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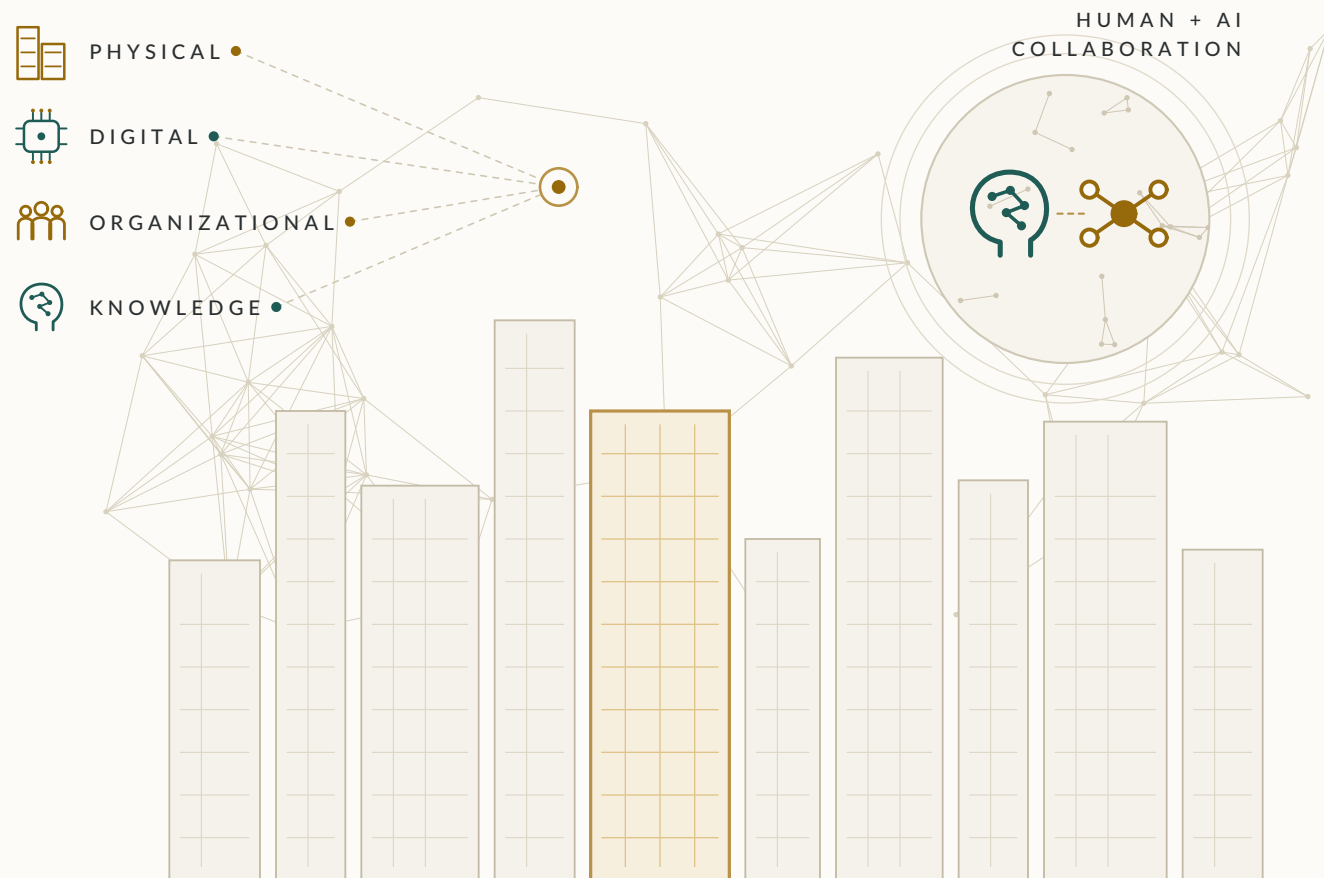
DEISMA

SYSTEMS ARCHITECTURE

Holistic solutions to
complex problems.

PROJECT MANAGEMENT • CONSULTANCY • DESIGN

A project management, consultancy and design practice that runs on a single method: systems architecture. We organize complexity — physical, digital, organizational and knowledge — then deliver against it, with AI applied in every phase.



DISCOVER



MAP



MODEL



DESIGN



TEST



DELIVER

COMPANY PROFILE • 2026

DENVER • ISTANBUL • ASTANA

DEISMA.AI

Systems architecture: the four layers

Architecture is the discipline of organizing complexity. Most problems do not belong to one discipline — they live between the layers. This is the method behind everything we do: project management, consultancy and design run on one shared model of the problem.



THE INTEGRATING QUESTION

How should these layers work together as one coherent system?

Six capabilities across the four layers

One team, one model of the problem. We can be engaged for any single capability, or for the whole arc from framing to handover.

01



Systems mapping & modeling

Map stakeholders, flows, dependencies, constraints, risks and performance criteria before any solution is committed.

02



Project & delivery management

Cost, schedule, procurement, value engineering, waste elimination, QA/QC, commissioning and handover under owner's representation.

03



Design & architecture

Concept through construction documents, BIM authoring and coordination — with licensed partners where professional registration is required.

04



Physical-digital integration

BIM, IoT sensing, operational data and digital twins bound to the physical asset and to the way it is actually operated.

05



AI & knowledge systems

Applied AI strategy and governance, ontologies, agents, decision support and long-lived knowledge platforms.

06



Organizational & workflow design

Process, governance, decision rights and information exchange redesigned around how the work actually happens.

TYPICAL OUTPUTS

System maps and architecture diagrams · strategic frameworks and roadmaps · cost and programme plans · design packages and BIM models · digital twin concepts

AI prototypes and agents · ontologies and knowledge models · workflow and governance systems · white papers · implementation briefs

Three practices, one method

Clients engage us for delivery, for advice, or for design — often for all three on the same asset. The systems-architecture method is what makes them one service rather than three.

PROJECT MANAGEMENT

Owner's representation and delivery leadership

- Value engineering and cost optimization
- Waste elimination and lean delivery
- Cost planning, estimating and control
- Programme and schedule management
- Procurement and tender strategy
- Constructability and design review
- Risk, change and claims management
- QA/QC, commissioning and handover

CONSULTANCY

Systems architecture and advisory

- Systems mapping and problem framing
- Operating and delivery model design
- Applied AI strategy and governance
- Smart-building and IoT strategy
- Digital twin and BIM roadmaps
- Process, workflow and governance design
- Due diligence and feasibility studies
- Research, white papers and frameworks

DESIGN

Architecture and concept development

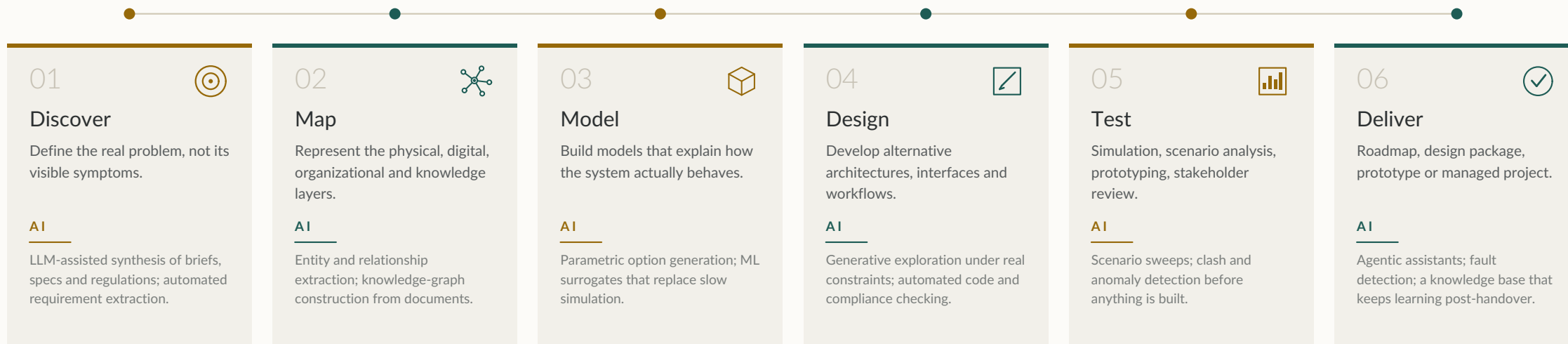
- Concept and schematic design
- Design development and coordination
- BIM authoring and model management
- Interior, fit-out and experience design
- Prototype and product development
- Design systems and visual language
- Competitions and design research
- Delivered through licensed partners

ENGAGEMENT MODELS

Owner's representative · fee-based consultancy · fixed-scope studies · design commissions · retained advisory · research collaboration

From complexity to action – with AI in every phase

Principals with 25+ years of programme experience run the work; nothing is handed down to a junior team. The process scales from a short concept study to a multi-year programme, and AI is embedded inside each phase rather than sold as a separate line item.



HOW WE WORK

Reveal the structure of the problem – actors, flows, constraints, dependencies, risk – before choosing a technology, a contractor or a form.

WHAT IT PRODUCES

Less waste, fewer surprises and better decisions earlier – plus an asset that stays documented, instrumented and understood after handover.

AI GOVERNANCE

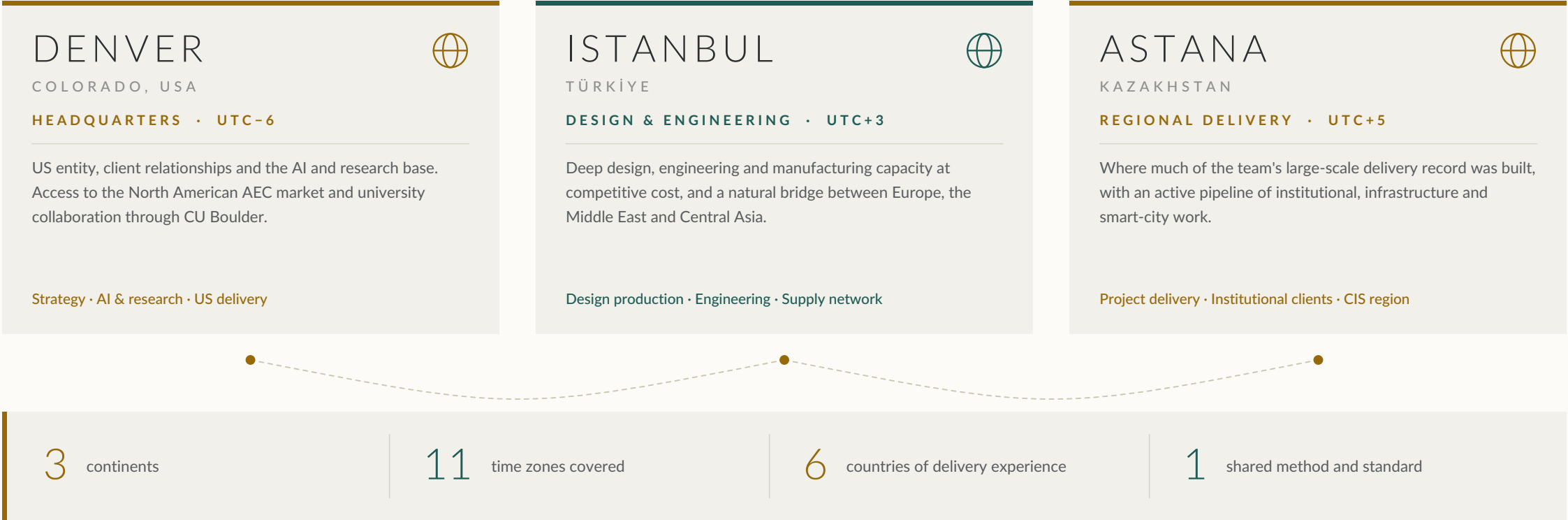
Human-in-the-loop on consequential decisions, provenance for AI-generated content, independent verification, client ownership of data and models.

THINKABLE. TESTABLE. BUILDABLE. — DEISMA DELIVERY STANDARD

We begin with the problem, not with a predetermined technology.

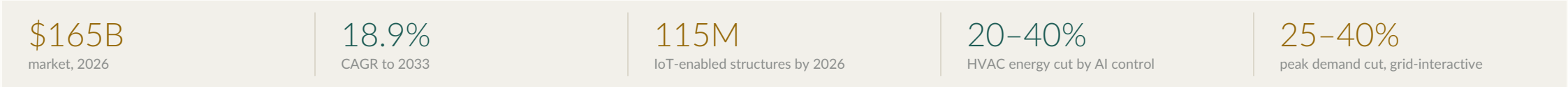
Global from day one

Three operating hubs on three continents, chosen because the founding team already works, delivers and is trusted in each of them.



Internet of Things & smart buildings

Our clearest application: a physical asset, a sensor network, an operating organization and a semantic model of how the whole thing behaves. Vendor-neutral — the owner keeps the data.



PUBLISHED INDUSTRY RANGES (GRAND VIEW RESEARCH · MARKETSDANDMARKETS · SPRINGER ENERGY INFORMATICS, 2025–2026) — NOT PROJECT GUARANTEES

THE STACK — WE DESIGN ALL SIX LAYERS

06	Experience & decision	Dashboards, tenant apps, operator agents, ESG reporting
05	Autonomy & AI	FDD, model-predictive control, demand response, maintenance
04	Digital twin	BIM-linked twin, live state, simulation, commissioning
03	Semantic data layer	Brick / Haystack / RealEstateCore, normalization, governance
02	Network & edge	BACnet, Modbus, KNX, Zigbee, Matter, LoRaWAN, gateways, OT/IT
01	Sensing & actuation	HVAC, lighting, metering, IAQ, occupancy, access, water

WHAT WE DELIVER

- Smart-building strategy and master systems plan
- Semantic model and portable data architecture
- Digital twin definition and BIM linkage
- Sensor, network and cybersecurity design
- AI and analytics use cases — FDD, energy, occupancy
- Vendor-neutral specification, integration and verification

WHY NOW

Protocols deliver points, not meaning — 'AV-423' is not 'AHU-1 supply air temperature'. Ontologies have matured and AI control now returns real savings, but only on top of a clean, well-modeled data layer. That gap is an architecture problem, not a hardware one.

Where the method creates value

Sector-flexible by design. The common denominator is not the industry — it is complexity, interdependence and the need for a coherent model.



Architecture, Engineering & Construction

Integrated design, BIM, digital delivery, constructability.



Real Estate & Hospitality

Development concepts, operational models, digital twins, asset optimization.



Infrastructure, Mobility & Logistics

Network models, coordination systems, operational flows.



Technology & AI

System architecture, human-AI workflows, knowledge models, applied research.



Education, Healthcare & Public

Flows, facility systems, knowledge platforms, data-informed planning.



Manufacturing, Robotics & Hardware

Production environments, automation, human-machine interfaces.

WHY DEISMA

- **Architecture-first**
Structure before technology. We never start from a product.
- **Global from the start**
Denver, Istanbul, Astana — one method, eleven time zones.
- **AI-native**
AI inside every phase, with governance — not a separate add-on.
- **Vendor neutrality**
No reseller margin, no lock-in. The owner keeps the data layer.
- **Buildable innovation**
Ideas tested against cost, constructability and delivery.
- **Senior-only engagement**
Principals do the work. No layered team, no junior handoff.

Leadership and track record

Three careers that already cover the full arc DEISMA is built on: design intelligence, physical delivery at scale, and building-technology integration.

55+

years combined delivery and design experience

6

countries — USA, Turkey, Kazakhstan, Russia, Ukraine, Turkmenistan

\$500M+

aggregate value of programmes led by the founding team

4

AIA design awards held by the design director

OMER GOK

FOUNDER • SYSTEMS ARCHITECTURE DIRECTOR
DENVER

Architect and project executive, 25+ years across complex architecture, engineering, construction and project delivery on programmes to \$50M+. Completing an M.S. in Artificial Intelligence at CU Boulder.

Project management • Systems architecture • AI methodology • Strategy

SELIM KARAKULAH

FOUNDER • BUSINESS DEVELOPMENT DIRECTOR
ISTANBUL / ASTANA

Engineer and MBA, 30+ years across construction, ICT and building-technology integration — including ELV and ICT leadership on Olympic-scale programmes.

Business development • Partnerships • ICT & ELV systems • Market expansion

LEVENT KARA, Ph.D., RA

DESIGN DIRECTOR
TAMPA / ISTANBUL

Architect, theorist and educator; Associate Professor at the University of South Florida School of Architecture & Community Design. Multiple AIA design awards.

Design vision • Architecture • Concept development • Design research

PROJECT-BASED SPECIALIST NETWORK

Software and IoT engineers • AI researchers • computational designers • licensed architects and engineers • controls integrators • BIM specialists • contractors.

Omer Gok

Denver, Colorado · 25+ years · USA · Kazakhstan · Russia · Turkey

FOUNDER · SYSTEMS ARCHITECTURE DIRECTOR · DENVER

Senior project manager and architect delivering complex commercial, hospitality, education and infrastructure programmes valued up to \$50M+ – full lifecycle from land development and design coordination through construction, QA/QC, commissioning and handover. B.Arch, Middle East Technical University; M.S. Artificial Intelligence in progress, University of Colorado Boulder. Published author of 15+ books. Fluent English and Turkish, working Russian, German and Spanish.

SELECTED ROLES

- **Founder & CEO**, GOK Consulting & Project Management, Denver — 2023–present
- **Architect**, Earl Anderson Architects, Denver — BIM Author in 5 months
- **Senior Consultant**, A-STROY — Aristan complex, 500 units / 50,000 m², Astana
- **Managing Director, Technical Operations**, STROI Contract LLP, Astana — 2015–2019
- **Founder & Director**, ARTYS Art & Architecture, Almaty
- **Project Manager**, AKYAPI — Aquacity, 1,000 units / 100,000 m², Istanbul
- **Project Leader**, Capital Partners Kazakhstan — hospitality, retail, education
- **Site Architect**, ENKA — Swissôtel Moscow, 50 floors, full fit-out

VALUE ENGINEERING & WASTE ELIMINATION IN PRACTICE

- **\$6–10M** saved on Astana Shopping Mall via an alternative basement-parking scheme in difficult soil
- **\$30M** in new work secured in one year at STROI Contract, building the BD and bid function from zero
- **Palace of Martial Arts** — 45,000 m² design-build; a package-based execution model replaced a single subcontractor and cut cost significantly
- **1 floor / day** finishing cycle at Swissôtel Moscow through resequencing — a 6-month scope closed in 2
- **8 months** to deliver Haileybury International School after a contractor reset and re-crewing
- **Crisis recovery**: stabilized a leaning high-rise through a coordinated ground-injection programme

APPLIED AI · LLM-assisted design, documentation and knowledge workflows; Python and data fundamentals. | TOOLING · Revit, ArchiCAD, AutoCAD, Primavera P6, MS Project, Procore, Bluebeam. | CERTIFICATIONS · Columbia Construction Management, Wharton AI for Business, IBM Python for Data Science, Graphisoft BIM Author, Six Sigma Yellow Belt.

Selim Karakulah

Istanbul & Astana · 30+ years · Turkey · Kazakhstan · Russia · Ukraine

FOUNDER · BUSINESS DEVELOPMENT DIRECTOR · ISTANBUL / ASTANA

Business development and technology-integration executive spanning construction, ICT and building systems. MBA in International Business Administration, University of Istanbul; B.Sc. Meteorological Engineering, Istanbul Technical University. Directed ICT and ELV programmes on Olympic-scale developments and led business development for major regional contractors. Native Turkish, excellent English, business-level Russian.

SELECTED ROLES

- **Freelance Consultant**, Gültekin Teknik Construction — 2021–present
- **Director of Business Development**, BI GROUP Kazakhstan — 2019–2021
- **Project Manager**, Abu Dhabi Plaza / Sheraton Hotel furniture contract, Astana
- **Country Manager Kazakhstan**, Entegre-Satek — ELV system integrator
- **Business Development Director**, Akfa Holding — construction, electromechanics, ICT
- **ICT Director**, Sembol İnşaat / TKStroy — Sochi Olympic Gorky Gorod Village
- **ICT Consultant**, Polimeks — Ashgabat Olympic Complex
- **IT & IT Systems Director**, ENKA — Donbass Arena, Shakhtar Donetsk stadium
- **Managing Director & Partner**, Guard Security Systems — 1993–2006

SELECTED PROGRAMMES

- **\$100M** Sochi Olympic Gorky Gorod Village — ICT scope: predesign evaluation, RFP authorship, site supervision
- **\$76M** Ashgabat Olympic Complex — reviewed ARUP ICT deliverables and tender proposals; authored predesign RFP
- **\$38M** Donbass Arena, Ukraine — director of IT and IT-related stadium systems
- **\$32.5M** Energy Discovery Center, 12,000 m², EXPO 2017 site — project developed for Akfa Holding
- **13 years** building and running a security-systems business before moving into large-scale ICT delivery

DOMAIN DEPTH · ELV and ICT system integration, indoor coverage and telecom, security and access systems, RFP and tender authorship, owner-side technology advisory — the commercial and technical bridge into DEISMA's IoT and smart-building practice, and the anchor of the Istanbul and Astana hubs.

Levent Kara, Ph.D., RA

DESIGN DIRECTOR · TAMPA / ISTANBUL

Tampa, Florida · Academic & practice · USA · Turkey

Architect, theorist and educator. Associate Professor at the University of South Florida School of Architecture & Community Design, joined 2010; previously tenure-track Assistant Professor at the University of Florida. B.Arch and M.Arch, Middle East Technical University; Ph.D., University of Florida (full four-year Alumni Fellowship). Registered architect in Turkey. Three AIA design awards in 2012 alone.

SELECTED DESIGN WORK

- **USF Honors College**, Tampa — 6,000 m² mixed-use education building, design development; client: USF Office of the President
- **Kuşçuburun Rail Station**, İzmir — AIA Tampa Bay 2013 Design Award; exhibited at the international Station Centraal symposium
- **Museum of Troia**, Çanakkale — AIA Florida 2012 Design Award
- **USF INTO Center**, Tampa — AIA Florida 2012 Design Award
- **USF Z-Bridge**, Tampa — AIA Tampa Bay 2012 Design Award
- **USF Cardiovascular Institute** and USF Sun Dome Addition, Tampa
- **Terra Vita and Terra Soleil Residences**, Istanbul

CONTRIBUTION TO DEISMA

- **Design authority** — guardian of conceptual and architectural quality across every commission
- **Theory into method** — translating architectural theory into a repeatable, teachable systems-design process
- **Research credibility** — peer-reviewed academic standing supporting white papers and institutional collaboration
- **Education pipeline** — access to graduate talent, studio-based research and university partnerships
- **Spatial intelligence** — keeping AI and smart-building work grounded in how people actually occupy space

RECOGNITION · American Institute of Architects — Florida Chapter 2012 Design Awards (USF INTO Center; Museum of Troia) · AIA Tampa Bay Chapter 2012 (USF Z-Bridge) and 2013 (Kuşçuburun Rail Station)

CLOSING

Manage it, advise on it,
design it — as one system.

DEISMA delivers project management, consultancy and design. What ties them together is a single method: systems architecture. We understand the structure of the problem before committing to a solution. That is what removes waste, retires risk early and produces an asset that still makes sense after handover.

Buildings, organizations, technologies and knowledge structures are not separate worlds. They are parts of the same system — and increasingly, an intelligent one.

CONTACT

Omer Gok	omer.gok@deisma.ai	+1 (720) 736-5500
Selim Karakulah	selim.karakulah@deisma.ai	+90 532 287 68 68 · +7 707 951 2544

DEISMA

SYSTEMS ARCHITECTURE

PROJECT MANAGEMENT · CONSULTANCY · DESIGN
DENVER · ISTANBUL · ASTANA

WE DO NOT ASK ONLY
HOW TO BUILD.

WE ASK HOW TO UNDERSTAND,
MODEL, DESIGN, AND ACT.

Thank you.



PHYSICAL



DIGITAL



ORGANIZATIONAL



KNOWLEDGE



SYSTEMS
ARCHITECTURE