

Gürok Group's In-House Artificial Intelligence Revolution: gINO

Gürok Group has taken a significant step in its corporate digital transformation journey by launching gINO, an AI assistant developed entirely in-house by the company's own engineers. Powered by the organization's knowledge ecosystem and tailored specifically to its processes, gINO offers employees a secure, fast, and personalized digital colleague.

Unlike general-purpose language models such as ChatGPT and Gemini, gINO operates solely with Gürok Group's internal data. By learning the company's workflows, processes, products, and corporate culture, it delivers highly accurate outputs. The model accelerates business processes and strengthens decision-making mechanisms through functions such as text generation, content creation, analysis, reporting, presentation drafting, and creative ideation.

A fully secure, corporate, and domestic AI model

Running on Azure's security infrastructure, gINO prevents corporate data from being transferred to external systems and sets a new standard for KVKK and GDPR compliance. User data is automatically anonymized within the system, and all session records are regularly deleted after 90 days. This ensures both data privacy and the sustainable, controlled management of corporate memory.

Accessible to all employees with versatile capabilities

Emphasizing that gINO is designed for use by all departments within Gürok Group, Gürok Group CTO Kurtuluş Yavuz shared the following remarks:

"Positioned not as a replacement for people but as an AI model that empowers them, gINO will play an active role in both operational and strategic areas such as content creation, process planning, project development, report summarization, preparing presentations, and generating alternative solutions—based on the needs of our colleagues. In addition, gINO's multilingual capabilities, voice command support, and integration with internal platforms reinforce the system's scalable structure. In the upcoming period, we plan to gradually activate 'agentic' features, enabling gINO to undertake proactive functions such as project execution, calendar reminders, and initiating tasks. With gINO, we aim to transform corporate memory into digital intelligence, facilitate access to information, and enhance internal productivity."