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Technology Fast50 Turkey
Winners and CEO Survey 2013
Create Powerful Connections!

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Contents

Foreword

Deloitte Technology, Media and Telecommunications practice is pleased to announce the 2013 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 seven 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 eighth year of the program in Turkey, Binbir Technology tops our list with 9444% growth. Congratulations to Mr. Özkentli and his team at Binbir Technology. The company was started its business in 2007, differentiates itself showing a rapid growth among other firms in the sector.

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

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 eight 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 partners MOBILSIAD, TBD, TBV, TESID, TTGV, TUBISAD and YASAD for their collaboration and support in making this program a success.

Congratulations to all the winning companies.

Tolga Yaveroğlu
Partner,
Deloitte Turkey
Technology, Media and
Telecommunications
(TMT) Industry Leader

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

Overview

Aslıhan Erdem
Technology Fast50
Turkey Country
Coordinator

Welcome to 2013 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 2013, 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 Binbir Technology with a growth of 9444%. Vector places the second rank with the growth rate of 9188% in 2013 program, where the third winner is Elkotek with 4190% 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 two more from Kocaeli. When we look at the profiles of the winner companies, 62 percent of them are in software business, whereas 18 percent are in telecommunications/networking and 12 percent are in internet sub-sector. These technology companies giving importance to research and development achieved an average growth of 914 percent this year.

We conducted a survey with the fastest growing technology company CEOs, asking their growth strategy and 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 have kept their high level of confidence in sustaining their companies' growth.

Also, having high-quality employees and producing exceptional or unique product(s) are seen as the key points to success among the Fast50 companies in the technology sector. It is seen from the results that developing leaders and delegating responsibility has been the most important personal challenge as a CEO for the last 3 years.

The impressive success of Turkish companies excites us and we are honored to have them in our Deloitte Technology Fast50 program. Congratulations to our 2013 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
- Social Media
- Telecommunications/networking
- Internet
- Computer/peripherals
- Media/entertainment

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

- to be a technology company defined as:
    - develops proprietary technology which contributes 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 2008 and 800,000 Euros in 2012.

Technology Fast50 Program is part of a Global Fast500 Program run in parallel with countries such as 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 Technology Fast50 Turkey Winners are invited to Technology Fast500 EMEA to network with other top-tier executives from the fastest-growing technology companies in EMEA.
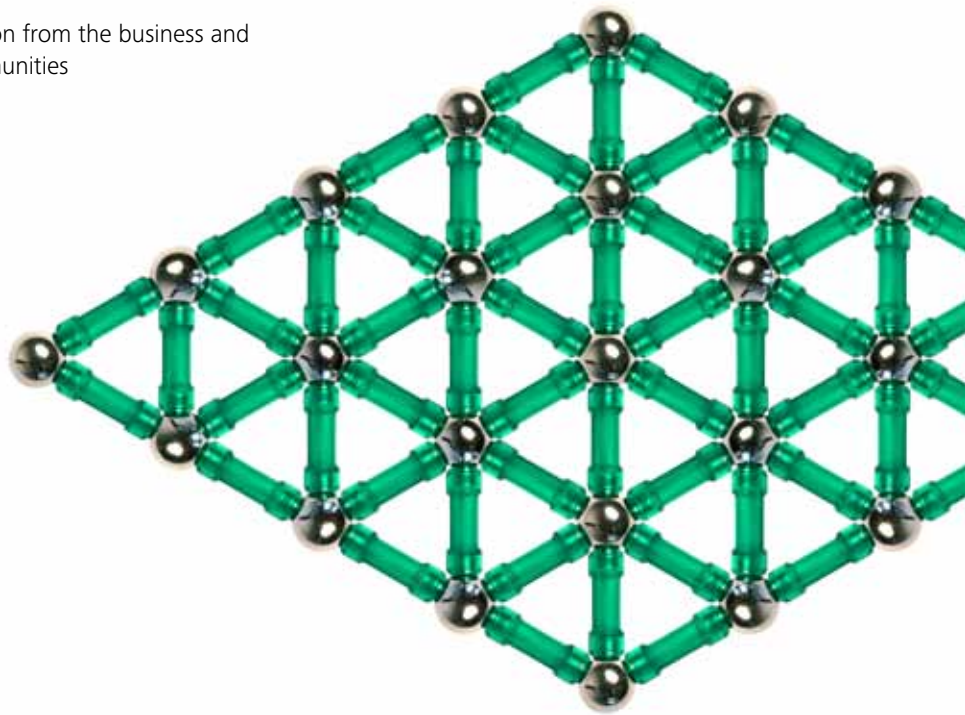
Technology Fast50 Turkey 2013 Partners

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	Değirmen sok. Nida Kule İş Merkezi No: 18 Kat:5 34742 Kozyatağı ,İstanbul
Tel	+ 90 (216) 467 04 99
Web address	www.tbv.org.tr

TESİD (Turkish Electronic Industrialists Association) 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

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 02 72
Web address	www.ttgv.org.tr

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	Selahattin Pınar Cad. Cemal Sahir Sk. Polat İş Merkezi No: 29 Kat: 4-5 D: 47 34340 İstanbul
Tel	+90 (212) 275 52 52
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
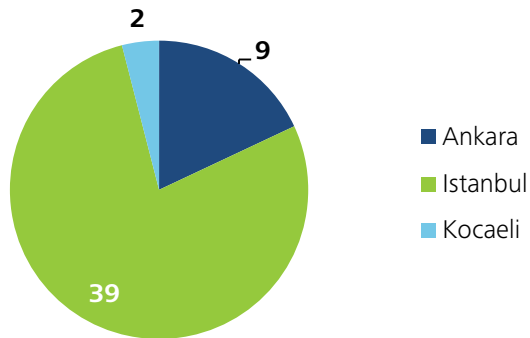
İstanbul continues to produce the highest number of fast growing companies with 39, while 9 of the winners come from Ankara, 2 winners from Kocaeli.

Fast50 Industry Segmentation
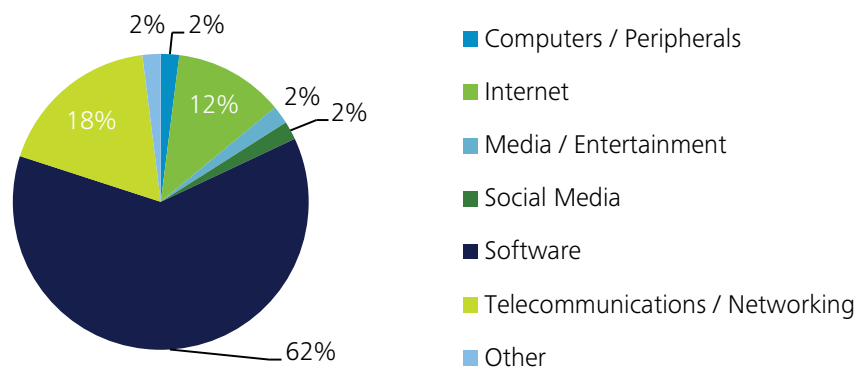
We see that software companies again take the lead among the Fast50 winner companies with 62%. Telecommunications/network companies participation increases from 14% to 18% compared to last year. The share of internet remains same with a percentage of 12.
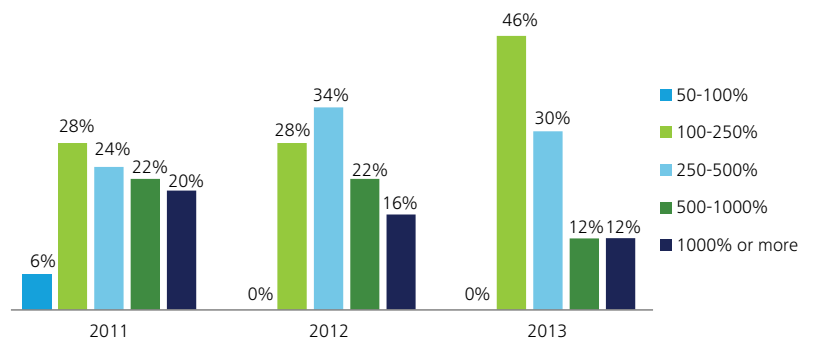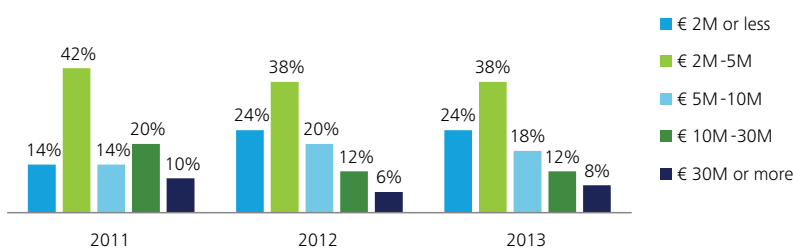
Research and Development
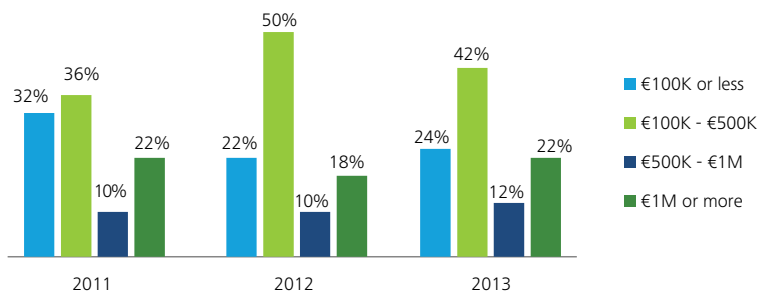
While majority of the companies spend €500K or less, the number of Fast50 companies that spend €500K or more for research and development has increased over the last 3 years.

Legend:
- €100K or less
- €100K - €500K
- €500K - €1M
- €1M or more

Growth Rate

Number of companies achieving growth rates over 1000% has been on a downward trend over years. Number of companies which show growth rates between 100-250% has increased from 28% to 46% in 2013 comparing to last two years. Overall, companies' average growth rate seems to ease.

Legend:
- 50-100%
- 100-250%
- 250-500%
- 500-1000%
- 1000% or more

Revenue Levels

Legend:
- € 2M or less
- € 2M-5M
- € 5M-10M
- € 10M-30M
- € 30M or more

In 2013, it is seen that the revenue rate of the companies applied for the program remains almost the same as last year. It shows that 62% of the winning companies had annual revenue of €5M or less and 20% of the companies have more than €10M revenue.

Technology Special Award

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

2013 Winner: ELKOTEK

Elkotek İletişim was established in 1994 as the R&D company of Elkotek Group of Companies and has achieved big success in the past 10 years. With almost 50 qualified engineers, supplies software development and software testing services for leading ICT companies in Turkey and abroad.

Elkotek mainly focuses on SW Testing and Test Automation Tools Development, SW Development and R&D Activities.

In 2013, Elkotek has introduced the Big Data Analytics Platform called Petaminer, based on its intense R&D efforts. This has formed the basis for developing specific applications; such as Petamail, a mail archiving solution and Petanet, a network analytics solution. Telecom and finace sectors are targeted to implement these products.

Similarly, CareSuite NetHelper is another product developed for the telecom operators. It gives the individual clients the opportunity to self diagnose and resolve problems related to internet connectivity.

ELKOTEK

Information	
CEO	Hakan Tahiroğlu
Address	Gazeteciler Sitesi, Sağlam Fikir Sokak No:3 Esentepe, İstanbul
Tel	+90 (212) 336 3900
Web Address	www.elkotek.com.tr
Growth	3430%

Big Stars

This category recognizes the fastest growing companies that have achieved € 50.000.000 or more during fiscal year 2012 These "Big Stars" demonstrate that even large companies can remain nimble, posting impressive year-over-year growth.

1. Aselsan

ASELSAN, an establishment of Turkish Armed Forces Foundation, is a high technology, multi-product company providing system solutions for military and professional use.

ASELSAN is organized in four corporate divisions according to their main fields of activities and technological infrastructure:

- Communications and Information Technologies Division
- Defense Systems Technologies Division
- Radar, Electronic Warfare & Intelligence Systems Division
- Microelectronics, Guidance and Electro-Optics Division

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

Information	
CEO	Cengiz Ergeneman
Address	M.Akif Ersoy Mah. 296. Cad. No:16, Ankara
Tel	+90 (312) 592 1000
Web Address	www.aselsan.com.tr
Revenue	€ 708.691.622

2. Havelsan

As an investment of Turkish Armed Forces Foundation, HAVELSAN is a global software and systems company, serving in IT and defence market worldwide. In parallel to its software nature, HAVELSAN develops its core capabilities in C2IS-C4ISR, Simulation and Training Systems, Interoperability and Management Information Systems fields.

As a software company, HAVELSAN, focuses on the analysis, design, development and integration of complex and large systems with its expertise, skill sets, synergy and teamwork, and has adopted a systematic approach to meet growing the customer demands for comprehensive and interoperable solutions.

HAVELSAN, currently employing around 1068 people, is one of the few companies that has recorded successful years of revenue growth in challenging defence&IT market, with backlog more than one billion Dollars.

Information	
CEO	Sadık Yamaç
Address	Mustafa Kemal Mah. 2120 Cad. No:39, Ankara
Tel	+90 (312) 219 5787
Web Address	www.havelsan.com.tr
Revenue	€ 161.717.938

3. Biotekno

Biotekno offers special solutions for companies along with the value-added services platform that it developed. Biotekno manages Bulk SMS, Interactive SMS, Bulk Mail, Bulk Voice-IVR and Push to Talk platforms within the value-added communication services which it has developed. From 2003 onwards, Biotekno maintains its work as the corporate solution partner of Vodafone. It generates Bulk SMS, Interactive SMS, Bulk Voice-IVR, Push to Talk, Mobile Training, and Digital Catalogue Solutions within the Vodafone Corporate Solution Partnership. It keeps developing a number of innovative characteristics and offers its services to thousands of customers in the platforms that it provides solutions.

Focusing on R&D activities aimed at mobile technology services in 2004, Biotekno is rewarded for these efforts in 2005 by putting JetKontör into practice, which is the first custom Virtual Credits Platform for Vodafone Prepaid Lines. Biotekno has proved its creativity which has begun with JetKontör by making it into a success story. Still serving as Vodafone's chain stores and alternative channel distributor, Biotekno provides dozens of prominent chains/companies that operate all across Turkey with virtual and material CepLira. Within this title, it undertook the management of Vodafone Sales Point in certain chain stores.

As of 2010, Mobile Marketing agency activities has become one of the services that Biotekno offers. For various brands, it offers multi-purpose and creative solutions in authorized database that belongs to Vodafone and mobile advertising network.

Information	
CEO	Ahmet İlham Öney
Address	Kayışdağı Cad. Kayaoğlu Plaza no: 119 k:3 Ataşehir, İstanbul
Tel	+90 (216) 576 3848
Web Address	www.biotekno.biz
Revenue	€ 105.312.236

Deloitte Technology Fast50 Turkey 2013 companies achieved average revenue growth over five years of 914 percent. This year's winner is Binbir Technology , with its fascinating five-year revenue growth rate of 9444 percent. The second winner is Vector with a remarkable revenue growth of 9188 percent. Our third winner is Elkotek with 4190 percent revenue growth.

The Winners: Top ten companies

1-Binbir Technology

Binbir Technology, which started its business in 2007, experienced rapid growth by realizing projects with the biggest firms in the sector. Especially, sale of the products and services of GSM companies, mobile phones and value added services, the software developed for the telecommunications sector are the main categories of its business. The success of the firm depends on the basic managerial principles such as increased sensitivity about customer satisfaction and efficiency of the business processes. Binbir Technology is a technology firm which increases the competitiveness of its customers, creates additional value, and serves sophisticated solutions.

Information	
CEO	Fatih Özkentli
Address	Acıbadem Cad. NO:43/2, İstanbul
Tel	+90 (216) 545 7722
Web Address	www.1001teknoloji.com.tr
Growth Rate	9444%

2. Vector

Vector Information Technologies is one of the Turkey's leading companies in the world of AIDC (Automatic Identification and Data Capture) which is a set of technologies that enable users to automatically access information, identify, collect and store data directly to the computer system.

Vector Information Technologies is established in 2008 so as to provide corporate business solutions that enable companies to align business process management more efficiently. Vector I.T has been offering product, service and resolution advices within advantage of the rivalry thanks to its professional team and over 20 years' experience of Co-Founders.

Vector Information Technology assembles its own sectoral knowledge and Global leading technology partners' solutions and products, such as Motorola Solutions and Zebra Technologies. Vector I.T, has been aiming to give support companies in the rivalry of enterprise resource programming thanks to allowing them to reach effectively and truly to the data.

We have been proudly presenting ''mobile'' technology solutions to corporate customers in various sectors according to their needs, thereby helping customers to be successful and competitive in the changing conditions of world and market.

Information	
CEO	Serdar İçağasıoğlu
Address	Alemdağ Cd. No:60 Masaldan İş Merk. E-Blok D:2 Çamlıca, İstanbul
Tel	+90 (216) 344 0809
Web Address	www.vector-tr.com
Growth Rate	9188%

3. Elkotek

Elkotek İletişim was established in 1994 as the R&D company of Elkotek Group of Companies and has achieved big success in the past 10 years. With almost 50 qualified engineers, supplies software development and software testing services for leading ICT companies in Turkey and abroad.

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Similarly, CareSuite NetHelper is another product developed for the telecom operators. It gives the individual clients the opportunity to self-diagnoses and resolve problems related to internet connectivity.

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	4190%

4. FG Digital

FG Digital was established in İstanbul in 2007 and started to be in service about satellite receiver and electronic sectors.

Our company that leads the way about scope of DVB (Digital Video Broadcasting) and receiving systems gets through to wide range of business field. Our strength comes from, to think like a customer, "what they want to see on our product" on development phase, we try to catch perfect match, customer-product relationship. We offer consulting service to the other companies about our business field such as Research and Development, Digital Electronic, Electronic Communication, Electro mechanics, Hardware and Software Design, Media and Aviation.

Our company is in service on international scale about those business fields. We are mover and shaker in our sector through the lots of partnership with international companies.

FG DIGITAL
FUTURE GENERATION

Information	
CEO	Can Ahmet Gürakın
Address	Moda Karakol Sok. No:19/11 Kadıköy, İstanbul
Tel	+90 (216) 348 7278
Web Address	www.fg-digital.com
Growth Rate	2405%

5. Tektronik

Tektronik is the leading Hardware-Software integration company in Turkey, targeting Defense & Aviation, Telecommunications, Industrial, Automotive and Medical sectors. Tektronik has 18 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 minimum 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	1958%

6. Ideasoft Yazılım

Ideasoft, founded in 2005 by Seyhun R. Özkara, Fatih Çalışkan and Kerem Kaya, is a leading ecommerce software provider in Turkey. Ideasoft E-commerce Software Platform is used by individuals and businesses. More than 10.000 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.ideasoft.com.tr
Growth Rate	1464%

7. Smartis

Smartis Interactive, which has been established in 2000 in İstanbul, provides 360 Degree Digital Brand Communication services in 4 fundamental subject, Design, Software, Social Media Management and Technology Development.

Creativity is the essence of change and if integrated with functionality, it is what companies need for their brand value and successful marketing operations. Smartis is different at its approach to customers, which is being with the customer instead of working for the customer. Smartis does this by using analytical methods, where it measures everything and examines the consequences in CRM manner.

Smartis' main principle is developing boutique services to our customers for long intervals rather than providing same product to many customers, which results in consistent revenues and long-term cooperation.

Information	
CEO	Altug Aymer
Address	Yeşilce Mah. Yunus Emre Cad. No:6 d:3-4 Kağıthane, İstanbul
Tel	+90 (212) 212 2335
Web Address	www.smartis.com.tr
Growth Rate	1108%

8. 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	İTÜ Ayazağa Kampüsü Teknokent ARI 2 B Blok Kat:8 Sarıyer, İstanbul
Tel	+90 (212) 253 7575
Web Address	www.pozitron.com
Growth Rate	%993

9. Udav

Udav Software is an innovative technology company focused on creating value-added services for businesses and organizations by keeping up with the latest technologies. Udav Software is a Microsoft Silver Independent Software Vendor for many years and much benefited from this partnership.

Besides digital broadcasting, Natural User Interface (NUI) is one of our main focus areas. As a member of Kinect TAP program, we have been working with Kinect for a while and we developed our first Interactive Digital Signage product using Kinect technology and commercialized our POC work with Türk Telekom, largest telecom operator in Turkey. We have been working on Augmented Reality applications supported by Microsoft Kinect as well.

As a Microsoft ISV, we always keep up with new Microsoft products. We are one of the few software companies in Turkey that can create solutions for Windows 8 and Windows Phone 8.

Information	
CEO	Mustafa Kamil Sağıroğlu
Address	İTÜ Ayazağa Kampüsü, Koru Yolu Arı Teknokent 2 A Blok 4/2 Maslak, İstanbul
Tel	+90 (212) 286 6364
Web Address	www.udav.com.tr
Growth Rate	927%

10. Radore

Radore was established in 2004 with the aim of developing individual and corporate web hosting services. The company made its first data center investment in 2005 in order to create unique, flexible and "advanced" solutions to meet high capacity requirements emerging as a result of increasing internet activity levels and fast-developing new generation internet infrastructure. In time, Radore became one of Turkey's most efficient and highest-capacity private data centers. Today, Radore offers data center solutions to more than 1,600 individuals and corporations with more than 30 professionals and 2,500 servers at its third generation data center.

Information	
CEO	Zeki Kubilay Akyol
Address	Büyükdere Cad. No:171 Metrocity Levent Şişli, İstanbul
Tel	+90 (212) 344 0404
Web Address	www.radore.com
Growth Rate	810%

Technology Fast50 Turkey 2013 Winners

Company	Location	Technology Sector
4Play	İstanbul	Software
AGC Yazılım	İstanbul	Software
Agito	İstanbul	Software
Aktek	İstanbul	Software
Armain	İstanbul	Software
Arvento	Ankara	Software
Basarsoft	Ankara	Software
Bilginet	İstanbul	Software
Binbir Technology	İstanbul	Telecommunications / Networking
Biotekno	İstanbul	Telecommunications / Networking
Biznet	Ankara	Software
BTT	Ankara	Social Media
Canovate	İstanbul	Telecommunications / Networking
Caretta	İstanbul	Software
Compro	İstanbul	Computers / Peripherals
Elkotek	İstanbul	Telecommunications / Networking
Elmasepeti	Ankara	Internet
ETCBase	Kocaeli	Software
ETG Consulting	İstanbul	Software
FG digital	İstanbul	Telecommunications / Networking
FGG Makina Danışmanlık	İstanbul	Internet
Formalis	İstanbul	Software
Hitit	İstanbul	Software
Ideasoft	İstanbul	Software
Innova	İstanbul	Software

Company	Location	Technology Sector
Inspark	İstanbul	Software
Invenoa	İstanbul	Software
Koda	İstanbul	Software
Labris	Ankara	Telecommunications / Networking
MagiClick	İstanbul	Internet
Medianova	İstanbul	Media / Entertainment
Natek	Ankara	Software
ODC Business Solutions	İstanbul	Software
P.I Works	Kocaeli	Telecommunications / Networking
PixelPlus	İstanbul	Internet
Pozitron	İstanbul	Software
Radore	İstanbul	Internet
Sadece hosting	İstanbul	Internet
Smartiks	İstanbul	Software
Smartis	İstanbul	Software
Smartsoft	İstanbul	Software
Softtech	İstanbul	Software
Tabim	Ankara	Software
Tekrom	İstanbul	Software
Tektronik	Ankara	Software
Turknet	İstanbul	Telecommunications / Networking
Udav	İstanbul	Software
Vector	İstanbul	Telecommunications / Networking
Vistek	İstanbul	Software
Vodasoft	İstanbul	Telecommunications / Networking

Technology Fast50 Turkey
2013 Winners Profiles

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Tel: +90 (530) 153 2733
Web: www.4play.com.tr

4play is a mobile solution company, founded in 2008 in İstanbul, specialized in innovative products and services uniquely designed to boost any assets of mobile business through mobile intelligence.

4play is specialized in mobile solutions based on cutting-edge technology and creative ideas. Our mission is to work in line with partners' business needs and objectives to increase the revenue through mobile intelligence. For this purpose, 4play is creating alternative platforms and value-added services for both B2B and B2C needs.

CEO: Gökhan Can
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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, AGS provides the following Microsoft Dynamics solutions – Microsoft Dynamics AX, (formerly Axapta), Microsoft Dynamics CRM, We also have expertise in Microsoft SharePoint Project Server and Business Intelligence Software.

CEO: Bahadır Emre Omacan
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Web: www.agito.com.tr

Drawing from more than 15 years of previous
industry experience accumulated by its founders,
Agito has delivered about 30 successful projects
without a single failure to Turkish insurance
companies from all lines of businesses since its
inception.

Built on its flagship product Agito Insurance
Management System, Agito has a suit of solutions
for all lines of insurance business, General
Insurance (Agito General), Life and Pension (Agito
Life) and Health (Agito Health). Besides being a
market leader in core insurance solutions with
coverage of up to 30% of the Turkish Insurance
Market, Agito complements its products along
with Intellegent Health Insurance Provision System
(Agito Mediclaim), Business Intelligence (Agito
Analytics), Customer Relationship Management
(CRM), Mobile (Agito inMobil) and Legacy System
Modernization solutions delivered to insurance
companies. Agito has also custom GL (Agito
General Ledger) and integration (Agito Integrator)
solutions that can be tailor made to the insurance
companies.

CEO: Reha Çetin
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Aktek; mainly found for guiding all of its
customers by providing additional values in the
meaning of information technologies, starting
with Akkök Group Companies; providing project
feasibilities, project management, implementation,
and helping to deliver projects with best (proper)
costs. Aktek is one of the best solution partners of
Oracle ERP and database solution and also partner
of SUN Microsystems, VMWare, HP, IBM Cognos,
Microsoft and EMC which are leader in market
about servers, storage, software and virtualization.

We can provide end-to-end information
technology based solutions with our partners
Cisco, Websense and Symantec about networking,
security and backup software. With Microsoft
products expertise, many projects have been
delivered especially with SharePoint Portal and MS
CRM.

Our company is also an IBM Cognos Partner
and growing its market share of Budgeting,
Financial Consolidation and Business Intelligence
Applications with experiences from Akkök Group
of Companies. Aktek improved itself by the
projects including Sedaş SAP Software Project,
Datacenter, Software Maintenance and Project
Based Periodical Support Services.

ARMAIN
TECHNOLOGY

arvento®
Mobile Systems

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CEO: Özer Hıncal
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Hundreds of e-commerce stores have been created using KobiMaster with more than ten years e-commerce experience of Armain Technology. KobiMaster's flexible structure enables b2b and b2c companies to manage their stores easily with rich features. KobiMaster tools offer you the opportunity to easily manage your stocks, discounts and campaigns. You can distribute the authorities to your organization or departments with changing permission levels. You can ensure the best presentation for your sales by making a selection among the standard interfaces of Kobimaster or getting professional service for Interface design from us. Product management enables you to create an unlimited number of product category and sub-category and to flexibly work with them. You can ensure a very easy operation by combining your queries with advanced query management system. Search pages enable your customers to make an easy and quick access to the products. KobiMaster saves you time with multi-channel integration structure. You can easily manage your store with the structure that prevents repeated records. You can securely operate your store on a structure integrated with accounting integrations.

Arvento Mobile Systems is a technology company specialized in designing, developing, and manufacturing mobile tracking technologies and telematics products.

Arvento, the market leader in vehicle tracking systems and fleet management industry in Turkey, carried its success to foreign markets, as well. Today, Arvento has more than 19.000 clients and its technology and products are being utilized in more than 250.000 vehicles in 22 different countries.

Arvento is one of the fastest growing and most innovative companies in the vehicle tracking and fleet management industry, worldwide.

Turkcell, the leading GSM operator of Turkey, has chosen Arvento as its "Golden Partner" and awarded Arvento as the "Most Successful Corporate Data Application" each year from 2006 through 2012.

CEO: Alim Küçükpehlivan
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Basarsoft has been founded by 3 engineers
with the leadership of Alim Küçükpehlivan, in
1997. Başar'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.

Basarsoft 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.

CEO: Ercüment Erdem
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Bilginet embarked its journey on 1998 and
continues 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 its existence, Bilginet's
intellectual infrastructure and experience from
knowledge made Bilginet a center of perfection
for its customers local and abroad. Bilginet
created values for its clients through effective
management; perpetual training and community
responsibility mentality approach; advancing in our
professional services.

Bilginet creates new frameworks of ideas and
covers technical expertise making websites more
accessible, trustworthy and reliable to the public.

Bilginet is today proud of its place in the industry
with it's' market creating sales approach and
structure that is flexible to meet its' goals.

CEO: Neşe Sayarı
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Biznet Bilişim is a leading information security
solutions power house that combines end to end
project delivery, consulting and auditing services.
Since its inception in 2000, the company is based
on the core principles of providing high customer
satisfaction and top quality services. Biznet Bilişim
contributes to the growing local industry by
investing in R&D, develops its own innovative
and unique software products such as electronic
signature, electronic invoice, registered electronic
mail (REM) and ISO 27001 Information Security
Management Tool. Biznet Bilişim has the broadest
Information Security product and service range
in Turkey by successfully combining the world's
leading security products with its own remarkably
talented and certified team of experts. In addition
to its exceptionally broad information security
auditing services, Biznet Bilişim is qualified by
Payment Payment Card Industry Security Standards
Council (PCI SSC) as Approved Scanning Vendor
and is the only Turkish company authorized to
assess and validate PCI DSS compliance.

CEO: Hüseyin Alper Tosun
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BTT Bilgi Teknoloji Tasarım Ltd Şti is a privately
owned limited company, founded in 1999 and
headquartered in METU Ankara Turkey. BTT is
specialized on research and development of
advanced software and hardware systems and
produce high quality solutions and value added
services for Telecom operators, Government
Agencies, Emergency Services and Financial
Institutions. BTT displays its activities mainly for
law enforcement and public safety, and supplies
products both international and domestic market.
In this context, BTT has exports to 18 countries,
and distributorships in Europe, Americas and
South East Asia.

BTT's philosophy is to create highly technical
solutions with best price performance ratio. Its
goal is not only sales but also to provide total
solutions and professional after-sales support to
ensure customer satisfaction. BTT's commitment
to customers is timely delivery, fulfilling
promises and meeting targets with affordable
innovative, tailored solutions to specific business
requirements.

BTT provides solutions for recording and analysis
of end-to-end communications. The systems
we present offers the possibility to track all
communications and with its flexible structure
it allows to develop fast solutions for new
requirements.

CEO: Can Gür
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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: Selçuk Kumbasar
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Caretta Software is a fully integrated Software Development and IT Consultancy company, established in İstanbul, Turkey in 1997.

Caretta offers consulting, development, customization and integration services for enterprise applications and mobile solutions to multi-national enterprises to maximize their potential and exceed expectations. Their expertise in a wide range of technologies and industry-specific knowledge provide substantial improvements in the efficiency and performance of the businesses.

Caretta understands the enterprise and its direction, the complexities of the business needs, company processes, operation systems and the priorities. Regarding the analysis, Caretta offers technology solutions that provide business value and turn-key projects for the business needs.

Caretta has been working mainly with the leading pharmaceutical companies for around 14 years in Turkey. Caretta have more than 20 different solutions for pharmaceutical industry including Drug Track and Trace System, Premium System, SFA, Warehouse & Pharmacy Management System, etc. In addition, Caretta provides software solutions for telecommunication, FMCG, retail, banking and maritime sectors.

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ComPro was founded at mid-1998 to provide
solutions, consultancy and support services in
enterprise IT area. With a team of average 15
years' experience all specialized in their fields,
it aims to provide quality solutions and services
meeting the technology demands of especially
enterprise customers, who generally require
a higher level of expertise. For this purpose,
ComPro gives special emphasis upon training,
expertise and certification in its service areas,
develops business relationships in accordance
with its targets and recognizes the importance
of close partnership with distinguished product
suppliers. Also, ComPro has been IBM Smart
Cloud Enterprise White Labeler since 2012 and
offers cloud computing solutions under the
brand name "CloudPro".

CEO: Tunç Akman
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Elmasepeti A.Ş. is the leading distributor of the
Apple ecosystem accessories in Turkey. Founded
in 2005 in Ankara by Tunç Akman and Umut
Kumbasar. 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.
This strategy, though more costly, has separated
Elmasepeti from the competition and being similar.
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: Yücel Özcan
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ETCBase was established in 1995 to provide
software solutions and services in debt collection
for corporate business producing and/or
distributing mass services & products such as
banks, GSM operators, telecommunication &
digital broadcast companies, electricity, water
and gas suppliers & distributors. Their solutions
facilitate the corporate business to effectively
manage sophisticated internal/external activities
and processes that support their core business.

ETCBase solutions are integrated with the
core business systems (CRM, Collateral
Management, Document Management, Loan
System, Accounting System and Branches)
via online web services and/or connectors.
They have undersigned significant projects
and proud to be the leading ICT company of
Turkey in non-performing loans and receivables
management. As a result of the technology
applied within the projects, the solutions itself YTS
(Yasal Takip Sistemi/Non-Performing Loans and
Receivables Collection Management System) has
become the generic name within debt collection
business.

CEO: Selami KUL
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ETG is an international ERP consulting company
dedicated to help its customers reach their full
business potential through industry specific
solutions including consultancy services, industry
best practices, industry templates and software
within retail, construction, manufacturing
and healthcare industries. Leveraging our
best practices with our expertise, we provide
exceptional customer service and promote
customer satisfaction. ETG headquarter is in
İstanbul, branch in Atlanta, and is serving to our
customers in US, EMEA. We are proud of being
an awarded Microsoft Partner. ETG has received
"Customer Excellence Award, Retail Industry
Leadership at EMEA" for Microsoft Dynamics AX,
recognized as "President Club Member" in a row,
and holding "Microsoft Gold Enterprise Resource
Planning", "Microsoft Silver Customer Relationship
Management", "Microsoft Silver Learning"
partnership.

CEO: Turgut Derman
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CEO: Tamer Gülce
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WebdenAl.com is serving as an e-tail company since 2004 covering more than 100.000 products under 17 different categories. Since 2012 it is considered among top 5 e-tail companies operating within Turkey. WebdenAl has developed its own e-commerce software over the years providing great flexibility and ease of adaptation to changing conditions. In-house developed WebdenAl's e-commerce software covers, requirements as such:

- It enables to process vast product data, sourced from different suppliers in various formats. While some suppliers provide XML product sheets, others may use web services or just give Excel documents in differing formats. The software detects identical products and prepares a single ID for the users, comparing stock availability and prices from different suppliers.
- The software developed into an Order Management System (OMS)and is also integrated fraud detection in line with PAYU system
- All questions from customers via email, web forms or phone are handled by CRM within the system which carries an inbound ticketing system.
- System is fully integrated with accounting software that enables each and every order trackable by finance department.
- Office communication is also handled within the system so that the operators can give an accurate information to customers. And the communication in between can be documented.

This system is constantly developed and tweaked so that it becomes more and more efficient as well as less error prone.

Formalis develops cloud based solutions that meet business expectations with flexibility and provide sustainable development. Focusing on the changing needs and customer expectations, Formalis provide solutions with the fusion of creative, innovative approach and teamwork.

Formalis provides service on ITU Arı Teknokent, GOSB Teknopark and California Palo Alto offices with 20+ engineers in development and consulting. We design solutions on customer service management, customer satisfaction, instant messaging, business process management, process design and execution and project portfolio management.

Formalis creates applications that manage millions of user interactions every day in hundreds of customers across a number of different industries as banking, insurance, airline transport, automotive, etrade, diy, heating & cooling, construction equipments.

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Hitit CS is a leading provider of airline applications and customer loyalty systems.

Crane Airline Solutions consists of ten airline software packages comprising of rich functionality, high scalability and ease of use. Each product can be used as a standalone product, integrating with the other systems of the airline however all Crane solutions have built-in integration with each other to deliver a single integrated airline software suite that will answer a modern airline's IT requirements. Crane FF is a sophisticated airline customer loyalty system currently in use by many major carriers around the globe. Crane 4C (Crane Customer Contact Center) is a solution which can be used as an add on to our loyalty product or as a standalone application. It provides a complete suite of facilities to run a 'customer affairs' solution. Crane IMP completes the loyalty suite of applications and is the next step in loyalty management, using advanced segmentation techniques to provide Intelligent Member Profiles.

Innova 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 in İstanbul, a sales office in Dubai, as well as support offices in 12 cities in Turkey.

Areas of business in Innova 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.

With more than 700 people serving its clients, Innova has delivered solutions and services to customers in 28 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.

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CEO: Oğuz Çalışkan
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Web: www.invenoa.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 İstanbul 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 companies in Turkey which is specialized on Cloud Computing. There are over 400 companies in Turkey using Inspark's cloud solutions.

INSPARK team is developing applications on the world's most powerful enterprise cloud computing platform called Salesforce.com. We have a dedicated R&D department to innovate new technologies helping businesses all over the world with the help of our first class partners.

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. Invenoa builds 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. They have also consistently delivered our clients robust solutions that differentiate their services, reduce their costs and increase their revenue potential.

Invenoa's 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 their solutions.

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CEO: Seçkin Gürler
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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.

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, and 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 an international export office in İstanbul and offices serving Europe, Middle East, North Africa, Caucasus and APAC.

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CEO: Serkan Sevim
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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 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.

Medianova innovates and continuously studies new business models and technologies through its R&D department. Information and technology constitutes the basis of its business. With this consciousness, Medianova keeps the notion of innovations and sustainability at the forefront in all business areas.

CEO: Necati Ertuğrul
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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.

CEO: Oğuz Küçükbarak
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Kavacık – Beykoz, İstanbul
Tel: +90 (850) 221 3900
Web: www.odc.com.tr

Based in İstanbul Turkey, ODC was founded in
2005 as a business and technology consultant.
ODC has approximately 800 customers around
the EMEA region and also has offices in
İstanbul, Dubai, and Baku/Azerbaijan. ODC acts
independently of any products and brands and
serves with a strong team (50+) that presents
different skills at the same time to provide
innovative, integrated, scalable and business
needs-focused solutions to its clients. It finalizes
successfully the large-scaled projects on time
that require, not only the use of state-of-art
technologies but also creation of business
processes, re-engineering, process renewal and
integration of central and peripheral information
systems.

Although ODC has successfully engaged
customers with its existing products, it faced
challenges trying to reach customers in the small
and medium enterprise (SME) segment, which
ODC sees as a strong emerging market in the
region.

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

P.I.Works provides performance monitoring and optimization services for wireless operators. P.I.Works improves the customer experience and capacity efficiency by using its proprietary tools for delivery of its services.

The company was founded in Aug-2005 in Gebze, Turkey. The subsidiary of the company "P.I.Works U.S" has been established and has started to operate in 2011 for the mobile operators in the U.S.A. The company has reached to 27 customers across 23 countries in 5 different continents so far.

P.I.Works is also an active member of the European Telecommunications Standards Institute (ETSI) and plays an important role in the 3rd Generation Partnership Project (3GPP) standardization forum that is focused in the area of SON (Self Organizing Networks)

The Company's mission is to enable mobile operators to improve their network quality in order to deliver the best connections, the best coverage and seamless communication for their subscribers so that people all over the world stay connected with everyone, anytime, everywhere.

CEO: Giray Kavazoğlu
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Tel: +90 (212) 283 0099
Web: www.pixelplus.net

PixelPlus is 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. Pixelplus's 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
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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: Serkan Karahanoğlu
Address: Çayıryolu Sokak, Üçgen Plaza,
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Tel: +90 (216) 469 0595
Web: www.smartiks.com.tr

Smartiks was established in 2006 to provide
effective business solutions, software development
and consultancy with its expert staff by using the
highest technology. Smartiks has earned a place
among the leading companies in this sector in a
short time with its young and dynamic staff and
essential software developing tradition.

Smartiks completed many projects especially in
enterprise applications, Customer Relationship
Management systems, Management Information
Sytems, e-Commerce and mobile applications.
Smartiks is leading young software engineers
specialized in Microsoft and Oracle platforms.

CEO: Ayşe Nil Sarıgöllü
Address: İTÜ Ayazağa Kampüsü Koru Yolu Arı Teknokent Arı3 Binası Kat:1 102 Nolu Ofis Maslak Sarıyer, İstanbul
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Web: www.smartsoftww.com

SmartSoft, founded in 2001 in İstanbul, is the first company of our Group, established during the transition period of magnetic stripe cards to CHIP & PIN cards, providing software solutions to the Turkish banking sector.

SmartSoft, is primarily speacialized in EMV (Europay – MasterCard – Visa) standards which have started to be applied in 2004 in our country and used for smart cards software. Between 2001-2006 SmartSoft continued to offer innovative solutions for the chip card industry. In 2006, SmartSoft proved its success in the field with the first projects completed in card payment systems as well, both in Turkey and abroad. SmartSoft soon became the sector's leading company with its proactive approach, specialized staff, R&D investments, technical design capabilities and synergic organization, providing innovative and high quality products. In 2007, SmartSoft developed the company structure to meet the global standards and grow the company reach, especially by extending the international operations. As a company based in Turkey with local capital, SmartSoft shortly grew to be an international company by adding new successful projects to its portfolio.

CEO: Levent Berkman
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Founded on February 1, 2006 and serving the customers at different locations with its staff of 700 professionals having comprehensive knowledge and technological competence in a wide range of business areas, Softtech is cited among the biggest software firms in Turkey.

Constant innovation and productivity are two significant keys for Softtech and the products it has produced are used more than 60.000 persons.

All projects undertaken by Softtech are considered by an understanding of project management which is configured according to Project Management Institute. The foundation of this understanding of project is to produce special solutions of desired features and quality through accurate and complete understanding of the customer requirements. Process-oriented approach is taken at each stage of the recording, to achieve the desired quality of services and products supporting the activities of the Quality and Risk Management is applied within a life cycle are discussed.

CEO: Musa Karatay
Address: Selanik Caddesi 26/13 Kızılay
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Web: www.tabim.com.tr

CEO: Ömer Arıkan
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Web: www.tsoft.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.

Tekrom, established in Turkey in 2003, is a leading global information technology services company, providing E-commerce Software Platform (T-Soft) and WebServices, customer support and training for more than a decade.

T-Soft E-commerce Software Platform which is multilingual is aimed at direct customers (B2C as Online Shopping and Group Deal) and other businesses (B2B and C2C).

Customers from various industries benefit from ERP E-commerce Integration enabling them easily manage online stores and sales channels from their ERP systems.

Tekrom has 4 branches around the country and 2 branches are for R&D team carrying out the mission innovatively to provide even more quality and robust E-commerce Software Platform.

CEO: Cem Çelebiler
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İstanbul
Tel: +90 (212) 355 1700
Web: www.turknet.net.tr

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.

CEO: Aytül Ercil
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Teknokent Arı 1 Binası No: 24/3 Maslak,
İstanbul
Tel: +90 (212) 285 9745
Web: www.vistek-isravision.com

Vistek was founded in 2006 as a spinoff from Sabancı University – Turkey. In December 2009, Vistek merged with a German company - ISRA Vision, which is number 1 in Europe and number 3 in the World in machine vision, and the name became Vistek ISRA Vision (VIV).

Vistek ISRA Vision develops solutions for quality inspection, assembly automation, and smart production decisions for productivity increase. In essence, VIV delivers enhanced "smart" camera based automation systems that can quickly and effectively scan various processes, and then output statistical analysis.

Over the last five years, Vistek has offered sophisticated automating systems across a broad range of industries, including automotive, glass bottle / glassware production, white goods, LPG, etc. VIV is recently concentrating more on glass and food industries. Some of the applications that have been developed include: glass tableware inspection, fig sorting (separating figs with aflatoxin), olive sorting, etc.

VODASOFT ®
call center solutions

CEO: Zekeriya Arslan
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Tel: +90 (216) 474 2050
Web: www.vodasoft.com.tr

Vodasoft Call Center Solutions founded in year 2003 and has realized many call center projects in private and public sector, providing call center services about sixty well-known domestic and international brands.

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

Their mission is to provide call center outsourcing and consultancy services to cover the call center related needs of the companies and to share their call center knowledge with the community to contribute Turkish call center sector development.
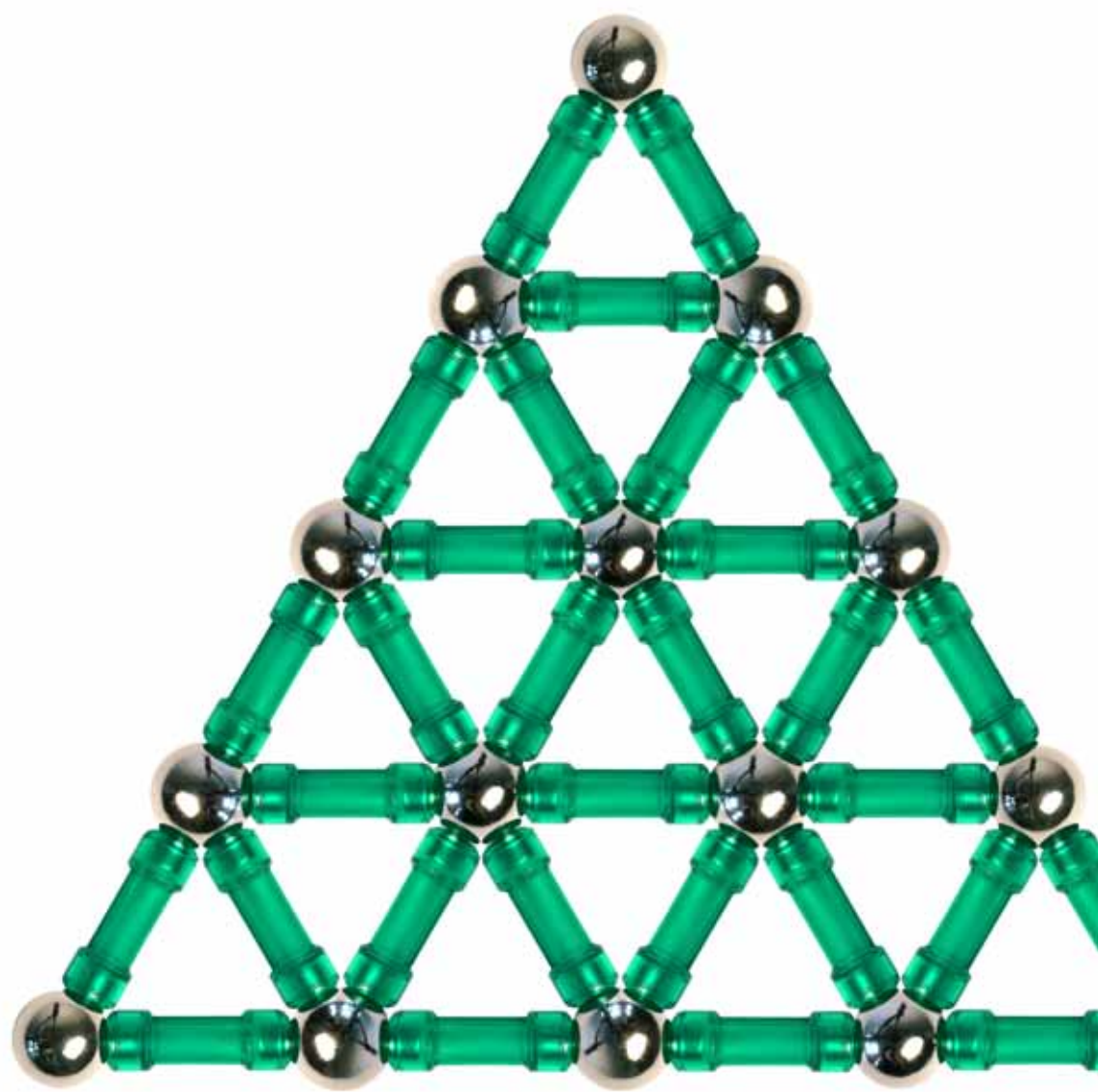
Technology Fast50 Turkey 2013 CEO Survey

Introduction

Deloitte Technology Fast50 Turkey 2013 CEO Survey is based on the feedback received from the CEOs of fast growing technology companies which are ranked in Technology Fast50 Turkey 2013 program.

This online survey was conducted in September 2013, completed by over 80 percent of the CEOs included in our 2013 Technology Fast50 Program.
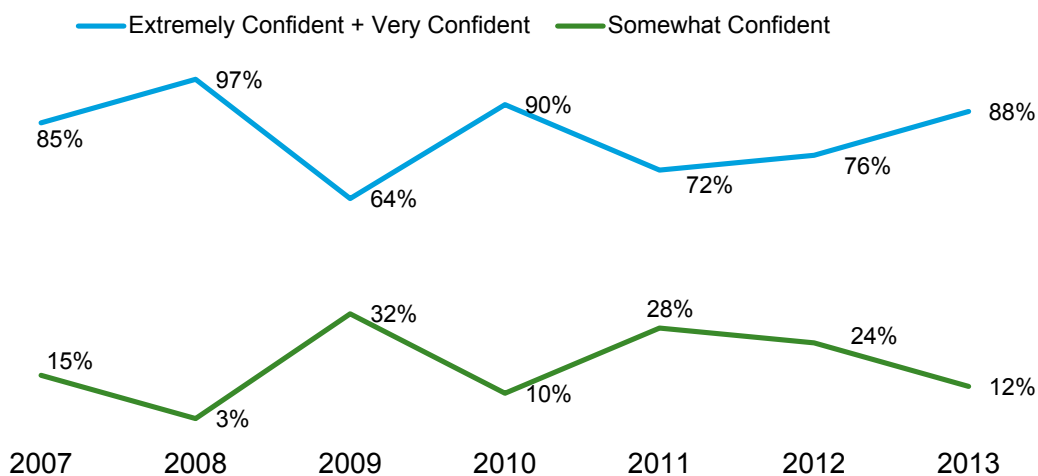
Among the purposes of the survey is to understand how Turkish CEOs feel about their companies' future, types of operational challenges they face and the list of markets that provide the best opportunities for their companies' growth. We also try to understand their personal challenges and important skills 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 CEO Survey provides valuable insights into the issues that today's leading Technology CEOs cope with in driving the industry forward in 2013 and beyond.

Secret of Success

Q1 How confident are you that your company will sustain its high level of growth over the next 12 months?

— Extremely Confident + Very Confident   — Somewhat Confident

Year	Extremely Confident + Very Confident	Somewhat Confident
2007	85%	15%
2008	97%	3%
2009	64%	32%
2010	90%	10%
2011	72%	28%
2012	76%	24%
2013	88%	12%

Over the last two years, CEOs became more confident about their level of growth. Compared to last year, the confidence level is increased from 76% to 88%

Q2 What do you consider the most likely scenario for your company within the next 12 months?

Organic Growth	52%
Merger with a strategic partner	10%
Acquiring a company	5%
Being Acquired	5%
Initial public offering	7%
VC or Private Equity Investment	21%
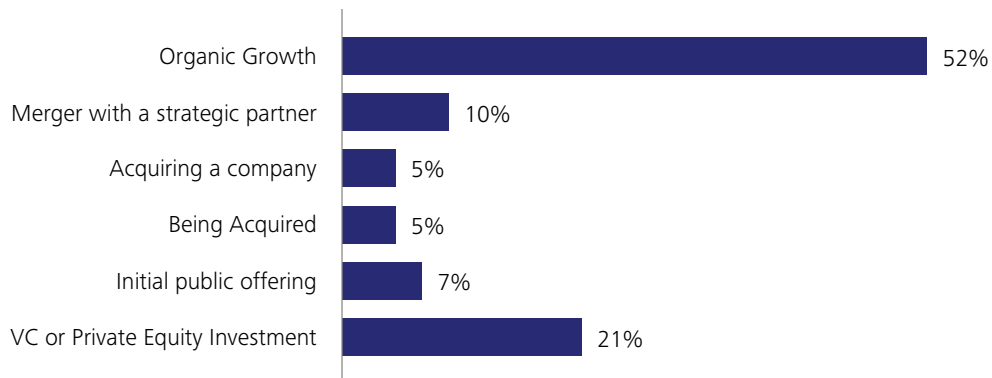
Most of the companies expect to continue their organic growth over the next 12 months. On the other hand, 41% of the CEOs are expecting some form of a transaction, whether an M&A activity involving a strategic partner or an investment by a VC or Private Equity.
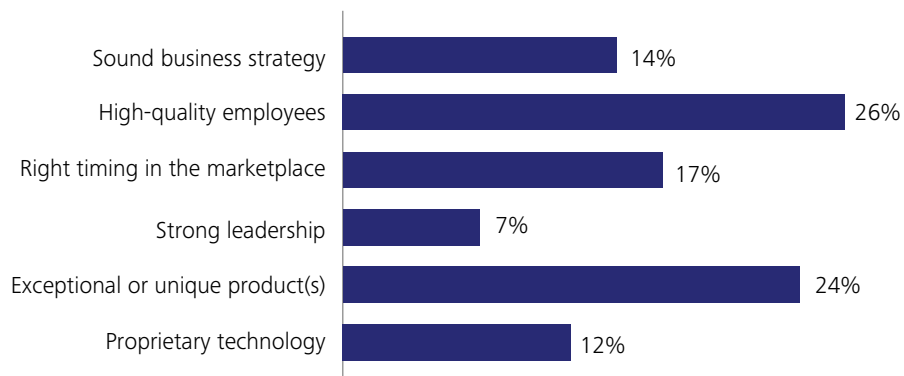
Q3 Which factor has contributed most to the growth of your company?

Sound business strategy	14%
High-quality employees	26%
Right timing in the marketplace	17%
Strong leadership	7%
Exceptional or unique product(s)	24%
Proprietary technology	12%

Q4 What is your biggest operational challenge in managing your company's rapid growth?

Challenge	2013	2012	2011
Finding, hiring and retaining qualified employees	50%	57%	53%
Developing a strong sales and marketing strategy	21%	11%	16%
Facing competitive pressure to keep up with new technology	7%	5%	9%
Developing a strong distribution channel	2%	0%	6%
Keeping up with rapid market change	0%	3%	6%
Building a corporate infrastructure, integrating internal systems	2%	5%	3%
Managing cash flow	7%	11%	3%
Collaborating with suppliers and business partners	2%	5%	3%
Dealing with regulatory issues	5%	3%	0%
Maintaining a consistent corporate culture	2%	0%	0%

Finding, hiring and retaining qualified employees remain to be the biggest operational challenge for the technology companies.

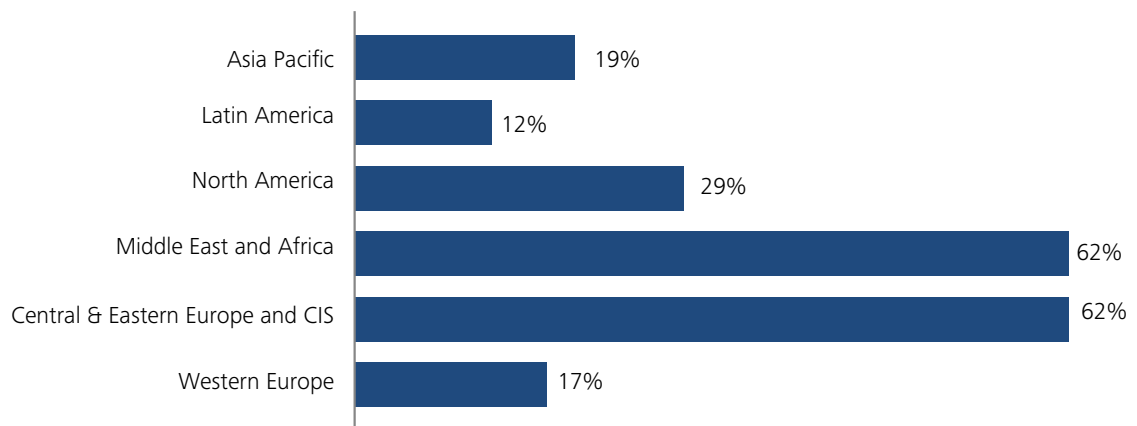**Q5 What is your biggest financial challenge?**

|			
Growing sales	2013: 50%	2012: 38%	2011: 38%
Managing Cash Flow	2013: 21%	2012: 32%	2011: 22%
Optimizing Financial Structure	2013: 17%	2012: 19%	2011: 28%
Raising Capital	2013: 5%	2012: 3%	2011: 9%
Compliance	2013: 5%	2012: 5%	2011: 0%
Reducing debt	2013: 2%	2012: 3%	2011: 3%
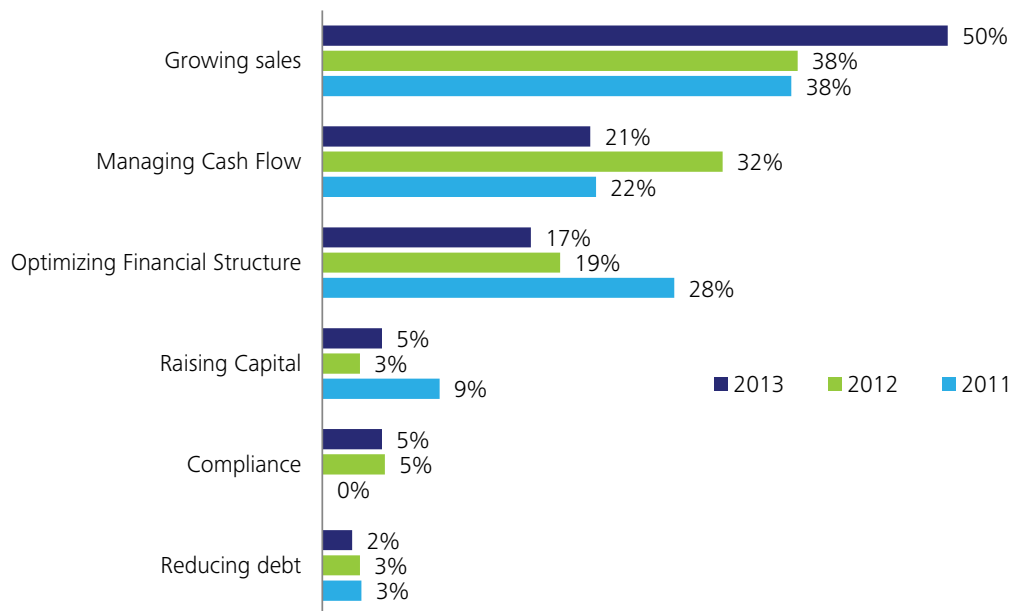
Growing sales remain always the biggest financial challenge. In 2013, half of the respondents indicated that growing sales is the most important challenge for them whereas managing cash flow has somewhat lost its importance decreasing 11 percentage points compared to last year.

Q6 Which of the following geographic markets represent the best opportunity for significant growth for your company over the next five years?

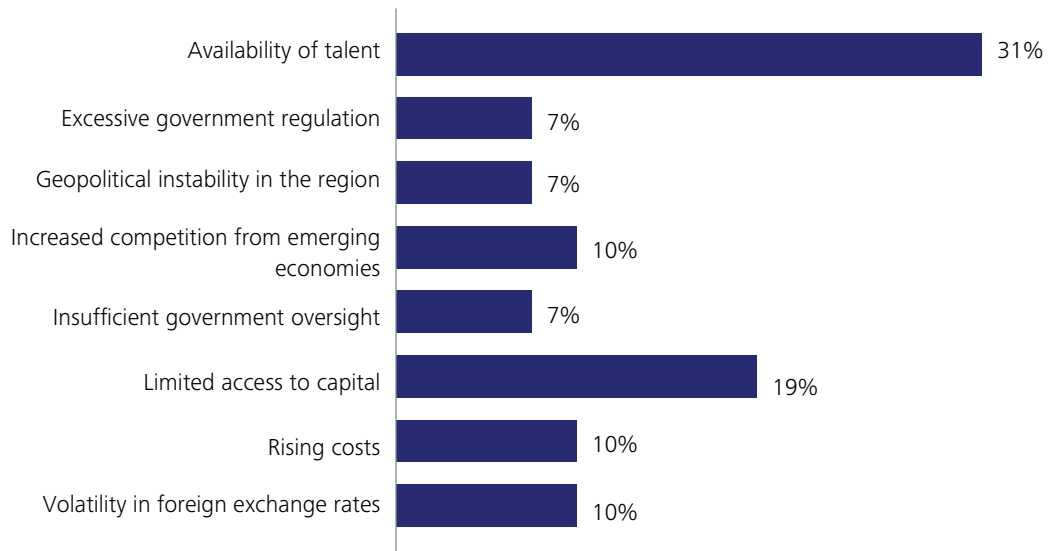| Market	Percentage
Asia Pacific	19%
Latin America	12%
North America	29%
Middle East and Africa	62%
Central & Eastern Europe and CIS	62%
Western Europe	17%

Central & Eastern Europe (including CIS) and Middle East and Africa are most popular geographic markets for the next five years among the technology CEOs.

Q7 How much will your workforce grow in the next 12 months?

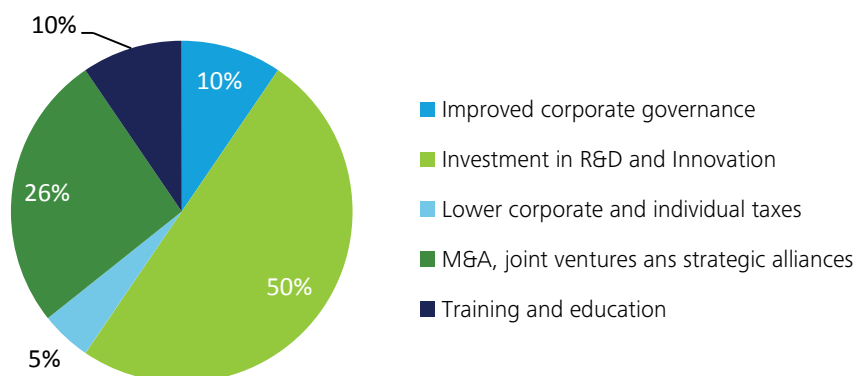| Growth	2013	2012	2011
1-25%	40%	38%	50%
26-50%	43%	43%	31%
51-100%	10%	19%	13%
>100%	7%	0%	6%
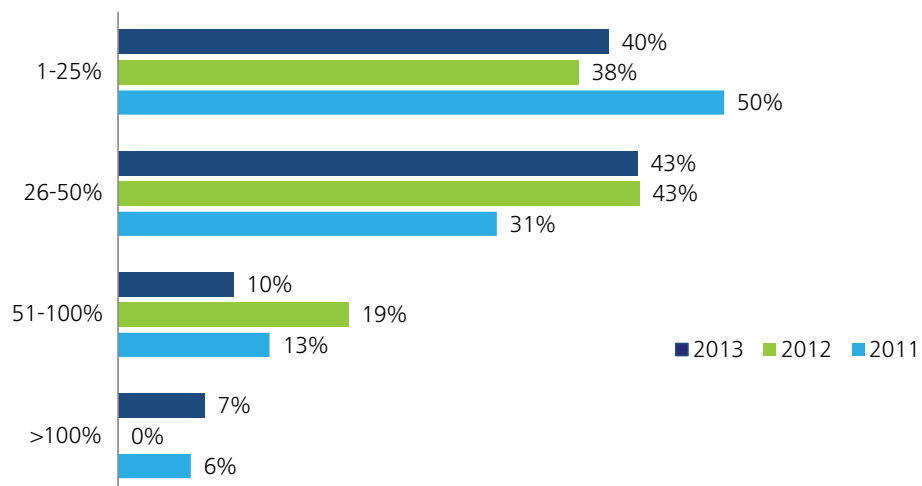
All surveyed CEOs expect that their workforce will grow in size over the next 12 months. Majority of the surveyed CEOs in Fast50 Turkey Program believe that their workforce will grow up to 50% while a total of 17% expect higher growth than 50%.

Q8 What is the biggest threat to growth in the technology sector over the next 12 months?

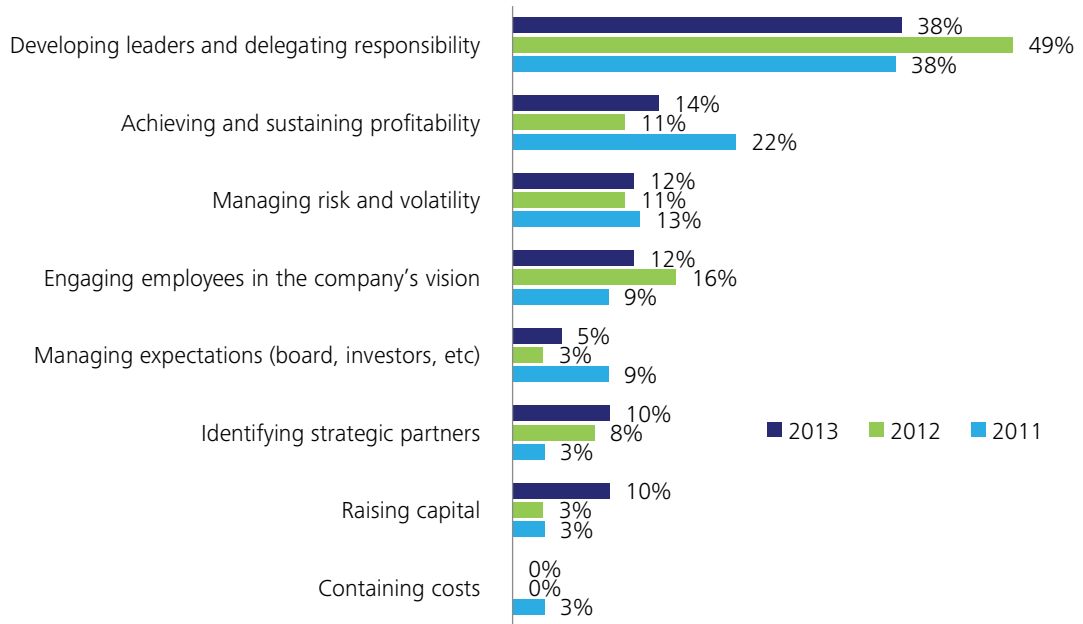| Threat	Percentage
Availability of talent	31%
Excessive government regulation	7%
Geopolitical instability in the region	7%
Increased competition from emerging economies	10%
Insufficient government oversight	7%
Limited access to capital	19%
Rising costs	10%
Volatility in foreign exchange rates	10%

31% of the respondents claimed that availability of talent is the biggest threat to growth. As it is stated before, finding talented employees is the key part for a company's growth. On the other hand, confidence in "geopolitical instability in the region" has increased more than three times comparing to last year.

Q9 If you could prescribe only one thing, what would you prescribe to stimulate growth in the technology sector in the next 12 months?

- Improved corporate governance — 10%
- Investment in R&D and Innovation — 50%
- Lower corporate and individual taxes — 5%
- M&A, joint ventures ans strategic alliances — 26%
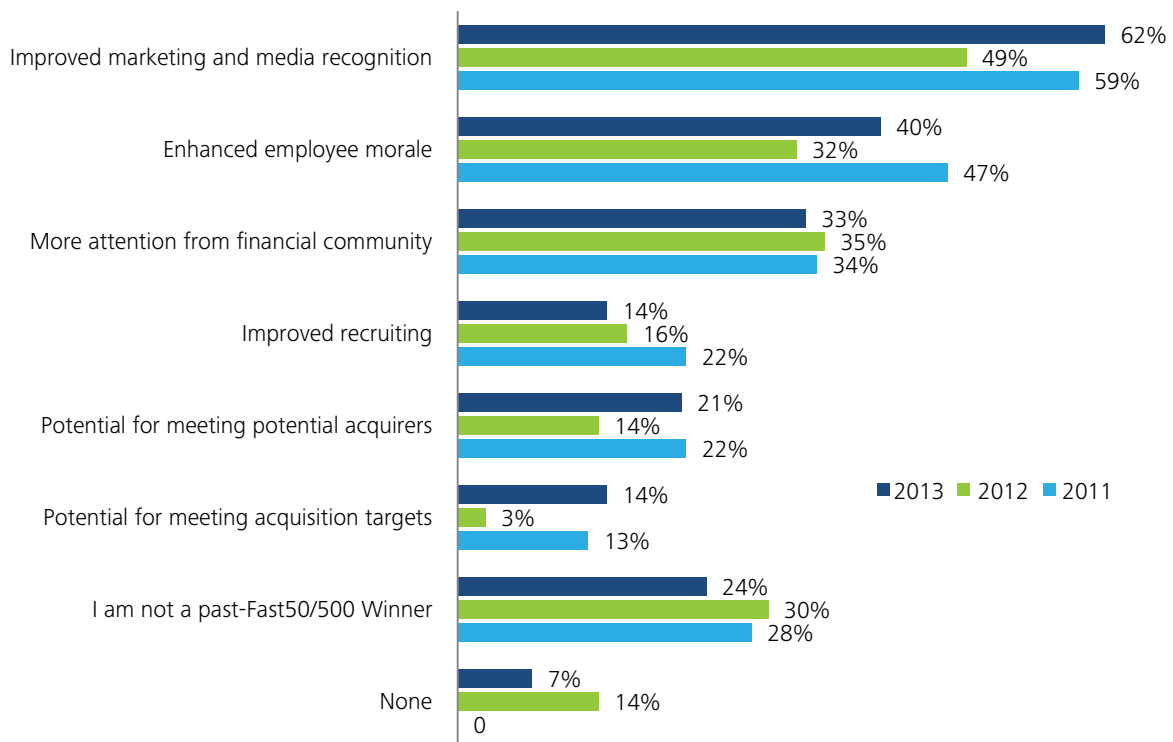- Training and education — 10%

Half of the respondents say that investment in R&D and innovation is the stimulator for the growth in the technology sector. To keep up with the speed of the growth, new products should be launched and technolgy trends need to be followed by investing in innovation.

Q10 What is your most important personal challenge as a CEO?

Developing leaders and delegating responsibility
- 38%
- 49%
- 38%

Achieving and sustaining profitability
- 14%
- 11%
- 22%

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

Engaging employees in the company's vision
- 12%
- 16%
- 9%

Managing expectations (board, investors, etc)
- 5%
- 3%
- 9%

Identifying strategic partners
- 10%
- 8%
- 3%

Raising capital
- 10%
- 3%
- 3%

Containing costs
- 0%
- 0%
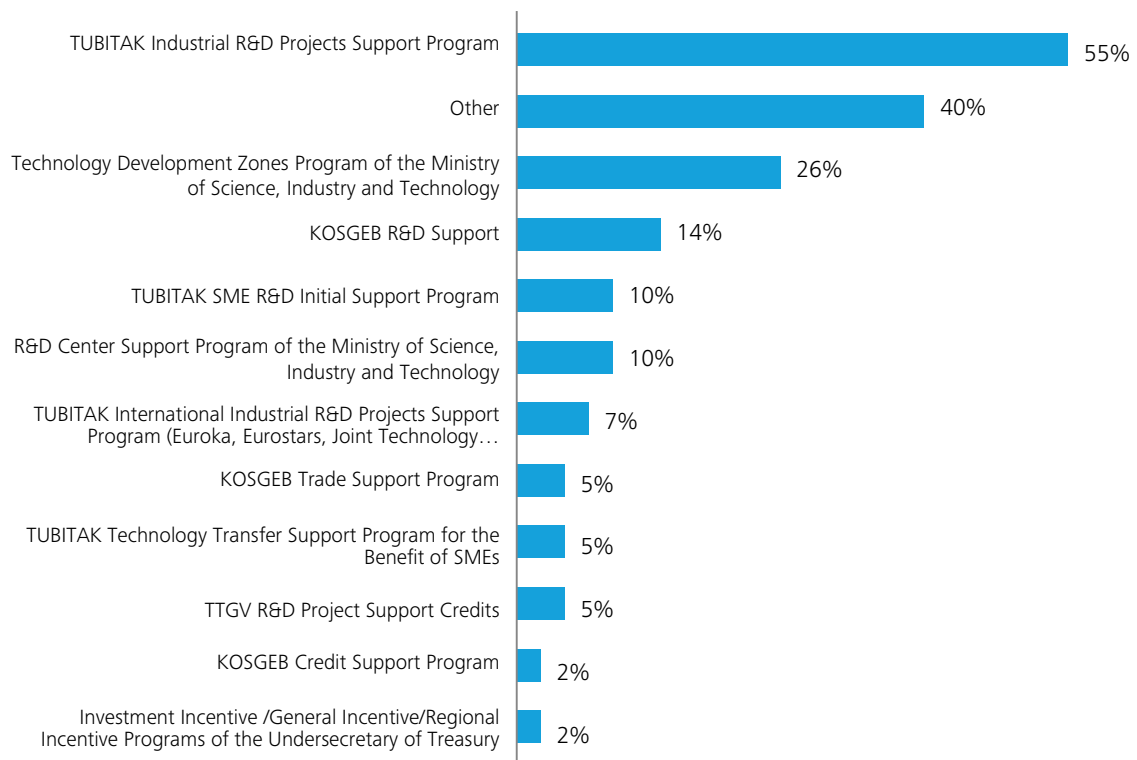- 3%

■ 2013 ■ 2012 ■ 2011

Developing leaders and delegating responsibility has been the most important personal challenge of the CEOs for the last 3 years. To keep company's culture and maintain success, having high educated, trustworthy, experienced leaders is necessary.

Q11 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)

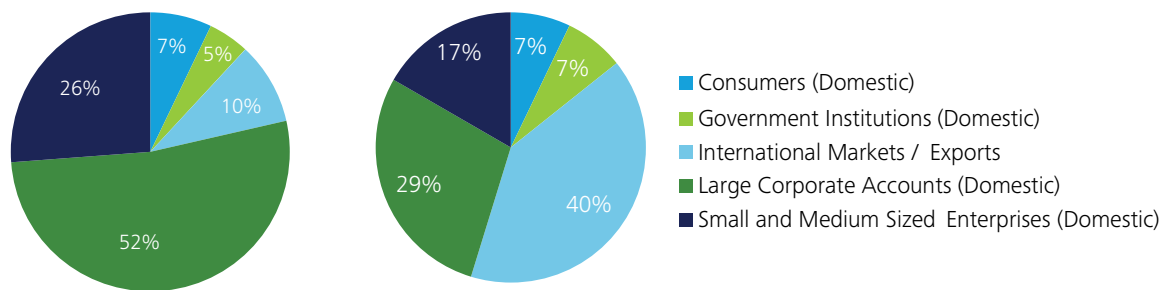| Benefit	2013	2012	2011
Improved marketing and media recognition	62%	49%	59%
Enhanced employee morale	40%	32%	47%
More attention from financial community	33%	35%	34%
Improved recruiting	14%	16%	22%
Potential for meeting potential acquirers	21%	14%	22%
Potential for meeting acquisition targets	14%	3%	13%
I am not a past-Fast50/500 Winner	24%	30%	28%
None	7%	14%	0

62% of our respondents say that they had improved marketing and media recognition from being past Deloitte Technology Fast50/500 winner. As other key benefits, 40 and 33 percent of the past Fast50/500 winner companies report that they had enhanced employee morale and received "more attention from financial community", respectively.

Q12 Please specify the incentive and support vehicles that you are currently utilizing. (Please select all that apply)

Program	Percentage
TUBITAK Industrial R&D Projects Support Program	55%
Other	40%
Technology Development Zones Program of the Ministry of Science, Industry and Technology	26%
KOSGEB R&D Support	14%
TUBITAK SME R&D Initial Support Program	10%
R&D Center Support Program of the Ministry of Science, Industry and Technology	10%
TUBITAK International Industrial R&D Projects Support Program (Euroka, Eurostars, Joint Technology…)	7%
KOSGEB Trade Support Program	5%
TUBITAK Technology Transfer Support Program for the Benefit of SMEs	5%
TTGV R&D Project Support Credits	5%
KOSGEB Credit Support Program	2%
Investment Incentive /General Incentive/Regional Incentive Programs of the Undersecretary of Treasury	2%

The respondents claim that 64% of them benefit from the incentives and support provided by the government and public sector. In the graph shown above, more than half our respondents state that they benefit incentives and support vehicles from "TUBITAK Industrial R&D Projects Support Program" and as a second, they utilize "Technology Development Zones Program of the Ministry of Science, Industry and Technology". As to mention the other programs, KOSGEB is one of those which are being utilized by the Fast50 technology companies.

Q13 Please select the primary customer segment that you currently target / you plan on primarily targeting over the next 5 years.

■ Consumers (Domestic)
■ Government Institutions (Domestic)
■ International Markets / Exports
■ Large Corporate Accounts (Domestic)
■ Small and Medium Sized Enterprises (Domestic)

Majority of the technology companies indicated that Large Corporate Accounts are their primary customer target today. Over the next 5 years, the number of companies primarily targeting international markets is expected to increase by 4x as companies seek to expand their businesses globally.

Conclusion

In 2013, our survey shows that the majority of the CEOs seem to be confident in sustaining their companies' high level of growth over the next 12 months. Fast50 technology companies have been gaining confidence over the last 3 years, reaching up to 88% this year - a considerably bullish figure.

Predictions of the surveyed CEOs show that the most likely scenario for their company over the next 12 months is organic growth. Finding high quality employees remains to be the most important growth driver for the companies as they seek growth organically. Majority of the surveyed CEOs in the Fast50 Turkey Program believe that their workforce will grow up to 50% in the next 12 months, underlying the importance of the talent concerns.

In addition to "availability of talent", having "access to capital" remains as a key threat in the market. 41% of the CEOs surveyed are expecting some form of a transaction, whether an M&A activity involving a strategic partner or an investment by a VC or Private Equity to alleviate funding issues. We expect the M&A activity in the sector to continue over the next 12 months.

Over the next five years, growth is expected to come from expansion in international markets and increased exports. In order to sustain high levels of growth, Turkish technology companies will need to formulate their globalization strategies as 40% of the CEOs indicated that international markets/exports will be their primary target segments by 2018.

To reach our all Technology Fast50 Turkey Winners and CEO Survey 2013 reports from 2007 to 2013, please visit our website below.

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

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