



Technology Fast50
Turkey 2010
Lead. Innovate. Excel.

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Foreword

We are glad to announce Fast50 Turkey 2010 Winners which are ranked according to their revenue performance over the last five years. In the fifth year of the program, more than hundred companies attended Deloitte Technology Fast50 Turkey and 50 of them achieved to be in the Winner list. Congratulations to those who performed outstanding growth performance.

Deloitte Turkey's Technology, Media and Telecommunications (TMT) professionals work with many technology companies across all sectors and all stages of development. We have successfully positioned new companies for growth, but perhaps more importantly, we have the experience and perspective to help them sustain it profitably over the long term. Furthermore, you may also find growth performance analysis of Turkey's Fast50 companies together with these Company profiles. In this—our fifth edition—we see how the world's economic recession has shaped their plans and practices for growth.

We thank our main Sponsor, **Turk Telekom**, for their support in our program and their commitment to the growth of technology sector in Turkey. This year we are together presenting "**Türk Telekom Technology Special Award**" to the fastest growing company among Fast50 Turkey companies that managed to make the shortlist 3 times consecutively. The fastest growing company among Fast50 Turkey 2010 Winners, "**STM Savunma Teknolojileri**", once again gained this special award which will be presented them during Fast50 Turkey 2010 Awards Ceremony.



Oktay Aktolun
Partner
Deloitte Turkey
TMT Leader

We also thank our partners in 2010 Deloitte Technology Fast50 program, **TTGV, TESID, TBD, TUBISAD**, and **TBV** for their collaboration and support in making this program a success. Deloitte Technology Fast50 Turkey Winners are nominated to be placed in "**Deloitte Technology Fast500 in EMEA**", which will be announced in November **25, 2010**; we wish luck to our Turkish nominees. Congratulates to all winning companies on their notable achievements.

Deloitte Technology Fast50 Turkey, the local appreciation of high growing technology companies and part of the global celebration of fast-growing technology companies

Overview

Welcome to 2010 Deloitte Technology Fast50 Turkey, the local appreciation of high growing technology companies and part of the global celebration of fast-growing technology companies. We are pleased to announce the winners of the Deloitte Technology Fast50 Turkey 2010, which recognizes the 50 most dynamic and fastest growing technology companies based on their revenue performance over the last five years. The overall winner this year is **Promer** with a growth of **4967 percent**. **Digital Planet** places the second rank with the growth rate of **4515 percent** in 2010 program, where the third winner is **Sahibinden.com** with **2394 percent** growth. Although **the average growth rate** declined to **762 percent** this year, the results are an important signal to the Turkish technology industry in such an economic downturn and we are thrilled by the performance of the winning companies.

Most of the technology companies come from İstanbul and this year the number of companies from Ankara increased compared to previous years. Fast50 companies are mainly in software and telecommunications/networking sub-sector.

Mindful of the current economic circumstances, this year's survey focused on the impact of the global financial crisis. High growing technology company CEOs gave us their responses, letting us know how they managed to achieve their explosive growth during this difficult period while also sharing insights into the opportunities, challenges and threats they see facing themselves and the industry.

The survey results were very encouraging. Although the economic background has no doubt had an impact, many CEOs showed a high level of confidence in future growth. In total, 94 percent of Turkish respondents expected their target markets to grow in 2010 and onwards, compared to 6 percent who expected their markets to decline. Another positive indication was respondents' attitude to targets: 87 percent of CEOs have either kept their initial 2010 sales targets or revised them upwards, indicating that many are achieving previously set goals.



Ebru Tuygun
Technology Fast50
Turkey Country
Manager

Many Turkish CEOs have their eyes firmly fixed on the future. When asked if the economic environment has affected their company's spend on R&D, 45 percent said there has been no change and 52 percent said they have increased R&D spend. In addition, 58 percent of companies said they have not had trouble raising funds, despite the difficult times. This investment in the future will set them up to be competitive during the upturn.

This positivity is striking, and we are proud of these Turkish companies who continue to thrive despite the downturn. Congratulations to the winning companies on their exceptional achievements for 2010. We hope to see them lead, innovate and excel even more in 2011.

Technology Fast50 Turkey Program

Deloitte Technology Fast50 is a program that recognizes and profiles fast growing technology companies

The program celebrates Turkey's fastest-growing high-technology companies. The awards identify the trends that are shaping the technology, media and telecommunications sectors today. Based on percentage revenue growth over a five year period, the program includes all related industry sectors:

- software
- semiconductor/equipment
- communications/networking
- internet
- life sciences/biotech
- computer/peripherals
- media/entertainment

To be eligible for Deloitte Technology Fast50, companies must meet the following criteria:

- to be a technology company defined as:
 - develops proprietary technology which contributes to a significant portion of the company's operating revenues
 - manufactures a technology-related product
 - devotes a high percentage of effort to research and development of technology
- to be in business for a minimum of five years
- parent company must be Turkish owned and headquartered in Turkey
- operating revenues must be at least Euros 50,000 for 2005 and 800,000 Euros in 2009.

Deloitte Technology Fast50 is part of a global Fast500 program run in parallel with the USA, Canada, United Kingdom, France, Norway, Sweden, The Netherlands, Germany, Central Europe, Israel, South Africa, China, Australia, Hong Kong, India, Japan, Korea, Malaysia, New Zealand, Singapore, Taiwan, Thailand, South Korea and Finland.

For Further information please visit our websites:

www.deloitte.com.tr/fast50 and
www.deloitte.com/fast500emea

The benefits of entering the Fast50 Awards

Technology Fast50 winners receive exposure and recognition upon release of the rankings from both the media and business communities. The benefits are significant:

- Networking opportunity with other growing Turkish technology companies and business organizations at our awards ceremony
- Networking opportunity with other growing technology companies and business organizations from around the world through Deloitte and the regional Fast500 programs.
- Access to leading edge industry research and commentary
- Recognition from the business and financial community
- Benchmarking against similar companies
- Increased attention from the business and investment communities
- Media coverage
- Become exclusive member of Fast50 Club

In addition, all Turkish Deloitte Technology Fast50 winners are invited to Deloitte Technology Fast500 EMEA to network with other top-tier executives from the fastest-growing technology companies in EMEA.





Fast50 Club

Join the fast network

What is Fast50 Club?

- It is an exclusive community of the CEOs of Fast50 Turkey Winners.

What do they do?

- Come together every three months, network and discuss hot topics in TMT sector.



Deloitte - Republic of Turkey Prime Ministry Investment Support and Promotion Agency (ISPAT)



Deloitte - UK Trade Investment - British Consulate General- İstanbul



Deloitte – Bilkent Cyberpark – ODTU Teknokent

The presentations done in these meetings can be reached at www.deloitte.com.tr/Fast50

Technology Fast50 Turkey 2010

Main Sponsor

Turk Telekom Group, provides integrated telecommunication services from PSTN and GSM to broadband internet. As of 30 June 2008, Turk Telekom group companies has 17.8 million fixed Access lines, 5.2 million ADSL connections and 11 million GSM subscribers. Group companies has a modern network infrastructure covering the whole country and offers a wide variety of services to residential and commercial customers all over Turkey. Apart from 81 % shares in Avea, one of the three GSM operators in Turkey, Turk Telekom owns 99.9 % of TTnet, Argela, Innova, Sebit A.Ş. and AssisTT companies. Turk Telekom also has a minority share in Albtelecom, the Albanian incumbent telecom operator. 55 % of Turk Telekom shares belong to Ojer Telekomunikasyon A.Ş. and 30 % belongs to Turkish Treasury. The remaining 15 % is publicly traded. Turk Telekom shares are listed in İstanbul Stock Exchange since May 2008. Turk Telekom will continue delivering high speed, high quality and economical services to its customers anywhere, anytime through customer-focused integrated communication solutions.

Türk Telekomünikasyon A.Ş.

Address	Aydınlıkevler 06103 Ankara
Tel	+90 (312) 313 11 21 - 555 10
Fax	+90 (312) 313 19 19
Web address	www.turktelekom.com.tr
E-Mail	bilgi@turktelekom.com.tr



Technology Fast50 Turkey 2010

Partners



Supporting R&D and technological innovation projects of the private sector in Turkey since 1991, TTGV is a successful example that Turkey introduced in Europe; an innovative and dynamic intermediary mentioned in EU Lisbon Communiqué as an organization required to reach public R&D support to private sector. TTGV provides long-term credit that is repaid by the companies and that requires compulsory contribution of the companies to all costs incurred in the project. By this way, the public funds are directed to R&D projects more effectively through the "multiplier effect" of the revolving fund.

Information

Address	Cyberplaza B-Blok Kat:5-6 Bilkent / Ankara
Tel	+90 (312) 265 02 72
Web address	www.ttg.org.tr



Turkish Informatics Industry Association (TUBISAD), established in 1979 dedicated to the growth of ICT Industry in Turkey, has a group of members comprising of nearly 180 very prestigious ICT companies of which are Software Developers, Hardware Manufacturers, Hardware and Software Distributors, Telecommunication Companies, System Integrators, Local Subsidiaries of IT and Communication multinational companies and/ or Consultants.

The primary objective of TUBISAD is to act for the growth of ICT industry in Turkey, to be the voice of ICT industry in Turkey and to develop and foster relations with counter parties globally. TUBISAD aim to encourage, inform and direct its members and the sector to keep up with current developments in the World and in Turkey, and thus promote investment and create business alternatives.

TUBISAD

Address	Yıldız Posta Cad. Dedeman Ticaret Merkezi No:52 Kat 1. Esen-tepe 34340 İstanbul
Tel	+90 (212) 275 52 52
Web address	www.tubisad.org.tr



Informatics Associations of Turkey (IAT) has been established in 1971 and currently have reached to five thousand members. IAT which is the oldest ICT association, is also the only institution in Turkey, which intends to embrace all information systems professionals as well as those other professionals who benefit from and associate themselves with information systems in any manner when performing their respective professions. The principal goal of IAT is to help the advancement of theory and practice of computer science and related sciences and technologies in Turkey and to promote widespread utilization of information systems in the country in order to reach to the ideals of information society.

Türkiye Bilişim Derneği

Address	Çetin Emec Bulvarı 4.cadde No:3/11-12 A.Öveçler 6450 Ankara
Tel	+90 (312) 479 34 62
Web address	www.tbd.org.tr



TESİD has completed its establishment in 1989 by 24 founder members upon the incitement of the authorities of the Ministry of Industry and Trade by the Representatives of Electronic Industry companies, Universities. Presently, TESİD has 158 members belonging 90 different industrial companies and its membership is open to all companies working in the field of electronic industry, information technologies and related service sector who produce good and/or implement R&D in Turkey.

The Electronic Industries in Turkey are organized in an independent association in order to deal with the common interests of the individual companies. It is our wish to develop TESİD into an organisation which is perceived as; reliable, innovative, independent, continuous, liberal and participative by its members and the community.

Information

Address	Bağdat cad. No:439/4 34740 Suadiye/Istanbul
Tel	+90 (216) 463 27 00
Web address	www.tesid.org.tr



TÜRKİYE BİLİŞİM VAKFI

Aiming at “a Turkey that is transformed to information society”, TBV, continuously works for accelerating the process of transforming Turkey into an information society. TBV also continues informing and making all the sections of the public conscious for disseminating the ICT culture to everyone, for increasing the computer literacy, and for providing the necessary infrastructure for information to be freely moved and shared. It is also aimed that the share of ICT investments in the general economy will reach the average EU member countries’ and needed information and communication technologies support will be provided for restructuring the government.

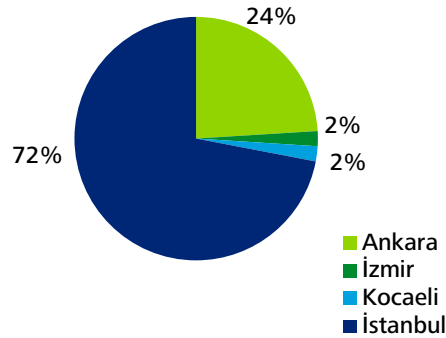
Working for promoting usage of international quality standards and software development methodologies and tools among software producing companies, TBV also supports the establishment of technoparks in order to encourage R&D activities in the ICT sector besides creating models for academy-industry cooperation.

Information

Address	Halk sokak No: 35, Golden Plaza F Blok, Kat : 2 Daire 6 Sahrayıcedit Kadıköy / İstanbul
Tel	+ 90 (216) 467 04 99
Web address	www.tbv.org.tr

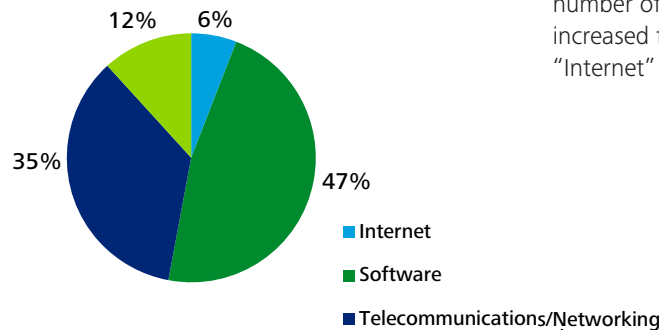
Fast Facts

Fast50 Winners Geographical distribution



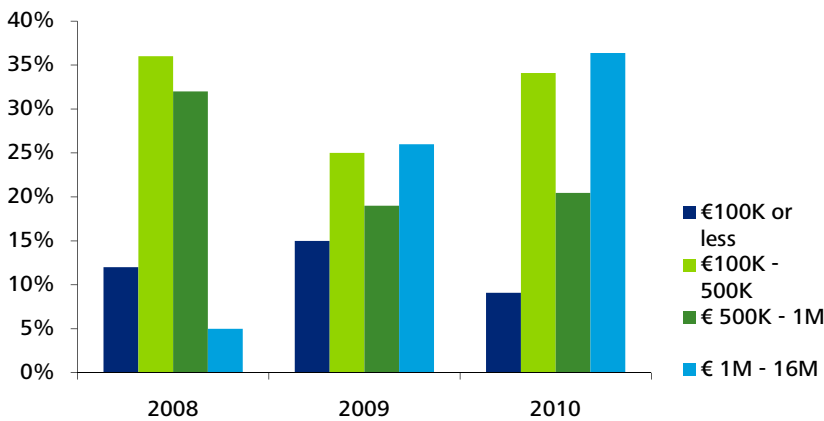
In the fifth year of the program, it is encouraging to see that the number of technology companies from Ankara doubled to 24%, yet İstanbul continues to produce the highest number of fast growing companies with a slight decrease of 12 percent (72%). We have few companies from Kocaeli (2%) and İzmir (2%) too.

Fast50 Industry segmentation



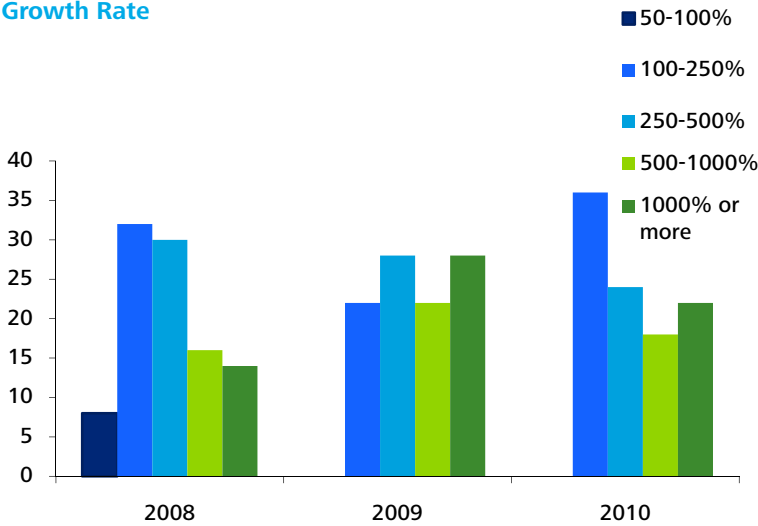
Like previous years, Winners are mostly software companies (47%). This year we observe that the number of Telecommunications/Networking firms increased from 22 percent to 35 percent. Share of "Internet" companies is 6 percent, slightly .

Research and Development



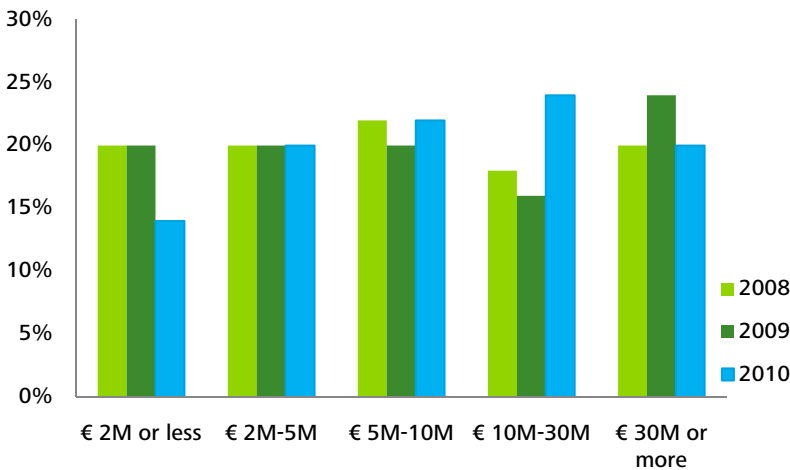
The number of companies which invest research and development €1M-16M is gradually increasing from 5% to 26% to 36% in the last three years. This is an important sign that shows technology companies gradually becoming more committed to innovation. In addition, we see that the number of companies which spent €100K-500K is increasing (almost 10% high) compared to last year and the ones who spent €500K-1M is also very slightly increased (almost 2% high) compared to last year. On the other hand the companies who spent 100K€ or less almost halved this year. So in general it is fair to say that companies started to spend more on research and development.

Growth Rate



Considering this year we calculated the growth rate between 2005 and 2009; 2009 being the crisis year, it is not surprising to see that many companies' growth rate yielded between 100-250% growth. Still, we have 24 percent of the companies in the program produced more than 1000% growth rate which is amazing considering century's one of the big global economic crisis' effects.

Revenue Levels



We observe the effects of the crisis in th growth rates apparently but when we look at the revenues fortunately there is no sharp decrease. In the contrary, the number of companies which generated 2M€ or less decreased. While the number of technology companies with revenues €2M-5M are the same in 2010, the number of technology companies with revenues €5M-10M, and €10-30 million increased (2 percent and 8 percent respectively) compared to last year. It is relatively encouraging to see that technology companies with 30 Million Euros and more slightly decreased since it is not a sharp one, it is promising.

Special Award by Türk Telekom



“Türk Telekom Technology Special Award” is presented to the fastest growing company among Fast50 Turkey companies that managed to make the shortlist 3 times consecutively.

Winner



STM Savunma Teknolojileri Mühendislik ve Ticaret A.Ş. is the leading systems and software engineering & consultancy company in Turkey serving the defence, public and naval sectors through the innovative applications of technology and its accumulated field knowledge.

STM operates basically in defence, public and naval sectors in the following three business areas;

- Engineering and Consultancy Services
- Product Development Projects
- Acquisition Services

STM, which is a SEI Capability Maturity Model Integration (CMMI) Level 3 company, has also ISO 9001:2000, NATO AQAP-160 and TS ISO/IEC 27001 certificates.

STM employs around 320# specialized staff with expertise and education spanning over a wide spectrum of specialties, since STM’s basic objective is to bring solutions to the changing technological requirements of its customers.



STM	
CEO	Recep Barut
Address	Bilkent Cyberpark E Blok 5. Cadde No:6/A 06800
Tel	+90 (312) 266 35 50
Web address	www.stm.com.tr
Growth	614%

Big Stars

This category recognizes companies that have achieved 50.000.000 € or more during fiscal year 2009 and a separate ranking will be announced for Big Stars based on their 5-year-growth, demonstrating that even large companies can remain nimble, posting impressive year-over-year growth. These companies have to devote a high percentage of effort and money to research and development of technology and develop or own proprietary technology that contributes to a significant portion of the company's operating revenues.

1. Aselsan

aselsan



Established in 1975; the mission of ASELSAN is to enhance the value of national resources in its fields of operation to preserve peace; by developing genuine products reflecting the edge technologies in order to meet the requirements of the Armed Forces. ASELSAN maximizes its efforts to provide the most favorable solutions in terms of price-time-quality and to expand the export portfolio and thus, to attain the ultimate goal of being one of the major defense establishments of the world.

Starting with the aim of creating a self-sufficient industry primarily for defense requirements of Turkish Armed Forces, ASELSAN, with tremendous success in the last 30 years in expanding systematically into the local and global markets, today, has become a high technology, multi-product defense electronics company by introducing state-of-the-art equipment and systems solutions for both military and professional applications. Dedicated utmost importance to R&D activities by allocating a remarkable amount of its annual revenue to these activities and through its technological know-how, ASELSAN has achieved the capability to undertake large-scale system integration projects and succeed, in many cases, in developing most sophisticated products.

Information	
CEO	Cengiz Ergeneman
Address	M. Akif Ersoy Mah. 296. Cad. No:16 Ankara
Tel	+90 (312) 592 1000
Web address	www.aselsan.com.tr
Revenue	489.349.558 €

ASELSAN operates in the fields of the design, development, production, system integration, and after-sales services of Military Communications Systems, Radar Systems, Electronic Warfare Systems, Electro-Optic Systems, Navigation and Avionic Systems, Weapons Systems, Command Control Communication Computer Intelligence Reconnaissance and Surveillance Systems, Naval Systems, Homeland Security Systems, and Intelligent Transportation Systems.

ASELSAN, with the firm belief that "a country's technological wealth is composed of the various technologies in its possession", allocates about 7% of its yearly turnover to R&D projects, which it finances through its own resources. ASELSAN has in its employ 3,514 staff members, 1,855 of whom are engineers. With engineers making up 53% of its staff, ASELSAN has 1.472 of these engineers working on R&D related projects.

We, as ASELSAN, have the core intention to facilitate the recognition of the well-grounded Turkish Defense Industry on global scale and continue our effort based on the power vested upon us by our nation in order to increase the contribution to Turkey's overall economy and prosperity as well.

2. MULTINET



Information

CEO	Uğur Yıldırım
Address	Fulya Mah. Mevlüt Pehlivan Sokak No:12 Multinet Plaza Şişli / İstanbul
Tel	+90 (212) 336 88 00
Web address	www.multinet.com.tr
Revenue	189.763.131€

Multinet Corporate Services Co. was established in 1999, with the idea to solve corporate needs with smart card technology, for the first time in the world. Initially, Multinet, convert vouchers system, which companies use to meet the food expenses of their employees, to electronic payment system. This service, which is called Restonet, formed the first step of "multiple network" meaning and "single card countless service" mission, which lies under the name of "Multinet".

The idea to use smart cards not only for food expenditures, also for other corporate needs, formed the foundation of Multinet's today's success. Chronologically, for the accommodation expenses of corporations called Otelnet, for fuel expenses called Petronet, for attendance tracking, and security control called Passnet and for shopping from automatic machines called Vendinet services have been developed. As, restaurant and cafe network, this time, hotels and gas stations network has been established. All these services have created new markets in Turkey.

Multinet, also established the first giftcard system in Turkey, in 2004. Multinet Giftcard, offers alternatives such as Social Responsibility Card, Market Card and Brand Card, which can be used by both corporations -to reward employees- and individuals -to gift-.

In 2007, Multinet installed a rent a car company called Multicar Rental, to not leave any missing necessity in the area of corporate services. In 2009, Multinet used its whole know-how also for two new project, the first one is Okulnet, which consists the integration of smart card technology to schools and universities and the second one is Multipaynet, which provide a secure platform for online shopping. Multinet has got 26.000 pos terminal in affiliated partners such as; restaurants, hotels, gas stations and stores all over Turkey. Multinet furnish services to 10.000 corporate customers, and Multinet Smart Cards are being used by 330.000 people every day.

3. HAVELSAN



HAVELSAN was founded in 1982 under the name HAVELSAN – AYDIN as a Turkish/USA company and started to operate as a venture of the Turkish Armed Forces Foundation (abbreviated as TSKGV in Turkish) after %98 of its shares were purchased by the TSKGV in 1985.

HAVELSAN operates in fields with software intensive systems and its expertise has been focused on areas such the Air Defense Systems, Naval Warfare Systems, Simulation and Training Systems, Management Information Systems, Energy Management and Homeland Security Systems within the scope of C4ISR.

Along with military projects HAVELSAN has also been carrying out non-military projects such as the National Judiciary Network (UYAP) Project and Land Registry and Cadastral Information System (TAKBIS) project. HAVELSAN completed its first export to the Republic of Korea with the CN-235 Level D Flight Simulator contract in 2002.

Information	
Chairman of the Board	Hayrettin Uzun
Address	Mustafa Kemal Mah. Eskişehir yolu 7.km Ankara
Tel	+90 (312) 219 5787
Web address	www.havelsan.com.tr
Revenue	89.664.525 €

HAVELSAN signed the Ship Integrated Warfare Management System (GENESİS) contract in 2004. Starting in 2006 HAVELSAN has been making use of the engineering experience it gained in C4ISR, simulation, and information systems in homeland and energy management and has started operating in these fields. In the coming period HAVELSAN aims to increase its market share in homeland and energy security. In addition to all these developments, it has also focused on expanding its operations in international markets. As an investment of the Turkish Armed Forces Foundation, HAVELSAN HAVA ELEKTRONİK SANAYİ VE TİCARET A.Ş. (HAVELSAN) is a global software and systems company, serving in IT and defense markets worldwide.

HAVELSAN is currently employing 1,203 people including more than 700 engineers and mainly holds software and systems engineers with domain/functional expertise in the related fields, in the state-of-the-art technologies, methodologies, and tools.

4. Koç.net



Koç.net was founded in 1996 with the purpose of establishing a broadband network and the Internet infrastructure of Koç Group companies. The name of the company was changed to Koç.net Communication Technologies and Services in August 2000, as the company continued its rapid development in broadband network and the internet infrastructure area.

Koç.net provides access services, security services, hosting and ASP services, campus services, multimedia services, data services including VISP services with its high technology and nation-wide infrastructure and voice services to its corporate customers by the A type "Long Distance Telephone Services License" (UMTH) granted by the Telecommunications Authority in 2004.

Information

CEO	Mehmet Ali Akarca
Address	Ünalan Mah. Ayazma Cad. Çamlıca İş Merkezi B3 Blok Üsküdar / İstanbul
Tel	+90 (216) 556 30 00
Web address	www.koc.net
Revenue	68.983.916 €

Koç.net is especially focused on meeting local needs of international players within EMEA and Caspian countries with the expertise and in-depth knowledge of telecommunications infrastructure. www.koc.net

Koç.net has been providing ADSL and telephone services to the individual market since August 2008 with its brand named BiRi. www.biri.com.tr

5. STM Savunma



STM Savunma Teknolojileri Mühendislik ve Ticaret A.Ş. is the leading systems and software engineering & consultancy company in Turkey serving the defence, public and naval sectors through the innovative applications of technology and its accumulated field knowledge.

STM employs around 320# specialized staff with expertise and education spanning over a wide spectrum of specialties, since STM's basic objective is to bring solutions to the changing technological requirements of its customers

Information	
CEO	Recep BARUT
Address	Bilkent Cyberpark E Blok 5. Cadde No:6/A 06800 Bilkent / Ankara
Tel	+90 (312) 266 35 50
Web address	www.stm.com.tr
Revenue	57.180.950 €

6. Karel



Karel designs and manufactures communication systems which respond to different requirements of enterprises of any scale and support modern technologies, as well as peripheral components which work with the mentioned systems such as special telephone sets, softphone, IVR- voice-response systems, call recording systems, FCT mobile terminals, call reporting softwares, unified communication, call center solutions for both domestic market and exports to more than 20 countries under its own brand. Karel also conducts the design and sales of telecom products such as wireless communication systems and VoIP gateway products; realizes network projects which ensure data and voice integration, as well as turn-key work force of projects for public and private sector organizations.

With its strong R&D center that has the power to generate any verify any electronic and software design in the sector of telecommunications in Turkey, Karel has been the leader of the corporate communication market for many years with nearly 920 employees, high-standard flexible production capability and with the most effective distribution and service network in the industry including over 1500 sales points and 320 authorized sellers in all of the 81 provinces of Turkey.

In addition to Turkey, Karel is also the leader of the Middle East and Africa region in the PBX market. The number of installed systems by Karel in Turkey is over 500,000. More than 50% of corporate communication traffic in Turkey is realized via Karel systems.



Information

CEO	Serdar Tunaoğlu
Address	Kore Şehitleri Cad. Kaya Aldoğan Sok. No:16 Zincirlikuyu İstanbul
Tel	+90 (212) 288 31 00
Web address	www.karel.com.tr
Revenue	51.190.649 €

Analogue, digital, IP PBX solutions with varying capacities:

- Unified communication applications
- Remote office applications
- Multi-branch communication projects
- Video call
- Call record
- Conference
- Presence
- Instant messaging
- Web-based management
- Mobility
- Robot operator and voice messaging applications
- IVR , Interactive voice response systems
- LCR
- CTI Computer telephony integration and call reporting systems

Deloitte Technology Fast50 Turkey 2010 companies achieved average revenue growth over five years of 762 percent. The overall winner is Promer, demonstrating an impressive five-year revenue growth rate of 4967 percent. The second runner is Digital Planet with another outstanding performance of 4515 percent. Our third winner is Sahibinden.com with 2394 percent.





The Winners Top Ten Companies

1. Promer



Information	
CEO	Ayhan Yıldırım
Address	Atatürk Cad. No:380/504 Alsancak İzmir
Tel	+90 (232) 465 2124
Web address	www.promer.com.tr
Growth rate	4967%

Promer Bilgisayar İmalat ve Yazılım Hizmetleri Sanayi ve Ticaret Ltd. Şti. (PROMER) of İzmir, Turkey was established as a private software company in 1991. The company provides hardware, software and infrastructure solutions in Health sector as well as integrated health information management systems for hospitals.

The health institutions need to develop business models that bring more benefit by spending less resources to manage the changing conditions of today successfully. At this point, Promer realizes Digital Hospital applications to raise the service quality of the hospitals and quality of life for patients by using the digital technology opportunities. The medical mistakes are prevented by managing all hospital services through computers with Digital Hospital model that removes the paper usage for hospital services,

Promer targets continuous development for being leader among the others who shapes not today but tomorrow with its quality products and services in medical informatics.

2. Digital PLANET



Digital Planet is a leading technology company which develops Customer Communication Management Systems in respect of related sector needs with over 10 years of experience.

We are proud of saying that our Customer Communication Management and Hybrid Mail Solutions are used as a standart by leading banks, finance and telco companies. Every month approximately 90 millions pages of documents are processed through our solutions and millions of document delivery is done via web, email and fax.



Information

CEO	Adnan Vural
Address	Merkez Mah. Nadide Sk. No:13/3 Çiftecevizler-Şişli İstanbul
Tel	+90 (212) 220 67 32
Web address	www.dtp.com.tr
Growth rate	4515%

Besides our e-bill applications which is totally integrated and digital signature included, was developed firstly by our professional team. Also NetVault is first and unique in Turkey too, which enables digital archieving and serving system of documents like bills, bank statements, etc. with high rated (90:1 rated) compressing feature.

We, as Digital Planet, will continue to present innovative and reliable solutions and set bigger targets for foreign markets with our young, dinamic and professional team.

3. Sahibinden.com



Information	
CEO	Burak Ertaş
Address	Değirmen Sok. Nida Kule No:18 Kat:5 Kozyatağı Kadıköy İstanbul
Tel	+90 (216) 57119 90
Web address	www.sahibinden.com
Growth rate	2394%

Sahibinden Bilgi Teknolojileri A.Ş. is an Internet company known as sahibinden.com; an online classifieds and shopping platform. Its' headquarters is located in İstanbul and regional offices in Ankara, İzmir, Adana, Trabzon and Antalya. The company is established in 2000 and has over 150 employees by 2010.

Thousands of online stores and over 1,6 million of ads are available on the platform. sahibinden.com provides services in Turkish and English and has its own online pay & approve system called "Secure E-Trade". The system provides a risk free shopping experience for consumers buying or selling items on the platform. Registration and posting listings are free of charge. Members can create ads and start transaction on more than a hundred different categories such as real estate, cars and a broad variety of goods and services.

4. Biotekno



Information	
CEO	İlham Öney
Address	Kayışdağı Cd.No:119/3 Ataşehir İstanbul
Tel	+90 (216) 576 38 48
Web address	www.biotekno.biz
Growth rate	1993%

BIOTEKNO is specialized in Value Added Services (VAS), which develops mobile business concepts, services, solutions, and technology to its clients.

JetKontör which is one of the brands, is a Vodafone Turkey Virtual Voucher Loading Platform based on B2B wholesale selling. JetKontör is the biggest virtual voucher loading platform of Turkey which is penetrated over Vodafone Shops and sub retailers over 11.500 sale points.

On the other hand, JetSMS which is second brand of BIOTEKNO, is a total mobile solution platform for SMS based solutions needs, as "Fastest, Easiest, Safest" for corporate and individual usage. JetSMS, is a platform that has bulk SMS and interactive SMS capabilities in a wide range of usage, includes all services for sending and receiving SMS is centralized on this platform.

Since its foundation, BIOTEKNO has been a pioneering trademark of the national mobile communications sector. The Predominant driving factor for this success lies underneath the emphasis and faith in team spirit which allows it to make the best use of a wide spectrum of diverse opinions and give birth to a synergetic production environment.

5. MCD Telekom



Information	
CEO	Burak Özyiğit
Address	Ayazağa Maslak Yolu No.5/A Kat.3 Maslak İstanbul
Tel	+90 (212) 289 94 55
Web address	www.mcdtelecom.com
Growth rate	1833%

MCD Telekom was formed in 2001 as a know-how based technology company operating in mobile telecommunications sector in Turkey. Company currently offers successful unique services and innovative solutions to GSM operators, telecommunication companies, banks and insurance companies. Such services, among others, include CRM, telemarketing, telesales, e-commerce, telecom management consultancy, POS activation/verification network, POS payment solutions, application service providing, SMS gateway and premium SMS service providing, all of which are enabled over MCD's proprietary software and technology solutions.

Taking advantage of the growing call center business in Turkey, MCD currently provides telemarketing and telesales services through innovative and proprietary methodology to leading companies in telecom, finance, media and service sectors. Services such as data update, customer service, technical support, order taking and market research are among the other services provided by the MCD call center.

6. Ericom



Information	
CEO	İlker Aydın
Address	Büyükdere Cd. USO Center. No:61 Kat:17 34398 Maslak İstanbul
Tel	+90 (212) 330 05 40
Web address	www.ericom.com.tr
Growth rate	1831%

Ericom established to provide end to end converged IP network infrastructure for SME and large enterprise companies at 2001. Following years; energy storage, energy telemetry end energy efficiency products and solutions has been added into Ericom's portfolio for telecommunication service providers segment.

Ericom develops energy storage/efficiency products specially used in Mobile Telecom Operator's base station sites. Development projects are ongoing regarding stationary and flow battery systems and base station site cooling efficiency improvement products with contribution of Energy Institute of İstanbul Technical University.

7. Bilginet



Information	
CEO	Ercüment Erdem
Address	Kurbağalidere Cad. Abdülhalim Memduh Sok. Ak İş Merkezi.No:1 Kat:3 Hasanpaşa/Kadıköy İstanbul
Tel	+90 (212) 550 16 32
Web address	www.bilginet.com.tr
Growth rate	1654%

Since 1998, Bilginet Information Technology providing e-commerce software platforms for SME's and trading companies. Bilginet platforms including; planning, producing specific projects, designing, financial support, training, marketing and after-sales services.

Bilginet aiming to increase productivity, institutional knowledge and provide competitive advantage for customers in the e-business, e-commerce, virtual shop applications, security systems area. The main working type is renting e-commerce platforms yearly to the companies and supporting their selling activities. The software is totally developed by Bilginet, Research and Development Team.

There are 100 employees in 6 different locations (4 Regional Offices - Bursa, İzmir, Ankara, North Cyprus Turkish Republic, 1 Research and Development Center - Gebze Teknopark / Kocaeli and Headquarters Center - Kadıköy/İstanbul) working for the operations of Bilginet.

8. CETECH



CETECH (CE Data Processing and Technology Services Co.), the leading provider of value-added digital entertainment products & services in our market, successfully leverage on GSM operators' gearing up for a major push into the digital content sector which has rapidly emerged as a critical competitive flashpoint affecting the entire telecom supply chain

Observing the needs and opportunities in the market, CETECH follows a programmed process while converting a new idea into a value-added service. CETECH team meticulously builds the stages of the process within the framework of both fundamental and CETECH's particular standards. The services developed by using cutting edge mobile-based and web-based technology, reflect the vast experience of CETECH team. The services are distributed over an interactive media marketing network.

Information	
CEO	Oğuz Önel
Address	Büyükkdere Cad. Uso Center Kat:17 No:245 Maslak Şişli İstanbul
Tel	+90 (212) 330 04 50
Web address	www.cetech.biz
Growth rate	1492%

9. Arvento



Information	
CEO	Özer Hincal
Address	Atgb, Cyberpark Cyberplaza A Blok No:501 Bilkent Ankara
Tel	+90 (312) 265 05 95
Web address	www.arvento.com
Growth rate	1331%

Arvento is a technology company which was established in Turkey in 2005 with hundred percent local capital for the purpose of creating mobile technologies.

Arvento, the market leader in the field of vehicle tracking systems in Turkey with more than 4,500 clients and a reference list of more than 70,000 vehicles, retains its dominance in the market with a market share of more than 50% in private sector and more than 90% in public sector. Arvento which realized the largest vehicle tracking projects of Turkey in past, continues undersigning new projects locally and abroad. Arvento has become an important actor in the global market as well. Arvento working to become a Turkish brand and exporting technology to the world, exports its products to 15 countries as of today.

Arvento products are being produced in Turkey by a very experienced team consisting of outstanding engineers of Turkey. There are a very limited number of companies in Turkey and the world, which produce both software and hardware by themselves in the field of tracking systems and offer them to clients in a package.

Arvento has been various tracking systems developed for the requirements, sector specific software and hardware solutions which are customized for the requirement of users in addition to standard vehicle tracking applications, Desktop, PDA, BlackBerry software and SMS applications.

10. VODASOFT



Information	
CEO	Zekeriya Arslan
Address	Barbaros Mh. Nuşkuyusu Cd. No:30 Altunizda Üsküdar İstanbul
Tel	+90 (216) 474 20 50
Web address	www.vodasoft.com.tr
Growth rate	1177%

Vodasoft Call Center Solutions (VCCS) is strategically focused on Call Center Technologies and Consultancy Services. Along with Call Center Outsourcing Services, Advanced Level Call Center Trainings, Call Center Implementation, Performance Management, Strategic Planning, Operational Management, Benchmarking and Strategic Consultancy Services are also provided. Vodasoft CCS has realized many call center projects in private and public sector.

Vodasoft CCS owns one of the most advanced service centers for call center outsourcing in Turkey. Value added services, unique and advanced technology used by Vodasoft CCS carries its customers one-step ahead in their competitive markets. Vodasoft CCS also helps companies manage their call centers professionally through providing a wide range of training and consultancy services.

More than 300 companies are using call center software systems developed by Vodasoft CCS. Call center software systems developed by Vodasoft CCS are addressing the most common operational issues of call center operational platforms; they are mainly telemarketing/telesales, performance management and reporting. Contact management and CTI integration software packages are also available in Vodasoft CCS's portfolio.

Our vision is to become the most Competent, Innovative and Reliable Company providing call center solutions in Turkey

Our mission is to provide call center technology, consultancy and training services to cover the call center related needs of the companies and to share our call center knowledge with the community to contribute Turkish call center sector development.



Deloitte Technology Fast50 Turkey 2010 Winners*

Company Name	Country	Technology Sector
Airties	İstanbul	Telecommunications/Networking
Akgün Bilgisayar	Ankara	Software
Anadolu Bilişim Hizmetleri	İstanbul	Software
Arvento Mobile Systems	Ankara	Telecommunications/Networking
Aselsan	Ankara	Defense
Banksoft	İstanbul	Software
Başar Bilgisayar	Ankara	Software
Bis	İstanbul	Software
Bilginet	İstanbul	Software
Biotekno	İstanbul	Telecommunications/Networking
Bircom	İstanbul	Telecommunications/Networking
Bnb	Ankara	Software
Borusan	İstanbul	Telecommunications/Networking
Cetech	İstanbul	Telecommunications/Networking
ComPro	İstanbul	Telecommunications/Networking
Çözüm Bilgisayar	Ankara	Software
Digital Planet	İstanbul	Software
Ees	Ankara	Software
Elsys	İstanbul	Software
Ericom	İstanbul	Telecommunications/Networking
Figen Yazılım	İstanbul	Software
Fonet Bilgisayar	Ankara	Software
GittiGidiyor	İstanbul	Internet
Hitit Bilgisayar Hizmetleri Dış Tic.	İstanbul	Software
Hitit Bilgisayar Hizmetleri Ltd.Şti.	İstanbul	Software
Ibtech	Kocaeli	Software

* In alphabetical order

Company Name	Country	Technology Sector
Infonet	İstanbul	Software
İnova	İstanbul	Software
Karel	İstanbul	Telecommunications/Networking
Koç.net	İstanbul	Telecommunications/Networking
MagiClick	İstanbul	Internet
Mcd Telekom	İstanbul	Telecommunications/Networking
Millenicom	İstanbul	Telecommunications/Networking
Mobiliz	Ankara	Telecommunications/Networking
Mobisis	İstanbul	Telecommunications/Networking
Multinet	İstanbul	Software
Ormaş Ortadoğu	İstanbul	Telecommunications/Networking
Proline	İstanbul	Computers/Peripherals
Promer	İzmir	Software
Sahibinden	İstanbul	Internet
Sekom	Ankara	Telecommunications/Networking
Sestek	İstanbul	Software
Sigma	İstanbul	Software
Smartsoft	İstanbul	Software
Stm Savunma Teknolojileri	Ankara	Software
Tradesoft	İstanbul	Software
Tunçmatik	İstanbul	power supply
Turknet	İstanbul	Telecommunications/Networking
Turmap Bilişim Teknolojileri	Ankara	Software
Vodasoft	İstanbul	Telecommunications/Networking

AirTies

CEO: Bülent Çelebi
Address: Gülbahar Mah. Avni Dilligil Sok No:5
Çelik İş Merkezi Mecidiyekoy İstanbul
Tel: +90 (212) 318 62 00
Web: www.airties.com

AirTies develops and markets consumer electronics products which provide 4 fundamental services (high speed internet access/ADSL, Wireless LANs, internet based telephony/VoIP, and internet based television/IPTV) for service providers, small businesses and consumers.

AirTies was formed in February 2004 by a management and technical team from the Silicon Valley, USA, with the strategic intent to become the leader in emerging markets. AirTies has more than 4 million installed base world-wide and is aiming to expand into additional broadband markets. In contrast to its competitors which are dependent on chip companies and ODMs to develop their products, AirTies designs and develops its own hardware and the embedded firmware. Technology innovations include wireless video distribution to multiple TV's, wireless coverage range extension, and network setup at a touch of a button. AirTies believes in exceptional customer service such as 7/24 technical support in English, Turkish, Greek and Russian and no questions asked defective unit replacement.



CEO: Temel Akgün
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/ Balgat Ankara
Tel :+90 (312) 478 48 00
Web: www.akgunyazilim.com.tr

Akgün Software which has been established in 1986 in Trabzon, has been in service with its 24 years experience and knowledge in IT technology sector with Hospital Information Management Systems, Human Resources, Medical Information Systems, Management, Municipality Management and digital imaging and archive (PACS) systems of its own software and with its 380 professional team and 1600 personnel. Expert company Akgün Software which adds its experience and background into its service quality, has sustainable development and growth and besides being the first local company in National IT Market, is also important for its customers for educating Certified Software Experts and having the mission of being an Educator Company. In fields of IT technology the company provides services of Research & Development, Software, Production, Training and Support Services, Network, Consultancy for Communication and Information Security and Medical IT Consultancy.



CEO: Tayyar Bacak
Address: M. Nezihi Özmen Mah. Kasım Sokak
No:34 Merter İstanbul
Tel: +90 (212) 449 39 00
Web: www.abh.com.tr

After having served the companies operating within the Anadolu Group for more than 20 years, Anadolu Bilisim was finally incorporated in 2004 in order to outreach non-Group companies. At ABH, we have always believed in a customer oriented approach, the power of team work and the importance of creativity and innovativeness, and strived to reflect these values on our projects. We pursue perfection and 100% customer satisfaction in all our endeavors and we will continue our efforts toward remaining one of the leading players in the Turkish IT market, which demonstrates a significant growth potential.

ABH offers project management, consulting, application development, support and training services in various fields from organizational IT planning, infrastructure design and custom application development to improving and optimization of business processes via ERP solutions. Custom applications can be developed either in cooperation with the customer's project team or entirely by ABH to be delivered to the customer as a turn key solution. Before starting a project, ABH discusses the potential return of that investment with its customer so that the end product would add value to the customer's business and the market as well.

* In alphabetical order

aselsan

CEO: Cengiz Ergeneman

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Ankara

Tel: + 90 (312) 592 10 00

Web: www.aselsan.com.tr

Established in 1975; the mission of ASELSAN is to enhance the value of national resources in its fields of operation to preserve peace; by developing genuine products reflecting the edge technologies in order to meet the requirements of the Armed Forces. ASELSAN maximizes its efforts to provide the most favorable solutions in terms of price-time-quality and to expand the export portfolio and thus, to attain the ultimate goal of being one of the major defense establishments of the world.

ASELSAN, with the firm belief that "a country's technological wealth is composed of the various technologies in its possession", allocates about 7% of its yearly turnover to R&D projects, which it finances through its own resources. ASELSAN has in its employ 3,514 staff members, 1,855 of whom are engineers. With engineers making up 53% of its staff, ASELSAN has 1.472 of these engineers working on R&D related projects.

Banksoft

CEO: İsmet Yurtseven

Address: Bulgurlu Mahallesi Aydınoğlu Sokak
No:21 İstanbul

Tel: +90 (216) 521 14 14

Web: www.banksoft.com.tr

Founded in 1995 to develop card payment systems software and ensure system integration, Banksoft continuously improves its services with its professional team of about 100 people. Several banks in 8 countries have chosen Banksoft for their card payment software needs.

Banksoft offers turn-key services for the payment system software needs of the banks, thus providing significant competition advantages to the Banksoft's client banks.

Banksoft software products successfully support high capacity, significant volume and excellent performance in today's demanding banking operations. Thus, high performance, high quality, availability and functionality are attained. Now, Banksoft has reached a position where company competes with international competitors.



CEO: Alim Küçükpehlivan

Address: Ehlîbeyt Mah. Bayraktar Center No:114 A
Blok D:41 Çankaya Ankara

Tel: +90 (312) 473 70 80

Web: www.basarsoft.com.tr

Basarsoft was founded in 1997 by an experienced staff in Geographical Information Technology. With more than 130 staff, located in 3 offices, Basarsoft creates solutions in Geographical Information System, Navigation and Location Based Solutions. Basarsoft is the distributor of Pitney Bowes Business Insight (formerly MapInfo) in Turkey. Basarsoft re-sells, develop projects and give training of MapInfo GIS technologies.

Basarsoft has an R&D Office in METU Technopolis, Ankara. Basarsoft has developed a connected navigation system, easy to tailor with respect to customer requirements. Basarsoft's field teams continuously sweep the field to collect most up to date and correct navigable map database for Turkey and Northern Cyprus. Basarsoft has also started to collect 360 degree images of Turkey.

Basarsoft developed the biggest GIS system in Turkey for Turk Telekom. The whole cable and infrastructure is digitized and managed with GIS. There are more than 1000 users online in 81 provinces.



CEO: Hakan Özyenen

Address: Eski Üsküdar Cad., VIP Center, Kat: 2,
Kozyatağı, 34752, Istanbul / Turkey

Tel: + 90 (216) 469 87 39

Web: www.biscozum.com.tr

Founded in 1994, BIS is a leading technology and service provider delivering packaged application solutions as well as custom software development, frameworks, integration, migration and consulting services. The company provides industry-specific business solutions for financial, energy, and professional services companies to help them go beyond their competition. BIS' core businesses include banking, capital markets, lending, human capital management and infrastructure. Over the years, BIS has gathered the ability and scale to create innovative business solutions that address specific client needs for reliable, low-risk, high-performing, and stable solutions with reduced cost of ownership. BIS' talented pool of people who possess both on-the-job expertise and project management skills work closely with clients every step of the way to help projects be delivered on time and within budget. Today many leading enterprises rely on BIS for their mission-critical business solutions. The company was recognized as one of the top 10 fastest-growing software companies on the 2007 Interpromedya Top 500 ICT Companies Ranking of Turkey.



CEO: Burçin Bircanoğlu

Address: Sultan Selim Cad. Lale Sokak Mavihan
Apt. No3 K.2-3 İstanbul

Tel: + 90 (212) 319 97 00

Web: www.bircom.com

Founded in 1972, Bircom is a telecommunication company providing products and solutions fitting the needs of Turkish telecommunication sector. Bircom's customer portfolio is composed of Telecom Operators, Call Centres, Large Enterprises and system integrators, VARS's.

Bircom's product and services portfolio is designed to meet these customer groups.

Bircom is the leading CPE supplier for the Telecom operators, who have been offering these cost cutting CPE solutions to their corporate customers since the last 4 years. Products offered by Bircom to Telecom operators are, VoIP / GSM gateways, CPE solutions for Triple Play applications, and also services related to these products such as localization, sales and technical trainings, field support, help desk, presales engineering.

Bircom has a large reseller network providing it self with 300 sales points across the country. These system integrators and value added resellers are offered with a wide selection of telecommunication peripheral solutions from world leading brands.



CEO: Birol Baysal

Address: Ankara Tek. Gel. Bölgesi Bilkent 5.Cad.
Cyberpark Vakıf Binası 2.Kat No:215 Ankara

Tel: + 90 (312) 266 56 76

Web: www.bnbcons.com

BNB is a management consulting company operating in the Statistics, Economics and Information Technologies (IT) areas. BNB was founded in May 2003 by a group of consultants and with support of academicians from universities. BNB offers following services to its clients;

Statistics

- Project identification, Project management, Survey and research organization, Data collection and analysis, Project monitoring, Need analyzing, Future projections, Reporting

Economics

- Developing financial models, Preparing feasibility studies, Preparing offers, Preparing tender documents, Preparing analysis of the project, Preparing data analysis, Negotiations with the local and foreign investors/ creditors.

Information Technology

BNB has involved in developing some institutional IT projects in Turkey with national and multinational companies. BNB has focused on IT based data collection and process works.



Deputy General Manager: Erdem Özsaruhan
Address: Büyükdere Sok.No:112 Esentepe-Şişli
Istanbul
Tel: + 90 (212) 355 51 00
Web: www.borusantelekom.com

Borusan Telekom is Vodafone Turkey Group Company and Turkey's first one of the leading alternative telecommunications operators. It has been operational since 1996 and became the first operator with a Type A License to sign an interconnection agreement with Turk Telekom in 2004.

Borusan Telekom, with the aim of carrying its internet service provider leader position into corporate voice services, increased its revenue by more than 100% every year since 2005.

Borusan Telekom obtained Infrastructure License in August 2007 and signed Bitstream Access and Local Loop Unbundling Agreements in May 2008. The company has focused on making fiber infrastructure investments in year 2008 in order to provide higher quality services at more reasonable prices.



CEO: Abdurrahman Keklik
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İçerenköy Istanbul
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Web: www.compro.com.tr

ComPro Bilgi Teknolojileri A.Ş. was founded at mid-1998 to provide solutions, consultancy and support services in enterprise IT area. With a team of average 15 years' experience all specialized in their fields, it aims to provide quality solutions and services meeting the technology demands of especially enterprise customers, who generally require a higher level of expertise. For this purpose, ComPro gives special emphasis upon training, expertise and certification in its service areas, develops business relationships in accordance with its targets and recognizes the importance of close partnership with distinguished product suppliers.

ComPro is IBM Premium-level Business Partner for Power, System x, Storage, Software and Services products, the only first-tier partner in Turkey that can buy directly from IBM, again the only partner in Turkey certified for Dynamic Infrastructure Specialty, Microsoft Gold Certified Partner, Oracle Solution Provider and Cisco Reseller.



CEO: Ömer Siso
Address: ODTÜ Teknokent Galyum Blok Zemin Kat
No:2 ODTÜ Yerleşkesi Ankara
Tel: +90 (312) 210 19 20
Web: www.cozum.info

Cozum Bilgisayar was established in 1987 in Sivas by the same founder Omer SISO, is a family based company which was incorporated in 1989.

The headquarters was moved to Ankara in 1996. The company is producing software of Laboratory Information System, PACS, Tablet PC/PDA Applications, Web-based Applications, Kiosk System, Appointment System, Queue Paging System, RFID Access Control System, Patient Call and Guidance System, Web Cam Applications, Internet Applications, Mobile Health Applications, Business Intelligence Applications, Smart Card Applications and Hospital Information System in Middle East Technical University -Technopolis.

Cozum Bilgisayar sustains the model of Business Angels that is supported by big companies as Google and Yahoo, called "Business Angels" also in Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Italy, Russia, England and Spain. This association is the member of The European Trade Association for Business Angels (EBAN) that is supported by European Commission as well.



CEO: Haluk Safi

Address: Cyberplaza A Blok Kat:4 No:402, Bilkent Ankara

Tel: +90 (312) 265 04 03

Web: www.ees.com.tr

ees is a software company that provides information management system technologies for public, healthcare and defense sectors. Its customized software solutions enable the enterprises in all sizes, to accelerate the processes leading to optimized workflow management. With more than 100 employees, ees is dedicated to ensure the best value to the customers by means of its leading technology. It is the first launcher of %100 web-based Hospital Information System (HIS) as well as Document & Workflow Management System in Turkey. ees drives the industry standards in Turkish Healthcare Software Sector through its proprietary technology, which was assessed as "having national strategic importance" by TUBITAK (The Scientific and Technological Research Council of Turkey). The flexible and customizable structure of the software framework is designed for both the demands and needs of local and international markets.



CEO: Savaş Koman

Address: Sarıkanarya Sok. Yolbulan Plaza B Blok K:2 Kozyatağı İstanbul

Tel: +90 (216) 410 40 34

Web: www.elsys.com.tr

Elsys was established in 2000 with a goal of providing high quality information technology consulting services to its base-country and beyond. As a company with two offices worldwide, Elsys has the capability to reach local and international resources when needed and therefore has the flexibility of offering the best solution to the need of customers.

Our mission is to leverage both our and our customers' potential so as to ensure the progress of our customers, increase work productivity and quality, hence produce the highest possible benefit.



CEO: İsmail Bayraktar

Address: Ahi Evran Cad. No:21 Kat:15 Polaris Plaza, Maslak İstanbul

Tel: +90 (212) 346 12 22

Web: www.figensoft.com

Figensoft was established in 1997. In 2001, Figensoft entered mobile applications world by becoming Ericsson Mobility World partner. It became Turkcell partner in 2002.

Figensoft is a leading service provider in mobile services. Product categories include:

- Bulk SMS and MMS service,
- Two way (interactive) SMS services,
- Location based services,
- Mobile applications (Java, Microsoft Mobile, BlackBerry, Symbian and iPhone)
- Mobile signature,
- Mobile payment



Chairman of the Board: Halil Nevzat Yetkin
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In 1997, the Public and Private Institutions FONET computer software and technical support has been established to meet the requirements.

Using Information Technology in our country; health sector and providing services of international standards for health institutions have the work carried out intensive Our company, developing technology and related legislation, closely followed by itself is kept up to date. Serves all FONET hospitals, health information systems aims to reach international standards in the field.

Information Management Systems is one of the most important tools shaping the future. In shaping the future of information management systems FONET aware as an IT company, integrated information management systems, data processing, data mining has focused on issues such as work.



CEO: Cenk Angın
Address: Eski Üsküdar Caddesi Çayırözü Sokak
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Web: www.gittigidiyor.com

GittiGidiyor is Turkey's leading online marketplace company that offers auctions, stores and fixed price listings. It was founded in 2000 by local entrepreneurs in Turkey and is headquartered in Istanbul. Auctions began at 5 February 2001. With more than 5 million registered users, over 500 thousand daily visitors and over 2 million listings at any given time.

GittiGidiyor.com is the most frequented shopping mall in Turkey Since 2001, 8 million sales have been successfully completed with No Risk System which was invented by GittiGidiyor in 2001. On May 3rd 2007, eBay acquired a minority stake in GittiGidiyor.com

In GittiGidiyor there is a wide range of products from mobile phone to camera, PC to clothing, jewelry to video games and also collection materials like money, stamp, prayer beads, book etc.

Over 300 thousand sellers can reach hundred of thousand customers 7 days 24 hours non-stop all around in Turkey with GittiGidiyor's high technology infrastructure, services designed for different seller profiles and intense advertising activities.

GittiGidiyor pioneered in Turkish e-trade with its No Risk System (February, 2001), Affiliate Program -pay per click system- (August, 2005) and mass media campaigns (November, 2005).



CEO: Fatma Nur Gökman
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Bölgesi Plaza Ofis No:724-726-738-739-741-743-
744-745-746-830-83 İstanbul
Tel: +90 (212) 465 01 75
Web: www.hititcs.com

Hitit Bilgisayar Hizmetleri Dış Tic Ltd. Şti. is a developer of airline systems, providing solutions for all key areas of airline operations and loyalty management for clients globally. With the Crane FF Loyalty Management System, Hitit has set new standards in airline management solutions, establishing a respected brand name in the airline industry.

From Virgin Blue in Australia, to Icelandair in the North Atlantic, Hitit provides solutions and support for 17 airlines around the world on various projects. Hitit holds ISO 9001:2000 and 27001 certification. Hitit's products are also sought after by companies in the banking, telecommunications and education sectors.



CEO: Fatma Nur Gökman
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Tel: +90 (212) 276 15 00
Web: www.hititcs.com

Hitit Bilgisayar Hizmetleri Ltd. Şti. is a developer of airline systems, providing solutions for all key areas of airline operations and loyalty management for clients within Turkey. With the Crane FF Loyalty Management System, Hitit has set new standards in airline management solutions, establishing a respected brand name in the airline industry.

Turkey's flag carrier, Turkish Airlines, as well as Turkey's second largest airline, Pegasus Airways utilize Hitit's functional and user friendly systems, along with Sun Express, the carrier jointly owned by Lufthansa and Turkish Airlines.

Hitit's senior team has a solid background in airline operations and IT spanning 30 years. This experience combined with a large group of young and bright professionals, makes Hitit's products a unique blend of modern technology and established standards in the airline industry.

Hitit holds ISO 9001: 2000 and 27001 certification. Hitit's products are also sought after by companies in the banking, telecommunications and education sectors.



CEO: Tuğrul Mançuhan
Address: Tübitak Marmara Araştırma Merkezi Teknoloji Serbest Bölgesi Ibttech Binası Tübitak Gebze Yerleşkesi Kocaeli
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Web: www.ibtech.com.tr

IBTech, a subsidiary of Finansbank, was established in May 2005. It is located on the campus of Scientific and Technological Research Council of Turkey (TUBITAK). IBTEch is the only banking technology company accredited to be in this zone, exchanging know-how with government institutions and benefiting from technology incentives for its research projects. Besides the utilization of technology, IBTech is producing technology and innovation as well. Some of the granted projects are; CRM analytics software, Next Generation Call Center Desktop Application software, Fraud Detection software...

As of May 31 2010, IBTech has 487 full time employees, all with know-how in banking technology.



CEO: M. Kemal Cılız
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Tel: +90 (212) 356 55 80
Web: www.infonet.com.tr

InfoNet was established in 1995 due to the need of project and consultancy services for institutional net security, information security and system integration. InfoNet has its signature under many successful projects about Internet and Intranet security and system integration. It is also Turkey distributor of world leading security products-Trend Micro, ISS, RSA, Websense, WebTrends, Network-Intelligence, Crossbeam, Safenet, SPI Dynamics and the Platinum Partner of Checkpoint.

Infonet was the first to launch Managed Security Services for the SMB market with the co-operation of Checkpoint S-box product line. Infonet's mission is to increase the security awareness and knowledge in Turkey and to enable companies to make more business on Internet. Infonet also provides security trainings and is an Authorized Training Center for Checkpoint and Internet Security Systems (ISS).

Infonet has 2 offices; one in Istanbul and one in Ankara. Infonet has 40 employees, most of them are security engineers.



CEO: Aydın Ersöz

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Tel: +90 (212) 329 70 00

Web: www.innova.com.tr

iNNOVA Bilişim Çözümleri A.Ş. is a leading software developer and integrator in Turkey which provides innovative software solutions and services, covering the entire project lifecycle from consulting, design, application development and integration, to support. Established in September 1999, iNNOVA serves its bluechip client base from main offices in İstanbul and Ankara, a manufacturing facility for kiosks, a sales office in Dubai, as well as support centers in various cities.

The Company employs 450 people, 400 of which are technical professionals and industry experts. The technical team is comprised of highly skilled and experienced individuals competent in a variety of current technologies and platforms.

The company is a fully owned subsidiary of Turk Telekom since August 2007.



CEO: Serdar Tunaoğlu

Address: Kore Şehitleri Cad. Kaya Aldoğan Sok. No:16 Zincirlikuyu İstanbul

Tel: +90 (212) 288 31 00

Web: www.karel.com.tr

Karel designs and manufactures communication systems which respond to different requirements of enterprises of any scale and support modern technologies, as well as peripheral components which work with the mentioned systems such as special telephone sets, softphone, IVR- voice-response systems, call recording systems, FCT mobile terminals, call reporting softwares, unified communication, call center solutions for both domestic market and exports to more than 20 countries under its own brand. Karel also conducts the design and sales of telecom products such as wireless communication systems and VoIP gateway products; realizes network projects which ensure data and voice integration, as well as turn-key work force of projects for public and private sector organizations.

In addition to Turkey, Karel is also the leader of the Middle East and Africa region in the PBX market. The number of installed systems by Karel in Turkey is over 500,000. More than 50% of corporate communication traffic in Turkey is realized via Karel systems.



CEO: Mehmet Ali Akarca

Address: Ünalın Mah. Ayazma Cad. Çamlıca İş Merkezi B3 Blok Üsküdar İstanbul

Tel: +90 (216) 556 30 00

Web: www.koc.net

Koç.net was founded in 1996 with the purpose of establishing a broadband network and the Internet infrastructure of Koç Group companies. The name of the company was changed to Koç.net Communication Technologies and Services in August 2000, as the company continued its rapid development in broadband network and the internet infrastructure area.

Koç.net provides access services, security services, hosting and ASP services, campus services, multimedia services, data services including VISIP services with its high technology and nation-wide infrastructure and voice services to its corporate customers by the A type "Long Distance Telephone Services License" (UMTH) granted by the Telecommunications Authority in 2004.

Koç.net is especially focused on meeting local needs of international players within EMEA and Caspian countries with the expertise and in-depth knowledge of telecommunications infrastructure. www.koc.net

Koç.net has been providing ADSL and telephone services to the individual market since August 2008 with its brand named BiRi. www.biri.com.tr



CEO: Murat Kalaora
Address: Sirçacı Sok. 18 Rumelihisari İstanbul
Tel: +90 (212) 257 10 48
Web: www.MagiClick.com

MagiClick Digital Solutions is an interactive technology, design & marketing agency that provides expertise and resources to help companies build stronger & more profitable relationships with their customers, employees and business partners.

With a full-time work force of 70 people MagiClick is the largest digital agency in Turkey and one of the largest and most successful agencies in the region.

Since its inception in 1996, MagiClick has successfully served many multinational companies & brands including Abbott, Activia, Axe, Aviva, Dexia, Danone, Efes Pilsen, Finansbank, Fortis, GlaxoSmithKline, Global Investment Holdings, GulfOil, HSBC, Novo Nordisk, Pegasus Airlines, Rexona, Siemens, Taris Olives, Vestel Group, Vodafone and Yapi Kredi Bank.



CEO: Şevki Kuyulu
Address: 4. Levent Sanayi Mah. Manolya Sok.
No.3 Kat.2 Kağıthane İstanbul
Tel: +90 (212) 385 03 00
Web: www.milleni.com.tr

Millenicom, presenting economical and high quality service in telecommunication field, reflects its international experience achieved especially in Europe telecommunication market to its entire works in our country. Millenicom and Millenicom Turkey, which started its operations in 2004, are under the roof of European Telecommunication Holding. European Telecommunication Holding (E.T.H. AG) which is a Germany centered Turkish company, has respectable brands like Alovatan and Mobi while protecting its market leadership in various European countries in different fields of telecommunication industry.

Millenicom Turkey, which has A Type Long Distance Phone Service (LDPS) and Internet Service Providing (ISP) licenses given by Telecommunication Foundation, presents very high quality and economical voice service with interconnection processes completed with Telekom, Turkcell, Vodafone and Avea as well as high speed and performance broadband internet access across the country.



CEO: Levent Aydoğan
Address: Mustafa Kemal Mah. 2127.Sok. MKM İş
Merkezi No.38/1 Çankaya Ankara
Tel: +90 (312) 219 70 25
Web: www.mobiliz.com.tr

Mobiliz was founded in 2004 by a technical staff whose experience in the sector is more than 20 years to develop integrated system solutions in telecommunications and information technology fields in parallel with the latest technological advances. Mobiliz provides web based high-tech system solutions basically in the telematics field to professional user groups to achieve e-business intelligence.

Strengthened by a staff of specialists, Mobiliz is the gold partner of Turkcell since 2006. Besides its Head Office and R&D Department located in Ankara, Mobiliz has a branch office in Istanbul and provides aftersales service throughout the whole Turkey.



CEO: Suat Eser

Address: Gazeteciler Mh. Hikaye Sk. Yapıt İş Mrk.

No:7/2 İstanbul

Tel: +90 (212) 272 07 47

Web: www.mobisis.com

Founded in 2003, Mobisis is the leader for Enterprise Mobility Solutions in Turkey as the only Premier Business Partner of Motorola. Focused on Auto ID and Data Capture solutions, Mobisis works directly with Motorola EMB, Zebra and Datamax to provide enterprise customers mobility, warehouse automation, mobile sales, manufacturing automation, RFID and barcode printing solutions.

Mobisis has extensive experience on SAP, Oracle, AS/400 integrated solutions. Mobisis is the Professional Services Provider of Motorola, and provides the manufacturers warranty for Zebra and Datamax printers in Turkey.

Mobisis has been the preferred partner of the top logistics, cargo and retail companies, supporting over 15.000 terminals and printers on the field.



CEO: Uğur Yıldırım

Address: Fulya Mah. Mevlüt Pehlivan Sk. No:12

Multinet Plaza Şişli/İstanbul

Tel: +90 (212) 336 88 00

Web: www.multinet.com.tr

Multinet Corporate Services Co. was established in 1999, with the idea to solve corporate needs with smart card technology, for the first time in the world. Initially, Multinet, convert vouchers system, which companies use to meet the food expenses of their employees, to electronic payment system. This service, which is called Restonet, formed the first step of "multiple network" meaning and "single card countless service" mission, which lies under the name of "Multinet".

The idea to use smart cards not only for food expenditures, also for other corporate needs, formed the foundation of Multinet's today's success. Multinet has got 26.000 pos terminal in affiliated partners such as; restaurants, hotels, gas stations and stores all over Turkey. Multinet furnish services to 10.000 corporate customers, and Multinet Smart Cards are being used by 330.000 people every day.



CEO: Güven Bostancı

Address: Kore Şehitleri Cad. No 29 Esentepe Şişli
İstanbul

Tel: +90 (212) 318 80 80

Web: www.bostancigroup.com

Founded in 1990, Ormas has grown to become a successful value added services provider partner of all telecom operators in Turkey. Ormas is a value added services provider, telecommunications solutions provider, system integrator and software services company. Specialization areas of Ormas are IVR based systems, video streaming solutions, SMS-MMS and 3G based applications, call center setup and management, PBX and hosted PBX installations, value added service platforms development and custom telecommunications solutions consulting and development.

Ormas has the mission of enabling its customers to have better business processes, operational efficiency and competitive advantage by providing extremely customizable telecommunications solutions. Being on the edge of technology for years and excited about the spread of high capacity data networks among users, Ormas will continue to develop value generating communications platforms and services in Turkish and foreign markets.



CEO: M.Fatih Gelmezgil
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Founded in 2003 to deliver end-to-end information technology solutions for its customers. Proline has been projecting and offering a wide range of IT products and complementary products and services such as hardware, software, system integration, maintenance agreements, networking, security solutions, also selling directly to wide range of customers from Small Business to Enterprise accounts and Government. Proline is one of the most innovative and leading system integrator company with now more than 200 employees in Turkey. Proline's county wide organization deliver services and available for all support call 24hours a day, 7days a week. Proline has strong references in government and corporate sectors. Proline is working with leading vendors. Proline's expertise in all IT Solutions from project consulting to implementation and support services.



CEO: A. Sami Ezberci
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Web: www.sekom.com.tr

Since its 1992 founding, Sekom İletişim Teknolojileri Sanayi ve Ticaret A.Ş. has grown to become a specialist networking solution provider and a systems integrator in delivering advanced communications capabilities. We help our customers plan, install and support their networks through high performance-reliable products and our service excellence. We also enable our customers to quickly upgrade and expand their networks to meet changing user needs.

We conduct our business with a strong focus to ensure fair and trustworthy relations are maintained and developed with our employees, customers and suppliers. We continuously enhance our knowledge-base with a strong emphasis on training and generously share our knowledge with our internal staff as well as with the industry.



CEO: Levent Arslan
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Sestek is a high-tech company active in business areas regarding speech and communication technologies, call center applications and customer services automation. The company, aiming to advance continually with its well-qualified staff of professionals, outshines its competitors not only with its cost-reducing and productivity-increasing solutions but also with its life-easing products for the disabled.

Having accomplished many "first"s since its inception in 2000, Sestek has gone far beyond technology tracking and has become a followed leader itself. The company has proven its uniqueness by developing the world's first and only voice conversion product for commercial use as well as with its unrivalled Seamless Agents and Speech Analytics softwares. Sestek, which has acquired GVZ Ses Tanıma Teknolojileri company in 2007, has reached a broad diversity of individual and corporate customers with the solutions it offers to many different sectors from banking to healthcare services



CEO: Sırma Elif Ataç
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İstanbul
Tel: +90 (212) 315 05 15
Web: www.sigma-consultancy.com

SIGMA is committed to enabling its clients to leverage web-based software technologies in achieving operational excellence. The Company provides application consulting and implementation services to public bodies and private institutions.

We bring together 90 business and technology consultants and development, implementation, training and support teams experienced in tailoring solutions to our clients' needs and requirements. In order to control all elements of a project, our project teams include a diverse profile of skills. Our flexible approach ensures both availability of the necessary skills and resources according to the industry needs and quality of our service to secure project delivery.



CEO: Murat Güzel
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Web: www.smartsoft-it.com

SmartSoft, which was founded in 2001 to develop chip-based EMV and payment software, is today providing services for card payment systems and smartcard technology. Becoming aware of the EMV chip-based systems gap in the sector, SmartSoft effectively put its R&D company characteristics into action with EMV chip based solutions. SmartSoft, who had also entered the payment processing solutions arena in the second half of the current decade, is now among the leading companies manufacturing range of products for horizontal and vertical markets.

SmartSoft offers a wide range of products needed by the sector and provides solutions to meet their specific demands. By successfully implementing a wide array of innovative projects throughout Europe and the world, SmartSoft has now become a pioneer in the sector and enjoys a broad market share.



CEO: Recep Barut
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STM Savunma Teknolojileri Mühendislik ve Ticaret A.Ş. is the leading systems and software engineering & consultancy company in Turkey serving the defence, public and naval sectors through the innovative applications of technology and its accumulated field knowledge.



CEO: Erman Karaca
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Tel: +90 (212) 210 65 65
Web: www.tradesoft.com.tr

Established in 1996, Tradesoft Business Services is both an innovative ISV focusing on solutions for the financial services industry and a leading Microsoft Dynamics partner in the Middle East & Africa Region. Tradesoft also builds and operates state of the art ITC infrastructure for its clients and is one of the first providers of application outsourcing in the Turkish market. Tradesoft Business Services is a subsidiary of Ata Holding, has about 120 employees and approximately 300 corporate clients in Turkey and in EMEA region.

Within the context of its software business, Tradesoft Business Services is the leading supplier of software, consultancy and services to the capital markets industry. More than thirty sell-side institutions and asset managers in Turkey depend on Tradesoft's GTP family of end-to-end solutions. Additionally, more than twenty members of the Turkish Derivatives exchange and more than 150 mutual funds depend on Tradesoft solutions for their operation



CEO: Mehmet Özer
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Tel: +90 (216) 314 51 51
Web: www.tuncmatik.com

Tunçmatik is the leading power solutions company of Turkey established in 1969.

Today Tunçmatik offers solutions to the electrical power problems through out our life, beginning from personal needs up to corporate and enterprise solutions.

Our product offerings are;
UPS solutions (500VA – 800 KVA), Surge Protectors, Regulators (1-3 Phase), Notebook Adapters, Batteries, inverters, rectifiers, solar power systems and power accessories.

As the leader for power solutions in Turkish market, Tunçmatik is expanding its business in Europe, ME, Africa and Russia&CIS with new partners. Many of our products are winner of editors choice of the year by many international magazines.



CEO: Cem Çelebiler
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Tel: +90 (212) 3551700
Web: www.turk.net

TurkNet has developed a sophisticated end-to-end ERP system tailored to the Turkish telecommunications market. TurkNet's in-house ERP system automates all aspects of telecoms operations including billing and accounting (including CDR) of voice services, online provisioning of DSL lines, integrated trouble ticketing, monitoring and reporting, and telemetric integration providing automatic billing of bandwidth and power usage in our Co-location data center facility.

As Turkey's largest independent alternative fixed-line telecoms operator (not tied to a conglomerate or GSM operator), these advanced internal systems are key to providing TurkNet its competitive advantage.



Turmap is a software house established in 1995 . Turmap has pioneered many new concepts in Turkey especially in Document Management field with the aid of products like PaperPlus and DocuPlus. In 2004 Turmap has expanded into the Medical Imaging Field and has developed MediPlus Integrated Radiology Automation System

CEO: Ahmet Atalay

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Web: www.turmap.com



Deloitte Technology Fast50 Turkey 2010 CEO Survey

About the Survey

The Deloitte Technology Fast 50 Turkey Program lists the 50 technology, media and telecommunications companies headquartered in Turkey. These companies have achieved the highest rates of revenue growth over the past five years (2005 – 2009).

Every year since 2006, the Deloitte TMT industry group has simultaneously surveyed the Deloitte Technology Fast 50 CEOs to discover the secrets to their success, their hopes and fears for the sector and other key leadership issues. This survey, which was undertaken in the third quarter of 2010, was completed by almost 76 percent of CEOs in our 2010 Technology Fast 50 Turkey program. It provides insight into the issues that this selection of leading CEOs expect will drive the industry forward in 2010 and beyond.

Introduction

This year, the impact of the global economic downturn featured heavily in our survey. We asked respondents how the downturn has affected their markets, growth targets and sales cycles. We also questioned whether the economic environment has made customers more or less willing to work with fast-growing, emerging companies.

The survey then looked at how innovation, supply chain, capital markets, talent and the environment have been impacted by the economic downturn: How was Research & Development affected? Did companies have trouble raising funds? Are customers still concerned about environmental issues?

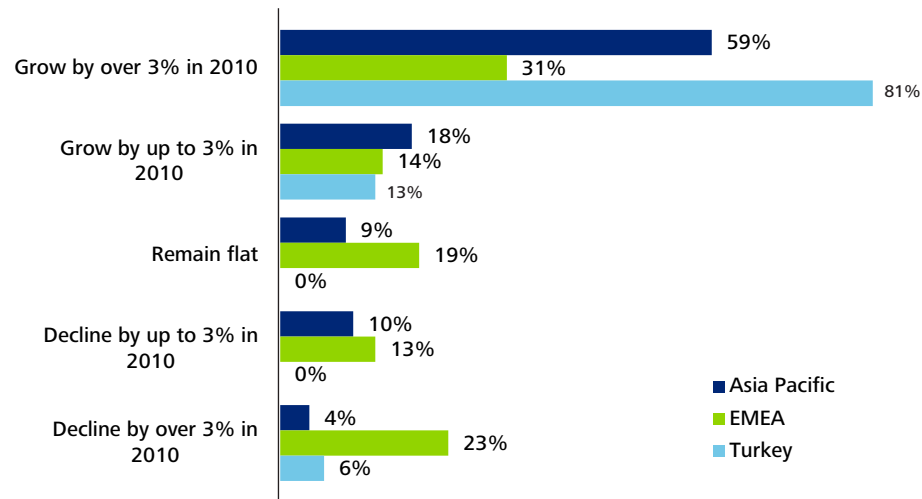
The survey also looked at the positive aspects of the current economic environment, enquiring whether companies have benefited in any way and whether technology companies were relatively well prepared for the downturn as a result of prior experience.

The answers to all these questions are compared with EMEA and Asia Pacific results. We also wanted to see how Turkish CEOs' ambitions, perspectives on growth, challenges, and expectations changed in the last years.

1. Your company's economic environment

Large majority of the respondents in Turkey and Asia Pacific are optimistic about the growth prospects of their target markets. 94% of the respondents in Turkey indicated that their market will show growth. On the other hand, the respondents in EMEA are more cautious in growth, only 45 percent of them expected some growth in their market. Of these, the largest group was also the most positive, with 81 percent of Turkish respondents answering that their target markets will grow in excess of 3 percent in 2010 and 2011. However, this positive outlook is not shared by all respondents: almost one fourth of the surveyed companies in EMEA expect a decline by over 3%, significantly higher compared to Turkey & Asia Pacific.

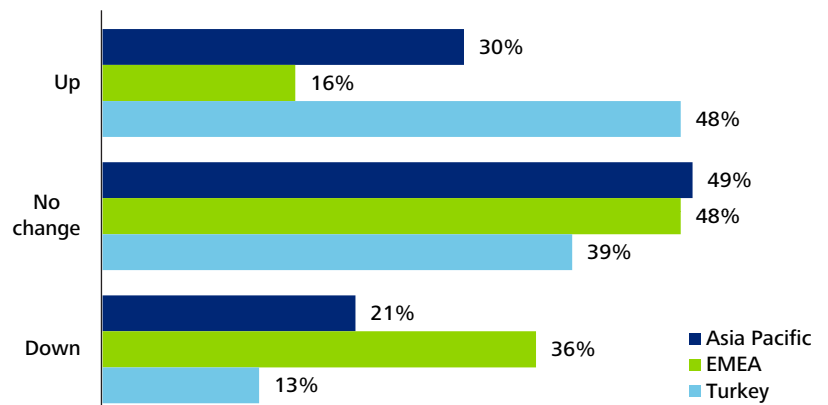
How do you expect the economies across your main target market will fare in 2010 - 2011?



2. Your growth strategy

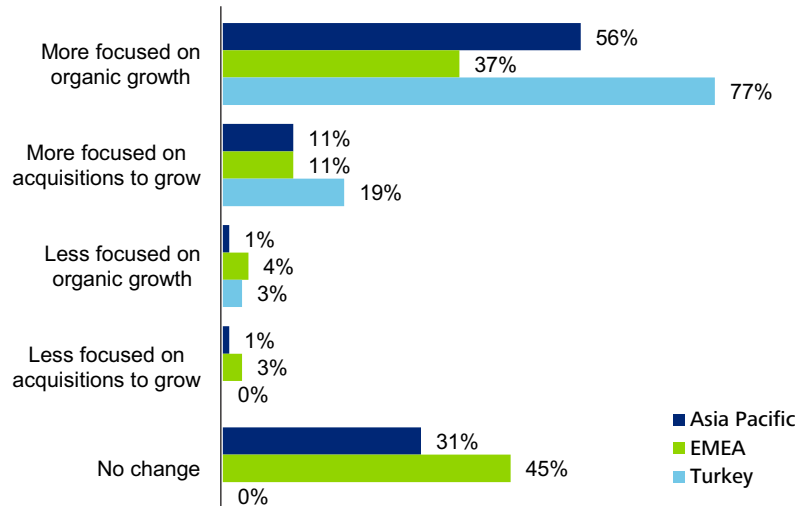
Although 2009 was marked by large-scale panic and confusion about the health of the global economy and the financial services sector, leading many companies in global to set pessimistic targets and budgets, Turkish CEOs show a promising attitude by revising their growth targets up for 2010 and onwards while only 16 percent of their EMEA colleagues and 30 percent of their Asia Pacific colleagues raised their targets up. However, a total of 36 percent of EMEA CEOs, 21 percent of Asia Pacific and 13 percent of Turkish CEOs have revised their growth targets down, indicating tougher than expected market conditions for those companies.

Have you revised your growth targets for 2010 in light of economic conditions?



When asked whether the economic backdrop has caused them to change their choice of growth levers, Fast50 winner companies in Turkey and Asia Pacific are more focussed on organic growth compared to EMEA. 77% of respondents in Turkey reported that they are more focused on organic growth as a result of the economic backdrop. This is to be expected as most fast-growing companies are focused on sales performance and operational execution. A much smaller proportion (11 percent in EMEA and Asia Pacific) responded that they were more focused on acquisitions. However this proportion is higher in Turkey (19%). This smaller proportion in EMEA and Asia Pacific indicates that only a minority of the market has the financial reserves and management ambition to strike out in the market. Growth by acquisition is bold and risky, but can bring rewards. Many fast-growing companies are looking at a sale as an exit strategy, but competition is likely to be high and sale prices might be depressed. However, in Turkey we might see an increase in acquisitions in the coming months as the last PECS (Private Equity Confidence Survey) conducted in Turkey for the second half of 2010 portray the same positive results of transactions expected to be increasing.

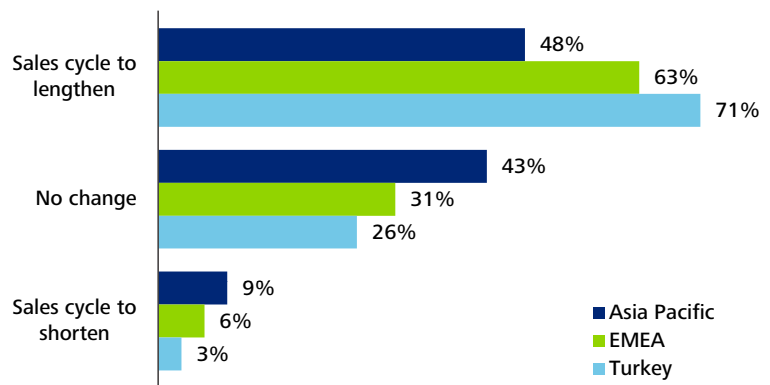
Has the economic backdrop caused you to change your choice of growth levers?



3. Your customers

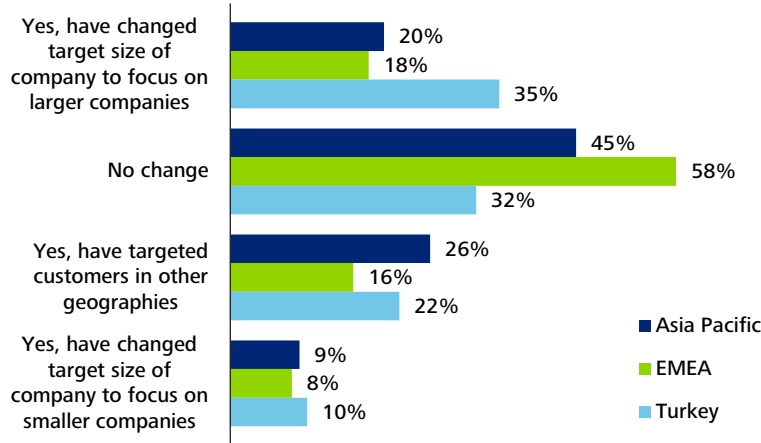
According to the survey, almost two thirds of respondents in Turkey & EMEA have found that the economic environment in their main target markets has caused their sales cycle to lengthen. However in Asia Pacific, this percentage is lower.

Has the economic environment in your main target markets caused:



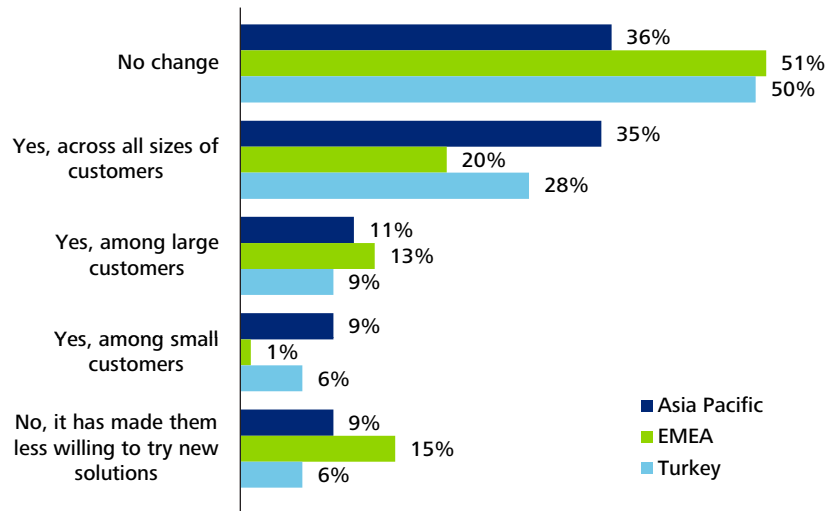
When asked whether the economic environment in their main target markets has caused them to change their target customer, 58 percent of the CEOs in EMEA, 45% of the CEOs in Asia Pacific and only 32 percent of the CEOs in Turkey responded that there has been no change. It remains easiest to sell existing products to existing customers or similar customers. Meanwhile, 22 percent of the Turkish respondents said they are targeting companies in other geographies. For many of these, it is probable they are looking to replicate their home market success by branching out. For 35 percent of Turkish CEOs, 18 percent of EMEA CEOs and 20 percent of Asia Pacific CEOs surveyed, their target has shifted to focus on larger customers.

Has the economic environment in your main target markets caused you to change your target customer at all?



As for whether the economic market has made customers more willing to work with fast-growing, emerging companies, close to half of the CEOs in Turkey (43 percent) indicated that their customers were more willing to work with fast-growing emerging companies. Of these, 28 percent said that there has been a change across all sizes of customers, 9 percent said that only large customers were more willing, while only 6 percent said that small customers were willing. Just 6 percent responded that it has made customers less willing to try new solutions, indicating that technology is still seen as a key to sustained business performance and competitiveness. On the other hand, half of the CEOs in EMEA and Turkey and just over one third of the CEOs in Asia Pacific responded that it has made no difference.

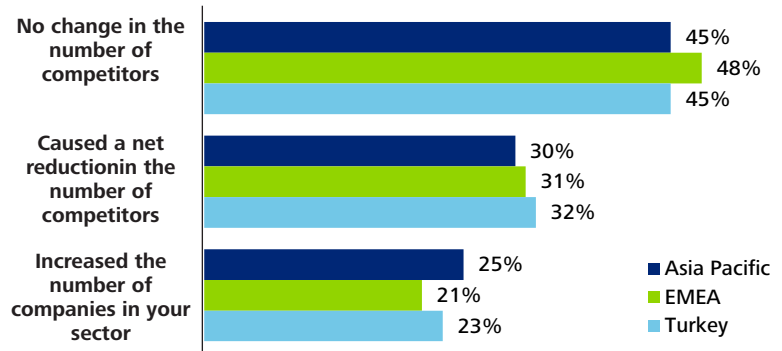
Has the economic environment in your main target markets made customers more willing to work with fast-growing, emerging companies, rather than established companies?



4. Competitive landscape

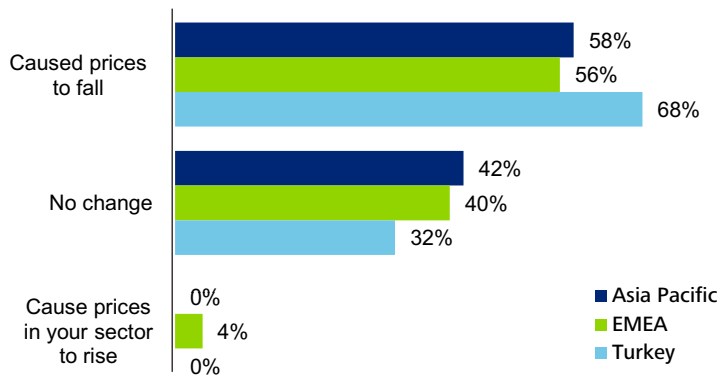
When it came to looking at the impact of the economic background on the competitive landscape, Turkey, EMEA and Asia Pacific show similar results; the overall indication is that there is a slight decrease in the number of competitors in the market. For almost half of the respondents in EMEA, Asia Pacific and Turkey there has been no change in the number of competitors in their sector. For almost one third of the respondents in the region, however, the economic environment has caused a net reduction in the number of competitors in the sector. But for about 20 percent of the respondents in the three region, the number of competitors has increased. This may be a consequence of other companies recognizing the market potential and moving in, or of competitors moving in from adjacent markets, either geographically or demographically.

Has the economic background:



One of the major hurdles to growth has been pricing pressure. Asked whether the economic background had affected prices in their sector, 56 percent in EMEA and 58 percent in Asia Pacific responded that prices have fallen. However we observe that prices are affected by the CEOs more in Turkey, close to 70 percent of the respondents indicated that they had price pressure. Only 4 percent in EMEA said that prices had risen whereas in Asia Pacific and Turkey none of the CEOs stated the prices rose. This has led to multiple problems, such as having to increase volumes to achieve similar revenue figures, or having to cut back extensively on costs and increase efficiencies to counter the pricing pressure and reduced revenues.

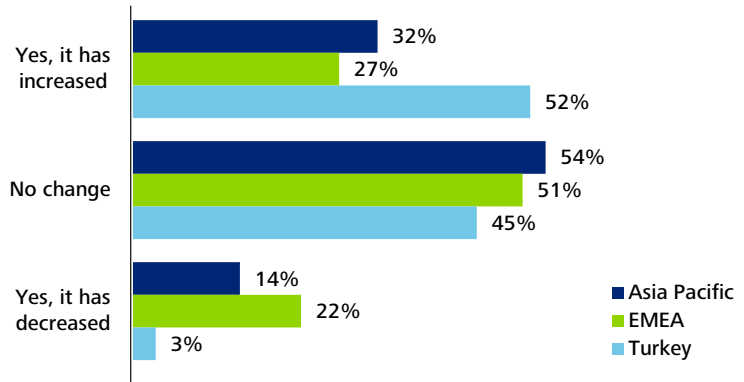
Has the economic background:



5. Innovation

Compared to EMEA & Asia Pacific, increase in R&D investment in Turkey, ify is higher. Just above half of the companies in Turkey increased their R&D spending. While half of the companies in Asia Pacific and EMEA had no change in R&D spendings, one fourth of the CEOs surveyed reported a decline in EMEA. Only 3% of the companies in Turkey reported a decrease in R&D spending. In times of economic uncertainty, companies investing in R&D will be well placed to capitalize in the upswing.

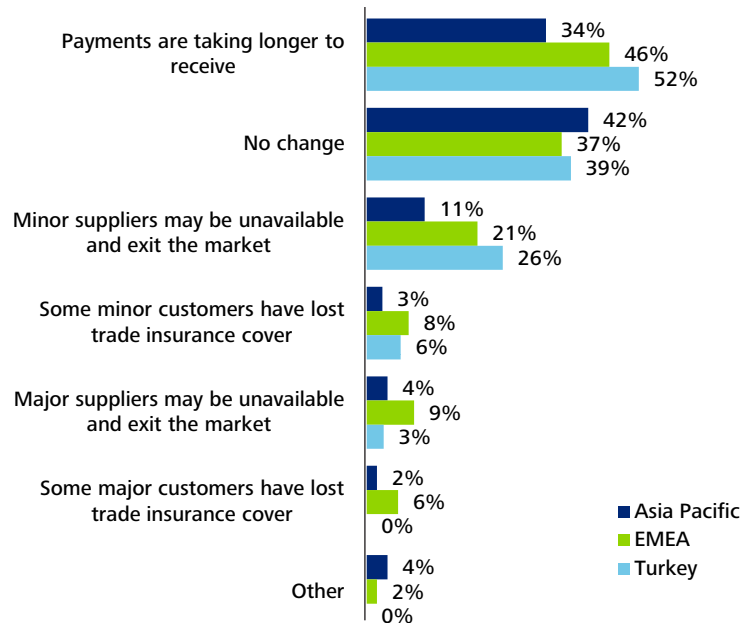
Has the economic environment affected your company's spend on R&D?



6. Supply chain

According to the survey, the supply chain has been impacted in a variety of ways. According to the survey, the supply chain has been impacted in a variety of ways. For half of the respondents in EMEA & Turkey, and one third of the respondents in Asia Pacific payments are taking longer to receive. This has an impact on cash flow, margin and profitability for many companies. For 21 percent of respondents in EMEA, for 11 percent of respondents in Asia Pacific and one fourth in Turkey, reported that minor suppliers are struggling and may exit the market. This will have an impact on companies that rely on single source suppliers: as key component suppliers fold their production may be affected. It may also have an impact on margins, because component prices may have to rise to keep suppliers viable while end-user pricing is under pressure.

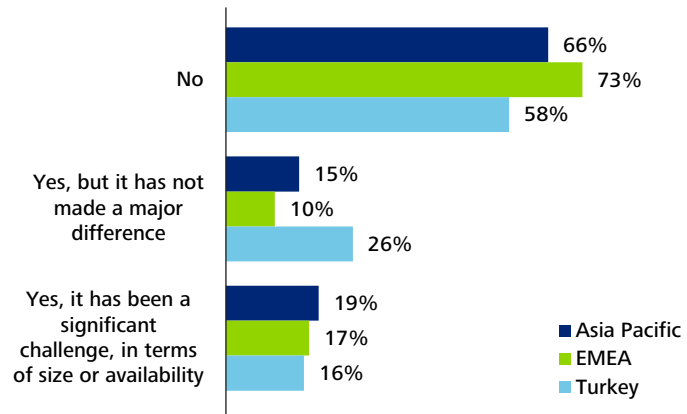
What, if any have been the impacts on your supply chain?



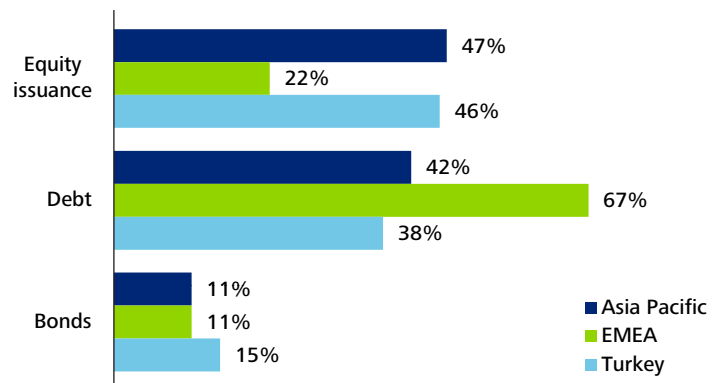
7. Capital markets

Majority of the respondents have not had trouble raising funds in EMEA and Asia Pacific, however Turkish CEOs had comparatively more trouble in raising funds compared to Asia Pacific and EMEA. When asked challenges in raising funds, majority of the respondents were positive and reported no challenges. Among those who are faced with difficulties in challenging funds, the major challenge is reported as equity issuance. In Turkey and Asia Pacific, however in EMEA it is reported as debt which is the second important challenge stated by the CEOs in Turkey. The problem of raising debt is a large scale problem for many businesses and is changing the way many businesses have to operate. Access to credit and overdraft facilities are no longer as freely available, and are generally less generous and more expensive to procure. This will put a brake on the expansion ambitions of many companies and also sort out the well-run and operationally efficient from those that were financing growth through managing debt.

Have you had trouble raising funds?



If you have, had challenges raising funds, in which areas has this been?



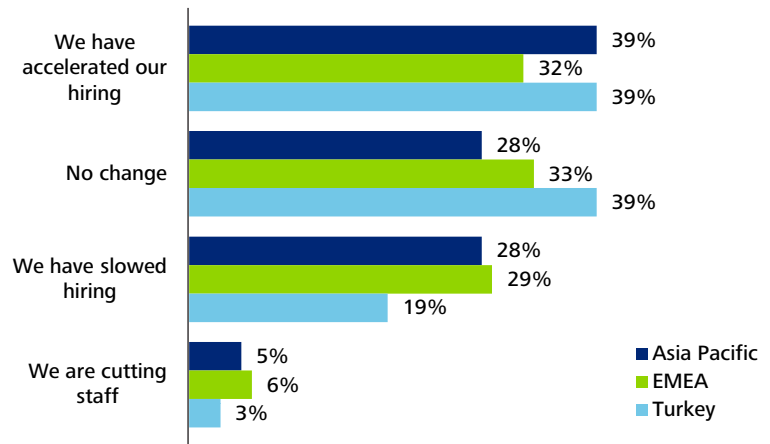
8. Talent

The responses to questions about recruitment and talent retention painted a mixed picture. For 33 percent of the CEOs in EMEA, 28 percent of the CEOs in Asia Pacific and 39 percent of the CEOs in Turkey surveyed, there has been no change in hiring. For the three region, it is a positive finding that downsizing is below 10 percent. However, 32 percent in EMEA and 39 percent both in Asia Pacific and Turkey responded that they have accelerated their hiring, but close to 30 percent in Asia Pacific and EMEA— said they have slowed hiring, whereas in Turkey only 19 percent of the CEOs indicated that they slowed down hiring.

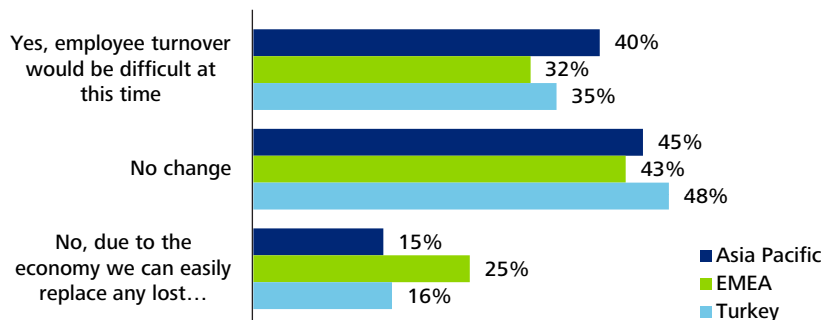
When asked about talent retention, for the three regions, almost half of the surveyed companies said there has been no change. This view, however, was not shared by all respondents in the three regions, one third expect that employee turnover to be more difficult. In contrast, 25 percent of respondents in EMEA, 16 percent in Turkey and 15 percent in Asia Pacific stated that the economic circumstances mean lost employees can easily be replaced. This is a significant change from a couple of years ago, where talent was scarce and conserving and encouraging it was a key business strength and competitive edge. Now there is more talent available, companies are willing to hire and fire more readily.

However, companies must also realize that once good times return, a reputation for employee satisfaction will again be a key ingredient in hiring new talent. Also, company culture is embodied in the workforce. It may leak to competitors as employees move, as well as being diluted if there is a lot of turnover in the ranks.

Have you changed your hiring?



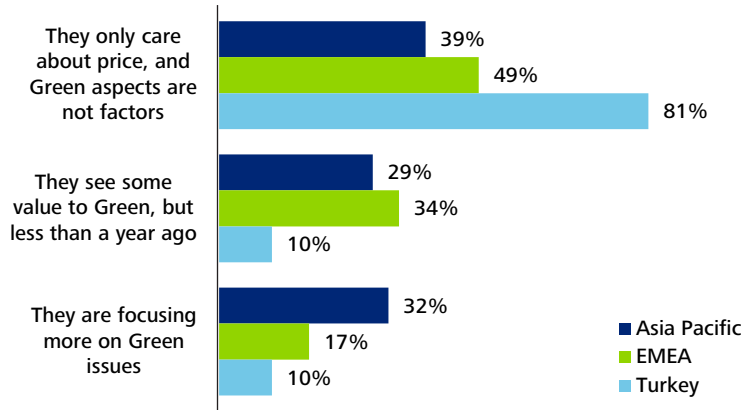
Is talent retention more important?



9. Environment

The survey responses to the question about environmental aspects were very revealing. According to 81% of respondents in Turkey, customers only care about prices and Green issues are not factors. This percentage is significantly lower in EMEA & Asia Pacific. Clearly, the economic downturn has had an impact on customers' relationship with Green aspects. In difficult times companies aim to survive, and extra cost for Green is not top of many purchasing criteria. However, for many customers a Green strategy is still important and companies must place Green issues at the forefront of their development agenda as both legislation as well as customer demand will require it. Many customers need to change their perception of Green. In many cases it can lead to operational savings, such as longer use of assets or reduced power or cooling bills, which is much more a financial excellence metric for the CFO than a purely Green message would be.

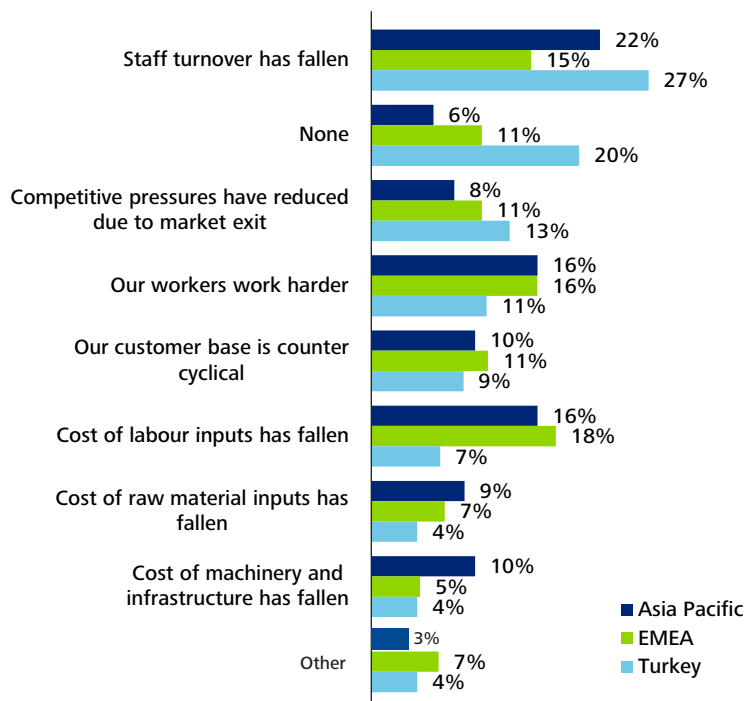
Are customers less concerned about environmental aspects?



10. Positive outcomes

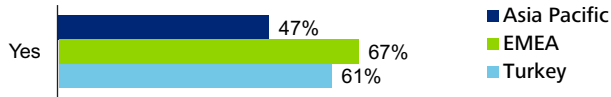
Despite the various challenges presented by current economic circumstances, a vast majority of respondents said they have experienced positive outcomes as a result of the downturn. The major positive outcome for Asia Pacific and Turkish CEOs is less staff turnover whereas for EMEA CEOs it is decreased cost of labor. The second best outcome of the economic downturn for Turkish CEOs is the decline in competitive pressures due to competitors going out of business; for EMEA and Asia Pacific CEOs, it is employees working harder. There are some CEOs (20 percent of the CEOs in Turkey, 11 percent of the CEOs in EMEA and 6 percent of the CEOs in Asia Pacific), who stated that they have experienced no positive outcome.

What are the key positive outcomes you have experienced as a result of the downturn?



Another 'silver lining' was indicated by the response to the final question. When asked whether the tech sector's previous experience of a downturn enabled companies to be relatively well prepared for this one, a large majority (67 percent in EMEA, 61 percent in Turkey, 47 percent in Asia Pacific) said yes, indicating that the tech market should be in fairly good shape once the market recovers and well placed to capture the spend once it returns.

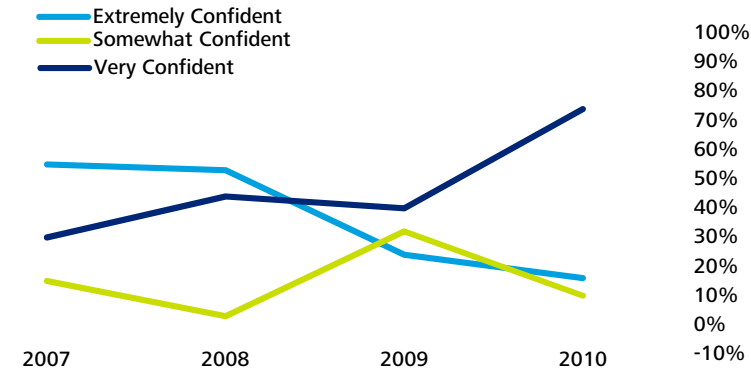
Do you think the tech sector's recent prior experience of a downturn has enabled the sector to be relatively well prepared for this downturn?



11. Secrets of Success

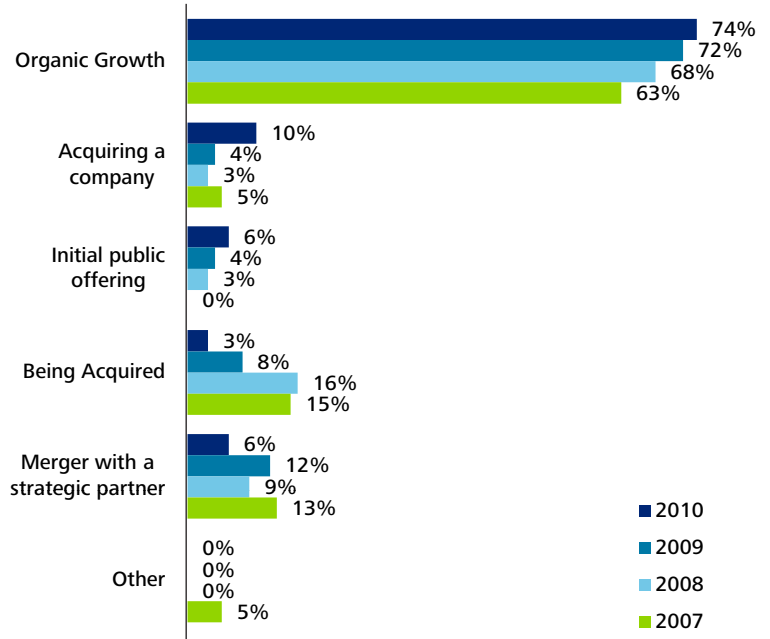
The confidence level (extremely confident + very confident) of surveyed CEOs in Turkey has always been phenomenal, however due to the economic crisis we observed a decline last year and yet started to increase again after 2009 reaching 90 percent.

How confident are you that your company will sustain its high level of growth over the next 12 months?



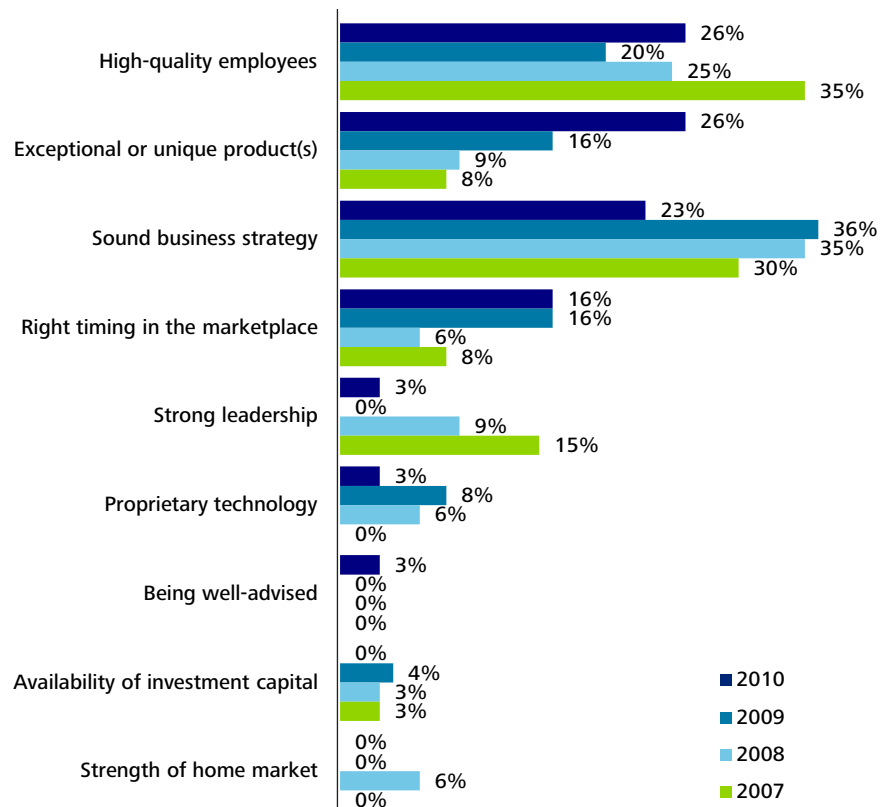
The most likely scenario for the majority of Turkish CEOs is organic growth. The number of Turkish CEOs who consider acquiring a company more than doubled compared to previous years. Although the number of Turkish CEOs who plan IPO is low, it is higher compared to previous years. There is also gradual decline in the number of CEOs who expect to be acquired.

What do you consider the most likely scenario for your company within the next 12 months?

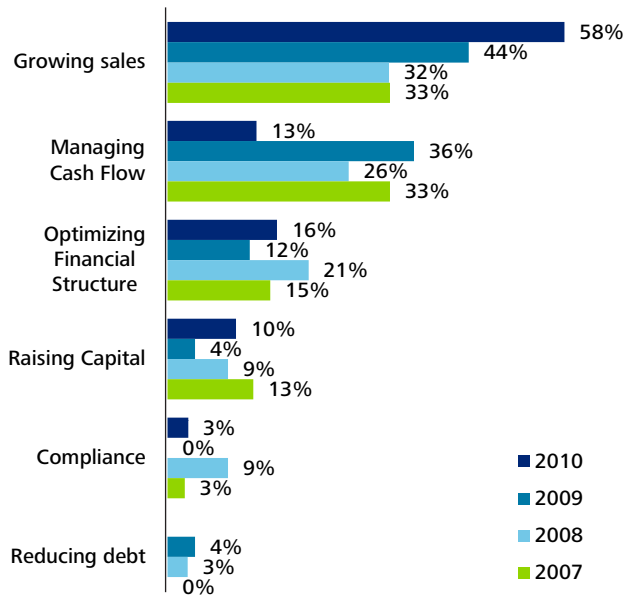


High quality employees, exceptional or unique products and sound business strategy are found to be the most important factors contributing to companies' growth. Compared to previous years, exceptional or unique products are mentioned more by CEOs surveyed. And sound business strategy lost its popularity.

Which factor has contributed most the growth of your company?

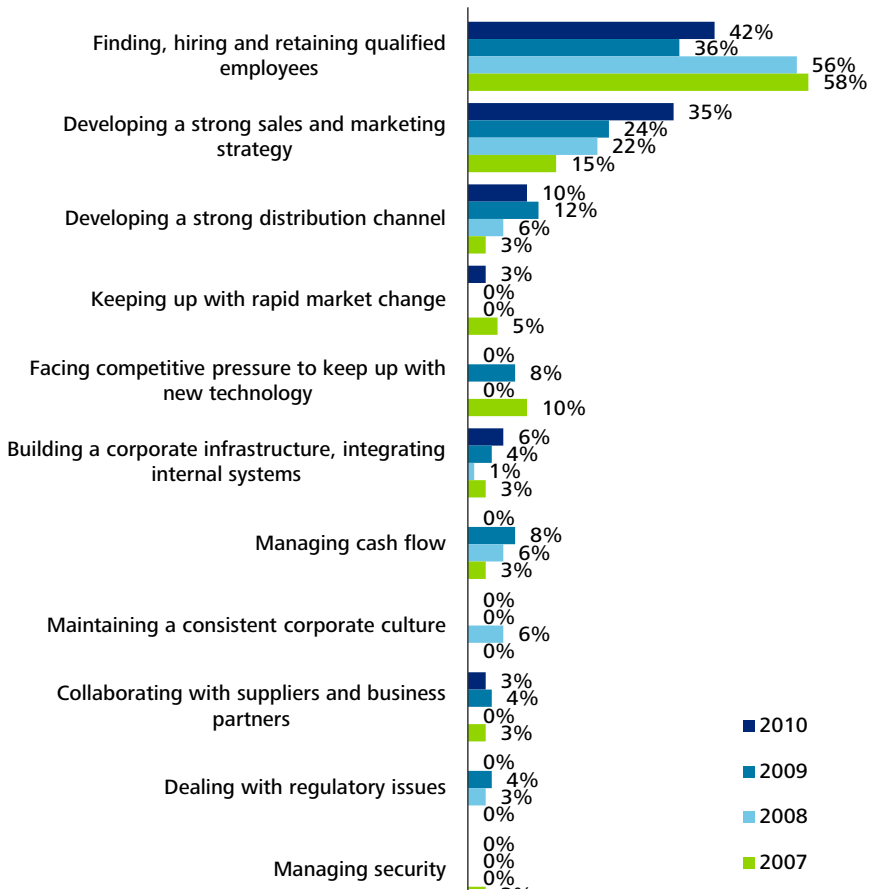


What is your biggest financial challenge?



Growing sales is the most mentioned financial challenge for the CEOs surveyed in Turkey. Managing cash flow is stated less at 2010 compared to previous years, instead optimizing financial structure emerged as the second biggest financial challenge.

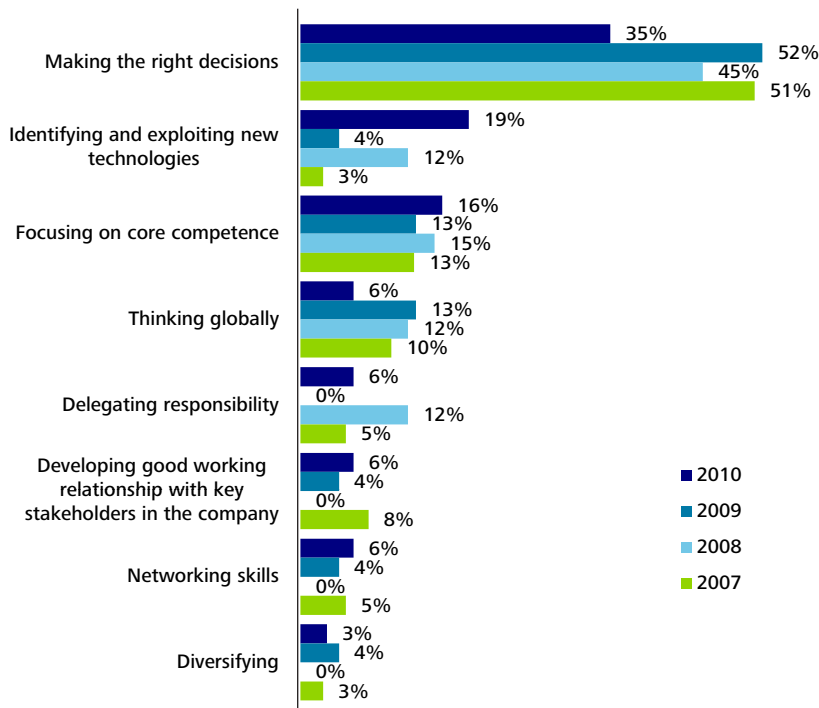
What is your biggest operational challenge in managing your company's rapid growth?



The biggest issues for managing growth is reported as attracting and retaining qualified employees and strong sales and marketing strategy which gained more importance over the years.

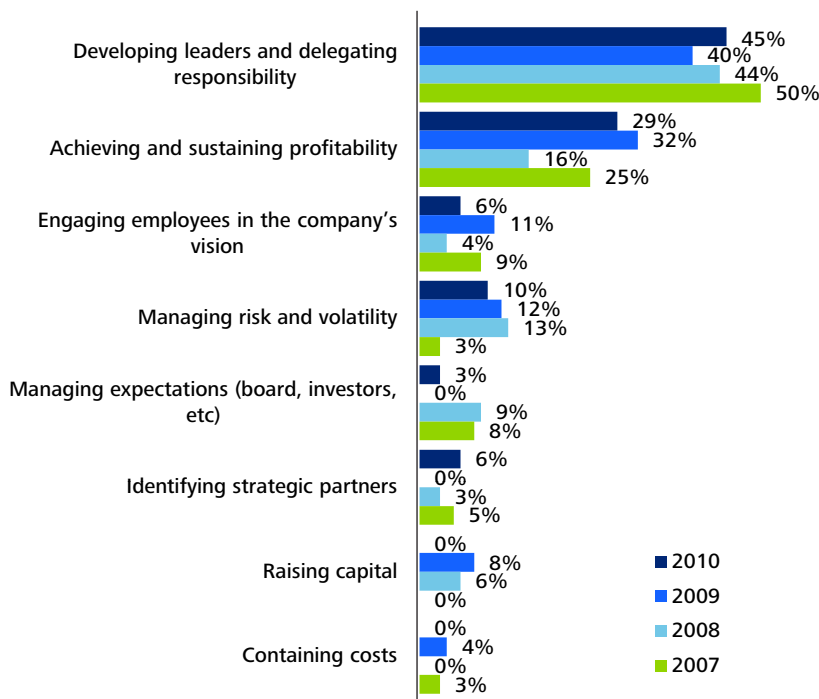
The most important skill is still seen as making the right decisions but found not as important as previous years. Identifying and exploiting new technologies gain more importance compared to previous years. It is not surprising when exceptional or unique products are started to be seen as one of the major players of company growth.

Which skill do you see as a most important for a CEO of a fast-growing technology company?



Like the previous years, the main personal challenge stated by Turkish CEOs are developing leaders and delegating responsibility followed by achieving and sustaining profitability.

What is your most important personal challenge as a CEO?



Conclusions

A positive approach

Confidence remains high among the CEOs we survey. But with the fallout from the economic recession now evident, it is clear that optimism is tempered with realism regarding growth prospects, talent and R&D. The overwhelming impression is that the downturn will not stop these high-growth companies from pursuing their goals. In total, 94 percent of Turkish respondents expected their target markets to grow in 2010 and onwards, compared to 6 percent who expected their markets to decline. Another positive indication was respondents' attitude to targets: 87 percent of CEOs have either kept their initial 2010 sales targets or revised them upwards, indicating that many are achieving previously set goals. Despite this optimism, it is clear there are many problems facing these fast-growing companies. In terms of supply chain, 52 percent of CEOs said they are finding payments are taking longer to receive, impacting cash flow, margins and profitability. A total of 29 percent of respondents said that suppliers are struggling and may exit the market, leading to uncertainty on component supply and pricing. Additionally, the average five-year revenue growth rates for this year's Technology Fast50 Turkey companies is 762 percent, which is a step down from 2.721 percent last year, however still above from 2006, 2007 and 2008 average growth results.

Adapt to survive

In the face of these challenges, many companies showed a willingness to adapt and pursue new strategies. For 77 percent of Turkish CEOs, the economic backdrop has caused them to be more focused on organic growth. A smaller proportion, 19 percent, said they have become more focused on acquisitions. The downturn has caused many companies to change their approach to the market. While 32 percent of respondents said they have not had to change their target customer, the remaining 68 percent said the economic environment has caused them to make changes. Of these, 35 percent said they have changed the target size of customer to focus on larger companies, 23 percent said they are targeting customers in other geographies, and 10 percent are focusing more on smaller companies.

Talent

Last year, finding, hiring and retaining qualified employees was the biggest operational challenge in managing growth. This year, only a third of respondents indicated that employee turnover would be difficult, with 16 percent saying it would not be difficult to replace lost employees. This is a significant shift in both attitude and market conditions. Companies can be more flexible in human capital in these times, but must bear in mind additional factors that may influence the ability to hire quality in the future as conditions improve.

Going Green

There has been a change in attitude towards environmental issues among customers. A total of 81 percent of respondents said customers only care about price and Green aspects are not a factor. This percentage is significantly lower in EMEA & Asia Pacific. Clearly, the economic downturn has had an impact on customers' relationship with Green aspects. The challenge is that tough times bring out a razor focus on costs and efficiencies. Unless backed by legislation, Green issues are often an added cost that many companies can do without.

Looking ahead

Many Turkish CEOs have their eyes firmly fixed on the future. When asked if the economic environment has affected their company's spend on R&D, 45 percent said there has been no change and 52 percent said they have increased R&D spend. In addition, 58 percent of companies said they have not had trouble raising funds, despite the difficult times. This investment in the future will set them up to be competitive during the upturn.

Success Tips

Many Turkish CEOs extremely believe that they will continue to grow over the next twelve months. The most likely scenario for the majority of Turkish CEOs is organic growth. The number of Turkish CEOs who consider acquiring a company more than doubled compared to previous years. High quality employees, exceptional or unique products and sound business strategy are found to be the most important factors contributing to companies' growth. Growing sales is the biggest financial challenge for the CEOs surveyed in Turkey. The biggest issues for managing growth is stated as attracting and retaining qualified employees and strong sales and marketing strategy which gained more importance over the years. The most important skill is still seen as making the right decisions but found not as important as previous years. Identifying and exploiting new technologies gain more importance compared to previous years. Like the previous years, the main personal challenge stated by Turkish CEOs are developing leaders and delegating responsibility followed by achieving and sustaining profitability.

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