

# Technology Fast50 Turkey 2007

Winners and CEO Survey

*Claim your place in the  
leading pack*

# Contents

<b>Foreword</b>	<b>1</b>
<b>Overview</b>	<b>3</b>
<b>Technology Fast50 Turkey Program</b>	<b>4</b>
<b>The Benefits of entering the Fast50 Awards</b>	<b>5</b>
<b>Technology Fast50 Turkey 2007 Event Sponsor</b>	<b>7</b>
<b>Technology Fast50 Turkey 2007 Partners</b>	<b>8</b>
<b>Introduction</b>	<b>10</b>
<b>Top Three Companies</b>	<b>12</b>
<b>Technology Fast50 Turkey 2007 Winners</b>	<b>15</b>
<b>Technology Fast50 Turkey CEO Survey 2007</b>	<b>28</b>
Introduction	
About The Survey	
Winning Tactics	
The Big Picture: Macro Economic Trends	
Education is Necessary	
CEO Personal Issues	
Conclusion	
<b>About TMT</b>	<b>44</b>

# Foreword

We are proud to announce the winners of 2007 Deloitte Technology Fast50, which recognizes the most dynamic and fastest growing technology companies in Turkey.

We thank all the attendees for their self-confidence and courage in participating in a world-wide program taking place in Turkey. In this second year of the program, more than hundred companies attended Deloitte Technology Fast50 Turkey and 48 of them (which was 39 last year) achieved to be in the Winner list. Congratulations to those who performed outstanding growth performance.

Since last year, Turkish TMT industry has gone from strength to strength and industry attracted several investors to invest in Turkey. During the fast half of 2007 (January to June 2007) 511M US \$ deals were closed.

Deloitte Technology Fast50 winners were also very active and commercially fast. Two of last year's winners have received investments from Private Equity funds, 3 of them signed strategic partnership agreements and found alliances to export technology and knowhow from Turkey, and two of them have been acquired by other investors in the domestic market.

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. For those who want to check how Deloitte Turkey can assist fast growing technology companies, it is in coming pages.

Furthermore, you may also find growth performance analysis of Turkey's Fast50 companies together with these Company profiles.

We thank our partners in 2007 Deloitte Technology Fast50 program, Interpro, TTGV, TESID, TBD, TUBISAD, and TBV for their collaboration and support in making this program a success. We also would like to thank Türk Telekom for being the event sponsor of Technology Fast50 Awards Ceremony.

Deloitte Technology Fast50 Turkey Winners are nominated to be placed in Deloitte Technology Fast500 in EMEA, which will be announced in November 26, 2007; we wish luck to our Turkish nominees.

Deloitte Turkey congratulates the winners of Technology Fast50 and hope that they inspire others to more success in the year to come.

Barış Öney

  
Partner  
Deloitte Turkey TMT Leader and  
Global CFA Leader in Mobile Telecoms







# Overview

Welcome to the 2007 Deloitte Technology Fast50 Turkey program, which is an objective ranking of fast growing companies based on their revenue performance over five years.

It is encouraging to see that half of 2007 winners are from last year's program, which shows us that the program celebrates the technology companies that are dedicated to growth.

Like last year, most of the technology companies come from İstanbul and Ankara; we hope that technology companies in other regions have courage to participate in Fast50 program next year.

Software companies are dominant in this year's program and the most of these technology companies believe that research and development is a key factor in their growth. Almost half of the companies in Fast50 Turkey program spent 100K-500K to R&D.

Technology Fast50 Turkey 2007 program's average growth is approximately 400% and almost ten percent of the winners have growth rate of over 1000% which indicates that these technology companies have high performance of growth.

Like last year, we conducted Fast50 Turkey CEO Survey which provides insight into the issues and opportunities technology CEOs in 2007 Winner list of Turkey expect will drive the industry forward in 2007. The survey addresses the full range of business challenges, from strategy and marketing, to operation and finance. It also looks at the growth prospects for each company over one-year and three-year time period. Results are compared to Deloitte Technology Fast500 CEO Surveys conducted in Asia Pacific, EMEA and North America in 2006.

The survey shows that once again, CEOs of Technology Fast50 Turkey have confidence that they will continue to grow and they believe that this growth securely rests on people. People are confirmed to be the key success in this year's survey as well. Managing cash flow appears to be top financial challenge. Organic growth is the most likely scenario for Turkish CEOs; yet, to acquire a company emerges as one of the likely scenario which was out of the agenda last year. There are more interesting findings of the survey in the coming pages, hope you find the results inspiring.

We are excited to witness Fast50 Turkey 2006 Winners to be involved in big projects, strategic foreign partnerships, acquisitions and we wish this synergy we created so far continues for 2007 Winners as well. We wish them all success.

Ebru Tuygun  
Technology Fast50 Turkey Coordinator







# 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 2002 and 800,000 Euros in 2006.

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](http://www.deloitte.com.tr/fast50) and  
[www.deloitte.com/fast500emea](http://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.

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.







# Technology Fast50 Turkey 2007

## Event Sponsor

Türk Telekom, the world's 13th, Europe's 5th and Turkey's leading Communication Company, delivers telephony services to its more than 18 million PSTN customers and ADSL services to more than 4 million customers. Combining its deep experience in public sector with private sector dynamics, Türk Telekom operates with the ambition of ensuring customer satisfaction, productivity and profitability, and offering high quality services.



Türk Telekom with full ownership of Innova, Argela and TTNNet, and 81 percent shares in Avea, is the only operator who offers telephony, ADSL, broadband and mobile services altogether. Türk 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: Aydınlikevler 06103 Ankara  
Tel: (0312) 313 11 21 - 555 10  
Fax: (0312) 313 19 19  
[www.turktelekom.com.tr](http://www.turktelekom.com.tr)  
[bilgi@turktelekom.com.tr](mailto:bilgi@turktelekom.com.tr)

# Technology Fast50 Turkey 2007 Partners



**TÜBİSAD**

Turkish Informatics Industry Association (TUBİSAD), 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 TUBİSAD 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. TUBİSAD 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.

Address: Meydan sokak, Meydan Apt. No.6 / 9 Akatlar  
İstanbul  
Tel: +90 (212) 352 39 73-74  
[www.tubisad.org.tr](http://www.tubisad.org.tr)



Tesid 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.

Address: Bağdat cad. No:439/4 34740 Suadiye/İstanbul  
Tel: +90 (216) 463 27 00  
[www.tesid.org.tr](http://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.

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

Address: Çetin Emeç Bulvarı 4.cadde no:3/11-12  
A.Öveçler 6450 – Ankara  
Telefon: +90 312 4793462  
www.tbd.org.tr



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 Communique 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.

Address: Cyberplaza B-Blok Kat:5-6 Bilkent / Ankara  
Tel: (312) 265 02 72  
www.ttgiv.org.tr

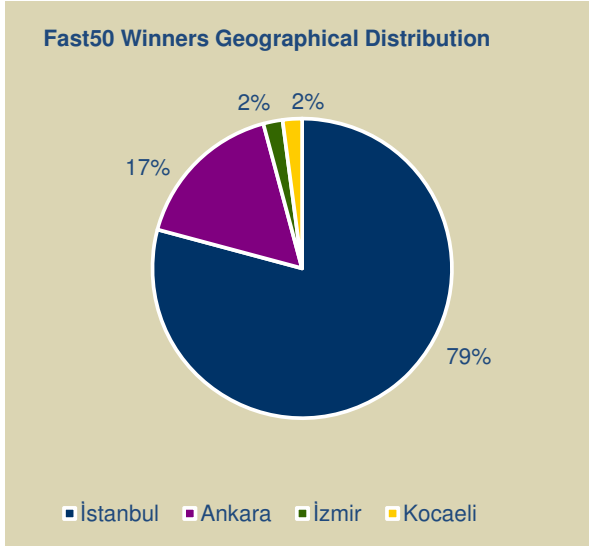


Interpro Holding, International Professional Partners for Investment and Management, is Turkey's new investment and management company which has a team of highly qualified experts and professionals with more than thirty years of executive experience.

Our mission is to support entrepreneurs who prioritize innovation, develop technologies and who transform genuine ideas to commercial products and services, to help them grow and flourish, and bring them together with local and foreign investors.

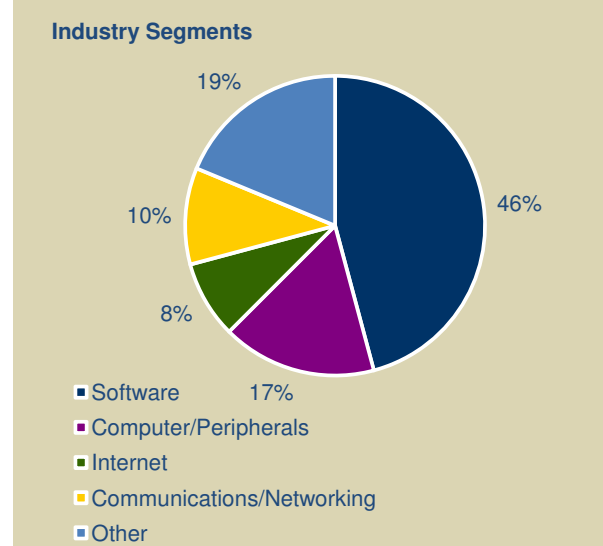
Address: Gazeteciler Mah. Saglam Fikir Sok. No 23  
Esentepe 34394 Sisli İstanbul  
Tel: +90 (212) 212 31 22  
www.interpro.com.tr

# Introduction



## Geographical Distribution

In the second year of the program, İstanbul produced the highest number of fast growing companies with 79 percent. Ankara followed İstanbul with 17 percent. Both İzmir and Kocaeli have one winning company.



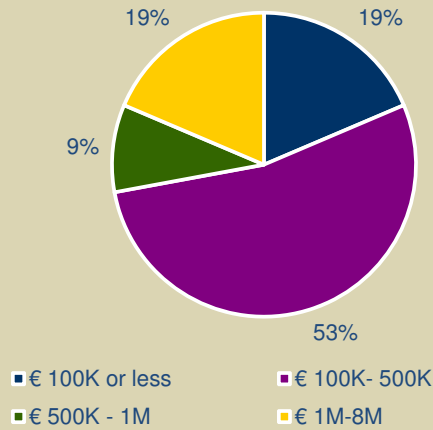
## Industry Segments

Software companies are dominant in this year's list of winners like last year but this year share of software companies slightly increased from 39 percent to 46 percent. "Other" follow "software" with 17 percent. "Payment systems-POS Terminals", "e-commerce/multi channel retail" and "IT Security" are among the ones stated as "other".

"Computer/Peripherals" is the second dominant sector among the winners with 17 percent which was 7 percent last year among last year's winners. Share of "communications/networking" winners decreased from 18 percent to 10 percent this year. Share of Internet companies raised from 1 percent to 8 percent this year. Like last year, there is no company from Lifescience/Biotech and Media/Entertainment participated in 2007 program and hope that companies from these sectors have chance to participate next year.



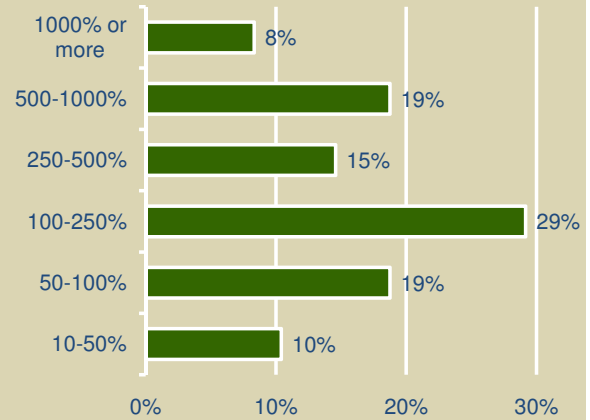
Fast50 Winners R&D



### Research and Development

53 percent of the Winners spent €100K-500K in research and development in 2006. 19 percent of the winners spent less than €100K to research and development. Companies spending €1M-8M to research and development slightly increased from 17 percent to 19 percent this year.

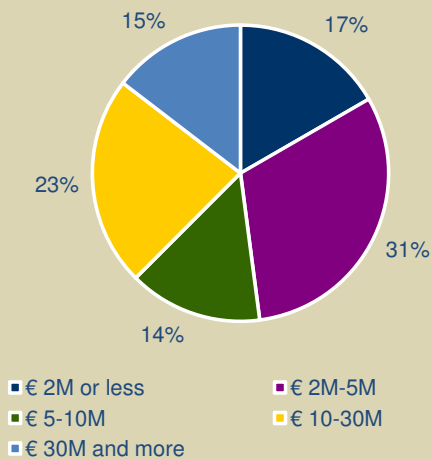
Fast50 Winners Growth Rate Distribution



### Growth Rate

Our analysis show that approximately 8 percent of the winners grew more than 1000 percent between the years 2002-2006. While 19 percent of the winners' growth rate is in between 500-1000 percent, 15 percent of the winners grew in between 250-500 percent. Only 10 percent grew in between 10-50 percent. Average of growth rate is around 400 percent.

Fast50 Winners Revenue 2006



### Revenue Levels

15 percent of the fast50 Winners' revenue is more than 30 million Euros in 2006 and it was 11 percent in 2005. €10-30 million earners follow it with 23 percent. €5M-10M earners and €2M-5M earners share the same percentage (15 percent).

## Top Three Companies



**Growth rate: 3432,95%**

**CEO:** Giray Yakup Pultar

**Address:** Beytem Plaza Büyükdere Caddesi No: 22 Kat:4  
34381 Şişli / İstanbul

**Tel:** +90 (212) 296 95 09

[www.parkyeri.com](http://www.parkyeri.com)

Parkyeri, an e-business and mobile solutions provider, is the leader in molding the excitement of new technologies into unmatched services and solutions.

### **JetMesaj**

JetMesaj Group Messaging System is a multiplatform mobile group messaging platform with integrated modules for managing the groups, monitoring the messages sent, managing the content of the site & pricing scenarios, managing the system's rules and reporting the statistical data of the system. JetMesaj will enable mobile subscribers to create a group and to send short messages (SMS) to groups via SMS, WAP & Internet.

### **MassMS**

MassMS mass messaging system is a broadcast message platform designed to meet a GSM operator's or advertising agency's need to reach a significant number of subscribers via SMS. The product includes features to track broadcast plans as well as limit messages by frequency and filters. In addition to simple text messages, MassMS is able to send concatenated and binary messages (EMS, OTA, vs.)

### **MassMS/Subscriber**

The massms subscriber version enables mobile subscribers to send short messages (SMS) from the internet to a large number of recipients with various pricing methods. The pricing scheme and internet interface can be configured via the included content management system. The operator can limit use of the system along several criteria including number of messages per day, pricing, content limits, etc. and through its integration with the subscribers database, can also monitor details and numbers of usage for each subscriber.

### **MMS Yarat**

MMS Yarat is a web-based MMS composer that allows subscribers to assemble a multimedia message that can be sent to a mobile handset or email address. In addition to using the content preloaded via the operator, a subscriber can upload his/her own content to be used in the messages.

### **Unified Messaging Portal**

Unified Messaging Portal (UMP) enables its subscribers to manage their SMS, MMS, Voicemail and e-mail on a single point over a web portal. UMP integrates incoming messages and messaging composition of various message formats and offers these various features in a unified and organized manner to subscribers of this service. Besides the advantage of message management on a single point, the subscriber can use a message in one format to send, forward or store in another format.

### **WebSms**

WebSms enables its users to send SMS messages using the Internet. The system can be setup to be used anonymously or to be used by subscribers only. The frequency and pricing of messages can be configured to allow several pricing scenarios.

*Claim your place  
in the leading  
pack*





**Growth rate: 1559,59%**

**CEO:** Ahmet Burak Gökmen  
**Address:** Büyükdere cad.  
No:112 Esentepe 34394,  
İstanbul  
**Tel:** +90 (212) 355 51 00  
www.borusantelekom.com

Borusan Telekom is Turkey's first and 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 Türk 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.

#### Fields of Service

Adopting the approach of providing high quality services at reasonable prices, Borusan Telekom offers Corporate Internet, Voice, Global Data, Virtual Private Network (VPN) and Data Center Services. Security consultancy, back up, hardware support, tele/video conferencing are among the value added services Borusan Telekom provides. Using VoIP technology in its terrestrial backbone, Borusan Telekom unifies voice and data in the same network and meets enterprises' all telecommunications requirements.

#### Sectors Served

Leading enterprises from banking, retail, technology, automotive, pharmaceutical, tourism sectors and industrial corporations with multi locations are among the main customers of Borusan Telekom. 167 of the 500 largest enterprises listed on Capital Turkey Review are Borusan Telekom's customers.

#### Service Points

Borusan Telekom owns a strong and widespread infrastructure with 32 PoPs (Point of Presence) in 19 cities in Turkey. In addition to national PoPs, it offers its services in Vienna and Frankfurt.



**Growth rate: 1419,85%**

**CEO:** Oğuz Haliloğlu  
**Address:** Gülbahar Mah.  
Cemal Sururi Sok. Halim  
Meriç İş Merkezi No:25 K:6  
D:31 Şişli / İstanbul  
**Tel:** + 90 (212) 275 00 75  
www.defne.com.tr

Defne Bilgi İşlem Ltd. is a premier supplier of a broad array of custom and packaged telecommunications solutions, including call center products designed for businesses that want to improve customer relationships by taking advantage of the latest advances in Interactive Voice Response (IVR) systems, Computer Telephony Integration (CTI) and alert systems. Defne combines a number of technologies that empower customers to access, retrieve, and manipulate information over a voice or data network anytime and anywhere they wish.

Around-the-clock uptime, advanced security and support are simply some of the benefits Defne provides. Our solutions bring success to businesses in the telecommunications economy.

Established in 1996, Defne has evolved from a company providing custom voice solutions to enterprises, into a turnkey solution company in the field of telecommunications with the vast expertise accumulated in this era.

Defne provides superior turnkey communications solutions with its own platform, supporting vast number of telephony standards including ISDN and SS7 and IP. This platform enables development of a single integrated solution to all communication needs within both the public network and enterprises. Possible solutions created on this platform include: Contact and Call Centers, PC PBXs, unified messaging systems, alert and notification systems, IVR's and voice portal solutions.

Defne has a major market share in Switzerland and achieved the development of the 5250 line integrated IVR-Call Center system for Türk Telekom in 2001 with a number of services from bill inquiry to operator services. In the year 2004, Defne added AVEA, a leading Turkish GSM companies to its accounts. Since then, AVEA became a key customer to Defne where several innovations including the ring back tone, karaoke recording and others deployed there.





# Technology Fast50 Turkey 2007

## Winners (in Alphabetical Order)

Company	Business Type
Banksoft	Software
Bildem Bilgisayar Destekli Müh.ve Müş. Tic. Ltd. Şti.	Software
Bileşim A.Ş.	Cards & Payments&Call Center
Bilgi Sistemleri Sanayi ve Dış Tic. Ltd.	Software
Bircom Telekomünikasyon ve Bilişim Hizmetleri Sanayi ve Tic. Ltd. Şti.	Software
Bizitek Software Development & Internet Technologies Inc.	Software
Biznet Bilişim Sistemleri ve Danışmanlık San. ve Tic. A.Ş.	IT Security
Compro Bilgi Teknolojileri Bilgisayar Sit San Tic A.Ş.	Computers/Peripherals
Data Market Bilgi Hizmetleri Ltd. Şti.	Computers/Peripherals
Done İletişim Bilgi Sistemleri ve Yayıncılık San ve Tic Anonim Şirketi	Software
Eczacıbaşı Bilişim	Software
Elit Bilgisayar ve Yönetim Danışmanlığı Eğitim Hizmetleri Turizm Otomotiv İç ve Dış Tic. Ltd. Şti.	Software
Elkotek Mühendislik ve Danışmanlık Hizmetleri A.Ş.	Communications/Networking
Estore Elektronik Ticaret ve Sanal Mağaza Hizmetleri A.Ş.	e-commerce / multi-channel retail
Exim A.Ş.	Software
Gantek Technologies	Computers/Peripherals
Global Bilgi Pazarlama, Danışma ve Çağrı Servisi Hizmetleri A.Ş.	Business Process Outsourcing / Customer Services
Havelsan Hava Elektronik Sanayi ve Ticaret A.Ş.	Software
Hitit Bilgisayar Hizmetleri Dış Tic. Ltd. Şti.	Software
Infonet Bilgi Teknolojileri	Software
Innova Bilişim Çözümleri A.Ş.	Software
İstanbul Pazarlama A.Ş.	Computers/Peripherals
Koç.net	Communications/Networking
Komtaş Bilgi Yönetimi Danışmanlık ve Tic. A.Ş.	Software
Kont Bilişim Teknolojileri ve Dış Ticaret A.Ş.	Computers/Peripherals
Logo Business Solutions	Software
MagiClick Digital Solutions (Netlab A.Ş.)	Internet
Meteksan Sistem ve Bilgisayar Teknolojileri A.Ş.	IT systems integration
MilSOFT Yazılım Teknolojileri A.Ş.	Software
Netone Telekom A.Ş.	Internet and Telecommunication
Nexum Boğaziçi	Internet
Omni Teknoloji Bilgisayar San. Tic. Ltd. Şti	Computers/Peripherals
Planet Elektronik	Payment Systems _ POS Terminals and Software applications (Ingenico)
Project House - PH Danışmanlık Eğt. Rekl. San. Tic. Ltd. Şti.	Internet
Promena Elektronik Ticaret A.Ş.	Internet
Sekom İletişim Sistemleri Sanayi ve Ticaret Limited Şirketi	Communications/Networking
Sentim Bilişim Teknolojileri San. ve Tic. A.Ş.	information systems and integration
STM Savunma Teknolojileri Mühendislik ve Ticaret A.Ş.	Engineering and Consultancy Services
Tekbim Teknik Bilgi İşlem Merkezi Ltd. Şti.	Software
Teknoser A.Ş.	HandHeld and POS Terminals Field&Technical Services
Treda Bilişim Teknolojileri A.Ş.	Software
Trinoks Yazılım ve Bilgisayar Don. Sis. Tic. Ltd. Şti.	Software
Tunçmatik Elektrik Malz. San. ve Tic. A.Ş.	Computers/Peripherals
Universal Kart Hizmetleri Ticaret A.Ş.	Hosting
Univera Bilgisayar Sistemleri San. ve Tic. A.Ş.	Software



# Banksoft

Banksoft provides high-performance and reliable software solutions to financial institutions. Banksoft software products successfully support high capacity, significant volume and excellent performance in today's demanding banking operations. While providing key delivery of both software and hardware needs of the banks, Banksoft has accomplished significant platform changes. Payment systems can be easily managed at low-cost platforms, instead of high maintenance and costly legacy systems. Banksoft solutions are utilized in processing 13 million credit cards, 32 million debit cards, and operating 7,500 ATM terminals and 300,000 POS terminals. Around 5 million online transactions are performed on a daily basis on Banksoft solutions.

CEO: İsmet Yurtseven  
Address: Bulgurlu mah. Aydınoğlu sok. No:29 Üsküdar  
34696/ İstanbul  
Tel: +90 (216) 521 1414  
www.banksoft.com.tr



Bildem provides service and solutions for software infrastructure which will enable software development projects in the Private, Public and Defence sectors to be managed according to the engineering disciplines; has a role of leadership for the applications of the Information Technologies in Turkey to be realized at the highest standards successfully.

CEO: Ergun Kaleli  
Address: Uğur Mumcu Cad. No: 64/3-5 06700, G.O.P /  
Ankara  
Tel: +90 (312) 447 2700  
www.bildem.com



BİLESİM was established in March 1998 and started giving credit card and acquiring services to its first client T.C. Ziraat Bank A.S. in June 1998. After the first year of establishment, by breaking new ground, Bilesim started a crossborder cooperation with Turkish Ziraat Bank Bosnia d.d. located in Sarajevo and has been providing services in card operations and payment systems. In October 2002, T.Halk Bank A.S. became the third client taking service from Bilesim. Bilesim is currently managing issuing and acquiring operations of its existing clients by aiming to increase the volume of clients and strengthen the loyalties of its clients. Carrying further its services, Bilesim is offering solutions to other financial institutions seeking for outsourced card and payment systems operations.

CEO: Kenan Sayın  
Address: Büyükdere Cad. No:41/2 C Blok 34398  
Maslak / İstanbul  
Tel: +90 (212) 328 25 25  
www.bilesim.net.tr



Bilgi Sistemleri is a leading technology company who develops parallel solutions in respect of IT market needs. All of the company's which has the possession to be conscious and dynamic corporations, is in the Customer Portfolio of Bilgi Sistemleri. Solutions that we prepare in a project approach, includes packages that comprise technological integration as a whole. These packages are VOIP Products, System, Network, Software, Web & Design, Telecom Solutions (VOIP), Pc & Support. In paralel to our solutions; we provide variable services to our customers by our highly-qualified, field-experienced members that have the ability to work with team-spirit. High field-experience and training brings out increasement in productivity, shorten process times. Bilgi offers optimized analysis and designs in projects.

CEO: Bekir Sami Nalbantoglu  
Address: Kavacak Mah. Ekinciler Cad. No:22 34810  
Beykoz / İstanbul  
Tel: +90 (216) 331 3590  
www.bilgisistemleri.com.tr



Founded in 1972, Bircom has been offering value added technical support and services on PBX systems and telecommunication networks to its corporate customers on country wide scale. Based on its long experience in voice networks, Bircom has developed Call Accounting and Billing (CDR) solutions, compatible with both conventional and IP based PABX systems. The Callipso Analyzer CDR covers a complete range of professional needs with its Enterprise and Small & Medium Enterprises (SME) versions. Besides its R&D activities, Bircom is also a leading telecommunications equipment supplier and distributor , a brand holder with XPEECH branded VoIP gateways, management centre solutions, and voice loggers. Bircom is the exclusive distributor for Sennheiser Communications AS with professional call centre headsets and pro-gaming / VoIP multimedia headsets, 2N Telekomunikace AS for GSM gateways and ARTECH Ltd. for last mile ITSP and VoIP Accessories, like auto dialers, billing pulse generators FxS/FxO Converters; line multiplexers.

CEO: Burçin Bircanoğlu  
Address: Sultan Selim Cad. Lale Sok. No:5/2A 34416  
4.Levent / İstanbul  
Tel: +90 (212) 319 97 00  
www.bircom.com



Bizitek was founded in 2000 as a subsidiary of Probil to provide companies with e-business end-to-end customer and solution oriented software, consulting services to achieve maximum efficiency, and turn changes in technology to a competitive advantage. Bizitek is located in İstanbul, Turkey. Bizitek offers software solutions in a wide spectrum of industries such as telecommunication, manufacturing, automotive and part suppliers, finance, pharmaceutical. Bizitek references are industry leaders in domestic and international market such as Germany, Switzerland, Ukraine and UK. Bizitek has adapted to clients project management and implementation methodologies (processes) resulting in high client satisfaction and long term relations, creating future projects as additional improvements or new implementations.

CEO :Murat Şahinoğlu  
Address: İTÜ Ayazağa Kampüsü Teknokent ARI 1 Binası  
No:18 Maslak / İstanbul  
Tel: +90 (212) 366 7900  
www.bizitek.com



BizNet is a technology company that creates comprehensive information security solutions for enterprises, independent of products and vendors. Owing to the knowhow and experience gained throughout years Biznet has a good customer recognition and serves major customers particularly in Government, Telecommunication and Finance sectors. BizNet's operation fulfills ISO 9000 Quality Management Standard requirements, and this is certified since 2001. BizNet develops own tools and provides comprehensive set of consultancy services in Information Security. BizNet is also designated as Approved Scanning Vendor by PCI DSS / MasterCard SDP Program.

CEO: Neşe Sayarı  
Address: ODTÜ Teknokent İkizler Binası Kat 1 A-2 Blok  
06531 / Ankara  
Tel: +90 (312) 210 1177  
www.biznet.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 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 partnerships with distinguished product suppliers.

CEO: Abdurrahman Keklik  
Address: Kocayol Cad. Hüseyin Çelik Sok. Nail Ergin İş  
Merkezi No:7/7 81190 Kadıköy / İstanbul  
Tel: +90 (216) 416 95 10  
www.compro.com.tr



Data Market Group is one of the leader information Technologies company in Turkey since 1992. Which offers services with developed technologies as being one of the leading service providers and system integrators in the sector. Data Market is a reliable IT partner for its customers with its experience, services, solutions and infrastructure, which can cover enterprise market needs.

CEO: Murat Boyla  
Address: Bestekar Şevki Bey Sokak No:31 34349  
Balmumcu / İstanbul  
Tel: +90 (212) 337 0707  
www.datamarket.com.tr



Founded in 1989 to provide consulting, services and support in information technologies (IT) for the companies of the Eczacıbaşı Group, Eczacıbaşı Information&Communication Technologies has undergone a re-structuring process beginning in 2002, and extended its operations to the companies outside the Group. Our company, offering its years of corporate experience in IT with a customer- and quality-oriented service approach, moves forward with confidence to become the most trusted technology provider thanks to its effective IT solutions.

CEO: Tarık Aşkın  
Address: Büyükdere Cad. Ali Kaya Sok. No: 7 Levent  
34394, İstanbul  
Tel: +90 (212) 350 80 00  
www.ebi.com.tr



DONE is a Mobile Solution Provider developing premier mobile services using state-of-the-art technology. Done is active in platform provider, application provider, content provider and portal trade sections of mobile value chain and supplies portal. DONE provides submits ASP services, manages mobile- multi platform applications, develops mobile service software, creates contents and integrates into service database and moderates mobile services. The SMS / WAP / MMS / IVR based applications of DONE are being used by millions of GSM users in Turkey, Switzerland, Ukraine and Jamaica.

CEO: Tansel Voyvodaoglu  
Address: Kaya Sultan Sokak Hayriye İş Merkezi  
No 99 Kat 1 Kozyatağı / İstanbul  
Tel: +90 (216) 464 66 76  
www.donetr.com



Elsys has started its activities in year 2000 to provide highly speecialized services in SAP e-business solutions. Elsys is a highly specialized, leading company with its consulting, software development and internet technologies divisions providing 'Enterprise Solutions in Information Technology' for the requirements of enterprises of any size. Elsys started to export its services throughout the whole region and became the unique business partner of many clients in Middle East and Europe.

CEO: Savaş Komban  
Address: Sarıkanarya Sk. Yolbulan Plaza B Blok K.2  
Kozyatağı / İstanbul  
Tel: +90 (216) 410 40 34  
www.elsys.com.tr



## ELKOTEK

ElkoteK is active in the telecommunication and control sector since 1981. ElkoteK is the first and unique value added company in Turkish ICT market providing Converged Technologies solutions including access solutions such as TDM, ADSL, ISDN, HDSL, Wi-Fi, WiMAX and voice solutions such as PBX and Intelix IP voice platform. In April 2004, ADSL Solution Partnership agreement has been signed with Turk Telekom A.S. In this context, ElkoteK is providing countywide ADSL Sales and Support Services. With its trained and highly skilled technical team ElkoteK provides post sales support and project management services as well.

CEO: Hakan Tahiroğlu  
Address: Gazeteciler Sitesi Saglam Fikir Sokak No:3  
Esentepe 34394/ İstanbul  
Tel: +90 (212) 336 39 00  
www.elkoteK.com.tr

## EXIM

Exim A.S., founded in 1988 as the first company of Teknoloji Holding, develops project-oriented "Mobile Business Solutions" that provide time and cost reduction in the workflow, increase efficiency and procure competitive advantages for domestic and foreign customers. Exim develops projects and imports software for national and international enterprises not only in domestic, but also in universal scale. Exim employs "Formal Project Management Techniques" in all of its projects in order to maintain its high standards and ensure that the finalized project corresponds to the pre-determined duration, function, technical specifications and budget.

CEO: Remzi Mirdoğan  
Address: İTÜ Ayazağa Kampüsü ARI 2 Binası B Blok No:  
6-1 Kuru Yolu 34469 Maslak / İstanbul  
Tel: 0212 366 49 00  
www.exim.com.tr

## estore

www.estore.com.tr

ESTORE provides access to a huge variety of products in 37 categories via its website, TV, catalogs, call center and/or mobile platforms. In addition to its own site, ESTORE operates four other major retail websites. Consumer electronic products, mobile phones, kitchenware, jewelry, books and DVDs are a partial list of ESTORE's wide selection.

Creating customer confidence across its sales platforms, convenience offered to a strong and dynamic customer base will be ESTORE's primary focus for the next few years.

CEO: İzi Adato  
Address: Yeşilce Mah. Ablak İş Merkezi No:35 4.Levent  
34418 /İstanbul  
Tel: +90 (212) 385 0505  
www.estore.com.tr

## GANTEK technologies

Gantek Group of Companies carries out high value-added projects and aims to offer its customers effectiveness and differentiation in the market. The Group has direct and indirect activities in Eurasia Region including Turkey, CIS Countries, Middle East, Eastern Europe, Balkans and Northern Cyprus. With a sales volume exceeding USD 40 million, 130 professional expert employees and various strategic partnerships, Gantek Group of Companies gives priority to creating a value chain connecting its customers, business partners and employees.

CEO: Bülent Gönç  
Address: Yeni Parseller Sok. K Binası Kat: 1 34805  
Kavacık / İstanbul  
Tel: +90 (216) 538 80 00  
www.gantek.com



Global Bilgi, a member of Turkcell Group, was founded in October 1999 and serves as a Customer Relationship Management Centre to leading companies of Turkey in areas of telecommunication, media and internet. In line with integrated channel management philosophy, Global Bilgi not only operates with Call Center channel but also serves via Self Service Channels (IVR, Web, Kiosks, Digital Platform, SMS) and face to face channels handling more than 300 million customer contacts per year. Global Bilgi operates in 9 locations and with more than 5,000 employees who are highly qualified and specialized in representing brand image. In addition to fundamental customer services, Global Bilgi develops customized solutions which bring strategic and competitive advantages for corporate customers.

CEO: Bahadır Pekkan  
Address: Fatih Cad. Dereboyu Sok. No:8 P.K.34660  
Halkalı / İstanbul  
Tel: +90 (212) 473 20 00  
www.globalbilgi.com.tr



Hitit Computer Services is a leading provider for airline applications and customer loyalty systems. Our products and services are highly regarded by our customers in all corners of the world. As a major player in the airline software market, Hitit is constantly expanding its product line and customer base. Our team has in depth knowledge of airline operations. This allows us to easily integrate our system with any existing system in the airline or with third parties. It also allows us to develop specialized software solutions as required by our customers. With our partners, we are able to provide solutions that extend beyond software services, covering consultancy and operations as well. Over the years Hitit has developed many systems for major corporations besides airlines. We have a diverse range of technical skills and expertise not only in the airline industry but also in the medical, banking, and other industries.

CEO: Fatma Nur Gökman  
Address: Noramin Is Merkezi No: 55 Kat:2 No:204  
34398/Maslak  
Tel: +90 212 276 15 00  
www.hititcs.com



As an investment of Turkish Armed Forces Foundation, HAVELSAN is a global software and systems company, serving in IT and defense markets worldwide. Parallel to its software nature, HAVELSAN develops its core capabilities in C4ISR (Command, Control, Communication, Computer, Intelligence, Surveillance, Reconnaissance-C4ISR), Simulation and Training Simulators, Interoperability, homeland security, Management Information Systems fields. As a software company, HAVELSAN, focuses on analysis, design, development and integration of complex and large systems with its expertise, skill sets, synergy and teamwork and adopted a systematic approach to meet growing customer demands for comprehensive and interoperable solutions.

CEO: Faruk Ağa Yarman  
Address: Eskişehir Yolu 7.km 06520, Ankara  
Tel: +90 (312) 219 5787  
www.havelsan.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. With its leadership in IT Security market, InfoNet established the audit and consultancy services division called Infosecure in 2000 to give consultancy and audit services to the market.

CEO: Mustafa Kemal Cılız  
Address: Gazeteciler Mah. Hikaye Sok. No:7/7 Esentepe  
34394 / İstanbul  
Tel: +90 (212) 356 5987  
www.infonet.com.tr



iNNOVA, a leading Software Developer and Integrator, provides innovative software solutions and services, which create value and enhance the competitiveness of enterprises. iNNOVA's platform independent services cover the entire project lifecycle, from consulting, design, web and application development and systems integration to support.

CEO: Aydın Ersöz  
Address: İTÜ Ayazağa Kampüsü, ARI 1 Teknokent Binası  
Maslak 34469 İstanbul  
Tel: +90 (212) 286 4410  
www.innova.com.tr



As the leading managed services provider in Turkey, Koc.net fulfills all the requirements of company networks with a large agency, dealer or sales office range, headquarters-branch office connection, wide area network infrastructure, security management, operation of application servers, ASP, hosting, video conference and VOIP. Koc.net, as the leader of the corporate data communication market in Turkey, is now also the leader in the alternative telecommunication field. Koç.net offers high quality voice services with economic tariffs.

CEO: Mehmet Ali Akarca  
Address: Ünalı Mah. Ayazma Cad. Çamlıca Is Merkezi  
B3 Blok 34700 Üsküdar / İstanbul  
Tel: +90 (216) 556 1010  
www.koc.net



İstanbul Pazarlama A.Ş., incorporated 1983, is one of the oldest companies in the Turkish computer sector. As IBM RS/6000, IBM Storage, Lotus and Tivoli Business Partner, İstanbul Pazarlama provides IT services and solutions such as systems integration, turn-key projects, hardware and software sales and installation, system support, hardware repairs, custom software development, project management and consulting. İstanbul Pazarlama TeamWork Management Software solutions (CRM, Finance, Purchasing, Document Management, Quality Management, Forms Workflow, Project, Tech. Service, Law Office software) developed since 1997 are being used by many leading companies in Turkey.

CEO: Korhan Arabacıoğlu  
Address: Otello Kamil Sok. Milo Çıkmaı No:12  
Gayrettepe 80300 / İstanbul  
Tel: +90 (212) 275 1295  
www.istpaz.com.tr



Komtaş is a system integrator and consultancy company which is presenting the best of breed solutions for the Turkish market. It is one of the oldest and the most experienced companies in IT industry in Turkey. It has been providing IT Solutions for Turkish and multi-national companies in Turkey and in neighbouring countries, and has implemented its solutions in more than 200 companies. Komtaş offers an integrated array of services in Information Technology, Product Implementation, Project Management and Software Development. Across all our services we are distinguished from our competitors by the quality of our people and breadth and depth of our experience.

CEO: Yüksel Çomak  
Address: Yıldız Posta Cad. Dedeman İş Hanı No:48 Kat:10  
D:23 Esentepe 34349 İstanbul  
Tel: +90 (212) 288 47 30  
www.komtas.com





Established in 1998 Kont Bilişim is marketing, sales and distribution company in hardware market along with system integration and manufacturing activities under Crea brand. Kont Bilişim contributes to the brands in its portfolio in terms of branding and marketing also gives technical service. The product range consist of PC components, input devices, mobile products, telecommunication products, consumer and home electronics. The products offered under Crea brand are desktop PCs, LCD TVs and digital satellite receivers. The goods in the portfolio are delivered to consumers via a widespread distribution network throughout the country and abroad.

CEO: Okay Nasır  
Address: Sanayi Caddesi No 39 P.K. 34775 Yukarı  
Dudullu / İstanbul  
Tel: +90 (216) 528 55 00  
www.kont.com.tr



LOGO Group is Turkey's largest independent software group. Since its foundation as an innovative start-up company, it has grown into a group of companies with activities ranging from development of accounting applications for small businesses, to large customizable ERP and supply chain solutions, training consultancy services, development of educational content and software, turn-key development projects, and distribution of third party products. LOGO, founded as Logo Yazılım in 1984 is the first and the flagship company of the group and it is also the first public IT company listed on İstanbul Stock Exchange. The name LOGO reflects the evolution of the small start up company into a corporate international provider of business applications in the global market.

CEO: Ali Güven  
Address: Bayar Caddesi, Şehit İlknur Keleş Sokak Dural  
Plaza, No:3 Kat:2 Kozyatağı 34742 İstanbul  
Tel: +90 216 579 80 00  
www.logo.com.tr



MagiClick Digital Solutions is a professional e-services company that provides expertise and resources to help companies implement successful web-based solutions and build stronger, more profitable relationships with their customers, employees and business partners. MagiClick delivers real results for clients, based on Focus, Industry Specific Expertise and Proven Process. Since its inception, MagiClick's only business has been e-solutions, allowing the development of extensive know-how and expertise in e-strategies, interface development and back-end technologies. MagiClick has extensive experience in identifying and delivering successful industry-specific eBusiness solutions. MagiClick's successful integration of strategy, design and technology based on proven project management, development and delivery processes drives powerful and winning results, faster.

CEO: Murat Kalaora  
Address: Sircaci Sok No.18 Rumelihisari 34470 İstanbul  
Tel: +90 (212) 257 10 48  
www.magicclick.com



Meteksan Sistem and its subsidiaries have more than 1000 employees with offices in Turkey, Romania, Holland and Russia. One of the leading strength of Meteksan Sistem is the ability and expertise to support diverse markets which include public, telecom, defense & security, healthcare, finance, education, industry and utility sectors.

CEO: Alper Köstem  
Address: Bilkent 5. Cad.6/A Bilkent 06533 Ankara  
Tel: +90 (312) 297 9000  
www.meteksan.com.tr



MilSOFT offers SW solutions for projects and develops prototypes in its R&D that provide a baseline for the future needs of potential customers. MilSOFT's vision is; to be a major player in the world market as the leading Turkish System Integration and Software Development Company. MilSOFT has been certified as SEI CMMI Level 5 as of February 24, 2005. MilSOFT is also a NATO AQAP-160 and TS-EN-ISO 9001:2000 certified company. MilSOFT currently operates in her headquarters at the Middle East Technical University, Technopolis in Ankara, Turkey that has facility clearance certificates to "NATO Secret" and "National Secret" levels. MilSOFT currently has 250 employees with more than 210 engineers.

CEO: İsmail Başıyigit  
Address: Milsoft Yazılım Teknolojileri A.S. 06531 ODTU - Teknokent Ankara  
Tel: +90 (312) 292 3000  
www.milsoft.com.tr



Netone Telekom is a leading Turkish Telecoms Operator serving the business market. It operates an IP-MPLS nationwide backbone and has POPs in Turkey's major cities. With its 24 x 7 helpdesk, Netone Telekom utilizes a trouble ticketing system for problem tracking and resolution, and employs highly-qualified certified engineers. Netone Telekom has partnerships with leading technology companies, including Cisco. Netone Telekom is not affiliated with any of Turkey's conglomerates, and is backed by foreign VC firms and has very strong financials.

CEO: Cem Mehmet Çelebiler  
Address: Büyükdere Cad. No. 121, Ercan Han Kat 2, 34394 Gayrettepe, İstanbul  
Tel: +90 (212) 355 1700  
www.netone.net.tr



Nexum Boğaziçi focused on Consulting and IT services starting from the second half of 2003, providing Performance Management, Business Process Optimization, Management Consulting and IT Application Development solutions with an understanding of consulting based on creating a strong business model. This approach is the most important factor in the professional execution and successful finishing of customer projects.

CEO: Joachim Behrendt  
Address: Maslak Meydan Sokak Spring Giz Plaza Kat: 14 34398 Maslak İstanbul  
Tel: +90 (212) 328 1929  
www.nexum.com.tr



OMNi is one of the leading companies in the Turkish IT industry, with proven competencies as certified by its Business Partners. The company is operating on two main business units: Management Information Systems and Systems Integration. OMNi offers implementation, consultancy, training, support and software development services in the fields of Enterprise Resource Planning, Business Process and Workflow Management, Document Management and Customer Relationship Management domains of expertise. OMNi acts as a turnkey contractor of IT projects including the services of supply, installation, configuration and maintenance of related hardware and software components for server systems, storage and virtualization solutions, networking systems, internet access and security infrastructure solutions.

CEO: Esat Karaöz  
Address: 83.sok no:13/4 Yıldız Çankaya 06550 Ankara  
Tel: +90 (312) 446 4651  
www.omnitr.com.tr



Providing technology, innovation and industry leadership for over 8 years, Planet is a leading provider of "Electronic Payment Solutions". By working with industry giant and world leading terminal manufacturer Ingenico, Planet quickly became the market leader and has the highest market penetration rate in Turkey. In less than 2 years after its inception in 1998, Planet became the biggest player in the Turkish EFT/POS market and maintains that position today. Planet is bought by Ingenico in July 2007.

CEO: Alpay Sidal  
Address: İTÜ Ayazağa Kampüsü ARI 2 Binası B Blok No: 6-1 Kuru Yolu Maslak 34469 İstanbul  
Tel: 0212 366 48 00  
www.planet.com.tr  
www.ingenico.com



Promena has developed its own internet based technology that allows real-time negotiations over the internet. Buyers and suppliers can participate in online reverse and forward auctions for the purchase (sale) of goods and services. Promena technology allows participants to observe all auction parameters over the internet on a real-time basis, and revise their offers. Promena's mission is to increase client profitability and restore confidence to the procurement process by streamlining the bid and contract functions, keeping each client's specific needs in mind, and tailoring our solutions to suit your organization's unique and individual needs.

CEO: Levent Zagra  
Address: Ünalı Mahallesi, Ayazma Cad. Çamlıca İş Merkezi, A3 Blok 34700 Üsküdar, İstanbul  
Tel: +90 (216) 556 3040  
www.promena.net



Project House is an İstanbul, Turkey based interactive marketing agency, serving global and local brands with annual contracts. Founded in 1999, her services include web projects management, e-mail marketing, mobile marketing, database management, creative design, search engine marketing and interactive media buying, planning and campaign management. Project House is the first e-mail marketing service provider in Turkey. Project House is one of the most powerful Turkcell Mobile Agencies in Turkey. Project House is the first interactive agency investing on Search Engine Marketing.

CEO: Cüneyt T. Devrim  
Address: Şakir Kesebir Cad. Balmumcu Plaza4 36/10 Beşiktaş 34349 İstanbul  
Tel: +90 (212) 356 0776  
www.ph.com.tr



Sekom is engaged in providing integrated data communication system solutions in the information technology sector. Sekom introduces the new telecommunication means that are enabled by the technological transformation to its customers. Sekom designs and realizes efficient and reliable network infrastructures that are needed by the new generation telecommunications, by utilizing its expertise originated from its past performance. Sekom offers integrated telecommunication solutions by providing all the elements of the New Generation Telecommunication in best conditions.

CEO: Ahmet Sami Ezberci  
Address: Akıncı Bayırı sok. Şükür İş Merkezi 10/1 Mecidiyeköy İstanbul  
Tel: +90 (212) 288 9352  
www.sekom.com.tr





Sentim is a performance center which develops business models appropriate for every institution in any scale thanks to its giro running into 100 million dollars, its back-up centers and service network in 81 provinces, more than 1000 human resources that it mobilizes through 650 channels. Sentim has adopted in principle the strategy to enlarge its activities abroad, especially at the neighboring countries, as well as at the European markets.

Sentim Technology was established in order to become your Technology Partner which offers the best solutions in every phase of vertical expertise fields in private sector. Offering projects, consultancy, back-up and out-sourcing usage services in Server & Storage, Business Continuity, Network & Security and Business Solutions vertical fields; Sentim Technology is always right besides its customers with its competent personnel.

CEO: Mustafa Kuralkan  
Address: Altunizade Mah. Kısıklı Cad. No:35  
Cyberberpark Cyberplaza A:503-A:701  
Üsküdar İstanbul  
Tel: +90 (216) 554 8554  
www.sentim.com.tr



STM Savunma Teknolojileri Mühendislik ve Ticaret A.Ş. was established in 1991 by the decree of the Defence Executive Committee, highest decision making authority in Turkey, to provide systems engineering, technical support, project management, technology transfer, logistics support services and to develop necessary software technologies for defence systems, to establish and operate national software centers for software development and maintenance/support. Drawing on its advanced knowledge and extensive experience to date STM has been continuing its works to offer these services to public and private organisations in the national and international platforms, and convert them into a broad spectrum of services with a wider point of view.

CEO: Recep Barut  
Address: Kafkas Sokak No:56 Beştepe 06510 Ankara  
Tel: +90 312 223 68 00  
www.stm.com.tr



Tekbim, is a technology company and it was established in 1991 to render services in Information Technology sector. Tekbim's main activities are; Project management, IT consultancy, outsource, Security, Application Development and installation of hardware and software equipments .

CEO: İsa Kılıç  
Address: Hürriyet Mahallesi Vatan Caddesi No:6 Avrasya  
İş Merkezi Kat:3-4 D:18-22 34403 Çağlayan-İSTANBUL  
Tel: +90 (212) 225 3200  
www.tekbim.com.tr



Teknoser is one of the largest service providers of Turkey with its Turkey-wide 52 offices and over 300 field technicians. Besides the field erection, fault finding, training, maintenance and repair services of POS terminals offered to the leading banks of Turkey Teknoser also manages "Shared POS" implementations and ranks as the first and largest service provider in this line. Teknoser renders "Field and Repair Maintenance Services" to wide variety products mainly to POS Terminals, Betting Terminals (İddaa), Data Collection Devices (OT/VT), Hand Terminals, Accounting Sets with Devices, Network Devices.

CEO: Recep Remzi Mirdoğan  
Address: Teknoloji Plaza Eski Büyükdere Cd. Özcan Sk.  
No:2 Emniyetevler 34416 4. Levent İstanbul  
Tel: +90 (212) 339 3000  
www.teknoser.gen.tr



Treda shares its expertise and know-how with its customers through the services it provides. Treda offers following services using the methodologies included in its process and information architecture called Treda Process Infrastructure (TPI): E-Transformation, Mentoring, Application Performance Management and Outsourcing. Treda offers consultancy services to ensure the high availability and performance of business critical applications throughout the application's life cycle. Treda provides outsourcing services to local and foreign companies within the process and information architecture it has developed - "Treda Process Infrastructure" (TPI).

CEO: Suat Sabri Eker  
Address: İTÜ Ayazağa Kampüsü Koru Yolu ARI 2 A Blok,  
A 3-4 Maslak – 34469 İstanbul  
Tel: +90 (212) 285 10 32  
www.treda.com.tr



Based in İstanbul, Turkey, Trinoks Software Systems, following the latest technologies in IT world, offer AutoID solutions to her customers to increase their productivity. Beside developing and implementing various business software, Trinoks also offer different project-based services like supplying AutoID hardware, consultancy, training and technical support. Various types of projects have been developed by utilizing different barcode scanners, barcode printers, batch/RF handheld terminals, forklift terminals, industrial terminals and electrical and electronics equipments. Total customer satisfaction is the primary goal of Trinoks by offering ad hoc solutions with her rich product family. With her professional project management techniques, Trinoks brings new suggestions, follows up-to-date developments in technology and informs her customers with new developments. Trinoks has chosen Microsoft .Net technology and Java technology as primary development languages.

CEO: Cüneyt Gargin  
Address: Bağdat Caddesi Mızrak Konak No: 174/2  
İdealtepe Küçükyalı 34841 İstanbul  
Tel: +90 (216) 417 71 82  
www.trinoks.com



With it's state of the art technology, extensive research and development investments, Professional and strong administrative capabilities, elegantly designed unique product group that is ranging from 600VA to 8000kVA, Tunçmatik addresses a wide range of business enterprise's needs in IT, Medical and Industry. Tunçmatik has proven it's strength and leadership on Power Electronics Sector in Turkey. Tunçmatik, which shoved the biggest growth in Uninterruptible Power Supplies market in Turkey, provides excellent service with it's dealers, distribution channels and service stations in all over Turkey.

CEO: Mehmet Özer  
Address: Bostancı Yolu Cad. Keyap G 1 Blok No.112  
34775 Y. Dudullu - Ümraniye  
Tel: +90 (216) 314 51 51  
www.tuncmatik.com



UNIVERA was founded in 1992 to provide solutions in ADC (Automatic Data Collection) Technologies and Mobile Applications. Univera is the producer of four package software: EnRoute (Mobile Sales and Distribution Software), StokBarPlus (Inventory Management Software), Lojitek (Agricultural Supply Chain Management Software) and Quest (On-Line Mobile Business Platform). UNIVERA has realized abroad projects for multi-national companies like JTI, Dimon Tobacco, Unilever, Socotab, Colgate-Palmolive, and has spread to international markets by installing software and hardware solutions to these companies' regional organizations in Eastern Europe and Caspian countries.

CEO: Cüneyt Ersin  
Address: Atatürk Caddesi No:82 Sıtkı Bey Plaza Kat:5  
D:17 Kozyatağı / İstanbul  
Tel: +90 (216) 368 4660  
www.univera.com.tr



Universal Kart, Turkey's leading "Third Party Service" and "Outsourcing" company, was established in 1998 to execute the card and POS operations of banks and financial institutions with first-class technology and service quality. Universal Kart offers end-to-end solutions to card-issuing and card-acquiring institutions in the Card Payment Systems market, is qualified to undertake part or all of the card operations of these institutions. Universal Kart, which has cooperation with the leading companies of the world, strong hardware infra-structure, advanced systems, Turkey-wide communications network, and experienced staff, offers value adding services and products to its customers with its management and operation of card and POS terminals, data processing, network and call center services. As of August 2007, Universal Kart Hizmetleri has continued its operations under Teknoser structure.

CEO: Emin Hitay  
Address: Teknoloji Plaza Eski Büyükdere Cd. Özcan Sk.  
No:2 Emniyetevler 34416 4. Levent / İstanbul  
Tel: +90 (212) 339 3000  
[www.ukh.com.tr](http://www.ukh.com.tr)



# Technology Fast50 Turkey CEO Survey 2007

## Introduction

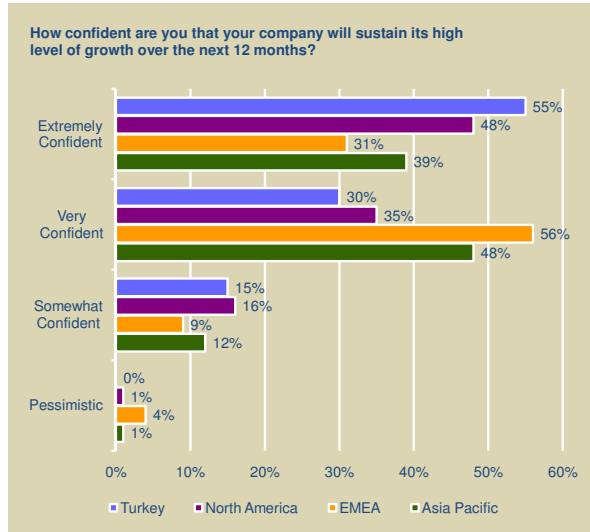
Technology Fast50, which lists fast-growing technology companies in Turkey, is a world-wide program taking place in Turkey for the second time. Technology Fast50 CEO Survey is done by the CEOs of technology companies which achieved the highest rates of annual revenue growth during the past five years and are placed in Deloitte Turkey's 2007 Fast50 list. The survey is sent to all winners and the response rate is 83 percent. The survey questions addressed the critical factors helped them to succeed, how they feel about their future and where they think best opportunities lie. This year we added some questions about education and offshoring some operations.

The picture provided by the survey reflects that CEOs of Turkish companies have confidence that they will continue to grow more like last year but there is slight decrease compared to last year. They believe that finding and sustaining talent is key challenge. While last year growing sales and optimizing financial structure was the biggest challenge, this year it turned out to be managing cash flow. Most of Turkish CEOs seek organic growth and being acquired are most favorable scenarios like last year. To acquire a company was out of scope last year, however this year although very few mentioned it, it is one of the favorable scenario.

## About the Survey

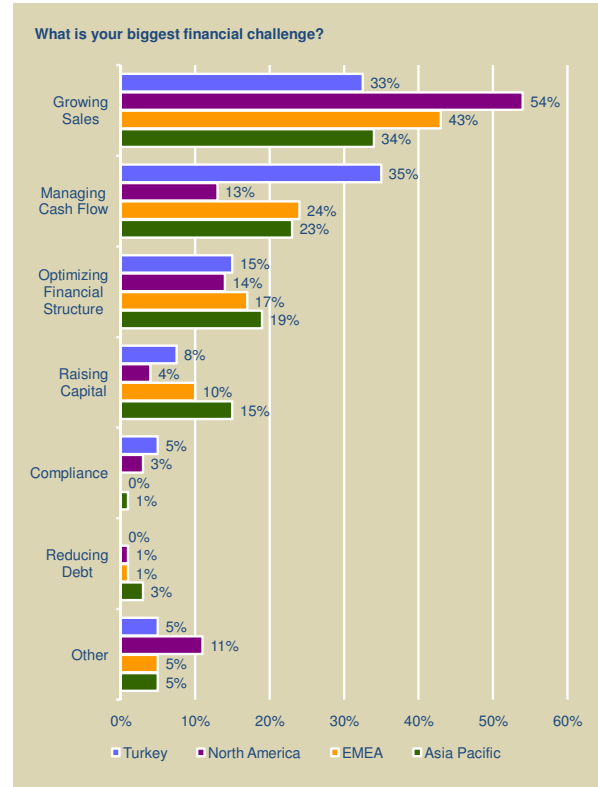
This survey conducted in Turkey addressed the full range of business challenges, from strategy and marketing, to operations and finance. It also looked at the growth prospects for individual companies and the economy overall- including an assesment of the market's hottest growth areas over a one-year and three-year time horizon. Results of the survey are analyzed compared to Deloitte Technology Fast500 CEO Surveys which are conducted in Asia Pacific, EMEA and North America in 2006. CEOs' growth prospects, their recipes for growth, their challenges, expectations within 12 months and 3-year time, and shifts from last year's results are also portrayed in this study.

## Winning Tactics



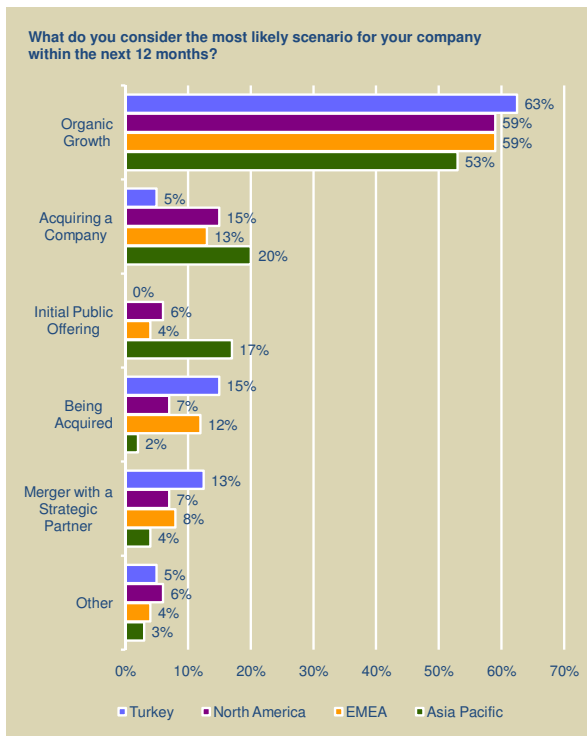
### High Confidence

85 percent of CEOs of Turkish technology companies are “very confident” to “extremely confident” that their company will sustain its high level of growth over the next 12 months. While extremely confident CEOs are almost 48 percent in North America, 39 percent in Asia Pacific and 31 percent in EMEA. Turkish CEOs are taking the lead by 55 percent that they are extremely confident to continue to grow in the next 12 months. Like last year’s results, there are definitely no pessimistic CEOs in Turkey that they will continue to grow, while relatively the highest pessimistics are in EMEA with 4 percent.



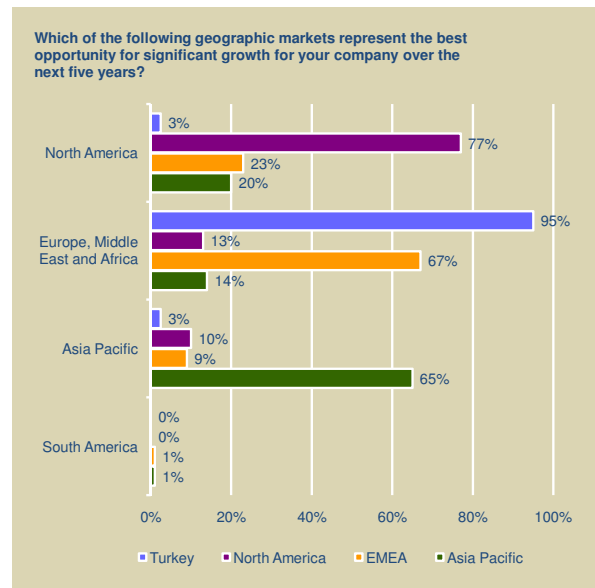
### Managing Cash Flow becomes top priority

While “Growing Sales” remains the top priority for North America CEOs with 54 percent, EMEA CEOs with 43 percent and Asia Pacific CEOs with 34 percent, this was the case for Turkish CEOs last year but this year, “Managing Cash Flow” appears to be the top priority for Turkish CEOs with 35 percent. Growing sales falls to second priority for Turkish CEOs with 33 percent. “Optimizing Financial Structure” leads back to third priority for CEOs in all regions.



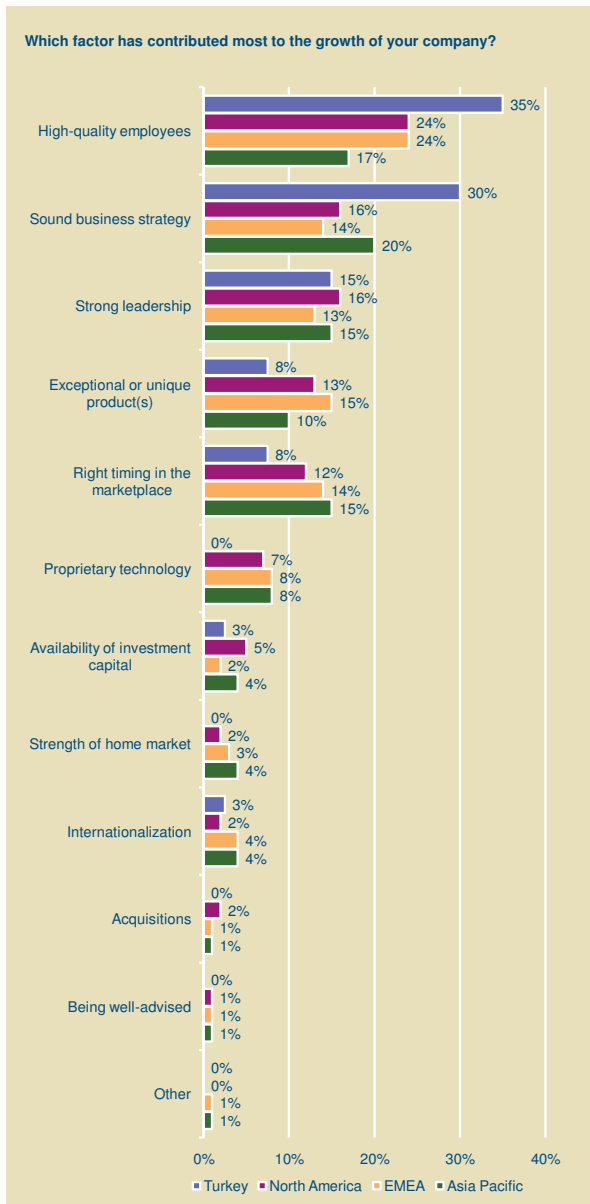
### Companies expect to grow from within

CEOs of Turkish technology companies see “organic growth” as the most likely scenario with 63 percent for their companies within the next 12 months. This is also the case for North America, EMEA and Asia Pacific CEOs (59%, 59%, and 53% respectively). While “acquiring a company” is a distant second likely scenario for North America, EMEA and Asia Pacific CEOs, this is one of the least likely scenario for Turkish CEOs. Last year this was out of scope for them, this year there is at least 5 percent of Turkish CEOs who consider to acquire companies. Like last year’s results, being acquired is the second likely scenario for Turkish CEOs.



### Seek opportunities at homeland

Majority of Turkish CEOs seek opportunities in EMEA with 95 percent and many of them do not see significant opportunities in Asia Pacific or North America. Most of fast growing companies in EMEA, North America and Asia Pacific focus on their own regional markets. When second options are considered, EMEA companies focus on Asia Pacific (slight change- it was North America last year); Asia Pacific companies focus on North America (same as last year); North America companies focus on EMEA (it was Asia Pacific last year).



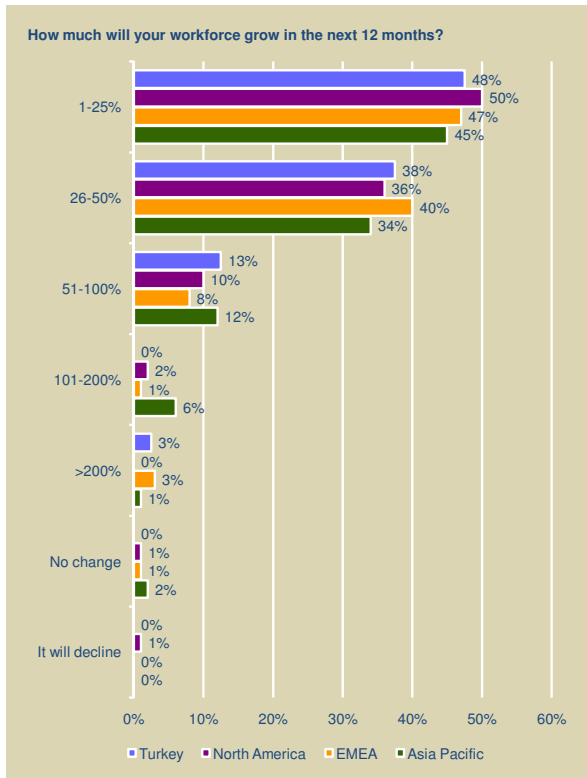
### People are still key to success

CEOs of Turkish technology companies see people are the key to their successful growth. “High quality employees” are the number one factor for the CEOs for their outstanding growth. Last year 29% of Turkish CEOs acknowledged that high-quality employees contributed most of their companies’ growth. Slightly more (35%) agreed with that assessment this year. Like in Turkey, CEOs in EMEA and North America put “High quality employees” at the top of the list while Asia Pacific CEOs rate “Sound business strategy” as the most important factor with “High quality employees” coming in a close second. For Turkish CEOs, “Sound business strategy” becomes more influential factor (with 30 percent) for the growth of their company compared to last year’s results (22 percent).

“Finding, hiring and retaining high qualified employees is even more important than last year.”

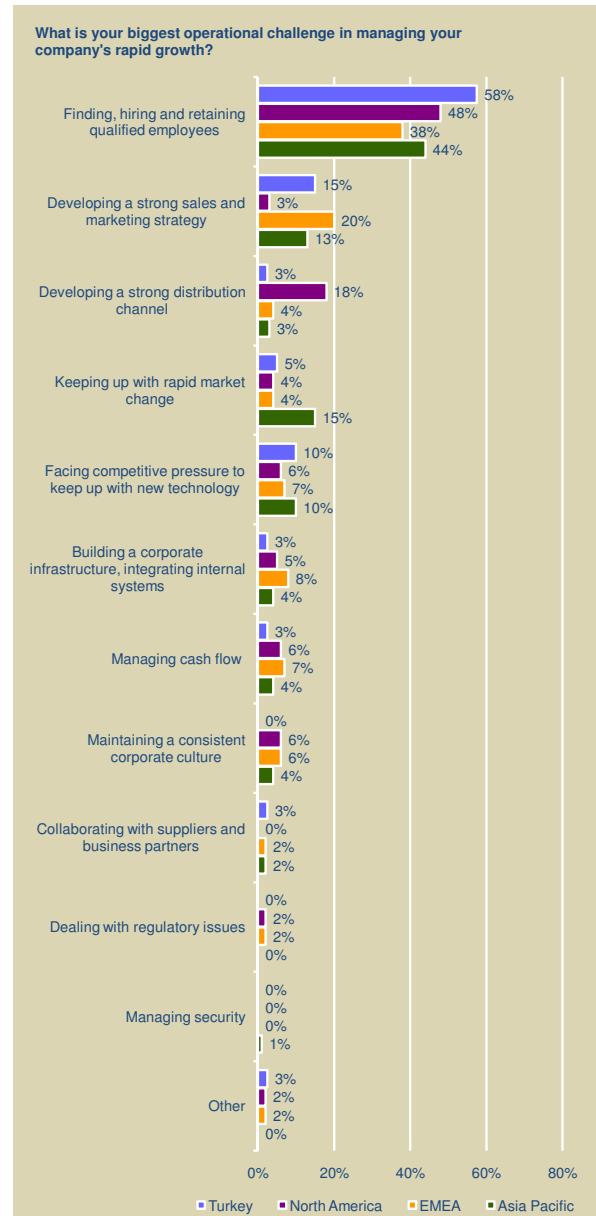


## The Big Picture: Macro Economic Trends



### Growing the workforce

The majority of (48 percent) Turkish technology companies will grow headcount by between one and 25 percent. Almost 40 percent of Turkish CEOs anticipate growth in the workforce of between 26 and 50 percent. This is also parallel to what is observed in EMEA, North America and Asia Pacific. While none of Turkish CEOs expect headcount growth between 101-200%, three percent expect more than 200% headcount growth. None of Turkish CEOs believe that headcount growth will decline like Asia Pacific and EMEA CEOs.

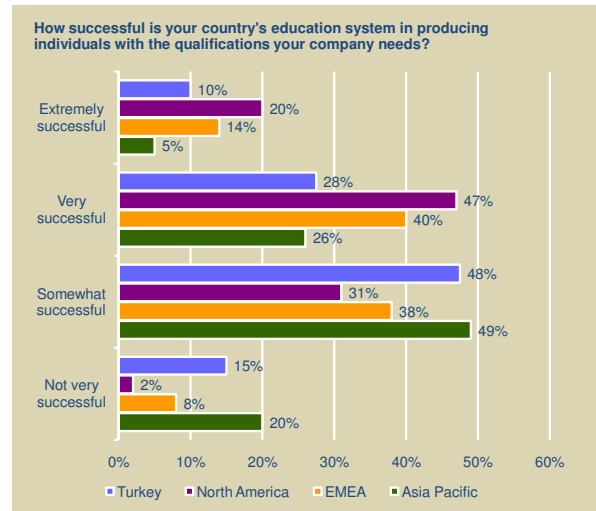
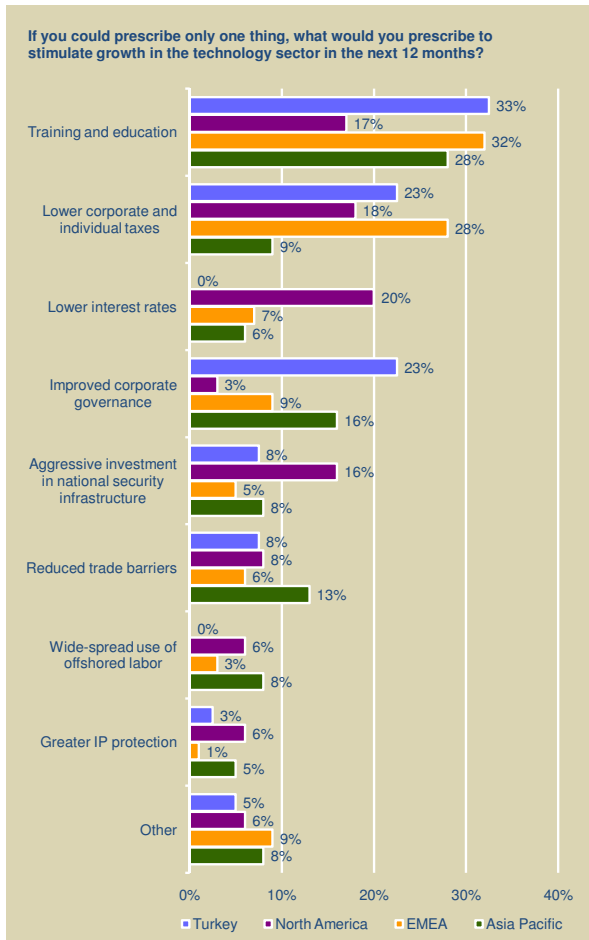


### Talent Spotting

Finding, hiring and retaining qualified employees is clearly proving quite demanding for Turkish CEOs, even more important than last year, with 32 percent increase to 58% in 2007. It is the principal challenge for almost four times as many CEOs than those voting for the next most significant operational challenge, of developing a strong sales and marketing strategy (15 percent), which was the fourth important challenge with 7 percent last year. "Finding, hiring and retaining high quality employees" is also the number one challenge for the CEOs of Asia Pacific (44 percent), EMEA (38 percent), and North America (48 percent).



## Education is Necessary

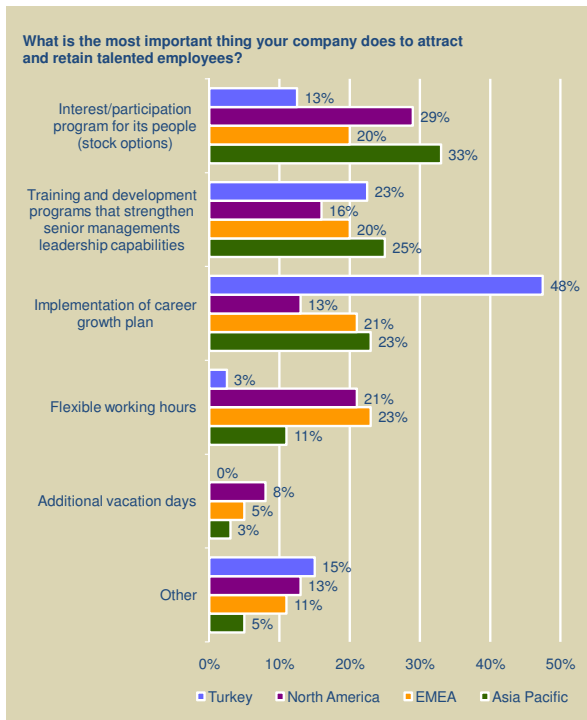


### Education system needs improvement

Majority of Turkish CEOs believe that Turkish education system is somewhat successful in producing individuals with the qualifications their company needs. Majority of North America CEOs believe that their education system is "Very successful". While half of Asia Pacific CEOs believe that their education system is somewhat successful like Turkish CEOs, EMEA CEOs think that their education system is very successful.

### Education is the first step

Given the strategic importance of talent, it is no surprise that Turkish CEOs prescribe "Training and education" as the best way to stimulate growth in the technology sector. While training and education is the most popular prescription for growth for EMEA, Asia Pacific and Turkish CEOs; for North America CEOs, it is the third popular prescription. For North America CEOs, lower interest rate is at the top with 20 percent. Besides training and education, Turkish CEOs believe that lower corporate and individual taxes and improved corporate governance will stimulate growth in the technology sector in the next 12 months.



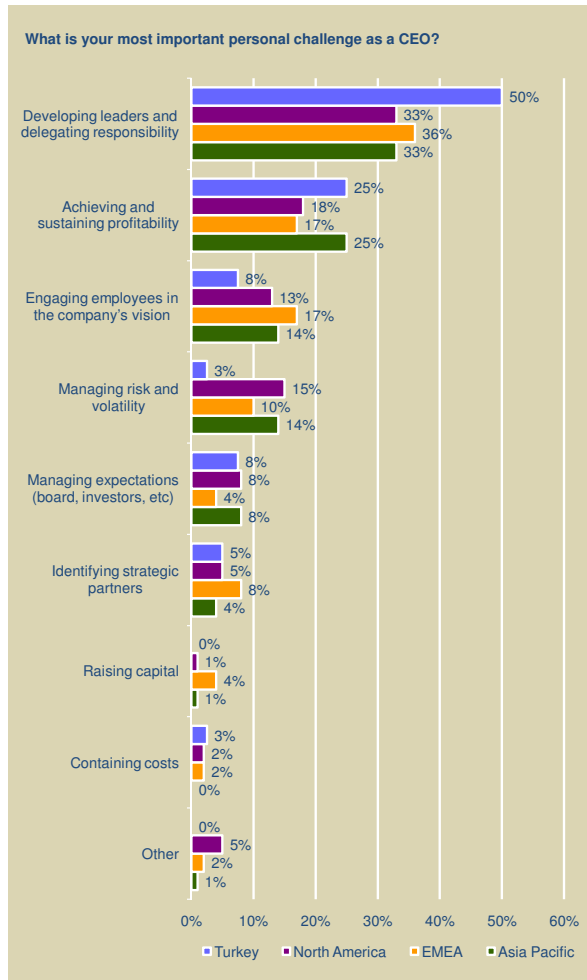
### Growing your own talent

Companies in Deloitte Technology Fast500 use various techniques to attract, develop and retain top talent. These include stock options, flexible work hours, advanced training programs, and formal plans for career development. When asked to Turkish CEOs, majority of them believe that implementation of career growth plan is the most important thing that their company does to attract and retain talented employees. According to North America and Asia Pacific CEOs, "Interest/participation programs for its people" is the leading practice. While "Flexible working hours" is particularly common especially in North America and EMEA, it is not an option in Turkey according to CEOs in Fast50 companies.



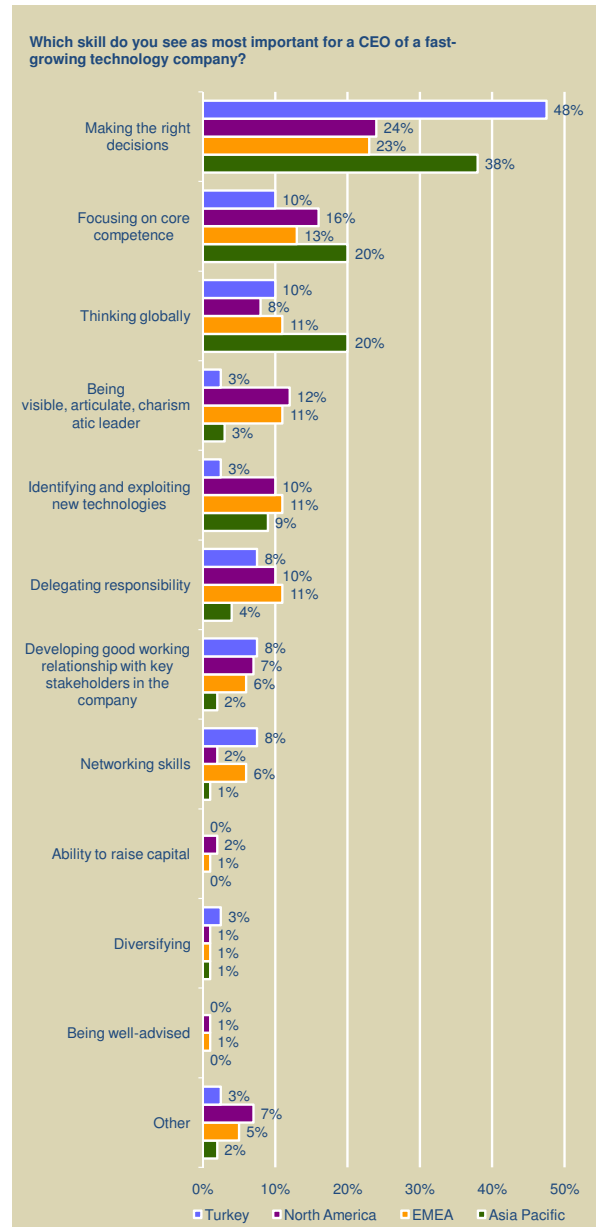


## CEO Personal Issues



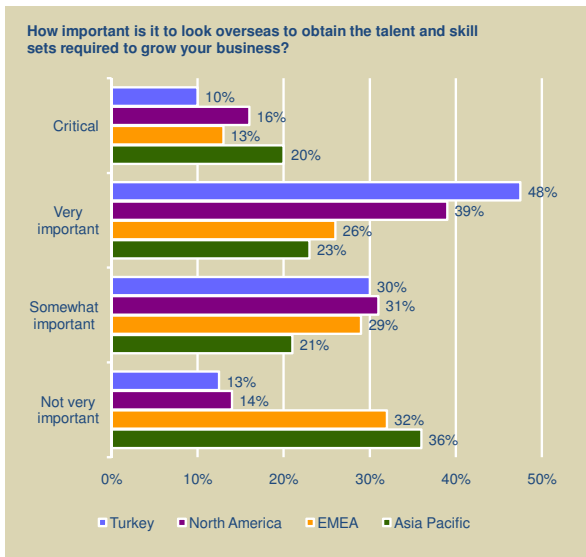
### Team Building

Last year most of Turkish CEOs stated "achieving and sustaining profitability" as their biggest personal challenge; however, this year "developing leaders and delegating responsibility" becomes the top challenge for CEOs with 50 percent. Majority of CEOs in other regions also agree with Turkish CEOs (33 percent in North America and Asia Pacific, 36 percent in EMEA). "Achieving and sustaining profitability" which was last year's top personal challenge remains high priority and places as the second important challenge for all CEOs in different regions.



### Decision making is key

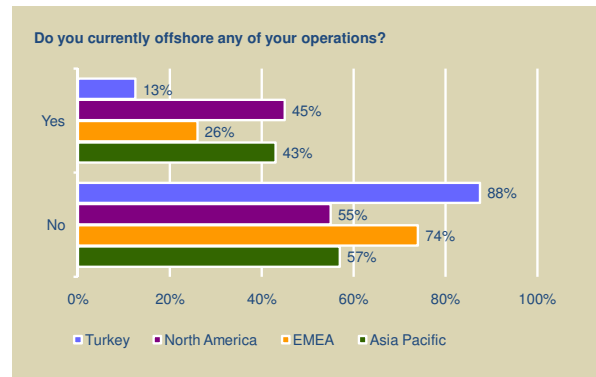
The ability to make the right decisions is certainly a valuable quality for successful leadership and according to the survey, 48 percent of Turkish CEOs see the quality of their decision making as their key skill. This is also the case for Asia Pacific CEOs (38 percent), EMEA CEOs (23 percent) and North America CEOs (24 percent). Focusing on core competence and thinking globally are listed as other skills for CEOs in Turkey with same percentage, 10%.



### Global horizons

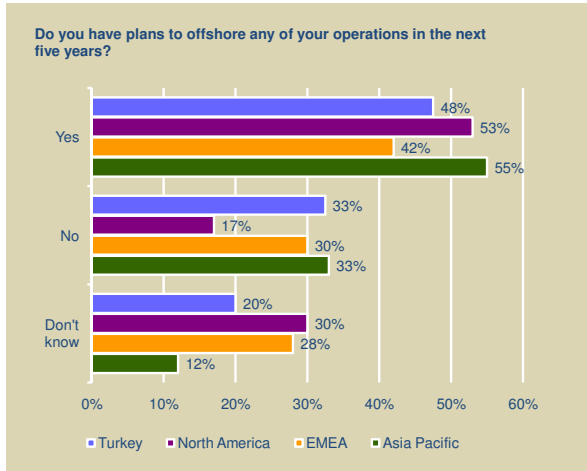
Today's technology markets are truly global, and the market for technology talent is following suit. To thrive amidst a chronic talent shortage, companies should learn how to tap into the global labor pool so they can capitalize on the best and the most qualified people—wherever those people happen to reside.

In their quest for scarce talent, more and more fast-growing technology companies are extending the search beyond national borders. Nearly half of the surveyed CEOs rate overseas talent as “Critical” or “Very important” to growing their business.



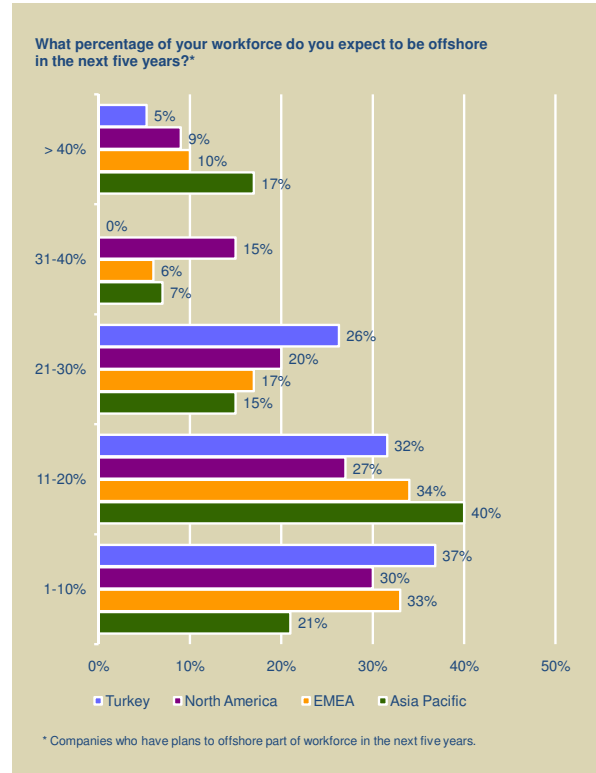
### Offshoring

Around the world, one increasingly common way for companies to capitalize on foreign talent is through offshoring; unfortunately it is not common practice for Turkish CEOs in Fast50. Only 15 percent of them offshore some of their operations. This rate is highest in North America with 45 percent; Asia Pacific CEOs and EMEA CEOs follow it with 43% and 26% respectively.



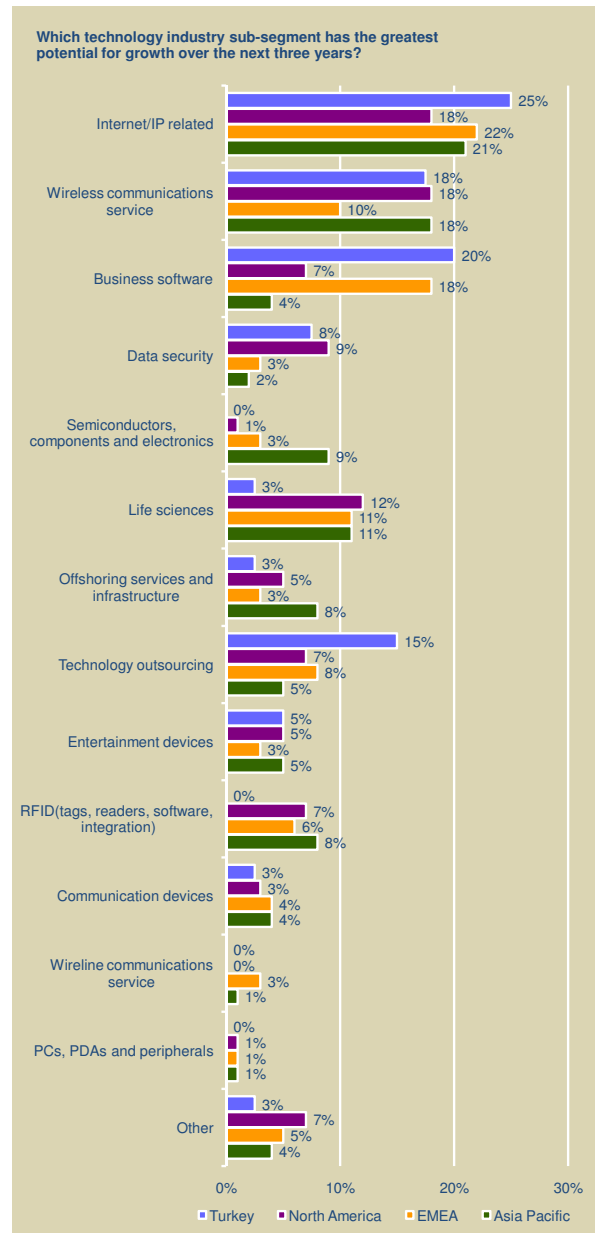
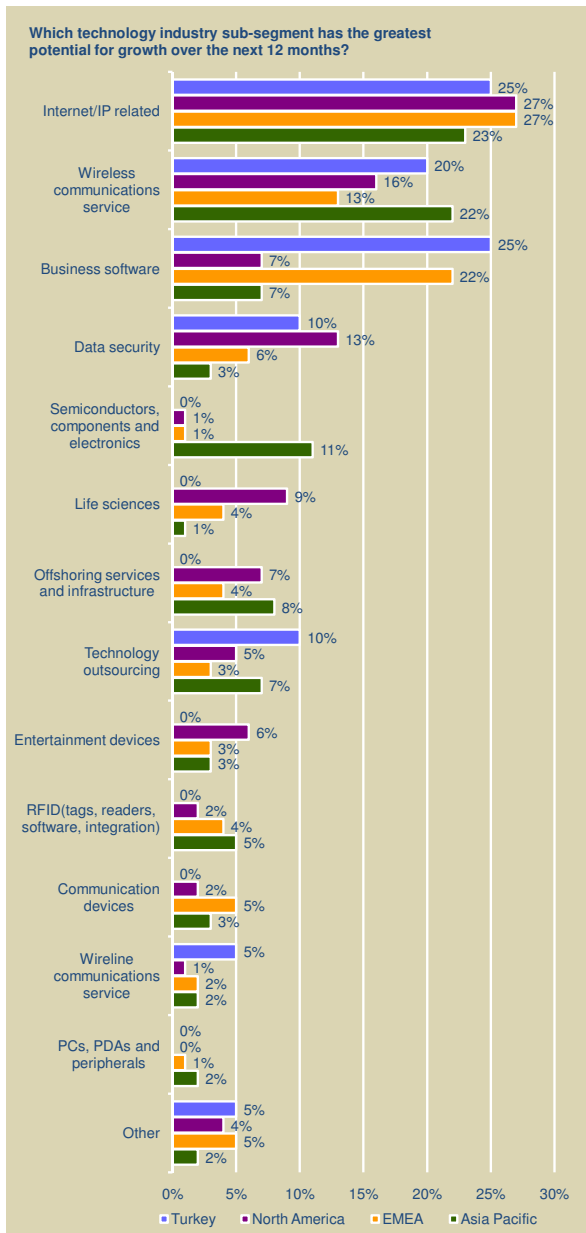
### Plans for Offshoring

Although small amount of Turkish companies currently offshore some operations, when they are asked if they have plans to offshore any of their operations in the next 5 years, 48 percent of them say yes and 20 percent of them are not sure about it. Almost half of Fast500 CEOs around the world also think that they will offshore some of their operations in the next 5 years.



Almost one third of Turkish CEOs plan to offshore 20 percent, or more, of their workforce in the next five years. Same trend is observed in EMEA (with 33 percent), Asia Pacific (39 percent) and North America (35 percent).



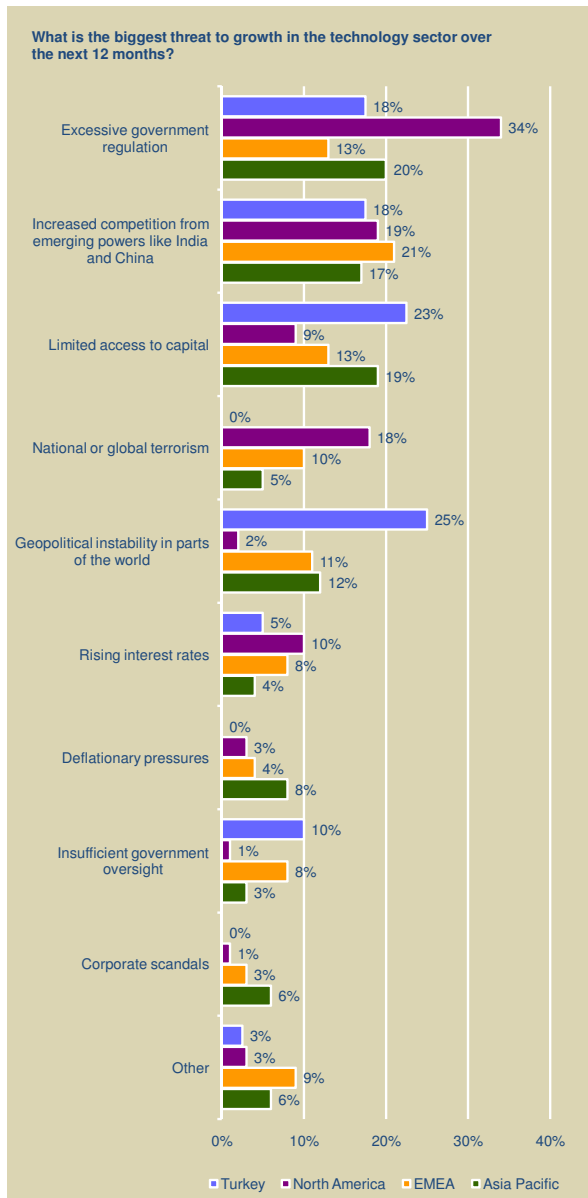


### Business software and Internet/IP at the top

CEOs of technology companies in Turkey see “business software” and “Internet/IP related” (25 percent both) as the greatest potential for growth over the next 12 months. “Wireless communication service” follow it with 20 percent. While “Internet/IP related” has the greatest potential for North America and EMEA CEOs (27 percent); according to Asia Pacific CEOs “Internet/IP related” and “Wireless communication service” have almost the same potential for growth over the next 12 months (23 and 22 percent).

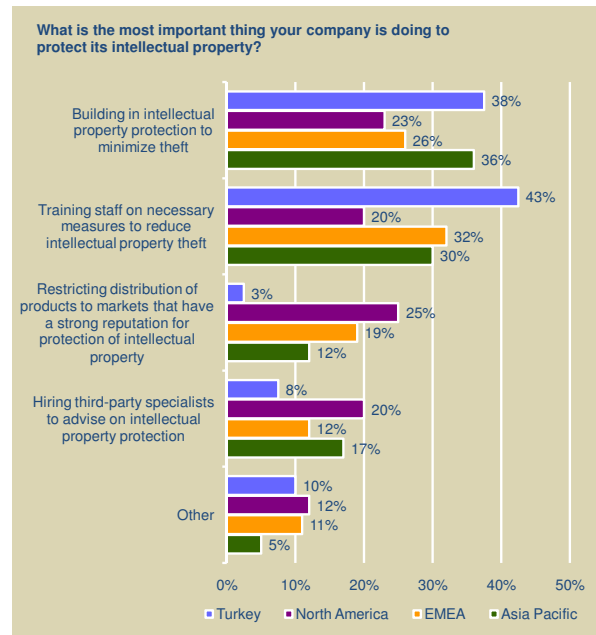
### Life sciences - The biggest mover

Looking three years out, the “Internet and IP-related” segments are expected to continue dominating the scene. “Wireless communications services” loses a little ground, but manages to hold onto the second spot. “Life sciences” is expected to be the biggest mover - particularly in Asia Pacific and EMEA, where the segment’s growth potential is expected to more than double. “RFID” also shows significantly higher long-term potential across all three regions. In Turkey, “Technology outsourcing” is expected to be the biggest mover over next three years.



## Threats to growth

The CEOs in Deloitte Fast500 see a variety of threats to growth. “Geopolitical instability in parts of the world” tops the list in Turkey with 25 percent. (Last year it scored the top as well but with 41 percent.) “Excessive government regulation” tops the list, particularly in North America, where companies continue to devote large amounts of time and attention to complying with the Sarbanes-Oxley Act and other regulations. “Increased competition from emerging powers like India and China” is also a significant concern to fast-growing companies in all regions.



## Protecting Intellectual Property

Another big challenge for fast-growing technology companies is protecting their intellectual property. Fast500 companies from all around the world appear to be following a multi-threaded approach. Turkish CEOs and EMEA CEOs train their staff on necessary measures to reduce intellectual property theft. Asia Pacific CEOs build in intellectual property protection to minimize theft while North American CEOs restrict distribution of products to markets that have a strong reputation for protection of intellectual property.

## Conclusion

CEOs of Technology Fast50 Turkey businesses have no reason to overstate their confidence, which is why the continued levels of confidence expressed in the CEO survey is incredible. 85 percent of responding CEOs are either very confident or extremely confident that they will sustain company growth rates over the next year. When we consider that average two-year growth rates for Turkish Fast50 companies run at around 500 percent, this outlook is all the more encouraging.

This confidence is not restricted only to technological advantage, which can often be hard to maintain in a fast-moving competitive arena, but it securely rests on people. People are confirmed to be the key to success in this year's survey as well.

Finding, hiring and retaining qualified employees are even more important than last year- the most important operational challenge for 58 percent of CEOs.

The CEOs in this year's survey are focusing more attention than ever on people-related issues such as recruiting, education, training and employee retention. Turkish CEOs find Turkish education system is somewhat to successful and they give importance to training and development programs to attract and retain talented employees. In fact they consider their biggest personal challenge to be grooming the next generation of leaders and delegating responsibility- rating it even higher than achieving and sustaining profitability.

63 percent of Turkish CEOs see organic growth is the most favorable scenario for their company in the next 12 months. Being acquired is the distant second likely scenario with 15 percent and merger with a strategic partner is following it with 13 percent. While "acquiring a company" is a distant second likely scenario for North America, EMEA and Asia Pacific CEOs, this is one of the least likely scenario for Turkish CEOs. Last year this was out of scope for Turkish CEOs, this year there is at least 5 percent of them who consider to acquire companies.

Considering financial challenges, "growing sales" falls to second priority for Turkish CEOs with 33 percent while "Managing Cash Flow" appears to be the top priority for Turkish CEOs with 35 percent.

Like CEOs of North America, EMEA and Asia Pacific, Turkish CEOs believe that making the right decisions is the most important for a CEO of a fast growing technology company.

Compared to EMEA, Asia Pacific and North America, Turkish CEOs believe more that it is important to look overseas to obtain the talent and skill sets required to grow their business. However 88 percent of Turkish CEOs do not offshore any of their operations while 45 percent of North America, 43 percent of Asia Pacific and 26 percent of EMEA companies offshore some of their operations. When future plans for offshoring is asked, almost half of Turkish CEOs stated that they are likely to offshore within 5 years-time.

CEOs of technology companies in Turkey see "business software" and "Internet/IP related" (25 percent both) as the greatest potential for growth over the next 12 months. "Life sciences" is expected to be the biggest mover - particularly in Asia Pacific and EMEA, where the segment's growth potential is expected to more than double. "RFID" also shows significantly higher long-term potential across all three regions. In Turkey, "technology outsourcing" is expected to be the biggest mover over next three years.

"Geopolitical instability in parts of the world" is seen as the biggest threat to growth in the technology sector over the next 12 months for Turkish CEOs. Limited access to capital and excessive government regulation are the challenges that technology CEOs are facing.





# About TMT

The Deloitte Touche Tohmatsu (DTT) Technology, Media & Telecommunications (TMT) Industry Group consists of the TMT practices organized in the various member firms of DTT and includes more than 5,000 member firm partners, directors and senior managers supported by thousands of other professionals dedicated to helping their clients evaluate complex issues, develop fresh approaches to problems and implement practical solutions. There are dedicated TMT member firm practices in 45 countries and centers of excellence in the Americas, EMEA and Asia Pacific. DTT's member firms serve nearly 90 percent of the TMT companies in the Fortune Global 500. Clients of Deloitte's member firms' TMT practices include some of the world's top software companies, computer manufacturers, wireless operators, satellite broadcasters, advertising agencies and semiconductor foundries – as well as leaders in publishing, telecommunications and peripheral equipment manufacturing.





You can always find all Deloitte Turkey reports at  
[www.deloitte.com.tr](http://www.deloitte.com.tr), [www.verginet.net](http://www.verginet.net), [www.denetimnet.net](http://www.denetimnet.net),  
[www.deloitteacademy.com.tr](http://www.deloitteacademy.com.tr)

For more information:

**Bariş Öney**  
Partner  
[boney@deloitte.com](mailto:boney@deloitte.com)

**Deloitte Danışmanlık A.Ş.**

Sun Plaza  
Dereboyu Sok. No:24  
34398 Maslak, İstanbul  
Tel : 90 (212) 366 60 00  
Fax : 90 (212) 366 60 30

[www.deloitte.com.tr](http://www.deloitte.com.tr)  
[www.verginet.net](http://www.verginet.net)  
[www.denetimnet.net](http://www.denetimnet.net)  
[www.deloitteacademy.com.tr](http://www.deloitteacademy.com.tr)

Deloitte refers to one or more of Deloitte Touche Tohmatsu, a Swiss Verein, its member firms, and their respective subsidiaries and affiliates. Deloitte Touche Tohmatsu is an organization of member firms around the world devoted to excellence in providing professional services and advice, focused on client service through a global strategy executed locally in over 140 countries. With access to the deep intellectual capital of approximately 150,000 people worldwide, Deloitte delivers services in four professional areas—audit, tax, consulting, and financial advisory services—and serves more than 80 percent of the world's largest companies, as well as large national enterprises, public institutions, locally important clients, and successful, fast-growing global companies. Services are not provided by the Deloitte Touche Tohmatsu Verein, and, for regulatory and other reasons, certain member firms do not provide services in all four professional areas.

As a Swiss Verein (association), neither Deloitte Touche Tohmatsu nor any of its member firms has any liability for each other's acts or omissions. Each of the member firms is a separate and independent legal entity operating under the names "Deloitte," "Deloitte & Touche," "Deloitte Touche Tohmatsu," or other related names.