Deloitte.

Technology Fast50 Turkey
Winners and CEO Survey 2012
Create Powerful Connections!

Contents

Foreword

Tolga Yaveroğlu
Partner,
Deloitte Turkey
TMT Leader

Deloitte Technology, Media and Telecommunications (TMT) practice is pleased to announce the 2012 winners of the Deloitte Technology Fast50 program where some of the most successful and upcoming technology companies in Turkey are ranked according to their top line performance over the last five years.

The Technology Fast50 program goes back to 1995 where it was first introduced in Silicon Valley. Today, the program is executed at over 37 regions around the world. It was launched in Turkey back in 2006 and over these last six years we have had enormous success within the EMEA region where Turkish Fast50 winners were also ranked #1 among the EMEA Fast500 companies twice, in 2009 and 2011.

In the seventh year of the program in Turkey, Elkotek tops our list with an impressive 13880% growth. Congratulations to Mr. Tahiroğlu and his team at Elkotek where they were also ranked #2 in Turkey and #9 in EMEA with a growth rate of 7093% in 2011.

Each year we also present the ''Türk Telekom Technology Special Award" to the fastest growing company among the Fast50 that managed to make the shortlist three times consecutively. I am happy report that Innova Bilişim is the recipient of our Türk Telekom Technology Special Award in 2012.

I trust you will find this year's winners inspirational as they continue to bring innovative and value add solutions to the market place. We are proud to have businesses like these being a Deloitte Technology Fast50 winner.

In addition to the list of our winners and an analysis of their growth performance, this report also presents the results of our Technology CEO Survey. Now with seven years of historical data, we believe that the survey results provide insightful perspectives and touch on key issues that the Turkish CEOs are dealing with.

We would also like to thank our sponsor Türk Telekom and our partners MOBİLSİAD, TBD, TBV, TESID, TTGV, TUBISAD and YASAD for their collaboration and support in making this program a success.

Congratulations to all the winning companies.

Welcome to
Deloitte Technology Fast50
program; local appreciation
and global celebration of the
fast-growing technology
companies in Turkey

Overview

Welcome to 2012 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 2012, 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 Elkotek with a growth of 13880 percent. Tektronik places the second rank with the growth rate of 11368 percent in 2012 program, where the third winner is FG-Digital with 4345 percent growth. We are excited by the performance of the winning companies.

Most of the technology companies come from İstanbul and Ankara like in previous years. This year, we have three more from Kocaeli and one from Mersin. 60 percent of Fast50 companies are in software business, whereas 14 percent are in telecommunications/networking and 12 percent are in internet sub-sector. These technology companies with giving importance to research and development achieved an average growth of 1046 percent this year.

Özge Mete
Technology Fast50
Turkey Country
Coordinator

We conducted a survey with the high growing technology company CEOs, asking their growth strategy, future expectations. The survey also reveals CEOs personal challenges and threats that technology industry is facing.
Majority of the company CEOs, foresee organic growth as their next 12 month scenario, and kept their high level of confidence for sustaining their companies' growth, since previous years.

This year's challenge, the New Turkish Commercial Law (Yeni Türk Ticaret Kanunu - TTK) is seen as a positive change by many CEOs. While transparency in the marketplace is seen as the biggest advantage, increase in foreign direct investment with the adoption of international financial reporting system, increase in foreign direct investment, is seen as the second positive outcome. When asked if their companies are ready for the new law, 41 percent of the company CEOs stated that they have completed their preparations, slightly up from 38 percent last year.

The impressive success of Turkish companies excites us and we are honored to be representing them in our Deloitte Technology Fast50 program. Congratulations to our 2012 winners, and we wish to see their achievements continue in the future by creating powerful connections.

Technology Fast50 Turkey Program

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
• Semiconductors, components and electronics
• Telecommunications/networking
• Internet
• Computer/peripherals
• Media/entertainment

To be eligible for Technology Fast50 Program, 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 50,000 Euros for 2007 and 800,000 Euros in 2011.

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:

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

Deloitte Technology Fast50 is a program that recognizes and profiles fast growing technology companies
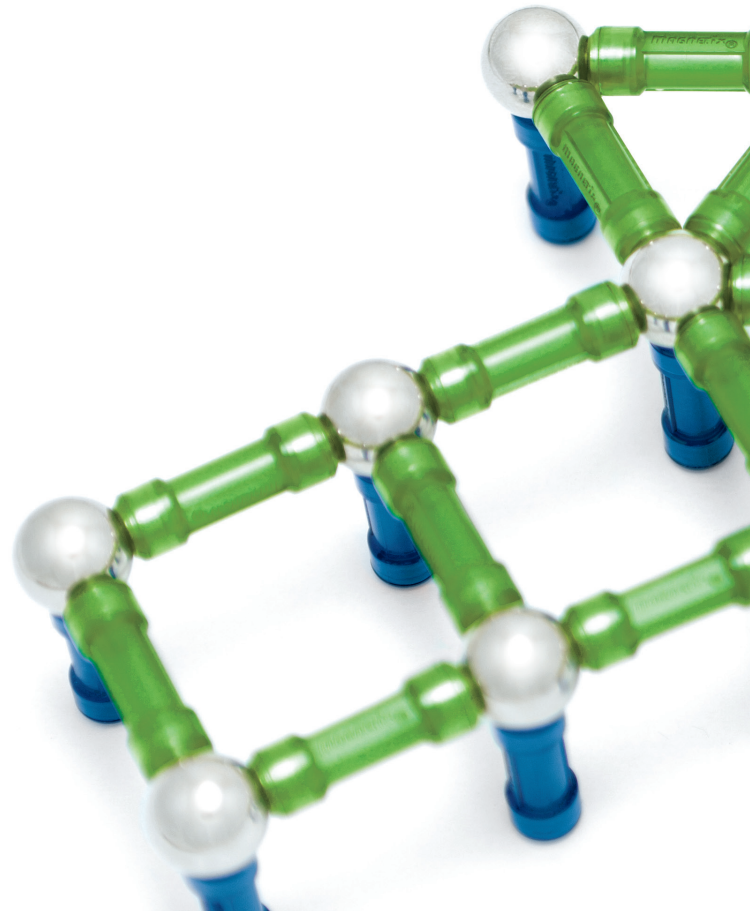
# The benefits of participating at the Technology Fast50 program

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
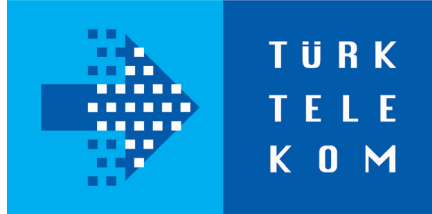
• Media coverage

In addition, all Deloitte Technology Fast50 Turkey winners are invited to Deloitte Technology Fast500 Program.

EMEA to network with other top-tier executives from the fastest-growing technology companies in EMEA.
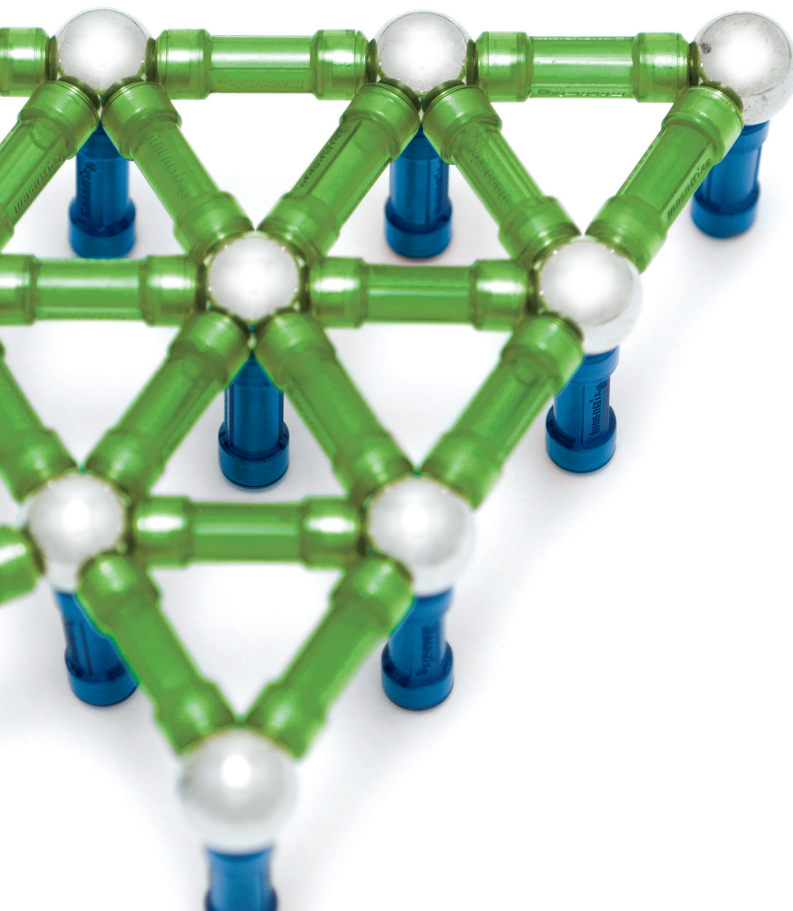
Technology Fast50 Turkey 2012 Main Sponsor

Türk Telekom is Turkey's leading communication and convergence technologies company with its modern network infrastructure covering the whole country. Offering a wide range of services to residential and commercial customers in fixed lines and broadband Internet, Türk Telekomünikasyon A.Ş has 14.5 million Fixed Access Lines, and 7 million ADSL connections (bulk) as of September 30, 2012. 55% of Türk Telekom shares belongs to Ojer Telekomünikasyon A.Ş. and 30% belongs to the Republic of Turkey Prime Ministry Undersecretariat of Treasury. Türk Telekom pioneers in developing and implementing the low-carbon business model in Turkey with its works towards social, economical and environmental sustainability, also transforms its products and services, office practices and work processes according to sustainability principles in order to achieve this purpose and considers including all of its employees, their families, suppliers and customers into this process as a part of its strategy. Türk Telekom is the first telecommunication company calculating and reporting its carbon footprint to CDP (Carbon Disclosure Project) in Turkey.

Türk Telekom ranked #1 for four years since 2009 in "Turkey's Most Valuable Brands" survey conducted by Brand Finance and Capital.

Türk Telekom	
Address	Yıldız Posta Cad. No:40 Gayrettepe Beşiktaş , İstanbul
Tel	+90 (212) 309 90 00
Web address	www.turktelekom.com.tr

Technology Fast50 Turkey 2012 Partners

Established in 2009 with 24 members and comprising the representatives of the value-added mobile services sector, MOBİLSİAD (Mobile Service Provider Businessmen's Association) was founded to develop solidarity and cooperation between mobile service providers who offer value-added products, services and technologies over a "mobile technology platform" in communication, IT and media sectors.

MOBİLSİAD aims to increase the service quality and efficiency of the sector, setting sector-specific codes of conduct and making them functional among members, thus enabling the sector to operate under conditions of competition, looking for solutions to eliminate the problems experienced at national and international levels in line with the common interests of the sector companies. The Association facilitates globalization and competition of the sector players in foreign markets by strengthening the perception of the industry in national and international markets, and developing relations with regulatory public bodies and operators to ensure sectoral growth. To this end, MOBİLSİAD carries out several projects to notify and guide people, and acts as a non-governmental organization with the goals of raising the awareness of leading sector players and end users..

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.

Information	
Address	Ceyhun Atuf Kansu Caddesi No:1246 Sokak No:4/17 Balgat, Ankara
Tel	+90 (312) 473 8215
Web address	www.tbd.org.tr

Information	
Adress	Nispetiye Cad. Bebek Yokuşu Sok. Erdem Apt. No:7 K:2 D:5/A Etiler, İstanbul
Tel	+90 (212) 263 3663
Web adress	www.mobilsiad.org.tr

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 along software producing companies, TBV also supports the establishment of techno parks 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 0499
Web address	www.tbv.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, TESID 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 organization 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, İstanbul
Tel	+90 (216) 463 2700
Web address	www.tesid.org.tr

TTGV
TECHNOLOGY DEVELOPMENT FOUNDATION OF TURKEY

Supporting R&D and technological innovation projects of the private sector in Turkey since 1991, TTGV (Technology Development Foundation of Turkey) 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.

Information	
Address	Cyberplaza B-Blok Kat:5-6 Bilkent, Ankara
Tel	+90 (312) 265 0272
Web address	www.ttgv.org.tr

TÜBİSAD
BİLİŞİM SANAYİCİLERİ DERNEĞİ

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 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 aims 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.

Information	
Address	Yıldız Posta Cad. Dedeman Ticaret Merkezi No:52 Kat 1. Esentepe, İstanbul
Tel	+90 (212) 275 5252
Web address	www.tubisad.org.tr

yasad
YAZILIM SANAYİCİLERİ DERNEĞİ

YASAD (Yazılım Sanayicileri Derneği or Software Industrialists Association) is a non-governmental organization representing the software sector in Turkey. It comprises most of the local software producers, including the leading ones.

The association endeavors to help the Turkish software sector attain a world-class development level. Its mission is to place Turkey in the list of major global players who export software and related high value-added technological products, and continuously improve its position, converting the sector into one of the driving forces of the Turkish economy.

YASAD undertakes activities to create public awareness regarding the strategic importance of the software sector for Turkey, stressing its potential in exports with high value added, role in national security, economic growth, welfare and reduction of unemployment rates, and explaining the capabilities of the national software sector.

Information	
Adress	İTÜ Ayazağa Yerleşkesi Eski Rektörlük Binası No: 203 Maslak Sarıyer İstanbul
Tel	+90 (212) 274 4635
Web adress	www.yasad.org.tr

Fast Facts

Fast50 Winners Geographical Distribution
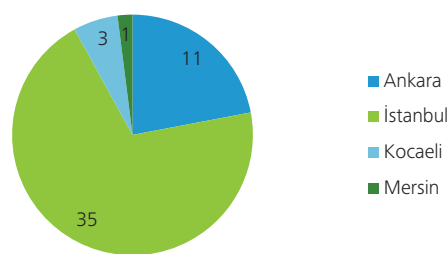
Istanbul continues to produce the highest number of fast growing companies with 35, while 11 of the winners come from Ankara, 3 winners from Kocaeli and 1 from Mersin.

Fast 50 Industry Segmentation
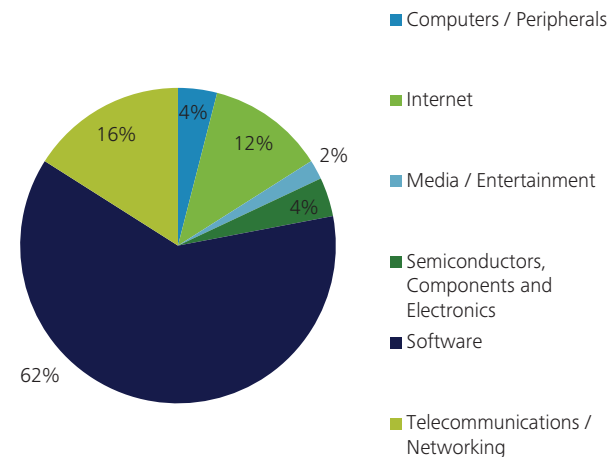
We see that software companies again take the lead among the Fast50 winner companies with 62 percent. Compared to 2011 results, telecommunications/network companies participation decreases from 22% to 16%, substituted by internet and other sub industries shown in the figure. The share of internet increase from 8 percent to 12 percent from the last year.

Research and Development

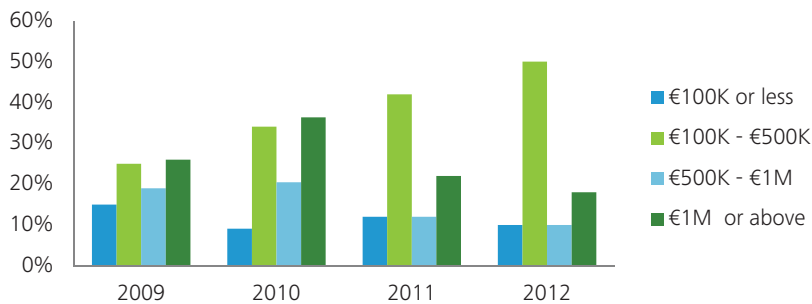During the last four years, the number of Fast50 companies that spend €100K - €500K for research and development has been steadily increasing, constituting half of all winners in 2012. This increase comes in the expense of companies spending €500K or more.

Growth Rate

Number of companies achieving growth rates over 1000% has been on a downward trend over years as over growth rates continue to ease. As similar trend is true for the lower 100-250% band, resulting in a concentration between the 250-1000% group which constituted over 55% of the participants in 2012.
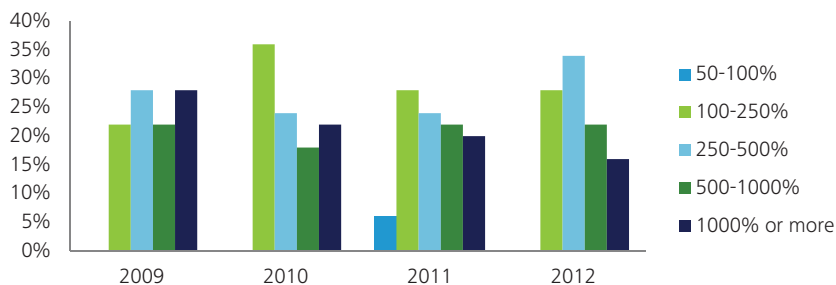
Revenue Levels
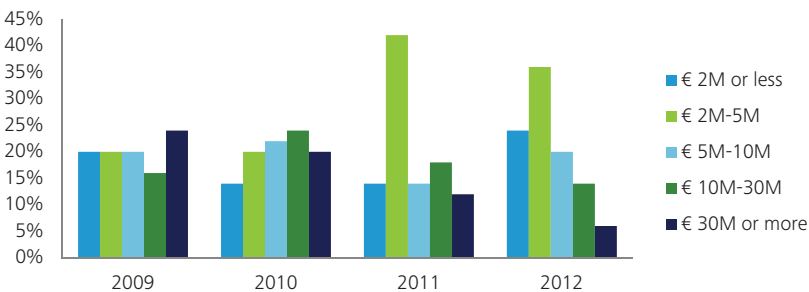
In 2012, about 60% of the winning companies had an annual revenue of €5M or less, compared to about 55% in 2011. Number of companies larger than €30M continued to fall where the overall 2012 results were skewed towards smaller companies.

Türk Telekom Technology Special Award

"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.

2012 Winner

Innova Bilişim Çözümleri 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 offices in 12 cities in Turkey.

The company's areas of activity include OSS/BSS Systems for Telco operators, Financial Transaction Applications, ERP, CRM and BI systems, portals, custom software development IT systems management and infrastructure, IT security and kiosk systems.

Innova has delivered solutions and services to customers in 22 countries to date. Major customers of the company are fixed line and GSM operators in Turkey and abroad, banks, as well as other prominent organizations in the manufacturing, public and service industries.

Information	
CEO	Aydın Ersöz
Address	İTÜ Ayazağa Kampüsü Teknokent ARI-4 Binası Maslak, İstanbul
Tel	+90 (212) 329 7000
Web Address	www.innova.com.tr
Growth Rate	598%

Big Stars

This category recognizes companies that have achieved € 50.000.000 or more during fiscal year 2011 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. Koç Sistem

As a pioneering organization of Information Technologies and Communications Sector since 1945; KoçSistem holds on to the principle of providing services for its customers in accordance with the "end- to- end" service concept which entails special technological solutions engineered according to specific requirements of customers, on a level reaching far beyond their expectations. KoçSistem, summarizes its corporate mission by the motto "Your imagination is our strength", and helps its customers to attain their goal of sustainable growth rate with its strategy "creating a difference" by providing them unique technology solutions and outsourcing services.

In conjunction with the vision of providing technology as a service, KoçSistem –along with its local competence- is also one of the most effective corporations to provide technological service on international platform through strategic partnerships with the world's greatest technology manufacturers.

KoçSistem

"Gücümüz, hayal gücünüz"

Information	
CEO	Mehmet Nalbantoğlu
Address	Ünalan Mahallesi Ayazma Caddesi Çamlıca İş Merkezi B3 Blok Üsküdar, İstanbul
Tel	+90 (216) 556 1100
Web Address	www.kocsistem.com.tr
Revenue	€ 191.815.987

2. Turkcell Teknoloji

Turkcell Technology is among Turkey's leading R&D and innovation companies. It was set up to develop competitive information and communication technology (ICT) services and products. The seeds of the company were laid with the establishment of Turkcell. In 2007, decision was taken to build a technology park company to provide an optimum R&D and innovation environment for Turkcell technical staff specialized in ICT since 1994. In the same year, Turkcell Technology Research & Development was founded in the TUBITAK-MAM Technology Free Zone (TEKSEB). In the beginning, 44 engineers started their activities at the TEKSEB building.

Turkcell Technology has been proceeding on its path of developing services and products in the fields of Customer Relationship and Channel Management, Mobile Marketing, Business Intelligence Solutions, SIM Asset and Services Management, Roaming Solutions, Value Added Services, Operation and Business Support Systems with 410 highly qualified engineers

TURKCELL
TEKNOLOJİ

Information	
CEO	Kadir Semih İncedayı
Address	TÜBİTAK MAM Teknoloji Serbest Bölgesi, Gebze
Tel	+90 (262) 677 4000
Web Address	www.turkcellteknoloji.com.tr
Revenue	€ 52.352.693

3. Innova

Innova Bilişim Çözümleri 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 offices in 12 cities in Turkey.

The company's areas of activity include OSS/BSS Systems for Telco operators, Financial Transaction Applications, ERP, CRM and BI systems, portals, custom software development IT systems management and infrastructure, IT security and kiosk systems.

Innova has delivered solutions and services to customers in 22 countries to date. Major customers of the company are fixed line and GSM operators in Turkey and abroad, banks, as well as other prominent organizations in the manufacturing, public and service industries.

Information	
CEO	Aydın Ersöz
Address	İTÜ Ayazağa Kampüsü Teknokent ARI-4 Binası Maslak, İstanbul
Tel	+90 (212) 329 7000
Web Address	www.innova.com.tr
Revenue	€ 51.866.154

Deloitte Technology Fast50 Turkey 2012 companies achieved average revenue growth over five years of 1046 percent. This year's winner is Elkotek, with its fascinating five-year revenue growth rate of 13880 percent. The second winner is Tektronik with a remarkable revenue growth of 11368 percent. Our third winner is FG Digital Teknolojiler 4345 percent revenue growth.

The Winners: Top ten companies

1. Elkotek

Elkotek İletişim was established in 1994 as the R&D Company of Elkotek Group of Companies in order to develop firmware for the ADSL CPEs that Elkotek Mühendislik was distributing under various brands to the Turkish market.

In 2006 an IP Voice Platform, branded as Inteliex was successfully developed by the Elkotek engineers. Inteliex, which was first launched in CeBIT - Hannover 2007, is a competitive and flexible supplementary solution that adds next generation functionality to traditional and hybrid Private Branch Exchanges systems including Call Center, Voice Recording, VoIP, IVR, Voice Mail, Call Attendant, MeetMe Conference, Text-to-Speech, Outbound Call, Click-to-Call. Inteliex received 2008 TESID (Turkish Electronics Industrialists Association) "Innovation & Creativity" Award.

ELKOTEK

Information	
CEO	Hakan Tahiroğlu
Address	Gazeteciler Sitesi Sağlam Fikir Sokak No:3 Esentepe/Şişli, İstanbul
Tel	+90 (212) 336 3900
Web Address	www.elkotek.com.tr
Growth Rate	13880%

2. Tektronik

Tektronik is the leading Hardware-Software integration company in Turkey, targeting Defense & Aviation, Telecommunications, Industrial, Automotive and Medical sectors. Tektronik has 17 years of expertise in Embedded Systems design and integration.

Tektronik Engineering and Trade Ltd, headquartered in Ankara, Turkey; represents and distributes world's leading cutting edge embedded electronic hardware and embedded systems design and development software in Turkey and Middle East; offers embedded system design, implementation, integration services as a turnkey system, or as a subsystem or as subcontracting to its customers.

Tektronik invests a regular 5% of its turnover to R&D, and offers technology solutions around: Embedded Computers, Embedded Hardware and Software Integration, Real Time Operating Systems, Hardware and Driver integration, Model based Real-Time system design and certification solutions, Distributed Real-Time Systems.

TEKTRONIK
MÜHENDİSLİK VE TİCARET LTD.

Information	
CEO	Hakan Yavuz
Address	Mahatma Gandhi Cad. 68A/2 GOP, Ankara
Tel	+90 (312) 437 3000
Web Address	www.tektronik.com.tr
Growth Rate	11368%

3. FG Digital

21. Century, the ever-evolving, self-renewal is a close follower of technological developments, new solutions and R & D activities committed to the vision leave anything in the future centuries, many years of R & D, Telecommunications, Digital Electronics, Satellite Systems, Aviation Technology and Software sectors, six international partners Our company is a pioneer and leader in the field of activities and services of the enterprise.

As is known, no longer recognize today and every day technology is developing nerve. Today's emerging technology is not enough just to follow and need to add something. In this sense, working within our company for many years, our professional staff with experience in high R & D in many areas of Turkey and the world operating in different project-based solutions for many companies produce. In addition, many technologies are still not available in Turkey and Turkey markets, together with our partners abroad, we drive the product and will continue to offer new technologies to our country better than ever! ...

FG DIGITAL
FUTURE GENERATION

Information	
CEO	Can Ahmet Gürakın
Address	Moda Karakol Sok. No:19/11 Kadıköy, Istanbul
Tel	+90 (216) 348 7278
Web Address	www.fg-digital.com
Growth Rate	4345%

4. Ideasoft Yazilim

Ideasoft, founded in 2005 by Seyhun R. Özkara, Fatih Calişkan and Kerem Kaya, is a leading ecommerce software provider in Turkey. Ideasoft E-commerce Software Platform is used by individuals and businesses. More than 4000 users utilized Ideasoft E-commerce Software Platform to sell their products and services online. Ideasoft E-commerce Software Platform is complemented by ecommerce consultancy, customized shop designs and training / support services to clients. Ideasoft delivers exceptional customer service with the help of in-house developed IdeaCRM. Ideasoft designs and develops all software architecture with its in-house R&D team.

ideasoft®

Information	
CEO	Seyhun Özkara
Address	Libadiye Cd. No:70 Kat:2 Üsküdar, İstanbul
Tel	+90 (216) 326 0477
Web Address	www.eticaret.com
Growth Rate	2146%

5. ODC İş Çözümleri

Making benefit from specialized teams and in-house developed products, ODC is the "technology-developer and solution-provider" company which offers professional services and state-of-the-art business solutions to clients. ODC, since 2005, is capable of offering turn-key business solutions within a wide range of services from industrial solutions to formation of business processes, from re-structuring to integration with various data systems, and globally.

Focusing on the mission of "innovative, reliable and VAT-adding solution partner", we have become one of the most preferred solution partners by the leading firms in Turkey, and we keep going forward thanks to the pride we have achieved by solutions and contributions to our clients' business processes.

Information	
CEO	Oğuz Küçükbarak
Address	Rüzgarlıbahçe Mah. Kavak Sok. No:18 Kavacık Ticaret Merkezi B Blok Kat:3 Kavacık – Beykoz, İstanbul
Tel	+90 (850) 221 3900
Web Address	www.odc.com.tr
Growth Rate	1332%

6. Logic Bilişim

Logic Bilisim Sistemleri ve Danismanlik Ltd Sti. was established in 2005 with the purpose of producing Value Added Services for mobile operators and internet service providers clients.

Our first project is www.kontoryolla.com, which is the first B2C web site selling virtual voucher in Turkey. www.kontoryolla.com is the biggest virtual voucher selling website in Turkey with 300.000 members.

Moreover, Logic Medya, is a second project of our company, is a mobile interactive SMS platform for Media company. Logic Medya is a platform that has interactive SMS capabilities in a wide range of usage, includes for sending and receiving SMS is centralized on this platform. We operate Vodafone Turkey, Turkcell and Avea in this project.

The final project is www.724tikla.com, which was founded in 2010. www.724tikla.com is a B2C website, providing access to a huge variety of products in 20 categories via its website.

Information	
CEO	Fatih Özkentli
Address	Acıbadem Cad. No: 43/2 Kadıköy, İstanbul
Tel	+90 (216) 545 7722
Web Address	www.logicbilisim.com.tr
Growth Rate	1316%

7. Turkcell Teknoloji

Turkcell Technology is among Turkey's leading R&D and innovation companies. It was set up to develop competitive information and communication technology (ICT) services and products. The seeds of the company were laid with the establishment of Turkcell. In 2007, decision was taken to build a technology park company to provide an optimum R&D and innovation environment for Turkcell technical staff specialized in ICT since 1994. In the same year, Turkcell Technology Research & Development was founded in the TUBITAK-MAM Technology Free Zone (TEKSEB). In the beginning, 44 engineers started their activities at the TEKSEB building.

Turkcell Technology has been proceeding on its path of developing services and products in the fields of Customer Relationship and Channel Management, Mobile Marketing, Business Intelligence Solutions, SIM Asset and Services Management, Roaming Solutions, Value Added Services, Operation and Business Support Systems with 410 highly qualified engineers.

TURKCELL TEKNOLOJİ

Information	
CEO	Kadir Semih İncedayı
Address	TÜBİTAK MAM Teknoloji Serbest Bölgesi - Gebze
Tel	+90 (262) 677 4000
Web Address	www.turkcellteknoloji.com.tr
Growth Rate	%1112

8. Radore

Radore was founded in 2004 to provide hosting solutions. In 2005, to provide versatile and progressive solutions to satisfy the increased bandwidth usage caused by increased internet usage and growing network infrastructure nation-wide, Radore made its first datacenter investment. In time Radore Data Center became one of the Turkey's most efficient (<1.25 PUE) and highest capacity data centers. January 1, 2012 figures show that Radore Data Center is currently providing web hosting, server hosting and data center services to over 2000 individuals and corporations.

Information	
CEO	Zeki Kubilay Akyol
Address	Büyükdere Cd. No:171 Metrocity Levent Şişli, İstanbul
Tel	+90 (212) 344 0404
Web Address	www.radore.com
Growth Rate	%1101

9. Pozitron

Pozitron is one of EMEA region's top solutions providers and the first to develop banking and financial applications in Turkey. We help our clients grow their businesses with our unique and custom implemented mobile technologies.

Our Cutting Edge Solutions:
- Turkey's first Mobile banking application for Is Bank.
- World's pioneering Mobile Ticketing app for Turkish Airlines.
- Global Software Developer Agreement with eBay Global
- Award Winning eDetailing tablet Solution ProDG for GSK

Information	
CEO	Fatih İşbecer
Address	Sehit Muhtar cad. No: 17 Ozerk Is Hani Kat: 1 Beyoglu, Istanbul
Tel	+90 (212) 253 7575
Web Address	www.pozitron.com
Growth Rate	%956

10. AGC Yazilim

AGC is a provider of business consulting services delivering exceptional service and sustainable value through consulting, software and IT implementation. Founded in 2006, AGC has developed the expertise required to deliver comprehensive solutions that address industry requirements in the real estate, financial services, franchise management, Professional services, manufacturing and distribution, retail and service industries. As a Microsoft Gold Certified Partner, we provide the following Microsoft Dynamics solutions – Microsoft Dynamics AX, (formerly Axapta), Microsoft Dynamics CRM, We also have expertise in Microsoft SharePoint Project Server Business Intelligence Software.

Placed in two major cities, Istanbul and Izmir, AGC is working with more than 20 experts who understand the global landscape of your industry and the forces that shape it.

AGC

Information	
CEO	Alper Can
Address	Büyükdere cad. Oya sok. Devran Apt Gayrettepe, Istanbul
Tel	+90 (212) 275 7132
Web Address	www.agcyazilim.com
Growth Rate	%933

Technology Fast50 Turkey 2012 Winners*

Company	Location	Technology Sector
AGC Yazılım	İstanbul	Computers / Peripherals
Akademi Bilgisayar	İstanbul	Software
ARVENTO	Ankara	Software
BAŞAR BİLGİSAYAR	Ankara	Software
BİLGİNET	İstanbul	Software
Bilgi Sistemleri	İstanbul	Software
BİRCOM	İstanbul	Telecommunications / Networking
CANOVATE	İstanbul	Telecommunications / Networking
Defne	İstanbul	Software
Ekin Technology	İstanbul	Software
Elkotek İletişim	İstanbul	Telecommunications / Networking
elmasepeti.com	Ankara	Internet
ETA Elektronik	Ankara	Semiconductors, Components and Electronics
Etcbase	Kocaeli	Software
euro.message	İstanbul	Software
FG DIGITAL TEKNOLOJILER	İstanbul	Telecommunications / Networking
Figensoft	İstanbul	Software
FONET	Ankara	Software
Hitit Bilgisayar	İstanbul	Software
İDEA TEKNOLOJİ Çözümleri	İstanbul	Software
İdeasoft	İstanbul	Software
İnnova Bilişim Çözümleri	İstanbul	Software
İnspark Akıllı İş Çözümleri	İstanbul	Software
İnvenoa Software	İstanbul	Software

Company	Location	Technology Sector
İdeal Teknoloji	İstanbul	Semiconductors, Components and Electronics
Kardelen Bilgisayar	Mersin	Software
KoçSistem	İstanbul	Software
Koda Bilişim	İstanbul	Software
Labris Teknoloji	Ankara	Telecommunications / Networking
Logic Bilişim	İstanbul	Internet
MagiClick Digital Solutions	İstanbul	Internet
MEDIANOVA	İstanbul	Media / Entertainment
NATEK BİLİŞİM	Ankara	Software
ODC İş Çözümleri	İstanbul	Software
P.I.Works	Kocaeli	Telecommunications / Networking
Pixelplus Interactive	İstanbul	Internet
Pozitron	İstanbul	Software
Radore	İstanbul	Internet
Sadece Hosting	İstanbul	Internet
Sestek	İstanbul	Software
Smartiks	İstanbul	Software
SMARTSOFT	İstanbul	Software
TABİM Bilgisayar	Ankara	Software
Tektronik	Ankara	Software
Tunçmatik	İstanbul	Computers / Peripherals
Turkcell Teknoloji	Kocaeli	Software
TÜRKNET	İstanbul	Telecommunications / Networking
Turmap Bilişim Teknolojileri	Ankara	Software
Vadora	Ankara	Software
VODASOFT	İstanbul	Telecommunications / Networking

Technology Fast50 Turkey 2012 Winners Profiles*

CEO: Emre Omacan
Address: Büyükdere Caddesi İTÜ Ayazağa Kampüsü Arı 1 Teknokent Binası Maslak, İstanbul
Tel: +90 (212) 286 9969
Web: www.akademi-consulting.com.tr

Akademi was founded in 1997 by Insurance Industry professionals with the sole aim of providing information technology products and services to the insurance industry enterprises.

With a concrete focus on the insurance industry, and more than 15 years of industry experience of its founders, Akademi has delivered more than 20 successful projects without a single failure to the Turkish insurance companies from all lines of businesses (property and casualty, health, pension and life insurance) in 14 years.

CEO: Özer Hıncal
Address: ATGB, Cyberpark Cyberplaza A Blok Kat:5 Not: 501-A Bilkent, Ankara
Tel: +90 (312) 265 0595
Web: www.arvento.com

Arvento Mobile Systems is a research and development company, established in Turkey in order to produce mobile technologies. Devices and software offered to the market by Arvento are produced by its expert and experienced team who have developed numerous systems and conducted large scale projects for many years.

Arvento, the market leader in the field of vehicle tracking systems in Turkey with more than 120.000 vehicles and more than 9.000 client references, has carried its success to markets abroad as well. Today, Arvento's products are used in 18 different countries.

başarsoft

BILGINET
eTicaret çözümleri

CEO: Alim Küçükpehlivan
Address: Ehlibeyt Mah. Bayraktar Center
No:114 A Blok D:41 Çankaya, Ankara
Tel: +90 (312) 473 7080
Web: www.Başarsoft.com.tr

CEO: Ercüment Erdem
Address: Cumhuriyet Mah Coşkun Sok
No:31 Üsküdar, İstanbul
Tel: +90 (216) 550 1632
Web: www.bilginet.com.tr

Başarsoft has been founded by 3 engineers with the leadership of Alim Küçükpehlivan, in 1997. Başarsoft's primary working area is building Geographical Information System (GIS) solutions mainly with MapInfo technology. Başarsoft is now the MapInfo distributor in Turkey and a solution center for the middle-east partners and has a well-established partner channel in Turkey also to deliver solutions in MapInfo and related geographic technology.

Başarsoft delivers many industry specific solutions to the government offices and private companies. Başarsoft's main verticals are, navigable map production, infrastructure information systems, field data collection, turnkey customized GIS solutions, GIS Software sales, trainings and integrated mapping applications.

We embarked our journey on 1998 and continue to do business with 4 regional directorates, 114 staff, 1 e-trade center, techno park R & D facilities and many stakeholders.

In the 14 years of our existence, our intellectual infrastructure and experience from knowledge made us a center of perfection for our customers local and abroad. We created values for our clients through effective management, perpetual training and community responsibility mentality approach; advancing in our professional services.

We innovated new frameworks of ideas and covered technical expertise making websites more accessible, trustworthy and reliable to the public. Bilginet is today proud of its place in the industry with its' market creating sales approach and structure that is flexible to meet its' goals.

CEO: Bekir Sami Nalbantoğlu
Address: Kavacık Mah. Ekinciler Cad. No: 22
Kat: 1-2-3 Beykoz, İstanbul
Tel: +90 (216) 331 3590
Web: www.bilgisistemleri.com.tr

Bilgi Sistemleri Ltd. is established in 2002 and focused on Software and IT system integration. Software Solutions of Bilgi Sistemleri (BS) are specified on utilities, call-centers, health care and public safety sectors. A broad range of hardware solutions are bundled with customized software solutions according to the needs of customers. With solution developer team Bilgi Sistemleri develops software for business critical sectors.

As being a system integrator Bilgi Sistemleri establishes strategic business alliances, partnerships and distributor agreements with leading IT firms to generate exceptional value for the IT market. Complete turnkey IT systems solutions are provided to our business partners (customers), by highly qualified Bilgi Sistemleri's team.

CEO: Burçin BİRCANOĞLU
Address: Sanayi Mah.Eski Büyükdere Cad.No:61
K.3 4.Levent, İstanbul
Tel: +90 (216) 319 9700
Web: www.bircom.com

CEO: Can Gür
Address: Ekşioğlu Mah. Atabey Cad.
No:12 Çekmeköy, İstanbul
Tel: +90 (216) 484 2222
Web: www.canovate.com

Bircom provides an important contribution to Turkey's progress in the field of communication technologies and offers high-quality communication solutions to companies in various sectors and of different sizes.

Apart of nationwide distribution of some brands by Bircom, it offers localization, training, field installation, support, centralized management services and after-sales services. Also Bircom, with its "Bircomobile" brand spends a lot of efforts for customization of the 21st century tools of wireless communication in accordance with international requirements and engages in extensive R&D activities to develop new solutions.

Callipso Analyzer (Call Recording and Analyzing Program) is the original software developed by Bircom's team and is used by Turkey's biggest banks and corporate businesses to report and analyze their phone calls activities. Moreover, Bircom's programmers developed CallShop Software that offers its customers to make long-distance and international calls with the most advantageous tariffs, as well as Callipso SMS Messenger Software that enables bulk SMS sending. Many customers in our country and abroad have chosen these software solutions over the competitors'.

Canovate Group of Companies, with its over 250 Million USD present worth, provides business and service offerings that span from shopping malls to leading consumer electronic retail shops in premium locations across Turkey. Canovate Group product lines range from Fiber Optic Connectivity Solutions to Data Centers and from Rack Cabinets to Intelligent Power Distribution Units coupled with B2B and B2C sales through www.gezveal. com. The concept of solutions being driven to address specific customer challenges has been with Canovate Group since its inception.

CEO: Oğuz Haliloğlu
Address: İTÜ ARI 2 Teknokent A Blok
No 3.1 Maslak, İstanbul
Tel: +90 (212) 285 7575
Web: www.defne.com.tr

Defne builds Mobile VAS solutions based on converged IVR-IVVR systems, IN, messaging and infotainment platforms. Strong technical skills enable flexible and robust solutions serving to more than 120 million subscribers in 25 countries all over the world. These solutions include:

• Core VAS Solutions: Pay-for-me, Please-call-me, Call&Text Barring, Mobile PBX-Call Center, Roamers Callback;
• Mobile Marketing-Campaign Management : Outbound IVR-IVVR, SMS-MMS and combined marketing tools;
• Call Completion: Voice&Video Mail, Missed Call Notice, Automatic Callback of Unreachable Subscriber, Call-Me-Now;
• Platforms: IVR, IVVR, Bulk Messaging, SDP, Sponsored Call, Voice-Video Portal;
• Infotainment: Voice Changer, Background Music, Mass Calling, Chat-Dating, Karaoke, RBT, Video RBT, Video Avatar.

CEO: Akif Ekin
Address: E-5 Yeşilova Isik Sok. No:1, İstanbul
Tel: +90 (212) 425 2624
Web: www.ekintechnology.com

Ekin Technology Inc., established in 1998 in Istanbul, is the leading market and technology firm of Turkey about City Security Control Systems with its Image Network and Equipment. High quality workmanship, solidity and practical usage are terms that are identical with our brands.

Creating complete solutions for places where it is necessary to control the crowd and surrounding, as such as industry centers, complexes, wide areas, city centers etc, forms the service area of Ekin Technology. Apart from the existing complete solutions, the company can also serve for setting up, improving and maintaining security infrastructures, for special demands and occasions with the support of its own trademark Ekin Software.

Guidance for all systems, project management, process completion, periodic care, and mobile team support are also provided for all kinds of systems.

CEO: Tunç Akman
Address: Bayraktar Mah., Ikizdere Sok., No:14/B
G.O.P, Ankara
Tel: +90 (312) 436 0650
Web: www.elmasepeti.com

Elmasepeti A.Ş. is the leading distributor of the
Apple ecosystem accessories in Turkey. Founded in
2005 in Ankara as two entrepreneurs, Tunç Akman
and Umut Kumbasar as an online store for Apple
fans, Elmasepeti's online structure and fulfillment
process has attracted some companies in need
of e-commerce presence. While Elmasepeti has
grown to be a value added distributor, it has also
become an online technologies consultant silently.
Keeping consumer in the middle of the vision,
Elmasepeti has managed to add the human touch
to otherwise mechanical computer, consumer
interaction.

Elmasepeti's success can be summarized as careful
stitching of software engineering, user experience,
product marketing, sales and customer relations as
well as investing in the required human capital and
not outsourcing the core competencies. Besides
the differentiation, the easily-replicable business
platform and the know-how has put Elmasepeti
in a unique position, where Elmasepeti offers
complete e-commerce services, from meeting
the customer via the call center all the way to
fulfillment of the orders for any client.

CEO: T. Hürsel Kendir
Address: ODTÜ İkizleri B-blok ODTÜ
Teknokent, Ankara
Tel: +90 (312) 210 1616
Web: www.etaint.com

ETA Elektronik Tasarım is an SME with 25
employees located at METU- Technopolis, Ankara.

ETA has been a trusted partner and a respected
supplier of state of the art products and high
quality services for the defense market since 1984.

Activities include realtime embedded software
development, software testing, electronic design
and manufacturing of rugged assemblies and
equipment. Some of the products are Radar and
Sonar Operator Training Simulators,
Laser Marksmanship Training Simulators,
Automatic Test Equipment and Test Program Sets
for electronic assemblies, Data Communication
and Interface Units for Inertial Navigation Systems,
Rate Gyro Sensors, etc. Customers include local
defense contractors like Aselsan, Havelsan and
Roketsan, as well as international technology
companies like L3 Communications. An average of
50% of the annual income is from export of high
tech products.

CEO: Yücel Özcan
Address: Tübitak Mam Teknoloji
Serbest Bölgesi Yeni Teknoloji
Binaları C Blk. No:1-9, Kocaeli
Tel: +90 (262) 644 1122
Web: www.etcbase.com

CEO: Altuğ İnci
Address: Zafer Sok.Uğur Apt.No:15/3 Harbiye-
Nişantaşı, İstanbul
Tel: +90 (212) 343 0738
Web: www.euromsg.com

EtcBASE Yazılım ve Bilişim Teknolojileri A.Ş. was
established in 1995 to create software solutions
and services for corporate business which produce
and/or distribute mass services & products, like
banks, GSM operators, telecommunication &
digital broadcast companies, electricity, water and
gas suppliers & distributors. Our solutions facilitate
the corporate business, to effectively manage
sophisticated internal/external activities and
processes that support their core business.

EtcBASE, whose solutions are integrated to the
core business systems, has undersigned significant
projects with its clients and has managed to be
leading ICT company of Turkey in non-performing
loans and receivables management with its
solution which has become to be the generic
name within the business, YTS (Yasal Takip Sistemi/
Non-Performing Loans and Receivables Collection
Management System) as a result of the size of the
technology applied within the projects as well as
the competency of consultancy it offers.

EtcBASE, specializing in non-performing loans and
receivables collection management, continues to
create added value by meeting organizational,
operational and strategical requirements of to the
leading companies and continues to serve to 10
of 11 biggest banks, 3 GSM operators and many
other institutions.

Euro.message, the 100% locally funded pioneer
company of Related Group, was established in
Istanbul in 2003 and is the leading interactive
marketing technology, service and solution
provider in Turkey in terms of annual revenue and
number of customers.

Euro.message has been helping the most well-
known brands (more than 500) achieve excellent
e-marketing success with years of experience and
it brings proven methods and industry-leading
services to assist companies to take their multi-
channel marketing activities and outcomes to
the next level. Companies can manage various
interactive marketing campaigns through different
channels over a single platform. By utilizing
our e-mail, SMS, social media and web analysis
technologies, our clients contact their customers
on a one-to-one basis, create sales opportunities,
increase customer loyalty and more importantly
increase your ROI.

CEO: İsmail Bayraktar
Address: Ahi Evran Cad. No:21 Kat:15
Polaris Plaza
Maslak ,İstanbul
Tel: +90 (212) 346 0944
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.
Turkcell, Vodafone, Avea, Azercell, Ericsson
Mobility World, BlackBerry, Mobile Marketing
Association are among partners of Figensoft.
Figensoft is a leading service provider in mobile
services. Services categories include: Bulk SMS and
MMS service, two way (interactive) SMS services,
location based services, mobile applications (Java,
Microsoft Mobile, BlackBerry, Symbian and iPhone)
and mobile signature.

CEO: Mehmet Gazen
Adress: Gazi Üniversitesi Gölbaşı Kampüs
TeknoPlaza C203 Gölbaşı, Ankara
Tel: +90 (312) 438 5919
Web: www.fonetyazilim.com

FONET was established in 1997 to provide
computer software and technical support
requirements of public and private institutions.

Our company, having intensive studies in
Turkey's medical sector for using data processing
technologies and having medical organizations
to serve international standards, is keeping itself
up to date by following developing technologies
and related regulations. FONET aims to carry all
the hospitals under its service to the international
standards in medical data processing systems.

Since its establishment, our company works 7/24
with all the knowledge, experience and expertise
in its field as leading company in providing
Hospital Information System (HIS) it aims to keep
the highest level of customer satisfaction and
to provide additional value to the industry by
developing and improving technology and its
corporate identity.

CEO: Fatma Nur Gökman
Address: Büyükdere Cad. No:237
Noramin İş Merkezi K:2 D:204
Maslak, İstanbul
Tel: +90 (212) 276 1500
Web: www.hititcs.com

Hitit Computer Services provides valuable consulting services to help airlines succeeding in accelerated development of their online sales channel. The Crane PAX the airline ticketing module which is developed by Hitit allows ticketless travel and also has the capability of enhanced IATA electronic ticketing. Web based agent sales distribution is an integral part of the system where agents and the airline can have immediate access to sales reports and commission calculations. Travel agents can easily manage their sub agent network using the same system, which greatly enhances the power of their sales network.

The Crane PAX Internet Booking Engine (IBE) simplifies customers' shopping experiences and they can act like their own sales agent, making reservations and managing their future reservations by making seat selections, rebooking or cancelling itineraries. It also delivers easy cross-selling opportunities with Insurance and links with car rental companies and hotels.

CEO: Bahadır Onay
Address: Sun Plaza, BBDO Blok
Dereboyu Cad.Bilim sok. No:5
Maslak, İstanbul
Tel: +90 (212) 276 5676
Web: www.ideateknoloji.com.tr

Idea Teknoloji Çözümleri was established in 2005 in order to supply corporate business solutions to companies which gives chance to manage their business processes more efficiently. Within this context, Idea Teknoloji Çözümleri introduces product, solution and services for efficiency, accountability, quality and competition prospects to the customers in different verticals. Today software solutions and services of Idea Teknoloji Çözümleri are being used in more than 10 countries in EMEA region.

In addition to the suitable technology to implement solutions, an expert knowledge should be achieved in the business processes to meet expectations and demands of the domestic and foreign customers in a higher level. Idea Technology Solutions is a long-term business partner which makes this profile completely with is high efficiency and experienced staff.

innova

CEO: Aydın Ersöz
Address: İTÜ Ayazağa Kampüsü
Teknokent ARI-4 Binası Maslak
Sarıyer, İstanbul
Tel: +90 (212) 329 7000
Web Address: www.innova.com.tr

Innova Bilişim Çözümleri 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 blue-chip client base from main offices in İstanbul and Ankara, a manufacturing facility for kiosks, a sales office in Dubai, as well as support offices in 12 cities in Turkey.

The company's areas of activity include OSS/BSS Systems for Telco operators, Financial Transaction Applications, ERP, CRM and BI systems, portals, custom software development IT systems management and infrastructure, IT security and kiosk systems.

Innova has delivered solutions and services to customers in 22 countries to date. Major customers of the company are fixed line and GSM operators in Turkey and abroad, banks, as well as other prominent organizations in the manufacturing, public and service industries.

INSPARK
INTELLIGENTBUSINESSSOLUTIONS

CEO: Serdar Susuz
Address: Arpacı Ali Sokak No.18
Yeniköy, İstanbul
Tel: +90 (212) 299 8980
Web: www.inspark.com

INSPARK's mission is to provide value added high quality software solutions and high quality consultancy services to the management of the companies to manage their business more effectively and efficiently.

INSPARK Intelligent Business Solutions is an independent firm of consultants founded in 1990. The company operates from Istanbul providing software and services throughout Europe. Inspark team combines knowledge, excellence and a strong belief in providing a solution suitable to customer budget. Inspark is one of the first company in Turkey which specialized on Cloud Computing. There are over 400 companies in Turkey using Inspark's cloud solutions.

CEO: Oğuz Çalışkan
Address: İnkılap mh. Küçüksu cd. İstanbul Plaza
No:107 Kat:8 Daire:31 Ümraniye, İstanbul
Tel: +90 (216) 630 6299
Web: www.invenoa.com

Invenoa is a dynamic company specializing in
the development and marketing of innovative
products and technologies that manage the
revenue chain for traditional and next-generation
communication service providers, retailers and
distributors of digital media, and technology
solutions providers. We build large-scale, complex
software applications that deliver unique solutions
integrated with standard product architectures
and leverage open Internet technologies to
enable providers to achieve peak operational
efficiency while driving maximum revenue from
their product and service offerings. We have also
consistently delivered our clients robust solutions
that differentiate their services, reduce their costs
and increase their revenue potential.

Our vision is to establish new horizons for billing
and customer care services: usage, content,
distance and quality of service; reduce the
demands of implementation - freeing up time and
money; provide self-care for customers including
self-provisioning and account management -
significantly reducing call center operations.
Invenoa's vision means that our users are
delighted with our solutions.

CEO: Ejder Varol
Address: Göztepe Mahallesi Göksu Evleri Sitesi
Menekşe Sokak B237b Anadolu Hisarı
Beykoz, İstanbul
Tel: +90 (216) 680 07 07
Web: www.idealteknoloji.com

iDeal Technologies has been established in 2000
at Istanbul-Turkey as an engineering company.

Company's Primary areas of focuses are, Mobile
Communication Solutions (arvento), Industrial
Automation, Telemetry & SCADA (iKon), Marine
Technologies and Underwater Research (iMarine),
Renewable Energy Technologies (iEnerji) and
Advanced Agriculture Technologies (iRis).

Among iDeal's core business and technical
capabilities are: Distributed Digital Control
Systems, Industrial Automation, Telemetry &
SCADA Systems, Unmanned Vehicles, Mobile
Control Systems Development & Manufacturing,
Marine Electronics Design, Development and
Manufacturing, Analog, Digital, RF and Power
Electronics Design and Manufacturing, Embedded,
Low & High Level Programming, Nationwide
Sales & After Sales Support Network, Project
Management, Training and Consultancy Services.

"Gücümüz, hayal gücünüz"

CEO: Bahri Önal
Address: Palmiye mh.İsmet İnönü Blv.
Merkon sitesi
N Blok No:15 Kat:8, Mersin
Tel: +90 (324) 327 3154
Web: www.kardelenyazilim.com

CEO: Mehmet Nalbantoğlu
Address: Ünalan Mahallesi Ayazma Caddesi
Çamlıca İş Merkezi B3 Blok Üsküdar, İstanbul
Tel: +90 (216) 556 1100
Web: www.kocsistem.com.tr

Kardelen Software was established in Mersin in 2001. With its 11-year experience in the field of information technologies Kardelen creates Hospital Information Management systems, Picture Archiving and Communication Systems (PACS) Laboratory Information Management Systems (LIMS), Digital Archiving and Human Resources Information Management Systems as well as medical and administrative software needed by primary, secondary and tertiary Healthcare Facilities.

Kardelen Software acts as an integrator who produces all kinds of software, hardware and service solutions for all requests of health institutions and organizations in line with developing and increasing technological and regulatory requirements. Additionally, Kardelen provides the health sector with R&D, Training and Support Services as well as consultancy services in the field of Network, Hardware applications and health informatics.

As a pioneering organization of Information Technologies and Communications Sector since 1945; KoçSistem holds on to the principle of providing services for its customers in accordance with the "end- to- end" service concept which entails special technological solutions engineered according to specific requirements of customers, on a level reaching far beyond their expectations.

Providing outsourcing services, business applications, network equipment and server solutions to respond all technological infrastructure and hardware requirements of corporations, KoçSistem ranks first in the outsourcing services market and second in system integration in Turkey according to the "Market Analysis Report: Turkey IT Services 2010- 2014 Forecast and 2009 Vendor Shares" by International Data Corportation (IDC).

Kod-A

CEO: Ersin Taşkın
Address: ITU Ayazağa Kampüsü Teknokent
Ari-1 Binasi No:10 Maslak, İstanbul
Tel: +90 (212) 276 5297
Web: www.kod-a.com

KodA develops document management technologies and products, and provides business process outsourcing services for the global market. KodA converts vertical solutions into vertical document management products as well. The sectors include banking, telecom, and healthcare.

KodA, also provides business process outsourcing services for companies and agencies from all sectors. KodA services target basically document related processes.
In the year 2008, KodA reached a total capacity of 300 Million pages processed. In year 2009, KodA received an award for ' Best Technology Partner of the year' by Avision.

KodA is the exclusive distributor of key document management vendors for Turkey and Eurasia. The vendors include ABBYY for Turkey and Avision for the Eurasia(Eastern Europe and Northern Middle East) region. Further, KodA is developing business in the Eurasia region, and targeting the West European market. In the near future, KodA plans to include partnerships in the Gulf Region.

Labris®

Ağ Güvenliği Yazılım ve Donanımları

CEO: Seçkin Gürler
Address: METU Technopolis Silicon
Block 1NK24, Ankara
Tel: +90 (312) 210 1490
Web: www.labristeknoloji.com

Since 2001, Labris Teknoloji has been an R&D focused and rapidly-growing provider of network security solutions through its globally-proven products. Labris® ensures ultimate network security through its extensive product line including Firewall/VPN, Web Security, E-Mail Security, Lawful Interception and Availability Protection solutions by LBRUTM, LBRLOG and Labris® DDoS Mitigation appliances. Next-generation solutions are developed to detect, identify all kinds of real-time threats, applications and provide a smart shield against intrusions, viruses, spam, malware attacks.

Labris® products protect enterprise networks of all sizes from 5 users to 1 million users with a variety of topologies and deployment scenarios. Through Labris® FLEX firmware options, the customers have privileges to get the security software they need as well as additional modules such as Wireless Guest Authentication, Detailed Internet Reporting, Lawful Interception and Logging. Having a customer-focused and flexible approach, Labris® also offers its state-of-the-art security software as a Cloud Service.
Labris®, headquartered in Ankara, Turkey, has offices serving Europe, Middle East, North Africa, Caucasus and APAC.

CEO: Murat Kalaora
Address: Sirçaci Sok. 18 Rumelihisari İstanbul
Tel: +90 (212) 257 1048
Web: www.MagiClick.com

CEO: Serkan Sevim
Address: Mecidiyekoy İş Merkezi
Sehit Ahmet Sok. No:4 Kat:15 Sisli İstanbul
Tel: +90 (212) 275 5456
Web: www.medianova.com

MagiClick Digital Solutions is an interactive technology, design & marketing agency that provides expertise and resources to help companies build stronger and more profitable relationships with their customers, employees and business partners. With a full-time work force of 80+ people MagiClick is the largest digital agency in Turkey and one of the largest and most successful agencies in the region.

We have been chosen Digital Agency of the Y year by the members of the Turkish Associaton of Advertising Agencies & The Advertising Foundation at the IZ 2009 Awards. E-Business & E-Marketing Consultancy, Enterprise Web Design & Development, Micro & Campaign Sites,Social Media Marketing, Advergames, Facebook Applications, Mobile Marketing & Applications, Banners & Interactive Ads, PPC Marketing, E-Mail Marketing, Intranet & Extranet Development and E-Commerce are among service offerings of MagiClick.

Established in 2005, Medianova provides global streaming and cloud platforms with its team of highly capable industry professionals that carry deep know-how and wide experience about audio streaming, live TV encoding, online storage and internet streaming.

Turkey's leading service provider Medianova, executes about 1.5 billion daily transactions. Medianova operates with an innovative vision covering both B2B and B2C concepts.

Medianova provides services for reputable companies world-wide and has accomplished many projects which were pioneers of their fields. Providing the biggest live broadcast via internet in Turkey on June 12, 2011 for general elections, broadcasting the first 360 degree view angled special live concert on the internet, hosting services for Microsoft MSN and being the biggest encoding and streaming platform owner for music services in Turkey are among the exclusive projects achieved by Medianova.

CEO: Necati Ertuğrul
Address: Mutlukent Mah.
Angora Bulvarı 1996. Sokak
No:4, Ankara
Tel: 90 (312) 225 1441
Web: www.natek.com.tr

CEO: Başar Akpınar
Address: GOSB Teknopark
1. Uretim 2. Kisim
Gebze, Kocaeli
Tel: +90 (262) 678 8842
Web: www.piworks.net

NATEK is the market leader in Security Management solutions in Turkey. NATEK is one of the few companies in Turkey which has become a market leader in a field where strong foreign products exist. NATEK deployed its software products on more than 100 enterprise customers and sold over 100.000 licenses. NATEK currently develops software solutions for security incident management, infrastructure management, network access control, DLP and other fields of IT management.

NATEK also has a strong consultancy team in Turkey certified as PMP, CBCI, CISSP, ITIL, CEH, OCP (Oracle Certified Professional), CCNA, MCITP and also offers wide range of software development services for e-Government, GIS, mobile and security applications.

Currently NATEK Security & Management Products currently dominate %90 percent of the government market. The solutions in this area of products are used to enable organizations control security activities and centrally manage their infrastructure.

Founded in 2005, by international telecommunications consultants, P.I.Works, has proprietary software tools for performance management and optimization solutions that support multi-vendor and multi-technology wireless network environments specifically designed for GSM (2G), EDGE, UMTS (3G), HSPA and LTE (4G).

P.I.Works is capable of providing guaranteed improvement in the network. This is due to P.I.Works' internal technologies that power knowledge based decision support system. This system sits on top of a proprietary end to end data mining solution. P.I.Works' end to end approach covers the entire radio, transport, core, VAS and IP parts of the networks.

Since 2009 P.I.Works is a member of The European Telecommunications Standards Institute (ETSI) and The 3rd Generation Partnership Project (3GPP) and has taken an active role in the production of telecommunication standards.

CEO: Giray Kavazoğlu
Address: Maya Meridien
İş Merkezi, Ebulula
Mardin Caddesi, No:16,
Kat:6, D:18, 19,
İstanbul
Tel: +90 (212) 283 0099
Web: www.pixelplus.net

We are an agency that believes if you can't build it, you shouldn't design it. Design and code. Art and science. In a digital world we believe you can't separate the two.

Pixelplus Interactive, established in 2000, is a digital marketing and social media agency who create wonders from pixels. We provide creative digital marketing and strategies for our clients. We strive for authentic relationships between brands and consumers by combining exquisitely functional and emotional, physical and digital. Our portfolio of services includes a full range of consulting, design, software and social media services to the leading companies.

Pixelplus Interactive offers website design and infrastructure applications for internet, intranet, extranet, mobile website and application design and coding, content management system software solutions, social media application development, product-oriented games, gamification, SEO, interactive infographic applications.

CEO: Selçuk Saraç
Address: Otakçılar Cad.
No: 78, Kat:4
Eyüp, İstanbul
Tel: +90 (212) 437 8787
Web: www.sadecehosting.com

Sadece Hosting is a full solution provider and its services are designed to enable its customers to focus on their businesses rather than the complexities of maintaining or expanding their Internet infrastructure. Sadece Hosting's four core services are: managed hosting, dedicated hosting, co-location and network services. These services are provided to total of 25,000 clients with a sophisticated hardware infrastructure of 2,500 servers. Sadece Hosting believes in service quality with 7/24 well trained call operators. Currently, Sadece Hosting is the leading data center service provider in Turkey.

CEO: Levent Arslan
Address: İTÜ Ayazağa
Kampüsü Arı-1 Teknokent
Binası Maslak, İstanbul
Tel: +90 (212) 286 2545
Web: www.sestek.com.tr

CEO: Serkan Karahanoğlu
Address: Çayıryolu Sokak,
Üçgen Plaza, No:7/10
İçerenköy, Ataşehir, İstanbul
Tel: +90 (216) 469 0595
Web: www.smartiks.com.tr

With its provision in speech technologies industry, Sestek is a high-tech company active in business areas regarding speech and communication technologies, call center applications and customer services automation. Sestek produces speech enabled software and solutions to help people live, work and communicate efficiently. With its basic speech technologies solutions such as TTS, SR, Voice Verification; and its communication technologies that are supported with speech technologies, such as IVR, Multimedia Announce System, Automatic Operator and Voice Announcement System, Sestek aims to provide cost-reducing and productivity-increasing solutions for corporations & life-easing, convenient products for individuals. Since its foundation in 2000, Sestek has gone far beyond technology tracking and has become a followed leader itself. Continuous R&D efforts that are combined with the idea of answering various needs of the customers lead Sestek to be perceived as a customer oriented, qualified producer of high-tech speech solutions.

Smartiks was established in 2006. It develops business solutions which satisfies its customers' requirements completely using its IT expertise and business process experience. Smartiks team got involved in leading projects in Turkey in a short time. Smartiks team works to increase its success and customer satisfaction.

Smartiks' main focus is developing business solutions which consist of CRM systems, desicion support systems, reporting systems, corporate portals, dealer systems and mobile business solutions.

Corporations are provided business solutions which meet operational requirements and reporting systems which help executives to make decisions. To this end Smartiks provides corporations consultancy services about operational systems, reporting systems and user interfaces.

SMARTSOFT

CEO: Ayşe Nil Sarıgöllü
Address: İTÜ Ayazağa,
Koru yolu Arı 2, Teknokent Binası
A Blok 3-4, Maslak, İstanbul
Tel: 90 (212) 328 33 31
Web: www.smartsoftww.com

Kartek (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 last decade, is now among the leading companies manufacturing range of products for horizontal and vertical markets.

With its more than 120 highly-skilled personnel, 70 percent of which is made up of young and dynamic engineers, as well as 50 domestic and international business partners, SmartSoft today successfully provides wide range of high- tech products and services by targeting maximum customer satisfaction for its more than 100 corporate clients spreading five continents.

TABİM

CEO: Musa Karatay
Address: Selanik Caddesi
26/13 Kızılay Çankaya,
Ankara
Tel: +90 (312) 432 5322
Web: www.tabim.com.tr

Tabim Bilgisayar Pazarlama Tic. Ltd Şti (TABIM) of Ankara, Turkey was established as a Private Software Company in 1991. The Company provides Software and Infrastructure Solutions. It also has two Research and Development offices in Cyberpark Plaza; one is Software Department, and other is Support Department, similar like Silicon Valley, USA. The Company has been in service with 20 years of experience and knowledge in IT Technology Sector. TABIM Software which adds experience and background into its service quality has sustainable development and growth; it is also the first local company in National IT Market. The Company provides services of Research and Development, Software, Production, Training and Support Services, Project Management and Consulting in fields of IT Technology.

CEO: Mehmet Özer
Address:Yeni Şehir Mah.İmar
İskan Cad.No:3
Ataşehir, İstanbul
Tel: +90 (216) 314 5151
Web: www.tuncmatik.com

CEO: Cem Çelebiler
Address: Büyükdere Cad.
Ercan Han No:121 A Blok
Kat:2 Gayrettepe, İstanbul
Tel: +90 (212) 355 1700
Web: www.turk.net

Tunçmatik has been established in 1969 with the purpose of manufacturing electric/electronic products in Turkey. Today Tunçmatik offers a complete line of products in the field of electrical energy; our main products are UPS systems, AVRs, surge protectors, maintenance free batteries, chargers, inverters, rectifiers and solar energy solutions such as PV Panels, PV inverters etc.

Today Tunçmatik is offering UPS solutions from 600VA up to 8000 kVA with an experienced technical and sales team with specially focusing on industrial applications. Apart from UPS solutions, Tunçmatik also offers CSB Battery which is a high quality supplier of maintenance free batteries used in UPS systems, telecom, solar and similar applications in Turkey. We are partners with global players such as KYOCERA and EATON in the Turkish market.

TurkNet, one of the most powerful new generation telecom operators, provides telephony, multi-site internet, IP MPLS VPN, data center and hosting services for corporate customers since 1996. On the other hand, the company is also an assertive player in the retail market with TurkNet ADSL brand providing ADSL and naked ADSL internet access. The company also provides to the retail market 1095-cheap telephony brand and www.turk.net – Turkey's former news and entertainment portal. Adding the overseas exit to its permanently growing fiber infrastructure, TurkNet will continue to offer advantageous tariff options for the telecom services with its technical expertise and customer satisfaction principle.

TURMAP

CEO: Ahmet Atalay
Address: Cyberpark Bilkent 2.
Cadde A Blok 201
Bilkent, Ankara
Tel: +90 (312) 265 0050
Web: www.turmap.com

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. Turmap Trademarks and Products: MediPlus: MediPlus allows modalities such as X-Rays, Ultrasound, Tomography, and Mammography that produce radiological images to be managed from one source, (Filmless Hospital). PaperPlus: PaperPlus is a Document Archiving & Management System used to manage, secure, share and view documents and Information, (Paperless Office). DocuPlus: Manages daily documents that are produced in the organization as well as documents sent to them. With is web-based infrastructure DocuPlus provides Workflows, Digital Forms and Quality Management, (Electronic Office).

vadora

CEO: Muzaffer Şentürk
Address: Cyberplaza A Blok
4. Kat No:A402a
Bilkent, Ankara
Tel: +90 (312) 265 0403
Web: www.vadora.com.tr

Vadora has been founded in 2006 to provide healthcare information technologies services with its unique solution portfolio designed especially for small and medium size hospitals. Within a very short time with its loss of successful implementation achieving utter-most satisfaction, Vadora becomes one of the leading and reliable players in HIT market in Turkey. With its high qualified multidisciplinary team members, Vadora mainly specialized in the framework design, object-oriented applications and web-based software platforms. Vadora develops solutions in order to meet the needs of public and private sector-particularly in the health sector. With its framework, library and implementation experiences, Vadora mainly develops solutions for small and medium size healthcare service providers.

Vadora provides an extensible, scalable and 100% web based solutions with a high level of user friendness allowing quick adaptation while dramatically reducing the installation, operation and maintenance complexity and costs. Vadora is very reliable and competent partner to all of its customers which is the company's aim to secure solutional and technological competence especially in healthcare market and to create additional benefits for its customers, partners and employees through the structures of a learning enterprise.

VODASOFT ®

call center solutions

CEO: Zekeriya Arslan
Address: Barbaros Mah.
Nuhkuyusu Cad. No:30
Üsküdar, İstanbul
Tel: +90 (216) 474 2050
Web: www.vodasoft.com.tr

Vodasoft Call Center Solutions is focused on Call Center business. Along with Call Center Outsourcing Services, operational and strategic consulting services, software development, advanced call center educations are also provided. Founded in year 2003, Vodasoft has realized many call center projects in private and public sector. Today, Vodasoft is providing call center services about fifty well-known domestic and international brands and has ISO 9001:2008 quality certificates in call center services. Vodasoft owns one of the most advanced service centers for call center outsourcing in Turkey. Value added services, unique and advanced technology used by Vodasoft carries its customers one-step ahead in their competitive markets.
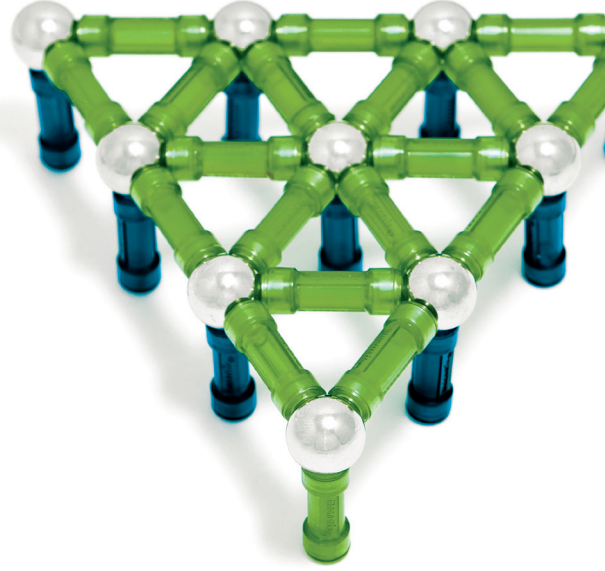
Technology Fast50 Turkey 2012
CEO Survey

Introduction

Deloitte Technology Fast50 Turkey 2012 CEO Survey is based on the feedback received from the CEOs of fast growing technology companies which are ranked in Technology Fast50 Turkey 2012 Program.

This online survey was conducted in September 2012, completed by almost 80 percent of CEOs placed in our Technology Fast50 Turkey 2012 Program.

Among the purposes of the survey is to understand how Turkish CEOs feel about their companies' future,what kind of operational challenges they face and which markets provide the best opportunities for their companies' growth. We also try to understand their personal challenges and important skills required to serve as a CEO of a technology company in this dynamic sector.

Some questions are compared to previous years' survey results, in order to see how Turkish CEOs' perspectives on growth, challenges and expectations have changed over years.

We hope that the Deloitte Technology Fast50 Turkey 2012 CEO Survey provides valuable insights into the issues that today's leading Technology CEOs expect will drive the industry forward in 2012 and beyond.

Secret of Success

How confident are you that your company will sustain its high level of growth over the next 12 months?
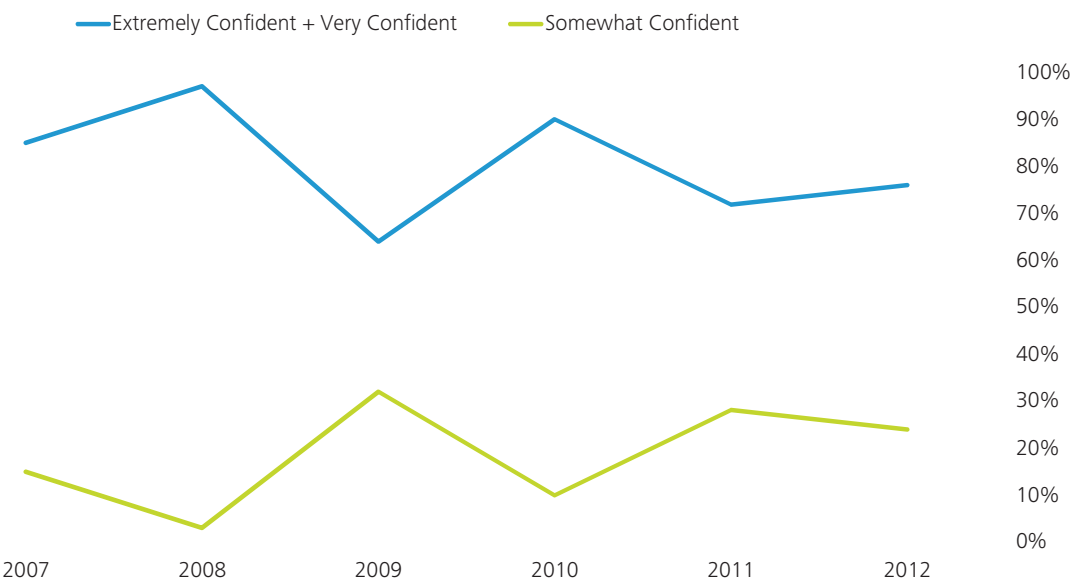
Confidence level for a robust economy seems to have rebounded somewhat after relatively down 2011. Compared to last year, the confidence level was increased from 70% to 80%.

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

Organic Growth
- 65%
- 69%
- 74%
- 72%
- 68%
- 63%

Merger with a strategic partner
- 27%
- 19%
- 6%
- 12%
- 9%
- 13%

Acquiring a company
- 3%
- 9%
- 10%
- 4%
- 3%
- 5%

Being Acquired
- 0%
- 3%
- 3%
- 8%
- 16%
- 15%

■ 2012 ■ 2011 ■ 2010
■ 2009 ■ 2008 ■ 2007
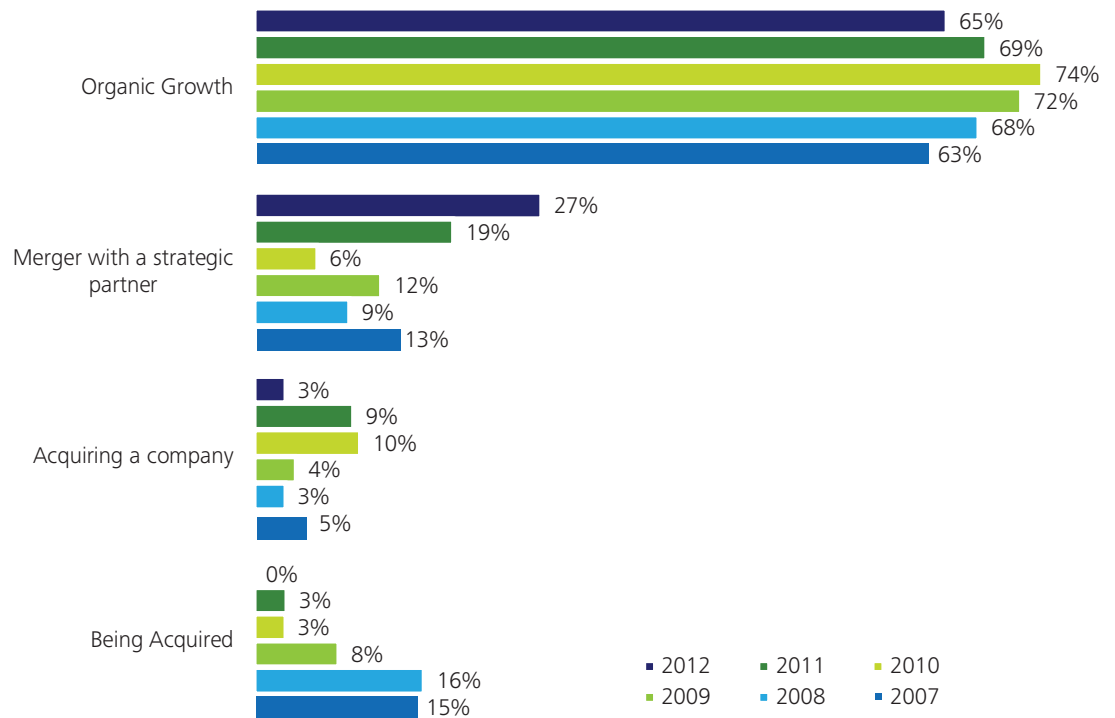
Prospects of mergers with strategic partners have risen over the past year from 19% to 27% even though "organic growth" is considered the healthiest expansion strategy by 65% of participants in our survey. Most of the Fast50 companies believe that "organic growth" is a more prominent option. Plans of new acquisitions are very few, with no one expecting to be acquired.

Which factor has contributed most to the growth of your company?

Sound business strategy
- 24%
- 22%
- 23%
- 36%
- 35%
- 30%

High-quality employees
- 8%
- 19%
- 26%
- 20%
- 25%
- 35%

Right timing in the marketplace
- 30%
- 19%
- 16%
- 16%
- 6%
- 8%

Strong leadership
- 5%
- 16%
- 3%
- 0%
- 9%
- 15%

Exceptional or unique product(s)
- 14%
- 16%
- 26%
- 16%
- 9%
- 8%

Proprietary technology
- 8%
- 3%
- 3%
- 8%
- 6%
- 0%

■ 2012 ■ 2011 ■ 2010
■ 2009 ■ 2008 ■ 2007
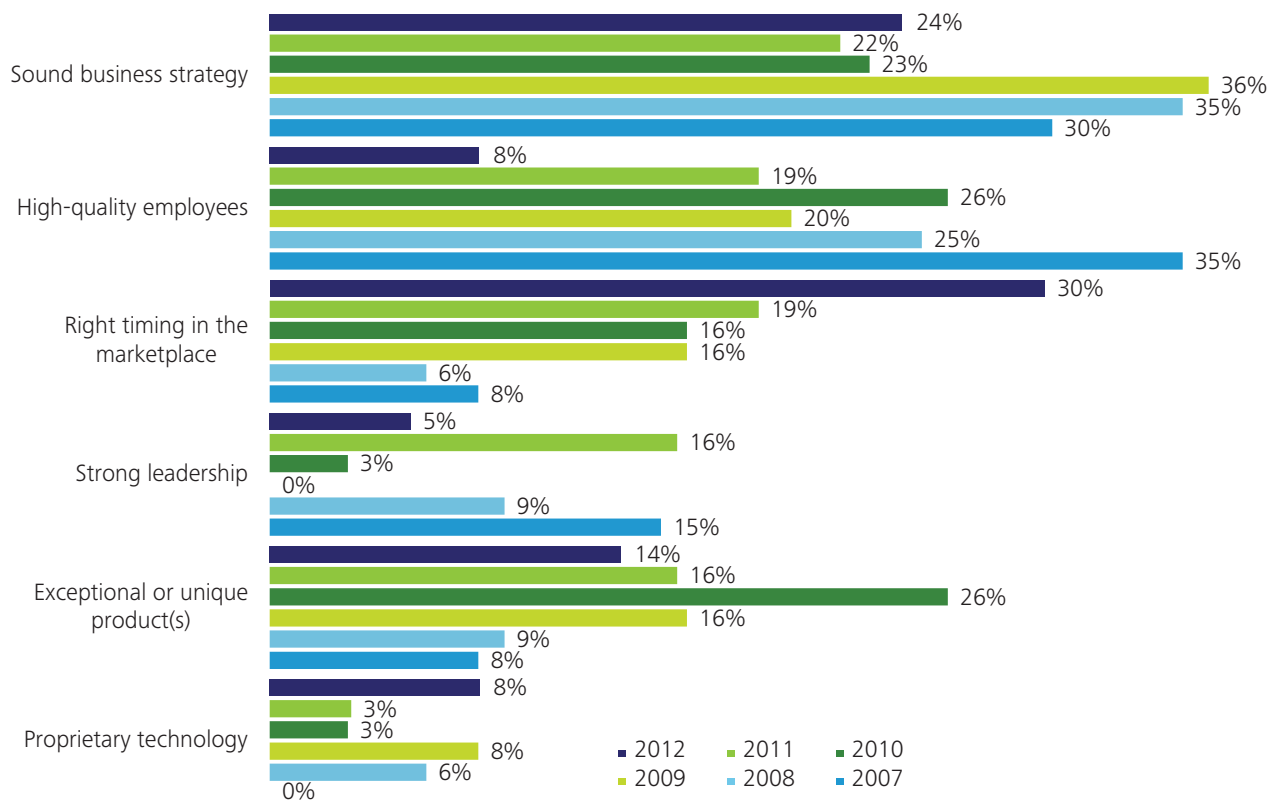
"Right timing" is seen as a significantly more important factor to contribute to the growth of the fast growing companies in 2012 compared to the previous year – up by 11 percentage points to 30% - with the increased competition in the Hi-Tech sector, importance of a "sound business strategy"comes in second place with 24%

According to Technology Fast50 Turkey CEO's, "North America" is seen as the fastest growing market in 2012 with opportunities nearly doubling while "Europe, Middle East and Africa" demonstrate the biggest target market. "Asia Pacific" comes in third with 5% growth opportunity.

Which of the following geographic markets represent the best opportunity for significant growth for your company over the next five years?

Europe, Middle East and Africa
84%
88%

North America
11%
6%

Asia Pacific
5%
6%

■ 2012
■ 2011
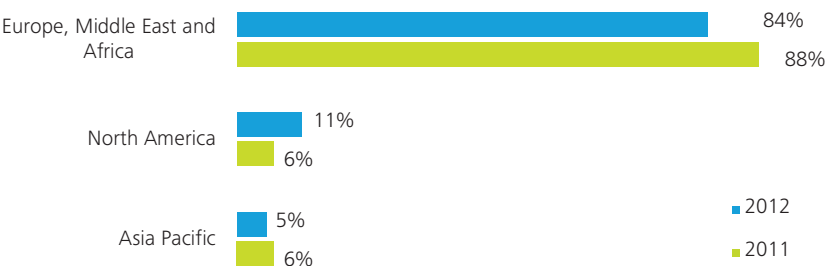
All surveyed CEOs expect that their workforce will grow in size over the next 12 months. Majority of the surveyed CEOs in Fast50 Turkey Program believe that their workforce will grow up to 50% while a total of 19 percent expect higher growth than 50%.

How much will your workforce grow in the next 12 months?

1-25%
38%
44%

26-50%
43%
31%

51-100%
19%
13%

101-200%
0%
3%

>200%
0%
3%

No change
0%
6%

■ 2012
■ 2011
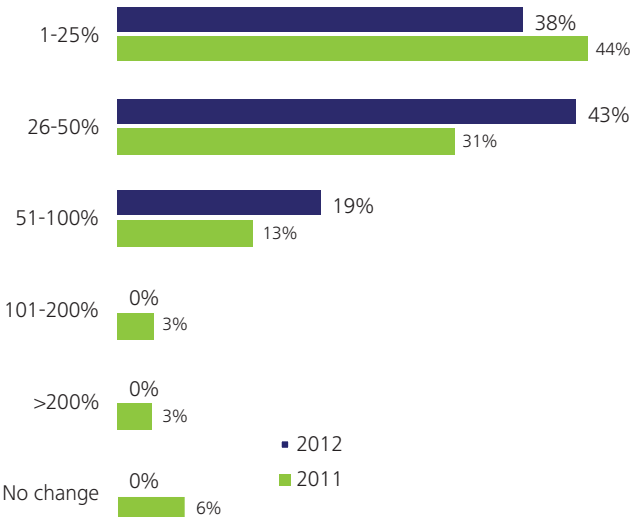
What is your biggest operational challenge in managing your company's rapid growth?

Finding, hiring and retaining qualified employees
- 2012: 57%
- 2011: 53%
- 2010: 42%
- 2009: 36%
- 2008: 56%
- 2007: 58%

Developing a strong sales and marketing strategy
- 2012: 11%
- 2011: 16%
- 2010: 35%
- 2009: 24%
- 2008: 22%
- 2007: 15%

Facing competitive pressure to keep up with new technology
- 2012: 5%
- 2011: 9%
- 2010: 0%
- 2009: 8%
- 2008: 0%
- 2007: 10%

Developing a strong distribution channel
- 2011: 6%
- 2010: 10%
- 2009: 12%
- 2008: 6%
- 2007: 3%

Keeping up with rapid market change
- 2012: 3%
- 2011: 6%
- 2010: 3%
- 2009: 0%
- 2008: 0%
- 2007: 5%

Building a corporate infrastructure, integrating internal systems
- 2012: 5%
- 2011: 3%
- 2010: 6%
- 2009: 4%
- 2008: 1%
- 2007: 3%

Managing cash flow
- 2012: 11%
- 2011: 3%
- 2010: 0%
- 2009: 8%
- 2008: 6%
- 2007: 3%

Collaborating with suppliers and business partners
- 2012: 5%
- 2011: 3%
- 2010: 3%
- 2009: 4%
- 2008: 0%
- 2007: 3%

Legend: 2012, 2011, 2010, 2009, 2008, 2007

"Finding, hiring and retaining qualified employees" have always been the biggest operational challenge in the last 6 years. Human resources activity is a big concern for the surveyed technology companies. "Cash flow management" takes attention compared to previous years by more than tripling its share up to 11%.

"Improved corporate governance" shows a big increase this year with a 27% and ties up with "training and education" which was rated as the most stimulating factor for the growth in 2011. It is no surprise that "Improved corporate governance" gains more importance as new Turkish Commercial Code has come into effect by 1st of July and most of the smaller companies seek to improve their governance structures. Level of taxes remain to be an important factor as well.

If you could prescribe only one thing, what would you prescribe to stimulate growth in the technology sector in the next 12 months?

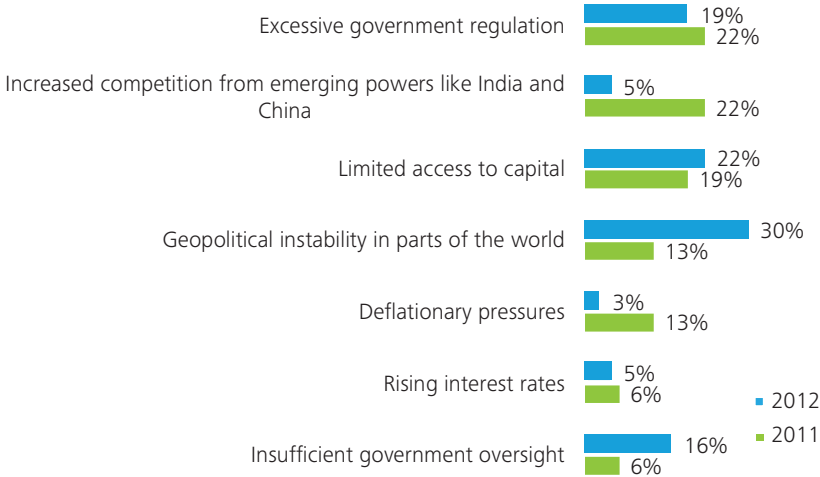|	2012	2011
Training and education	27%	38%
Lower corporate and individual taxes	16%	25%
Improved corporate governance	27%	13%
Aggressive investment in national security infrastructure	5%	9%
Reduced trade barriers	8%	6%
Lower interest rates	5%	3%
Wide-spread use of offshored labor	3%	3%
Greater IP protection	8%	3%
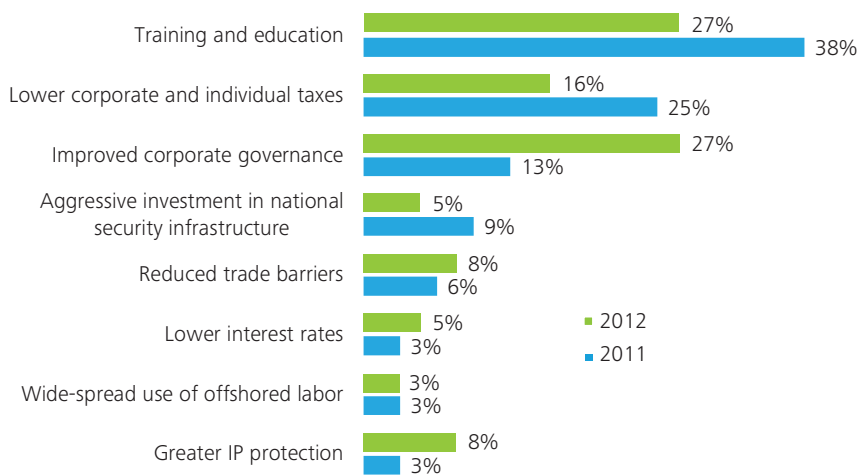
Deloitte Fast50 Turkey CEOs mention that "Geopolitical instability in parts of the world" is the biggest threat to growth in the sector by 30%, doubling from last year as the world geopolitical situation has rapidly deteriorated this year. Increased competition from emerging powers like India and China loses its importance as a threat from 22% to 5% while "Excessive government regulation" issues and limited access to capital are still a big concern for Hi-tech companies.

What is the biggest threat to growth in the technology sector over the next 12 months?

	2012	2011
Excessive government regulation	19%	22%
Increased competition from emerging powers like India and China	5%	22%
Limited access to capital	22%	19%
Geopolitical instability in parts of the world	30%	13%
Deflationary pressures	3%	13%
Rising interest rates	5%	6%
Insufficient government oversight	16%	6%

What will be the biggest advantage of the New Turkish Commercial Code (TTK) for you?

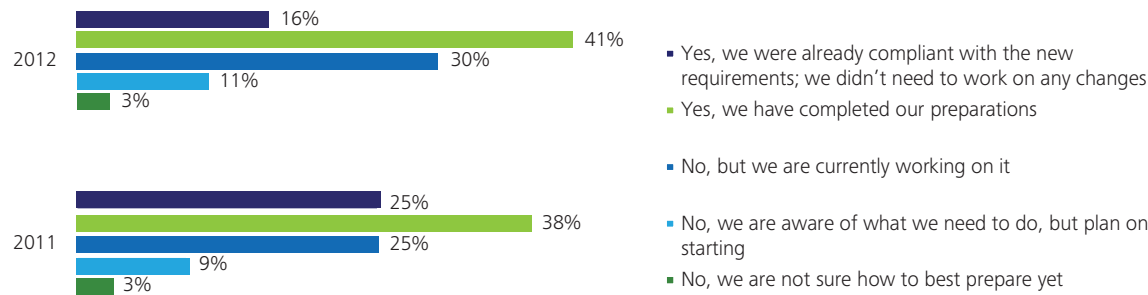It will increase transparency in the marketplace
- 41% (2012)
- 38% (2011)

With Turkish Financial Reporting Standards (TFRS), international financial reporting standards will be adapted; therefore, we will have a better chance in attracting foreign investment
- 27% (2012)
- 25% (2011)

Our Company management structure such as internal control, risk management, financial planning and reporting will improve and get closer to best practice market standards
- 14% (2012)
- 22% (2011)

It will lead the IT business to grow
- 16% (2012)
- 9% (2011)

It will lead us to increase our market share
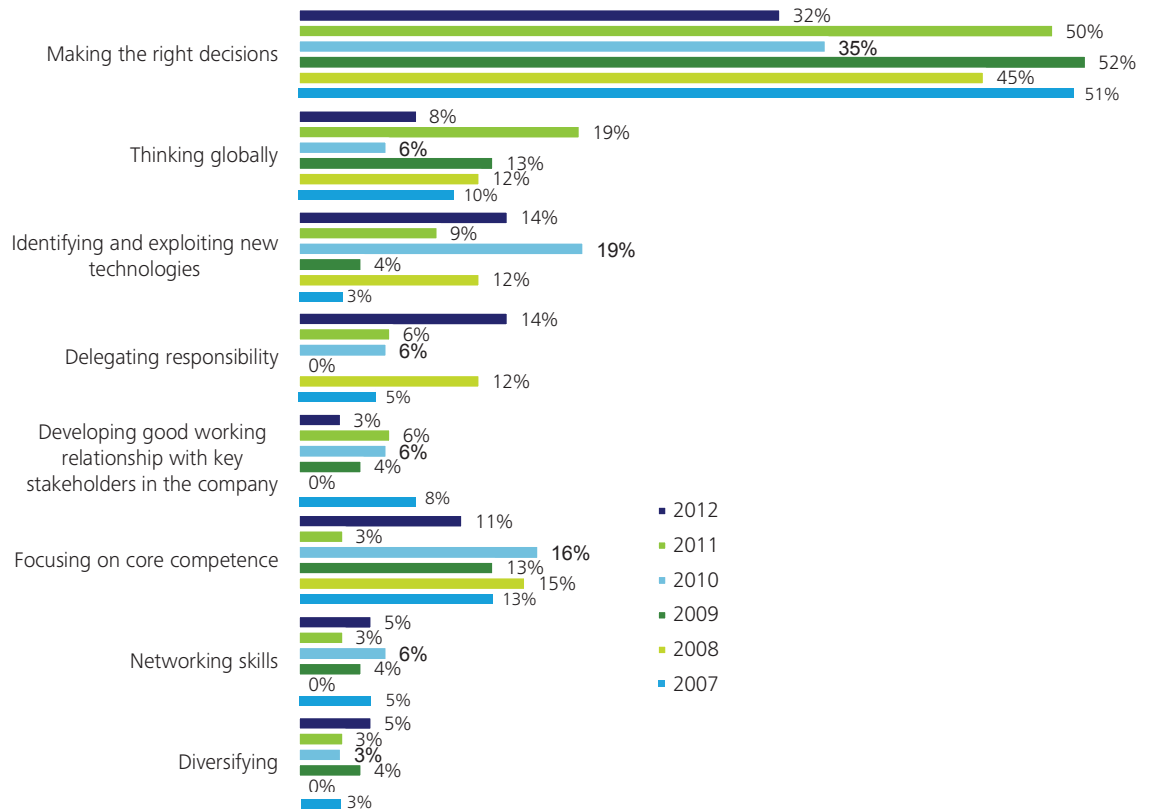- 3% (2012)
- 6% (2011)

- 2012
- 2011

"Increasing transparency in the market place" is found to be the biggest advantage of the New Turkish Commercial Code (TCC) with 41% as it was last year. By adapting the international financial reporting standards, 27% of the surveyed CEOs believe that it is an advantage of TCC to attract foreign investors easily.

Do you believe that your company is ready for the requirements set forth by the New Turkish Commerical Code?

2012
- 16%
- 41%
- 30%
- 11%
- 3%

2011
- 25%
- 38%
- 25%
- 9%
- 3%

- Yes, we were already compliant with the new requirements; we didn't need to work on any changes
- Yes, we have completed our preparations
- No, but we are currently working on it
- No, we are aware of what we need to do, but plan on starting
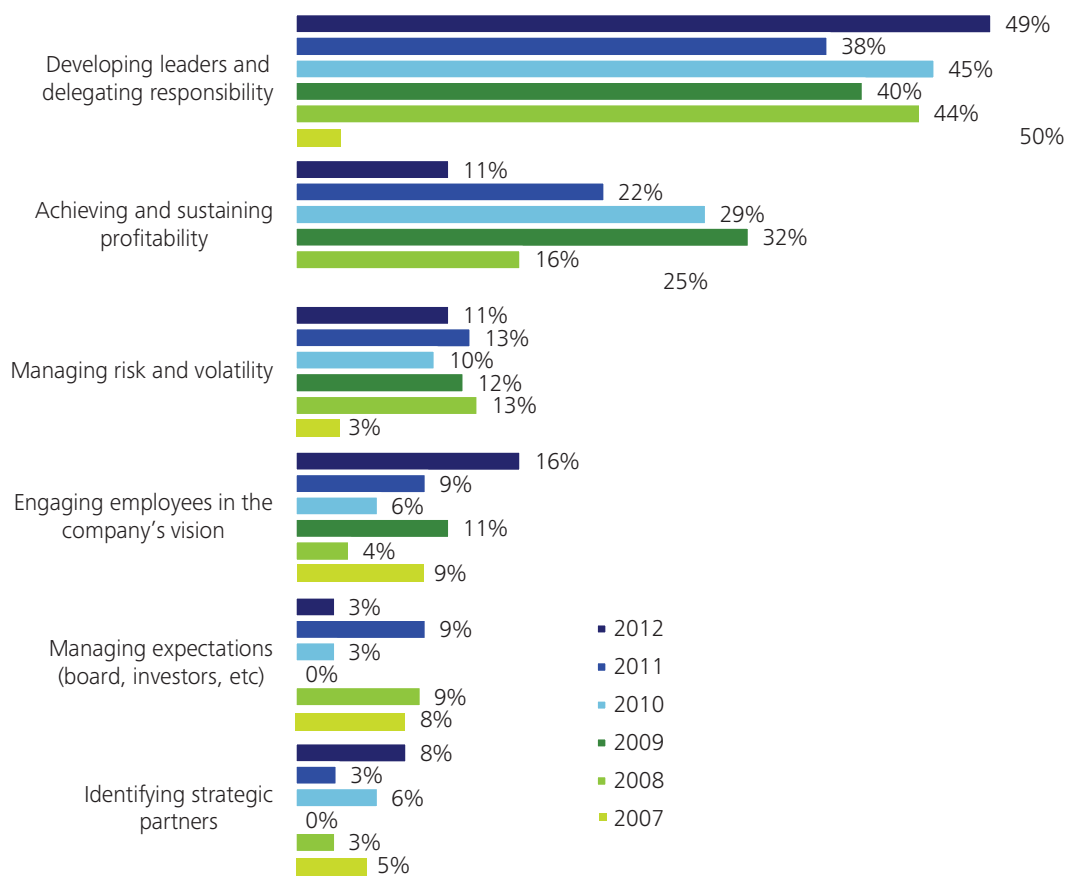- No, we are not sure how to best prepare yet

Fast50 companies believe that they are very much aware of the obligations of the New Turkish Commercial Code based on the results over the last two years. This year the ratio decreases slightly even though it remains above 50% which shows that majority of the technology companies are ready for the requirements set forth by the New Turkish Commercial Code.

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

Making the right decisions
- 2012: 32%
- 2011: 50%
- 2010: 35%
- 2009: 52%
- 2008: 45%
- 2007: 51%

Thinking globally
- 2012: 8%
- 2011: 19%
- 2010: 6%
- 2009: 13%
- 2008: 12%
- 2007: 10%

Identifying and exploiting new technologies
- 2012: 14%
- 2011: 9%
- 2010: 19%
- 2009: 4%
- 2008: 12%
- 2007: 3%

Delegating responsibility
- 2012: 14%
- 2011: 6%
- 2010: 6%
- 2009: 0%
- 2008: 12%
- 2007: 5%

Developing good working relationship with key stakeholders in the company
- 2012: 3%
- 2011: 6%
- 2010: 6%
- 2009: 4%
- 2008: 0%
- 2007: 8%

Focusing on core competence
- 2012: 11%
- 2011: 3%
- 2010: 16%
- 2009: 13%
- 2008: 15%
- 2007: 13%

Networking skills
- 2012: 5%
- 2011: 3%
- 2010: 6%
- 2009: 4%
- 2008: 0%
- 2007: 5%

Diversifying
- 2012: 5%
- 2011: 3%
- 2010: 3%
- 2009: 4%
- 2008: 0%
- 2007: 3%

Legend:
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007

"Making the right decisions" is still recognized as the most important skill for Technology Fast50 Turkey CEOs with 32 percent. In the challenging environment, successful strategic planning plays a significant role among fast-growing technology company CEOs. "Delegating responsibility" and "Identifying and exploiting new technologies" come in a second place with 14 percent.
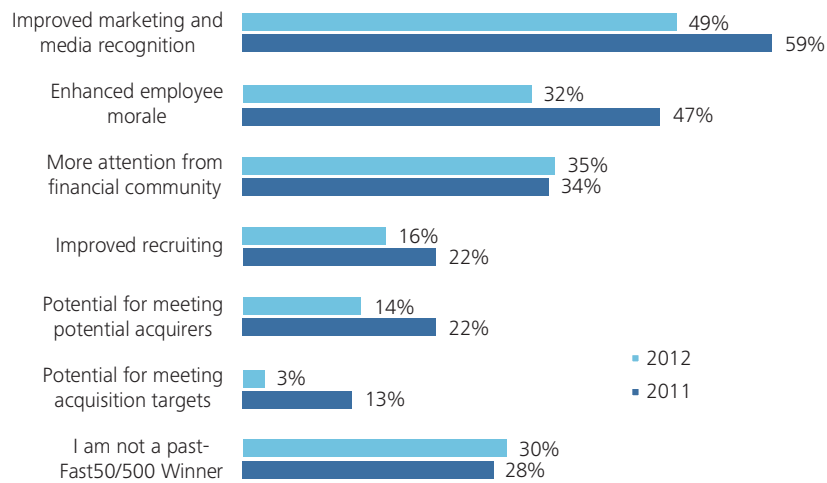
What is your most important personal challenge as a CEO?

Developing leaders and delegating responsibility
- 49%
- 38%
- 45%
- 40%
- 44%
- 50%

Achieving and sustaining profitability
- 11%
- 22%
- 29%
- 32%
- 16%
- 25%

Managing risk and volatility
- 11%
- 13%
- 10%
- 12%
- 13%
- 3%

Engaging employees in the company's vision
- 16%
- 9%
- 6%
- 11%
- 4%
- 9%

Managing expectations (board, investors, etc)
- 3%
- 9%
- 3%
- 0%
- 9%
- 8%

Identifying strategic partners
- 8%
- 3%
- 6%
- 0%
- 3%
- 5%

Legend:
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007

The biggest personal challenge as a CEO is still "Developing leaders and delegating responsibility" with 49 percent. This shows that workforce lead companies to have successful pathway, as long as they are executed properly. Parallel to that, engaging employees in the company's vision take the second place as a personal challenge with 16 percent nearly doubling for last year.

If you are past-Fast50/500 winner, what benefits have you received from selections to the Deloitte Technology Fast50/500? (Please select all that apply)

Benefit	2012	2011
Improved marketing and media recognition	49%	59%
Enhanced employee morale	32%	47%
More attention from financial community	35%	34%
Improved recruiting	16%	22%
Potential for meeting potential acquirers	14%	22%
Potential for meeting acquisition targets	3%	13%
I am not a past-Fast50/500 Winner	30%	28%

Being a past Fast50/500 winner, out of 70% of the participants, 49 percent of them reported that they received "benefits in marketing and media recognition". As a second benefit, 35 percent of the past Fast50/500 winner companies reported that they received "more attention from financial communities" which drive the companies 'growth. The third advantage is the "enhanced employee morale", especially among the first time winners

Conclusion

In 2012, the survey shows that the majority of the CEOs seem to be confident to sustain their companies' high level of growth over the next year. Even though, we see decrease in confidence level from 2010 to 2011 due to economic crisis, Technology Fast50 Turkey technology companies have started to gain confidence since 2011.

Predictions of the surveyed CEOs show that the most likely scenario for their company over 12 months is "organic growth". With the increased competition in the technology sector, "market timing" becomes the most important growth driver for the companies as sound business strategy comes in the second place.

In the challenging environment, growing sales is the main financial concern whereas "finding, hiring and retaining qualified employees" are the operational difficulties for the companies. Furthermore, majority of the surveyed CEOs in Technology Fast50 Turkey Program believe that their workforce will grow up to 50% in the next 12 months.

"Geopolitical instability" becomes the biggest threat to growth over the next 12 months showing a remarkable increase from last years' results. On the other hand, "increased competition from emerging powers like India and China" loses its importance as a threat factor. Regarding increase in sense of optimism and confidence level, "Europe, Middle East and Africa" are stated as the best geographic markets of opportunity for significant growth for Technology Fast50 Turkey Program CEOs over the next five years. Improved corporate governance, training and education are specified as the key factors to stimulate growth.

Strategic decisions are important to determine which direction the company will go and can affect the entire future of the business. Therefore, like previous years, "making the right decisions" is still recognized as the most important skill for Technology Fast50 CEOs. Afterwards, "delegating responsibility and exploration of new technologies" are seen as other talents of being a successful CEO. However, the biggest personal challenge stated by CEOs is delegation as well as developing leaders.

41 percent of the surveyed CEOs believe that "increase in transparency in the market place" is the biggest advantage of the New Turkish Commercial Code like in the last year, while 27 percent thinks that by adapting the international standards, they will attract foreign investors easily. Also, the majority of them (57 percent) have completed their preparations or done with the new requirements.

In conclusion, the data required each year from the survey reflects the overall sector thoughts of the successful technology companies which show an incremental growth over the past 5 years.

To reach our all Technology Fast50 Turkey Winners and CEO Survey 2012 reports from 2007 to 2012, please visit our website below:

fast50.deloitte.com.tr/winner-reports.aspx

TMT Contacts at Deloitte

Tolga Yaveroğlu
Partner
TMT Industry Leader
Tel: +90 212 366 6080
tyaveroglu@deloitte.com

Gökhan Alpman
Partner
Audit
Tel: +90 212 366 6086
galpman@deloitte.com

Tufan Teksoy
Partner
Tax
Tel: +90 212 366 6090
tteksoy@deloitte.com

Kıvanç Çıdam
Partner
Corporate Finance Services
Tel: +90 212 366 6062
kcidam@deloitte.com

Tuba İnci
Partner
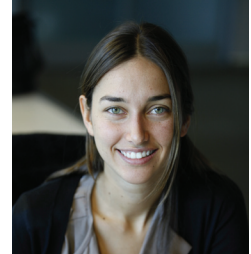Enterprise Risk Services
Tel: +90 212 366 6047
tinci@deloitte.com

Nalan Akgün
Senior Manager
Tax
Tel: +90 212 366 6219
nakgun@deloitte.com

Metin Aslantaş
Senior Manager
Enterprise Risk Services
Tel: +90 212 366 6330
maslantas@deloitte.com

Özge Mete
Assistant Manager
Clients and Markets
Tel: +90 212 366 6481
maslantas@deloitte.com

Aslıhan Erdem
Marketing Analyst
Clients and Markets
Tel: +90 212 366 6451
aserdem@deloitte.com

Deloitte Turkey
Sun Plaza
Maslak Mah. Bilim Sok. No:5
34398 Şişli, İstanbul
Tel: + 90 (212) 366 60 00
Fax: + 90 (212) 366 60 30

Armada İş Merkezi
A Blok Kat:7 No:8
06520, Söğütözü, Ankara
Tel: + 90 (312) 295 47 00
Fax: + 90 (312) 295 47 47

Punta Plaza
1456 Sok. No:10/1 Kat:12
Daire: 14 – 15
Alsancak, İzmir
Tel: + 90 (232) 464 70 64
Fax: + 90 (232) 464 71 94

Zeno Center İş Merkezi
Odunluk Mah. Kale Cad.
No: 10 d Nilüfer, Bursa
Tel: 90 (224) 324 25 00