics

Domain-Fine-Tuned
Models

AI Adoption Beyond Tech Teams



Banner Generation

AI-Powered creative automation for marketing



Seller Automation

Automated product and seller onboarding workflows



Legal AI

Legal workflow optimization and processing



HR Feedback

Faster processing of employee feedback loops



Translations

High-speed automated translation workflows

**AI
INDUSTRY
NEWS**

Autonomous Tech: AI-driven robots revolutionize factory productivity lines.

New advancements: Deep learning models to more efficiently manage grids.

Global regulations: Push on for safe, privacy and bias.

Healthcare AI: Facial networks improve diagnostics.

Ethics panel: Urgent calls for bias detection.

Market forecast: Major growth expected in industrial automation.

Automation flows: Policy updates, Tech breakthroughs.



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What We Learned the Hard Way



Systematic

Make adoption systematic



Monitor

Measure and monitor continuously



Safety

Create safety and support for teams



Constraints

Treat cost and security as core constraints

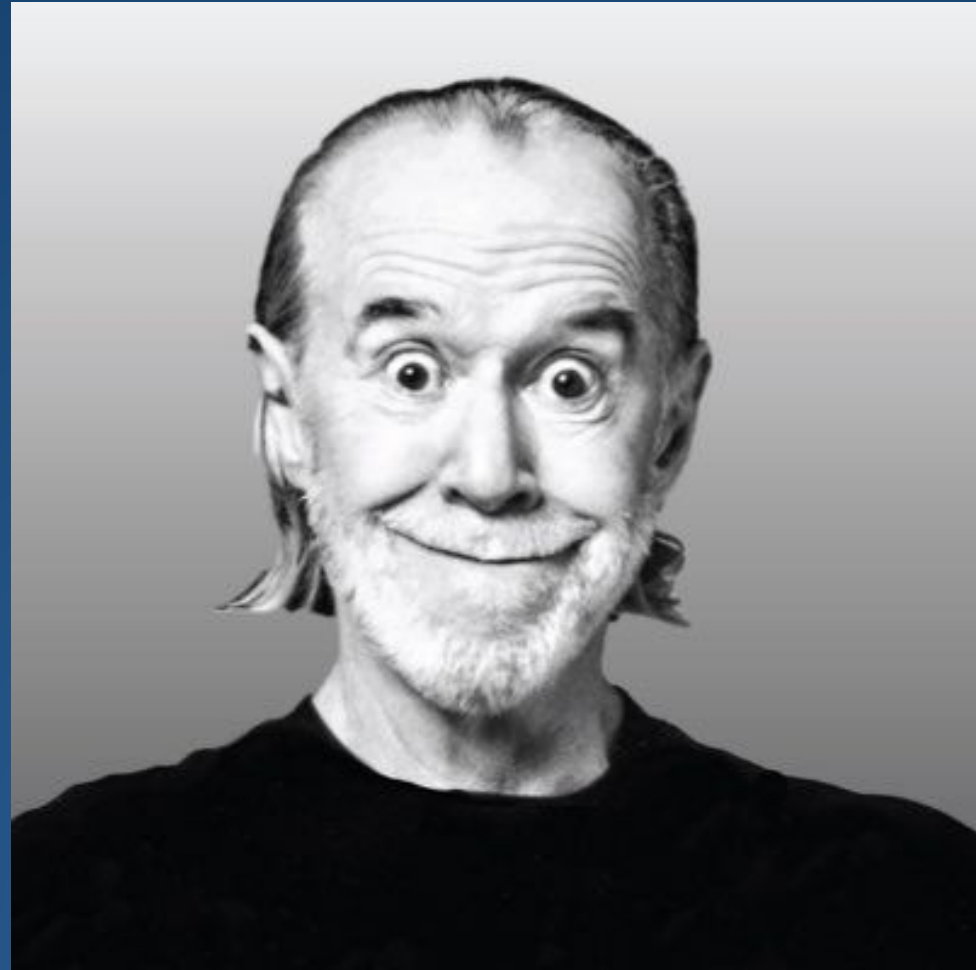


Experience

Invest in both Agent Exp. and Developer Exp.

The 3-Stage Adaption Model





hi again...

Vuja De!!!

The 'Auto Research Loop' in Data Science



1. GENERATES
HYPOTHESIS



2. WRITES CODE



3. EXECUTES
EXPERIMENT



4. ANALYZES
METRICS



5. AGENT ITERATES & LEARNS

The Divide...

95%

The Adopters

"Using AI as a faster typewriter."



5%

The Transformers

"Reimagining how software is built."



Which side will you be on?

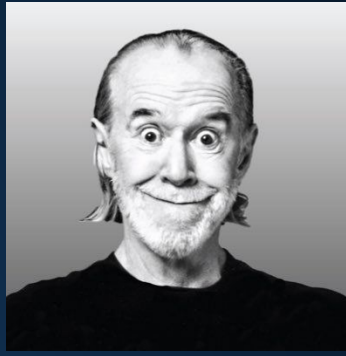
Thank you...

and remember

Vuja De

Yiğit Darçın

    yigitdarcin



hi again...