

Deloitte.

Create Powerful Connections!
Technology Fast50 Turkey
Winners and CEO Survey 2014



Technology, Media and Telecommunications
October 2014

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Foreword



Tolga Yaveroğlu
Partner,

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

Deloitte Technology, Media and Telecommunications practice is pleased to announce the 2014 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 eight 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 ninth year of the program in Turkey, Cordisnetwork tops our list with a growth of 4192%. Congratulations to Ms. Sarıgöllü and her team at Cordisnetwork. The company started its business in 1997 and 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 Natek Bilişim 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 added 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 nine 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.

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

Overview



Aslihan Erdem
Technology Fast50
Turkey Country
Coordinator

Welcome to 2014 Deloitte Technology Fast50 Turkey, the local appreciation of high growth 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 2014, 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 Cordisnetwork with a growth of 4192%. Kartaca places the second rank with the growth rate of 4075% in 2014 program, where the third winner is 3pay with 2125% growth. We are excited by the performance of the winning companies.

Most of the technology companies are from Istanbul and Ankara as in previous years. This year, we have one company from İzmir and another from Kocaeli. When we analyze the profiles of the winning companies, 62 percent of them are in software business, whereas 16 percent are in telecommunications/networking and 14 percent are in internet sub-sector. These technology companies, which give importance to research and development activities, achieved an average growth of 843 percent this year.

We conducted a survey with the fast-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.

55% of the CEOs feel optimistic about the economy in the next 12 months, while 45% believes it will stay stable or shrink. This is reflected on the confidence levels of the CEOs in terms of sustaining their companies' growth levels, as this year there is a slight decrease in the confidence levels from 88% in 2013 to 74% in 2014 (those indicating extremely confident + very confident),

Majority of the company CEOs foresee that organic growth will be the main source of growth in the next 12-month outlook.

Also, having good business strategies and high quality employees are seen as the top two factors to success among the Fast50 companies in the technology sector. Developing leaders and delegating responsibility remains as 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 2014 winners, and we wish to see their achievements continue in the future through creating powerful connections.

Technology Fast50 Turkey Program

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

- Software
- Telecommunications/networking
- Internet
- Computer/peripherals
- Media/entertainment

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

- to be in business for a minimum of five years
 - develops proprietary technology that contributes to a significant portion of the company's operating revenues
 - manufactures a technology-related product
 - devotes a significant effort to research and development about technology

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

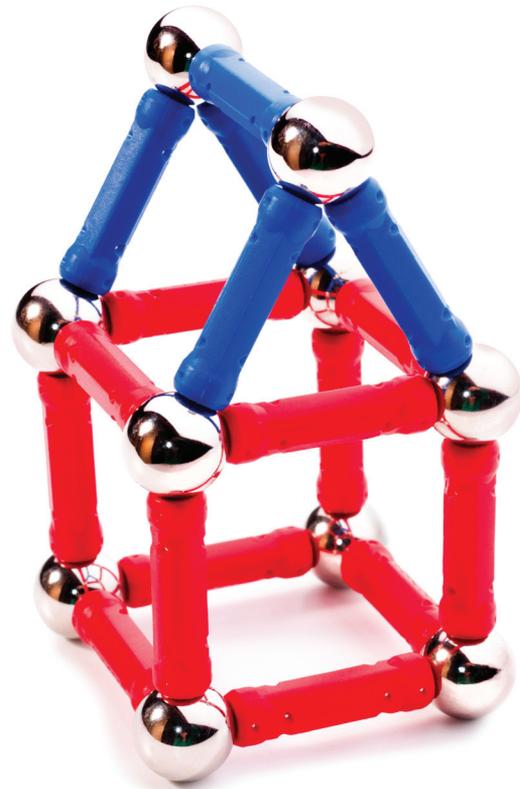
- to be in business for a minimum of five years
- whose parent company must be Turkish owned and headquartered in Turkey
- whose operating revenues must be at least 50,000 Euros for 2009 and 800,000 Euros in 2013.

Deloitte Technology Fast50 Program is part of Deloitte's Global Fast500 program which runs simultaneously in 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.

The benefits of participating at 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 fast-growing Turkish technology companies and business organizations at our awards ceremony
- Networking opportunity with other fast-growth technology companies and business organizations from around the world through Deloitte Technology Fast500 EMEA Program.
- Access to leading edge industry research and commentary
- Recognition from the business and financial communities
- Benchmarking opportunity with similar companies
- Increased attention from the business and investment communities
- Media coverage



Technology Fast50 Turkey 2014 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.

Information

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



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

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



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, TESİD has 158 members belonging 90 different industrial companies and its membership is open to all companies working in the field of electronic industry, information technologies and related service sector who produce good and/or implement R&D in Turkey.

The Electronic Industries in Turkey are organized in an independent association in order to deal with the common interests of the individual companies. It is our wish to develop TESİD into an 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, TIGV (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. TIGV 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.ttgiv.org.tr



Turkish Informatics Industry Association (TÜBİSAD), 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 TÜBİSAD 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. TÜBİSAD 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 Pinar 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 (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.

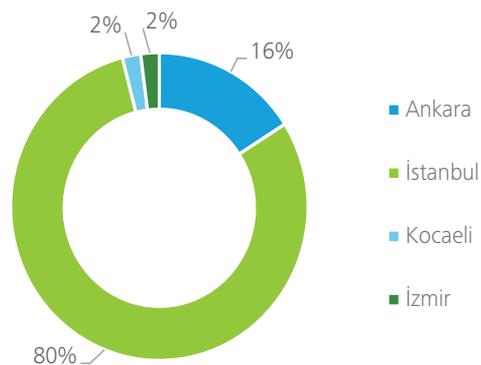
Information

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



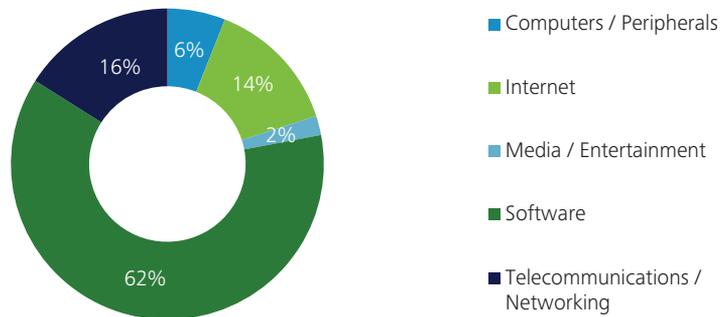
Fast Facts

Fast50 Winners Geographical Distribution



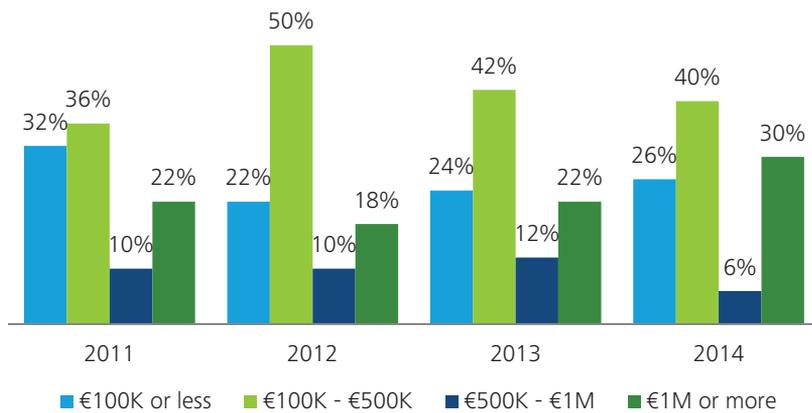
Istanbul continues to have the highest number of fastest growth companies (40), while 8 of the winners are from Ankara and two other winners from Kocaeli and İzmir.

Fast50 Industry Segmentation



The software companies take the lead among the Fast50 winner companies with 62 percent again this year. Telecommunications/network companies' represent 16 percent and the share of internet companies remains at a percentage of 14.

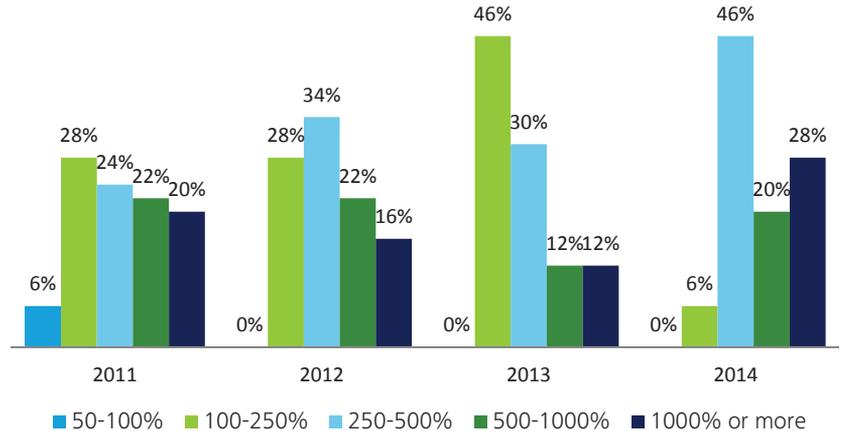
Research and Development



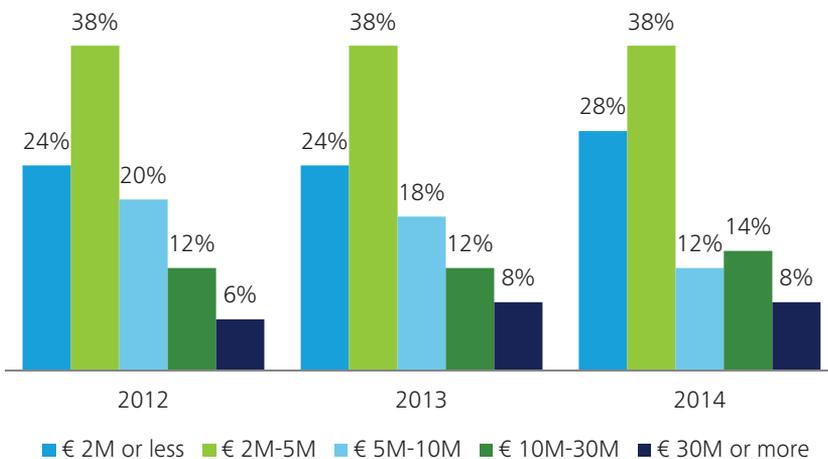
While majority of the companies spend €500K or less on research and development, the number of Fast50 companies that spend €1M or more has reached the highest number over the last 4 years with 15 companies.

Growth Rate

Number of companies with growth rates of over 1000% over the past 4 years has increased and more than doubled to 28%. Number of companies which show growth rates of 100-250% has substantially decreased from 46% in 2013 to 6% in 2014. Overall, companies' average growth rates seem to have increased over the last two years.



Revenue Levels



In 2014, the revenue breakdown of the companies that applied for the program remains almost the same in the last two years. 66% of the winning companies had annual revenues of €5M or less and 22% of the companies have more than €10M in revenues.

Technology Special Award

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

Company Profile

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 an IT segment where strong non-Turkish products exist. NATEK deployed its software products in more than 150 enterprises and sold over 300.000 licenses since 2005. NATEK currently develops software solutions for security incident event management (NATEK SIEM), Network Access Control (NATEK NAC), mobile device management (NATEK MDM), Videoconferencing (NATEK IVME), Data Leakage Prevention (NATEK DLP), Network & Systems Management (NATEK NSM) and other fields of IT management.

Currently, NATEK Security & Management Products dominate 90 percent of the public industry and more than 50% of the Turkish market.



Information	
CEO	Necati Ertuğrul
Address	Hacettepe Üni. 4. Ar-Ge Binası No:95 06000 Ankara
Tel	+90 312 225 1441
Web Address	www.natek.com.tr
Growth	1123%



Big Stars

This category recognizes the fastest growing companies that have achieved € 50.000.000 or more in revenues during fiscal year 2013. These “**Big Stars**” demonstrate that even large companies can remain nimble, posting impressive year-over-year growth.

Company Profile

BIOTEKNO is a rapidly growing mobile business integrator specialized in Value Added Services (VAS), which develops mobile business concepts, services, solutions, and technology.

Biotekno manages Bulk SMS, Interactive SMS, Bulk Mail, Bulk Voice-IVR and Push to Talk platforms within the value-added communication services, which it 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, 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.



Information	
CEO	İlham Öney
Address	Kayışdağı Cad. Kayaoğlu Plaza No:119 K:3 34750 Ataşehir, İstanbul
Tel	+90 216 576 3848
Web Address	www.biotekno.com.tr
Revenue	€ 163.846.800



Company Profile

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 Istanbul 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 800 people serving its clients, Innova has delivered solutions and services to customers in 30 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.

innova



Information

CEO	Aydın Ersöz
Address	+90 212 329 7000
Tel	İTÜ Ayazağa Kampüsü Teknokent ARI-4 Binası 34469 Maslak, Sarıyer, İstanbul
Web Address	www.innova.com.tr
Revenue	€ 104.235.747



Deloitte Technology Fast50 Turkey 2014 companies achieved average revenue growth of 843 percent over the past five years. This year's winner is Cordisnetwork, with its five-year revenue growth rate of 4192 percent. The second winner is Kartaca with a remarkable revenue growth of 4075 percent. Our third winner is 3pay with 2125 percent revenue growth.

The Winners: Top ten companies

1. Cordisnetwork

CordisNetwork, third party processing company of the group, is a leading global provider of payment processing services for financial institutions, mobile payment and money transfer services for mobile network operators and issuer banks, public transportation services for municipalities, loyalty services for retail market. The critical role of acquiring ECR/POS transactions and routing the transactions to issuer banks and Ministry of Finance in real time, makes CordisNetwork a unique example worldwide.

CordisNetwork has received ISO, PCI DSS and MasterCard MSP certificates related to transaction processing information security, business sustainability, operation service management and disaster recovery.



Information	
CEO	Ayşe Nil Sarıgöllü
Tel	+90 530 391 1271
Address	İ.T.Ü Ayazağa Kampüsü Koruyolu Arı Teknokent Arı-3 Binası Kat:1 -101 nolu ofis 34469 Maslak, İstanbul
Web Address	www.cordisnetwork.com
Growth Rate	4192%

2. Kartaca

Kartaca, founded in 2009, offers SaaS solutions based on mobile and internet technologies.

Technology innovations provided by Kartaca, include highly secure and globally certified e-payment systems, state-of-the-art turnkey loyalty management solutions, digital content delivery management, unified messaging and highly available infrastructures.

Combined with the company's vision of providing the best service experience to the clients, while keeping a positive and productive work environment for the employees; enables it to consistently deliver powerful, scalable end-to-end SaaS solutions on time and on budget.

In order to address the customer needs, and obtain the highly valued business partner's confidence, we are dedicated to develop highly functional, secure, user-friendly, efficient, easily-maintainable and scalable products and services. We provide the right tools, highly sophisticated system designs to create functionally rich applications that will meet existing and future business demands.



Information	
CEO	Murat Avcı
Tel	+90 212 483 7171
Address	YTÜ Davutpaşa Kampüsü Teknopark B1 401 34220 Esenler, İstanbul
Web Address	www.kartaca.com
Growth Rate	4075%



3. 3pay | Mikro Ödeme

Mikro Ödeme A.Ş. (3pay) is the first and leading mobile payment service provider of Turkey. Founded in 2008, 3pay started working with all three mobile network operators and also single fixed broadband operator of Turkey.

3pay enables all mobile users to pay through their mobile bills or mobile credits if they are prepaid subscribers, up to a certain amount, 100 TRY. This service is mainly beneficial for unbanked and underbanked customers, which is an important portion of the population. Especially for digital goods, online games and social networks, micro payment is a key service to monetize their target groups. With more than 450 active merchants, 3pay and provides solutions reached more than 16M unique users.

Beside mobile payment (also known as direct carrier billing), 3pay provides credit card payment services and prepaid (gift card) services as well. 3pay holds Turkey's first and only Pin-On-Receipt platform, which makes gift card (prepaid card) product risk free, fraud free and logistics free. PCI DSS Level 1 certified 3pay provides secure and flexible credit card payment solution as well.



Information	
CEO	Alper Akcan
Tel	+90 212 286 2718
Address	Gazeteciler Sitesi Keskin Kalem Sokak Prof. Mükerrem Hiç Apt. No:27 D:8 34394 Esentepe, Şişli, İstanbul
Web Address	www.3pay.com
Growth Rate	2125%

3pay

MikroÖdeme

4. Luna Bilişim

Luna Information Technologies was established in 2009. The company's main business is auto ID and data collection. Luna is one of the most powerful business partners of Motorola solutions & Zebra Barcode Printers. One of the company's main business is digital signage. Samsung is the company's business partner and the company is the 3rd biggest partner of Samsung in LFD business. Luna also has RFID business. The main goal of the company is business development as an hardware supplier. The company develops business with the first 500 companies in Turkey. Digital signage is one thing that the company is new at, but which it has experienced a lot. The company's customers in digital signage business is the biggest companies in the retail industry.



www.lunabilisim.com.tr

Information

CEO	Levent Öztaş
Tel	+90 216 415 7327
Address	Girne Cad. Girne Mah. No:117-124 D:17 Omega Deniz Plaza 34852 İstanbul
Web Address	www.lunabilisim.com.tr
Growth Rate	2115%

5. Arneca

Arneca Technologies is an outsourcing supplier for the Fortune500 companies and is one of the top 3 mobile development companies in Turkey. Arneca has a unique business model for blending and utilizing outsourced resources.

This model leads Arneca to a well maintained growth and profitability. With 3 offices in Istanbul and Kahramanmaraş technoparks, Arneca has managed to export software development services to more than 10 countries in 3 continents.

Arneca's test center in K.Maraş, offers remote low cost mobile and VAS (value added services) test services to its customers.

Arneca's R&D product SmartEvent dominates the event app market in Turkey. Started in 2013, SmartEvent has been used at more than 40 conferences, fairs and corporate meetings. SmartEvent, with rich media and iBeacon integrations, helps create a fun and professional event experience.

Arneca's B2C product Masalçı is #1 in Appstore books category in Turkey. Masalçı, available in 3 different languages (Turkish, English, Arabic) helps parents all over the world, share happy and peaceful moments with their children.

Arneca offers end-to-end solutions in the growing e-publishing market. The proprietary e-publishing platform of Arneca, powers major e-magazine and e-book apps. The platform includes a revolutionary pdf to html converter. Arneca's publishing center in K.Maraş converts 2.000 pdf sourced books and magazines per year.



Information

CEO	Ahmet Akkök
Tel	+90 212 286 1266
Address	İTÜ Ayazağa Kampüsü Teknokent Arı 2 Binası Kat:4 No:5-4 34467 Maslak, Sarıyer, İstanbul
Web Address	www.arneca.com
Growth Rate	1737%

ARNECA
Extreme Performance

6. Credowork

CredoWork was established in 2009 to provide innovative hardware solutions to the market. Specialized in POS Networking to offer high performance in transaction management and data transmission, CredoWork has become one of the leading solution providers in the payment systems industry.

The recently announced ManageATM solution is well accepted for remote management of ATM, Kiosk terminals and data centers. Collecting physical environment statistics in order to use in taking corrective and preventive actions, the system aims to decrease field support service and timing cost and increase availability and efficiency.



Information

CEO	Ayşe Nil Sarıgöllü
Tel	+90 530 391 1271
Address	İ.T.Ü Ayazağa Kampüsü Koruyolu Arı Teknokent Arı-3 Binası Kat:1 - 103 Nolu Ofis 34469 Maslak, Sarıyer, İstanbul
Web Address	www.credowork.com
Growth Rate	1583%



7. Uzman Bilişim

Experteam Consulting is a consulting, training and outsourcing services company focusing on Oracle technologies and business applications.

In 2014, Experteam Consulting, a member of Experteam Group which has been operating since 2000, celebrates its 5th year in business as the leading applications consulting firm in Oracle products in the Turkish market. The company is a major outsourcing provider to the companies in need of the right resources to maintain and manage their Oracle systems and a trustworthy and stable education provider to Oracle University students and other Oracle partners.

Experteam Consulting is the first Platinum Partner -Oracle PartnerNetwork's highest certification level- in Turkey both for Oracle Technology and Oracle Applications fields.



Information

CEO	Özgür Dönmez
Tel	+90 216 427 4141
Address	Soğanlık Mah. Pamukkale Sok. No:2 Kat:5 34880 Soğanlık, Kartal, İstanbul
Web Address	www.experteam.com.tr
Growth Rate	1527%

EXPERTEAM

8. 1001 teknoloji

Binbir Technology, which started its business in 2007, experienced rapid growth by realizing projects with the largest firms in the sector. The 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 provides sophisticated solutions.



Information	
CEO	Fatih Özkentli
Tel	+90 216 545 7722
Address	Acıbadem Cad. No : 43/2 34718 Kadıköy, İstanbul
Web Address	www.1001teknoloji.com.tr
Growth Rate	1516%



9. BuldumBuldum.com

BuldumBuldum.com (Orbital Teknoloji AŞ) is the largest gift and customized product e-commerce website in Turkey. It is founded in 2007 and grew more than %1300 times from 2009 to 2013.

Since the company is in the gifting business, delivery time is crucial. This is why BuldumBuldum.com developed its own website and warehouse automation technology in order to ship more than 10.000 products on the same day. BuldumBuldum.com is the largest customization brand in Turkey. It has its own design engine technology which makes users create their own products easily from the website. The warehouse automation technology creates unique barcodes for each customized product which enables the company to track each product in the production steps and deliver to each customer correctly.

BuldumBuldum.com has its own developed technology in order to get the orders from its website and process it in the warehouse as fast as it can. Every shipment is handled by portable terminals and managed by own developed real time software automatically. The product pick ups optimized by "Shortest Path Algorithms" enables warehouse workers to pick up the products with the best and shortest ways in the warehouse in order to deliver the orders in the shortest time. BuldumBuldum.com also developed its own design engine technology which allows its customers create their own customized products easily by themselves at BuldumBuldum.com's website.



Information	
CEO	Güçlü Gökozan
Tel	+90 533 811 1937
Address	Dilmenler Cad. Mahmutbey Mah. No:19 Aslanoba Plaza Kat 1 34000 İstanbul
Web Address	www.buldumbuldum.com
Growth Rate	1453%



10. 4Play

4play is a mobile solution company, founded in 2007 in Istanbul, specializing 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. The company's 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. 4play is delivering value to its customers with 360 degrees solutions from idea generation to marketing point of view.

Currently, the company is managing platforms with billions of transactions, touching millions of customers and more than 1000 brands, and serving products used by millions of subscribers internationally. With these outstanding products and platforms, 4play is awarded both nationally and internationally by respected institutions.



Information

CEO	Çağlar Uzunali
Tel	+90 212 265 1100
Address	Kore Şehitleri Cad N0:50 Kat:2 34394 Esentepe, Şişli, İstanbul
Web Address	www.4play.com
Growth Rate	1245%



Technology Fast50 Turkey 2014 Winners

Company	Location	Sector
3pay Mikro Ödeme	İstanbul	Internet
4play	İstanbul	Software
Academytech	İstanbul	Telecommunications / Networking
Agc Yazılım	İstanbul	Computers / Peripherals
Agito	İstanbul	Software
Akampüs	İstanbul	Internet
Armakom	Ankara	Software
Arneca	İstanbul	Software
Arvento Mobil Sistemler	Ankara	Telecommunications / Networking
Başarsoft	Ankara	Software
Baylan Mobil Otomasyon	İzmir	Software
Binbir Teknoloji	İstanbul	Telecommunications / Networking
Biotekno	İstanbul	Computers / Peripherals
Broadage	İstanbul	Media / Entertainment
Buldumbuldum.Com	İstanbul	Internet
Caretta	İstanbul	Software
Collection Platform	İstanbul	Telecommunications / Networking
Cordisnetwork	İstanbul	Software
Credowork	İstanbul	Software
Dreams&Bytes	İstanbul	Internet
Etg Consulting	İstanbul	Software
FGG Makine Danışmanlık	İstanbul	Internet
Getron	İstanbul	Software
Ideasoft Yazılım A.Ş.	İstanbul	Software
Inomera Research	İstanbul	Software

Company	Location	Sector
Inspark	İstanbul	Software
Intertech	İstanbul	Software
Invenoa Software	İstanbul	Software
İnova	İstanbul	Software
Kartaca	İstanbul	Software
Koda Bilişim	İstanbul	Software
Labris Networks	Ankara	Telecommunications / Networking
Logo Yazılım	Kocaeli	Software
Luna Bilişim	İstanbul	Computers / Peripherals
Mechsoft	Ankara	Software
Medianova	İstanbul	Telecommunications / Networking
Natek Bilişim	Ankara	Software
ODC Business Solutions	İstanbul	Software
P.I. Works	İstanbul	Telecommunications / Networking
Radore	İstanbul	Internet
Sestek	İstanbul	Software
Smartiks	İstanbul	Software
Smartis Interactive	İstanbul	Internet
Smartsoft	İstanbul	Software
Tabim Bilişim	Ankara	Software
Tekna Bilişim	İstanbul	Software
Tekrom Bilişim	İstanbul	Software
Tektronik	Ankara	Software
Uzman Bilişim	İstanbul	Software
Vector Bilgi	İstanbul	Telecommunications / Networking

Technology Fast50 Turkey 2014 Winners Profiles



Information	
CEO	Özcan Yıldız
Tel	+90 533 306 5587
Address	Karakolhane Cad. Yıldız İş Mer No 17 34000 Kadıköy, İstanbul
Web Address	www.academytech.com

AcademyTech is an IT consulting company in Datacenter, Network, System and Software development areas, provides consultancy, training and implementation services.

AcademyTech has been established in 1999. Our vision is being part of the World Wide developing technology while assisting our business partners and customers for the best solution.

AcademyTech has several accreditations, partnerships and distribution relations; Cisco Learning Solutions Partner (CLSP) first and only one in Turkey actually, Specialized Partner, Microsoft Partner | Learning Solutions, Citrix Exclusive Authorised Training Center, VmWare, SAP, HP, NetApp, EMC companies are on the door waiting.

Since 1999; 14800 individual trainings for 6800 students, 3450 corporate trainings for 1150 companies, 485 projects for implementations & deployment have been completed.

Information	
CEO	Alper Can
Tel	+90 232 483 8274
Address	Talatpaşa Bulv.No:73/8 K:4 Alsancak, Konak, İzmir
Web Address	www.agcyazilim.com

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 and Business Intelligence Software. We build long lasting relationships by putting our clients first.

We invest our expertise and resources in our clients' immediate and enduring success. AGC utilizes the worldwide resources of Microsoft expertise to solve your most challenging business and technology issues. Placed in two major cities, İstanbul and İzmir, AGC is working with more than 20 experts who understand the global landscape of your industry and the forces that shape it.



Information	
CEO	Bahadır Emre Omacan
Tel	+90 212 286 9969
Address	İ.T.Ü. Ayazağa Kamüsü Koru Yolu, Arı 2 Teknokent Binası No: B6-1 34390 Maslak, İstanbul
Web Address	www.agito.com.tr

Agito invests in multiple areas ranging from state-of-the-art software development technologies (JEE, OOD) to software development life cycle (SDLC) methodologies; from international project management practices (PMI) to IT service management frameworks (ITIL), leveraging its ability to deliver high quality and high productivity business platforms and all the necessary post-project services for system sustainability with the lowest total cost of ownership in the market.

Built on its flagship product Agito Insurance Management System, Agito has a suit of solutions for all lines of insurance business, General Insurance (Agito GI), 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 Intelligent Health Insurance Provision System (Agito Medclaim), Business Intelligence (Agito Analytics), Customer Relationship Management (CRM), Mobile (Agito inMobil) and Legacy System Modernization solutions delivered to insurance companies. Agito has also custom General Ledger (Agito GL) and integration (Agito Integrator) solutions that can be tailor made to the insurance companies.

Information	
CEO	İbrahim Ügdül
Tel	+90 212 351 4117
Address	Çayır Sok. Levazım Mah. Hedera Sitesi A-Blok No: 3 D:5 34340 Beşiktaş, İstanbul
Web Address	www.akampusgroup.com

A technology-driven youth marketing agency, holistically combining traditional and digital marketing channels. This integrated marketing approach is powered by 3 in-house developed platforms:

- www.akampus.com: A social network targeting university students
- www.kampusworks.com: A recruitment and co-creation platform
- www.sencebence.com: An insight and influence platform, enabling brands to leverage their most influential consumers for real time insights and measurable online and offline peer to peer marketing.

Akampus is based in Istanbul and serves leading local and international brands. It is owned and managed by four principals in their early thirties who established the embryonic business after graduating. Akampus is researching and developing marketing technologies that are supported by TÜBİTAK and KOSGEB. Akampus targets local and global brands and offers services utilising internet & mobile technologies, social crm, crowdsourcing, influencer selection & marketing, machine-to-machine technologies, community management and SNA.



Information	
CEO	Özer Hincal
Tel	+90 312 265 0595
Address	A.T.G.B. Cyberpark Cyberplaza A Blok No:501b Bilkent 06800 Çankaya, Ankara
Web Address	www.armakom.com

Information	
CEO	Özer Hincal
Tel	+90 312 265 0595
Address	A.T.G.B. Cyberpark Cyberplaza A Blok No:501b Bilkent 06800 Çankaya, Ankara
Web Address	www.arvento.com

Armakom Information Technology, which was established with %100 Turkish capital, has been developing software and turnkey solutions on operation management systems and mobile data communications technology for a long time. The solutions, which developed in collaboration with Arvento is own experienced staff, own accumulated knowledge about its sectors and partnerships with Turkey's leading technology companies, have been used in many institutions and organizations as of today. Providing 100% customer satisfaction has led to common use of its solutions. The success achieved in the domestic markets started to move to foreign markets.

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 30.000 clients and its technology and products are being utilized in more than 400.000 vehicles in 23 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 2013.



Information	
CEO	Alim Küçükpehlivan
Tel	+90 312 473 7080
Address	Ceyhun Atuf Kansu Cad. Ehlibeyt Mah. No:1271. Sok. Bayraktar Center A Blok No:114/41 06520 Ankara
Web Address	www.basarsoft.com.tr

Başarsoft 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.

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.

Information	
CEO	Emray Baylan
Tel	+90 232 472 0606
Address	Karacaoğlan Mah. Bornova Cad. No:13 Mega Plaza B Blok 35000 Işıkkent, İzmir
Web Address	www.baylanbilisim.com

Founded in 2008, and headquartered in Izmir, Turkey, Baylan Mobil Otomasyon is a technology sales company employing around twenty-five people. The company offers products and services in mobile tracking technologies, telematics products, and custom machine to machine project solutions. Baylan helps companies to reduce their costs, gain competitive advantage, save time and reach all kinds of data online. Since its establishment, company provided solutions to 7.000 private and public companies.



Information	
CEO	İlham Öney
Tel	+90 216 576 3848
Address	Kayışdağı Cad. Kayaoğlu Plaza No:119 K:3 34750 Ataşehir, İstanbul
Web Address	www.biotekno.com.tr

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. The company generates Bulk SMS, Interactive SMS, Bulk Voice-IVR, Push to Talk, Mobile Training, Digital Catalogue Solutions within the Vodafone Corporate Solution Partnership. The company keeps developing a number of innovative characteristics and offers its services to thousands of customers in the platforms that it provided solutions.

Information	
CEO	Erbuğ Ertuğrul
Tel	+90 212 276 1717
Address	Büyükdere Cad. Noramin İş Merkezi Maslak, İstanbul
Web Address	www.broadage.com

Broadage is the leading sports data and technology company in Turkey, headquartered in Istanbul. As modern technologies increase interactive capabilities, eliminate barriers, and provide a seemingly endless sea of dynamic entertainment options, Broadage provides its customers the highly-critical component in capturing audiences; sports content solutions. The company tracks every sports event worldwide live, and generates turn-key content-enabled multi-platform solutions for companies.



Information	
CEO	Selçuk Kumbasar
Tel	+90 212 275 9060
Address	Büyükdere cad. Beyazıt İş Merkezi No:86 Kat:9 Şişli, İstanbul
Web Address	www.caretta.net

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. The company's expertise in a wide range of technologies and industry-specific knowledge provide substantial improvements in the efficiency and performance of the businesses.

Information	
CEO	Güray Altın
Tel	+90 212 339 0400
Address	Huzur Mah. Fatih Cad. 4 Levent Plaza No:67 Kat:1-2-3 34396 Şişli, İstanbul
Web Address	www.collecturk.com

Since 2005 Collecturk operates in collecting debts and past due accounts with an operating area of 3,000 square meters and capacity of 600 employees at İstanbul, 4. Levent and consists of Management, Training and Quality, IT, Reporting Units and Legal Support Teams , Collection Agents.

In addition, a training hall with a capacity of 50 was arranged in order to fulfill all kinds of training needs. Collecturk currently provides service both during the pre-legal proceeding processes, known as collection work out processes and litigation process for Banks, Asset Management companies, GSM companies and other institutions.



Information	
CEO	Devrim Alp Artam
Tel	+90 216 474 9091
Address	Mahir İz Caddesi No 13 Ofton İş Mekezi A Blok Kat 4 34662 Altunizade, Üsküdar, İstanbul
Web Address	www.dreamsandbytes.com

Information	
CEO	Selami Kul
Tel	+90 216 380 6000
Address	İnönü Caddesi No: 92 Çetinkaya İş Merkezi Kat:5 Kozyatağı Kadıköy, İstanbul
Web Address	www.etg-it.com

Dreams&Bytes is a fullservice digital production company founded in January 2000. The company believes in the power of combining art and technology and focusing on the full life cycle of the work it produces. The company collaborates closely with its clients on all stages of the process from strategic planning, through UI/UX design and development, to the launch and support of web and mobile experiences.

Our digital agency services include:

- MultiPlatform
- UX/UI Design & Development
- Enterprise Level Web Sites & Portals
- Mobile Application Development (iOS, Android, Win8)
- Intranets (MS SharePoint)
- E-commerce
- Content Management Systems
- Social Media Applications & Marketing Campaigns
- Advergame Concept & Development
- Digital Agency Services (Update & Maintenance)

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 the best practices with its expertise, the company provides exceptional customer service and promotes customer satisfaction.

ETG headquarters is in Istanbul and has a branch in Atlanta, and serves its customers in US and EMEA.



Information	
CEO	Turgut Derman
Tel	+90 212 284 8433
Address	Kardeşler Sok No 61A Esentepe Mah. 34394 Şişli, İstanbul
Web Address	www.webdenal.com

WebdenAl.com is serving as an e-tail company since 2004 covering more than 100.000 products under 17 different categories. 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 different 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), so that whenever an order is received it is directed to the correct supplier.
- Within the system there is also integrated fraud detection inline with PAYU system. This prevents order delays.
- 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. Invoices are printed automatically and the data is sent to the accounting software.
- Once the packages are ready for shipment. Shipment data is sent to the cargo companies through their web service system so that the shipments can be tracked and efficiently delivered.
- 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.

Information	
CEO	Sarven Sıradağ
Tel	+90 212 483 7120
Address	Çiftelahavuzlar Mah. Yıldız Teknik Üniversitesi Davutpaşa Kampüsü Teknopark Binası B1 Blok No:304 34220 Esenler, İstanbul
Web Address	www.getron.com

Getron Bilişim Hizmetleri A.Ş. is an R&D oriented software development company, operating since 2003 to create value for the clients in different industries.

With the innovative and sophisticated solutions in Fuzzy Logic Controller and Optimization Systems, Estimation, Decision Support Systems and Pharmaceutical Track & Trace, the company is confident especially in business processes such as product tracking and monitoring, demand forecast and optimization, stock and purchase order planning, which are directly related to productivity and profitability in large scale companies.



Information	
CEO	Seyhun R. Özkara
Tel	+90 216 326 0477
Address	K. Çamlıca Mah. Libadiye Cad. No:70/2 34696 Üsküdar, İstanbul
Web Address	www.ideasoft.com.tr

Ideasoft, founded in 2005 by Seyhun R. Özkara, Fatih Çalışkan and Kerem Kaya, is a leading e-commerce software provider in Turkey.

Ideasoft Ecommerce Platform is used by individuals and businesses. More than 4,000 users utilized Ideasoft Ecommerce Platform to sell their products and services online.

Ideasoft Ecommerce 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.

Information	
CEO	Kaan Bingöl
Tel	+90 212 287 0166
Address	Boğaziçi Uni. Kuzey Kampüs BUN Teknopark No:106 34342 Bebek, Beşiktaş, İstanbul
Web Address	www.inomera.com

Inomera Research was founded in 2008 by a team of engineers who had decades of experience in enterprise IT industry.

Inomera focuses and develops software solutions for Mobile, Telecom, Retail & Finance industries. In a relatively short period after its foundation, Inomera developed unique software solutions and products for leading companies of Turkey and MEA region. As a result of its ongoing investment in R&D and strong engineering team located inside Boğaziçi University Technology Park, Inomera today offers proprietary technologies and products in Telecom VAS, m-commerce and cloud computing areas.



Information	
CEO	Serdar Susuz
Tel	+90 212 299 8980
Address	Arpaci Ali Sokak No.6 34464 Yeniköy, İstanbul
Web Address	www.inspark.com

INSPARK is a software consultancy and software development (R&D) company that is founded in London in 1990 and started operating in Turkey in 1994. Inspark completed successful projects using the world's leading solutions like Salesforce.com CRM, Informatica Cloud, Infor ERP and Google Apps.

Besides the Turkish market, INSPARK works on projects in Europe, North Africa and Middle East also. In addition to successful projects with leading brands of the world, INSPARK shares its revenue with non-profit organizations such Educational Volunteers Foundation of Turkey (TEGV), İstanbul Modern Museum, Darüüşşafaka, World Wide Fund for Nature (WWF).



Information	
CEO	Ömer Uyar
Tel	+90 532 052 5366
Address	Esentepe Mh. Buyukdere Cd. No:147 34394 Şişli, İstanbul
Web Address	www.intertech.com.tr

Intertech was established in 1987 primarily to provide the finance industry with a wide range of Information Technology services with a superior product and service quality. More than 850 professionals, especially specialized in the financial sector, are working for Intertech.

Intertech is an innovative company which has an agile structure to adapt rapidly changing dynamics of the business. Having many local and international awards, Intertech proves an invincible internal cooperation and declares that the company gets this power from the professional employees and the experienced management team who work together in a friendly family environment along with corporate governance principles.



Information	
CEO	Oğuz Çalışkan
Tel	+09 216 630 6299
Address	Inkilap Mh. Küçüksu Cd. İstanbul Plaza No:107 Kat:8 D:31 34768 Ümraniye, İstanbul
Web Address	www.invenoa.com

Information	
CEO	Aydın Ersöz
Tel	+90 212 329 7000
Address	İTÜ Ayazağa Kampüsü Teknokent ARI-4 Binası 34469 Maslak, Sarıyer, İstanbul
Web Address	www.innova.com.tr

Invenoa is a dynamic company specialized in the development and marketing of innovative products and technologies that manage the whole operations of traditional and next-generation service and finance companies. The company builds large-scale, complex software applications that deliver unique solutions integrated with standard product architectures and leverages mobile and internet technologies to enable their customers to achieve peak operational efficiency while driving maximum revenue from their product and service offerings.

Our products;

- Mobile Enterprise Applications
- Business Process Management
- Business Intelligence Systems
- Business Operation Management
- Payment Systems
- Service Management Platform
- Banking Applications
- Expense Management System
- E-Business Applications
- E-Health Applications

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 800 people serving its clients, Innova has delivered solutions and services to customers in 30 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	Ayşe Nil Sarıgöllü
Tel	+90 530 391 1271
Address	İ.T.Ü Ayazağa Kampüsü Koruyolu Arı Teknokent Arı-3 Binası Kat:1-102 nolu ofis 34469 Maslak, Sarıyer, İstanbul
Web Address	www.cardtek.com

SmartSoft, founded in 2001 in İstanbul, is the first company of the 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 Turkey 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.

Information	
CEO	Erhan Taşkın
Tel	+90 212 276 5297
Address	İTÜ Ayazağa Kampüsü Teknokent Arı-1 Binası No:10 34469 Maslak, Sarıyer, İstanbul
Web Address	www.kod-a.com

Kod-A develops document archival and management technologies and provides document processes, records management and archival outsourcing services for the Global market. Kod-A has two hats:

- **Technology developer:** Kod-A develops document management, digital archiving, scanning, imaging, document and data capture technologies and products for the global market. Kod-A converts her vertical solutions into vertical document management products as well. The sectors include banking, telecom, and healthcare.
- **Service Bureau:** Kod-A provides business process outsourcing services for companies and agencies from all sectors. Kod-A services target basically document related processes. Kod-A can classify, scan, index, recognize, transfer, archive, print, and send your documents, as well as provide data entry, quality assurance and other operator based services. The service bureau contracts undertaken in 2011 exceeded a total of 2 Billion pages.



Network Security Software and Appliances

Information	
CEO	Seçkin Gürler
Tel	+90 312 210 1490
Address	Galyum Blok K1-1 METU Technopolis, 06531 Ankara
Web Address	www.labrisnetworks.com

Since 2001, Labris Networks 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 Labris UTM, Labris LOG and HARPP 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.

Having operations in a rapidly growing Global network of more than 20 countries, Labris® products protect enterprises, brands, government entities, service providers and mission-critical infrastructures. Labris® with its worldwide partners is committed to the highest levels of customer satisfaction and loyalty, providing the best aftersales support by the multilingual Global Support Center. Being one of the Common Criteria EAL4+ certified security gateway brands in the world and rapidly growing global player, Labris® provides its customers the top-level security with optimum cost.



Information	
CEO	Buğra Koyuncu
Tel	+90 262 679 8200
Address	Şahabettin Bilgisu Cad. No: 609 GOSB 41480 Gebze, Kocaeli
Web Address	www.logo.com.tr

Founded in 1984 and celebrating its 30th anniversary, LOGO is the largest software company in Turkey. As the fastest growing company in the Enterprise Application Software market LOGO provides services to more than 1,300,000 users in more than 170,000 companies through its extensive distribution network of 900 business partners.

LOGO aims to provide solutions to companies for their structuring along with contemporary management principles, while increasing their efficiency and profitability by managing processes in line with international standards. Services such as enterprise resource management designed for different scales, industrial software, business intelligence and e-state applications are examples to these solutions. LOGO's products are customized in several languages, business practices and legislations of numerous countries in Europe, Middle East, Africa and Asia to meet the users needs, through authorized business partners.



Information	
CEO	C.Gürkan Erdoğan
Tel	+90 312 482 5949
Address	Cevizlidere Mah.1235.Cadde 1243 Sokak Taşpınar İş Merkezi No:2/14 06520 Çankaya, Ankara
Web Address	www.mechsoft.com.tr

MechSoft is an IT solution provider company serving to hundreds of companies in all sizes. In addition to the software products that are developed by JAVA and .NET technologies, MechSoft is also the value added distributor of almost 20 world renowned software products in different fields of activity. All kinds of technical support, training and consultancy services regarding those software products are provided by the young and dynamic in-house technical support team. Within this scope; by having more than 500 clients from different sectors in its portfolio, MechSoft has achieved a great success in a short period of time, obtained significant references and became an innovative technology company following all the technological trends very closely.

Information	
CEO	Mete Serkan Sevim
Tel	+90 212 275 5456
Address	Şehit Ahmet Sok. Mecidiyekoy İş Merkezi K:15 34387 Şişli, İstanbul
Web Address	www.medianova.com

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.



Information	
CEO	Necati Ertuğrul
Tel	+90 312 225 1441
Address	Hacettepe Üni. 4. Ar-Ge Binası No:95 06000 Ankara
Web Address	www.natek.com.tr

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 an IT segment where strong non-Turkish products exist. NATEK deployed its software products on more than 150 enterprise customers and sold over 300.000 licenses since 2005. NATEK currently develops software solutions for security incident event management (NATEK SIEM), Network Access Control (NATEK NAC), mobile device management (NATEK MDM), Videoconferencing (NATEK IVME), Data Leakage Prevention (NATEK DLP), Network & Systems Management (NATEK NSM) and other fields of IT management.

Currently, NATEK Security & Management Products dominate 90 percent of the public industry and more than 50% of the Turkish market.

Information	
CEO	Oğuz Küçükbarak
Tel	+90 850 221 3900
Address	Kavak Sok. Rüzgarlıbahçe Mah. No:18 Kavacık Ticaret Merkezi B Blok Kat:3 34810 Kavacık, Beykoz, İstanbul
Web Address	www.odc.com.tr

Based in İstanbul, ODC offers integrated and innovative solutions for each marketing channel, such as E-mail Marketing, Social Media Marketing, Mobile Marketing and Online Surveys. ODC is a technology developer and solution provider company, which offers professional services and state-of-the art business solutions to clients. It is important for the company to provide global-scaled solution by predicting its clients' needs. Continuously improving the company's solutions, the company is becoming a leader both in digital and mobile fields and maintaining growth and stability, not only in Turkey but also in the regions that the company has an active role.

Since 2005, focusing on the mission of being an innovative, reliable, and value-adding solution partner,, the company has become one of the most preferred solution partners to the leading firms in Turkey and the company keeps going forward. The company has offices in İstanbul, Ankara, İzmir and Dubai. The company provides solutions for approximately 1,000 local & global clients by 60+ experienced employees. With the company's products, the clients can effectively manage all their marketing channels by using a single centralized platform.



Information	
CEO	Mehmet Başar Akpınar
Tel	+90 216 999 1099
Address	Teknopark İstanbul Sanayi Mahallesi Havaalani İç Yolu Cad. 1b25 Kurtköy, 34912 Pendik, İstanbul
Web Address	www.piworks.net

Information	
CEO	Kubilay Akyol
Tel	+90 212 344 0404
Address	Esentepe Mah. Büyükdere Cad. No:171 Metrocity Avm 4b No:39-46s 34394 Şişli, İstanbul
Web Address	www.radore.com

PI.Works provides umbrella mobile network performance monitoring and optimization solutions. These solutions help to improve the performance of mobile networks. The results are lower costs, getting the most from existing capital expenditures, and improved subscriber experience. The company was founded in 2005. The company's products are:

- P.I.Web: Umbrella performance monitoring and reporting
- P.I.ANO: Radio Access network root-cause problem analysis and optimization
- P.I.SON centralized Radio Access Network Optimization to automatically improve complex, heterogeneous networks

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 Turkey's one of the most efficient and high-capacity private data centers.

According to "Deloitte Technology Fast50 Program 2012 and 2013" rankings, Radore is the fastest growing data center in Turkey and Turkey's one of the 10 fastest growing technology company for the last two years.

Today, Radore offers data center solutions to more than 2,000 individuals and corporations with almost 40 professionals at its data center with a capacity of 10,000 servers.

Radore was awarded with the Microsoft Certified Partner title in 2007, Brocade Premier Partner title in 2011 and Dell Registered Partner title in 2012.



Information	
CEO	Levent Arslan
Tel	+90 212 286 2545
Address	ITU Ayazaga Kampusu Koru Yolu ARI-2 Teknokent Binası A Blok No:A4-4 34469 Maslak, İstanbul
Web Address	www.sestek.com

Information	
CEO	Serkan Karahanoğlu
Tel	+90 216 469 0595
Address	İçerenköy Mahallesi Çayiryolu Sokak Üçgen Plaza No:7 K.10 34752 Ataşehir, İstanbul
Web Address	www.smartiks.com.tr

SESTEK (Speech Enabled Software Technologies) is a speech and communication technology company operating since 2000 as the market leader in Turkey with its best-in-class products. It has a pioneer role in university-industry collaboration, unique patented technologies and strong references from the leading companies of Turkey. SESTEK's state-of-the-art product range includes Voice Biometrics Solutions (Vocal Passphrase, Speech Enabled Password Reset, Speech Enabled Second Factor Authentication, Verification On-the-Go, Blacklist Identification and Mobile Device Authentication), Voice of the Customer Solutions (Call Recording, Quality Management, Speech Analytics, FCR Analytics, Customer Feedback and Social Media Analytics), Customer Services Automation Solutions (Text-to-Speech, Speech Recognition, Call Steering, Automated Outbound Dialer, Speech Enabled Auto Attendant and Mobile Assistant SDK), Edutainment & Productivity Applications and Personal Dictation and Speech Synthesis Solutions.

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 Systems, e-Commerce and mobile applications. Smartiks' leading young software engineers specialized in Microsoft and Oracle platforms. Smartiks has increased its expertise in using advanced technology and developing enterprise applications with its completed and ongoing projects and partnerships. Smartiks is providing high-level customer satisfaction with its solutions and achieves success.



Information	
CEO	Altuğ Aymer
Tel	+90 212 212 2335
Address	Yeşilce Mah. Yunus Emre Cad. No:6/3-4 34418 Kağıthane, İstanbul
Web Address	www.smartis.com.tr

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

The company believes, 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. The company does this by using analytical methods, where they measure everything and examine the consequences in CRM manner. That is why the company calls themselves as Digital Engineers who bring art and numbers together.

The company's main principle is developing boutique services to its customers for long intervals rather than providing same product to many customers, which results in consistent revenues and longterm cooperation.

Information	
CEO	Serhat Şahin
Tel	+90 312 444 0940
Address	Bilkent Cyberpark Plaza B Blok Bz:07 06800 Çankaya, Ankara
Web Address	www.tabim.com.tr

Tabim Bilgisayar Pazarlama Tic. Ltd Şti (TABİM) 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. TABİM 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.



Information	
CEO	Dinçer Uyav
Tel	+90 216 567 8087
Address	Değirmen Sok. Cemal Bey İş.Mrk. 11 D.35-37 34742 Kozyatağı, İstanbul
Web Address	www.tekna.com.tr

Information	
CEO	Ömer Arıkan
Tel	+90 212 480 0048
Address	Maltepe Cad. No. 46-46 D 25 34169 Bayrampaşa, İstanbul
Web Address	www.tsoft.com.tr

TEKNA IT Services is one of the leading systems integrator and custom software provider in Turkey. Since 2005, Tekna is helping its customers on their journey to Digital Enterprises by providing consultancy on Enterprise Architecture Design, Enterprise Software Development, Enterprise Software Integration, Mobile Software Development, Framework Development, Database design-development and management. Tekna also creates tailor made turn-key BPM, CRM, ECM, MRP, SCM, PLCM and LMS enterprise solutions on windows, web and mobile platforms.

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.



Information	
CEO	Hakan Yavuz
Tel	+90 312 437 3000
Address	Mahatma Gandhi Cad 68A/2 G.O.Pasa 06700, Ankara
Web Address	www.tektronik.com.tr

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.

Information	
CEO	Serdar İçağasioğlu
Tel	+90 216 344 0809
Address	Kayışdağı Cad. No:64 İmpa İş Merkezi Kat:6 34752 Küçükbakkalköy, Ataşehir, İstanbul
Web Address	www.vector-tr.com

VECTOR Barkod ve Bilgi Teknolojileri A.Ş. is one of the leading information technologies, software, hardware and services company of Turkey (Top 500 in Informatics) in the field of AIDC (Automatic Identification and Data Capture).

Electronic messaging, Internet and GSM technologies have become indispensable parts of our daily lives. Together with the improvement and development of these technologies day by day, physical borders have completely vanished. Your competitors who seemed to be very far away from you a few years ago are now just next to you. Prices of products and services are decreasing day by day due to the increase in competition. The companies wishing to survive in this competitive climate are obliged to decrease their costs in order to ensure customer satisfaction and sustainability, and also become distinct by optimizing their operations.

Technology Fast50 Turkey 2014 CEO Survey

Introduction

Deloitte Technology Fast50 Turkey 2014 CEO Survey is based on the responses received from the CEOs of the fast-growing technology companies that are ranked in Technology Fast50 Turkey 2014 program.

The survey is an online survey that was conducted during September 2014 and completed by over 80 percent of the CEOs that are listed in our 2014 Technology Fast50 program.

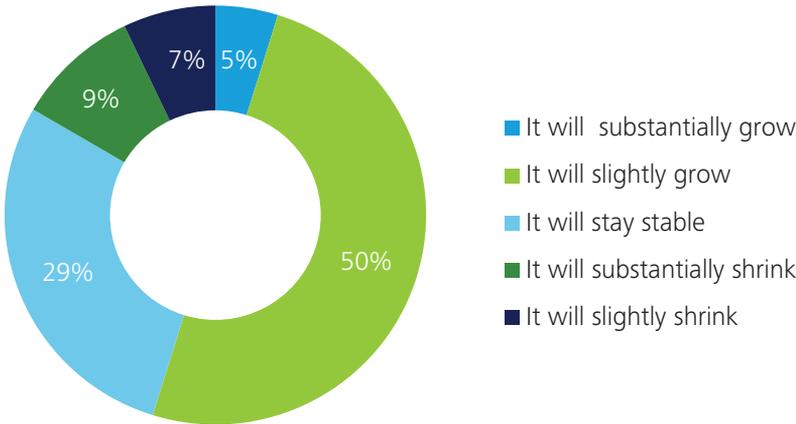
The survey aims to understand how Turkish CEOs feel about their companies' future, the types of operational challenges they face and the potential markets that provide the best opportunities for their companies' growth. We also focus on understanding their personal challenges as well as the important skills required to serve as a CEO of a technology company in this dynamic sector.

Responses to 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 2014 and beyond.

Growth Expectations

Q1a What are your expectations with regards to the economy over the next 12 months?

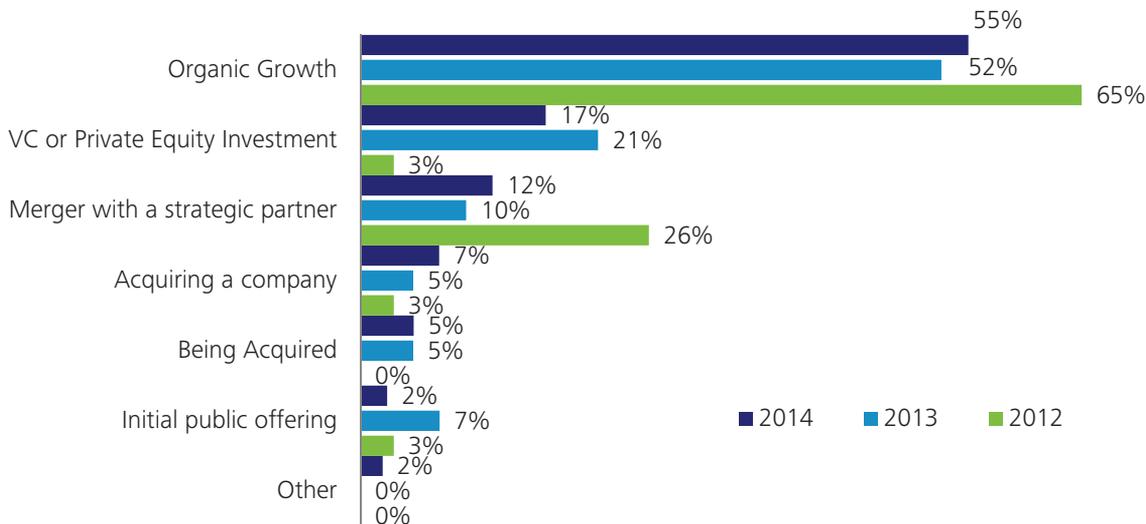


Q1b How confident are you that your company will sustain its high level of growth rate over the next 12 months?



55% of the CEOs believe that the economy will grow in the next 12 months, while 45% believes it will stay stable or shrink. This is reflected on the confidence levels of the CEOs with regards to their companies' growth levels, as after two years of increase in the confidence levels (extremely confident + very confident), there is a decrease in the confidence levels from 88% in 2013 to 74% in 2014.

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

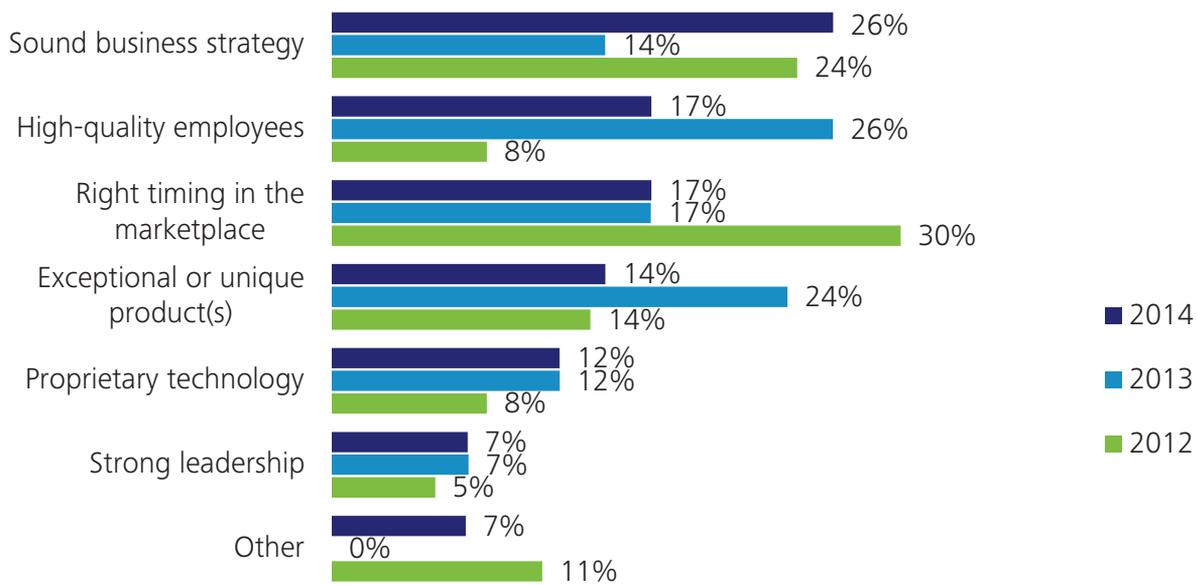


Most of the companies expect that organic growth will be the main source of growth over the next 12 months. Merger with a strategic partner although increased two points, has lost its second position in 2012 and ranked in the third place in 2014. The second most likely scenario is receiving funding from VC or Private Equities same as 2013, since M&A deals in Turkey in 2013 in technology, media and telecommunication sectors (internet, media, telecom, technology, e-commerce) reached a total value of around US\$833 million (disclosed deals only) with 40 transactions (including non-disclosed deals)¹. Raising funding through IPO is a much less likely scenario for the companies compared to last year, whereas more companies see acquiring a company a more likely scenario.

¹ Deloitte Annual Turkish M&A Review 2013

Secret of Success

Q3 Which factor has contributed most to the growth of your company?



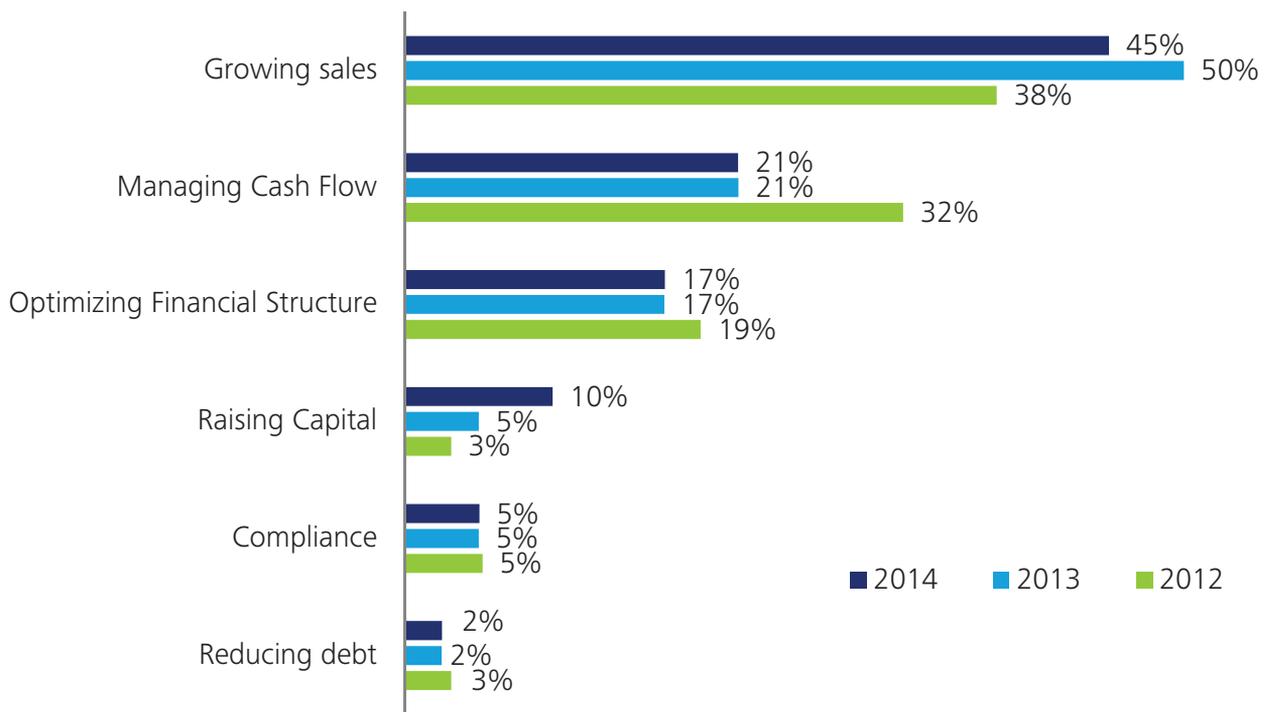
In 2014, having a sound business strategy takes the first place that contributes most to the growth of the technology companies with 26% of the CEOs agreeing with it. Sound business strategy takes over the place of high quality employees and this may be due to the importance of having a solid strategy in turbulent times to better manage risk. Right timing still keeps its importance as the third most significant contributor.

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



“Finding, hiring and retaining qualified employees” and “developing a strong sales and marketing strategy” remain as the top two operational challenges among technology companies in managing their companies’ rapid growth this year as well as last year.

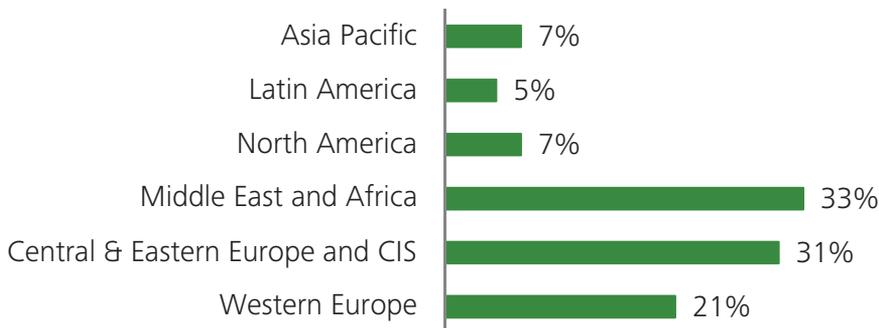
Q5 What is your biggest financial challenge?



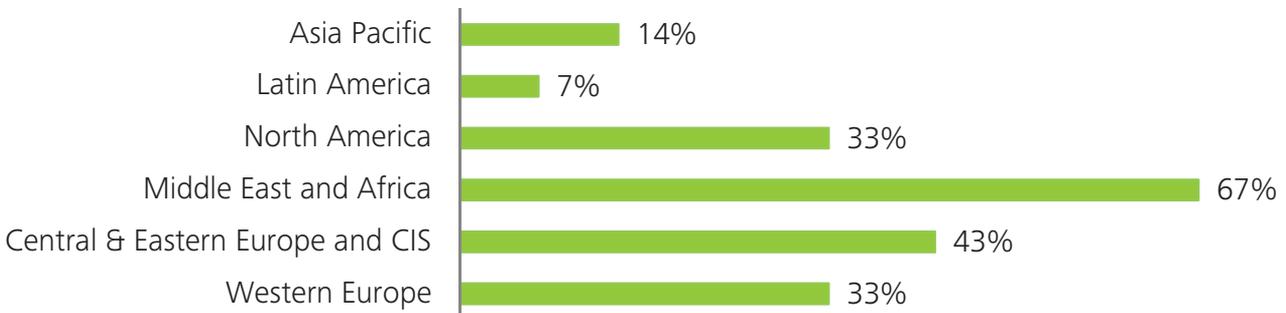
Growing sales remains as the biggest financial challenge for fast-growing technology companies. In 2014, nearly half of the respondents continue to indicate that growing sales is the most important challenge for them whereas raising capital has become a more significant financial challenge compared to last year for some of the respondents.

Q6

**Which of the following geographic markets do you currently do business in apart from Turkey?
(Please select all that apply)**

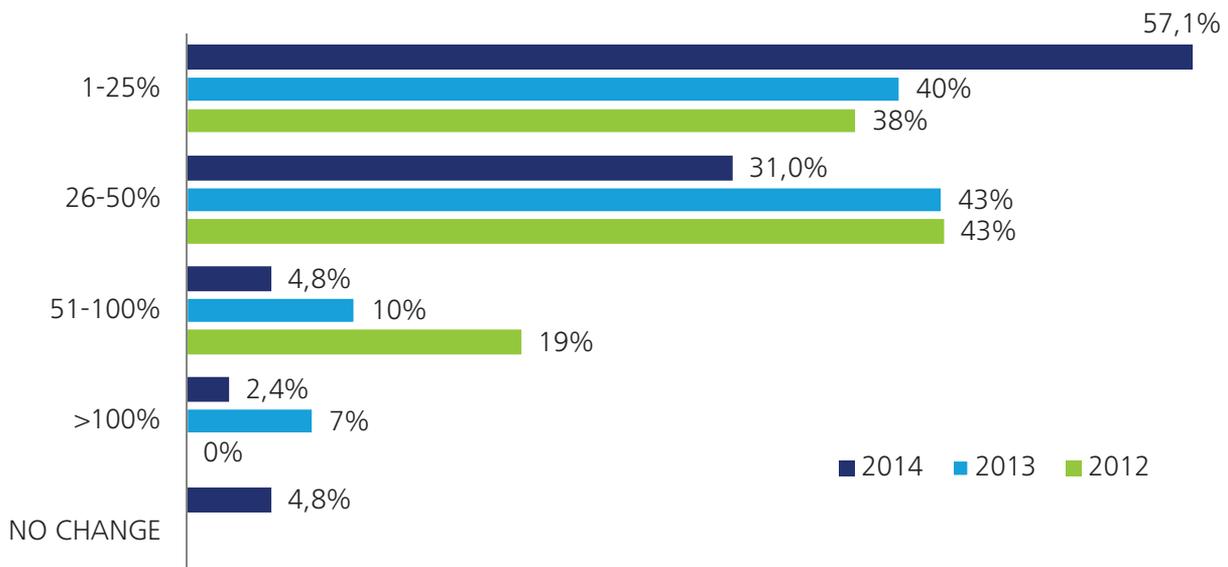


Which of the following geographic markets represent the best opportunity for significant growth for your company over the next five years?



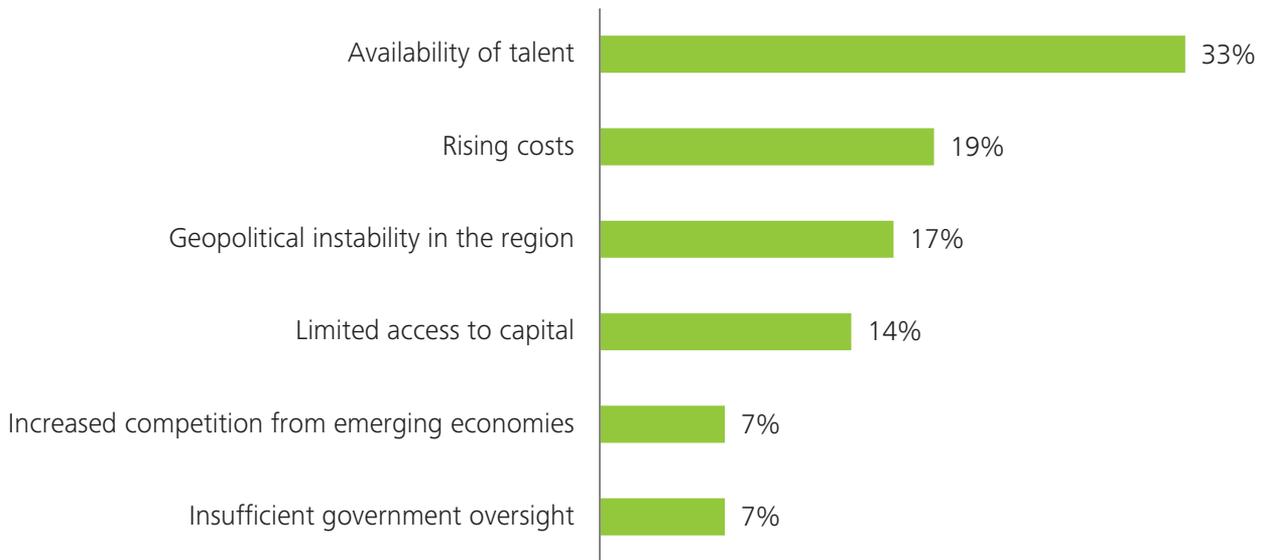
The top 3 regions in terms of future business potential remains similar to the current geographic spread of companies, with Middle East and Africa having the highest potential for business expansion. North America, on the other hand, is expected to share the third place with Western Europe as the third most attractive region in terms of business potential even though only 7 percent of the companies are currently doing business in North America.

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



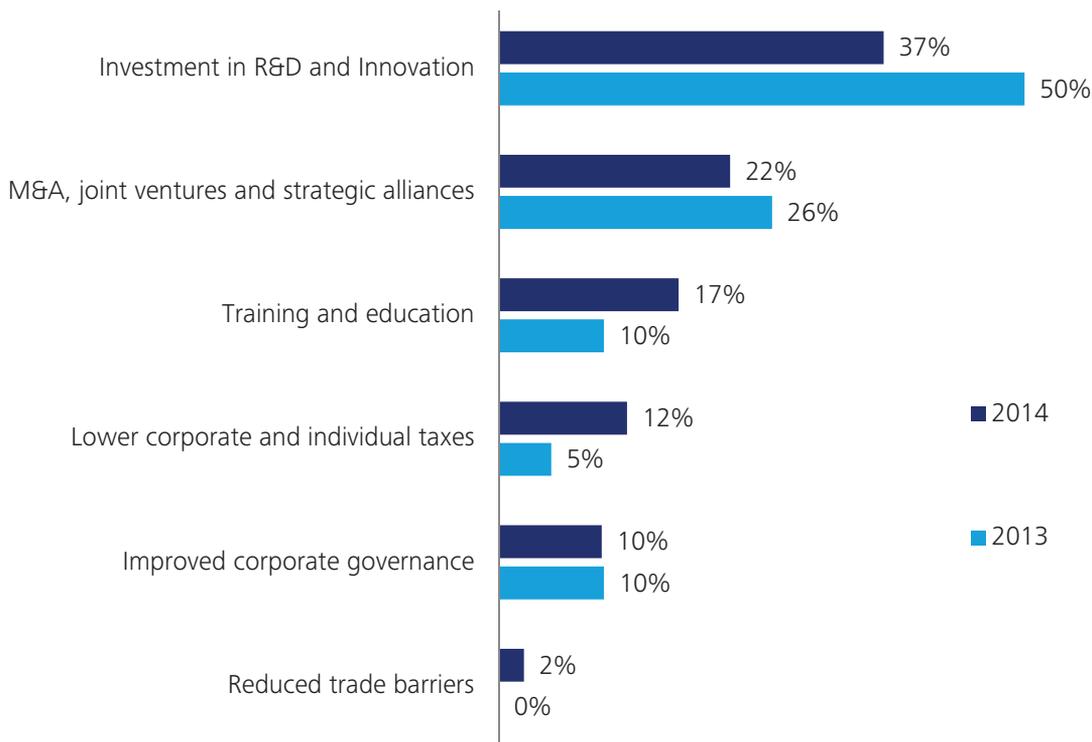
Only 7.2% of the CEOs believe that their workforce will grow more than 50% in the next 12 months compared to the 17% last year. This is most likely due to their conservative expectations with regards to economic growth in the next 12 months as well as the decrease in their confidence levels with regards to sustaining business growth. With that being said, 88 percent of the surveyed CEOs in Fast50 Turkey Program still believe that their workforce will grow at a equal to or less than 50% rate and only 5 percent of the CEOs indicated that they do not expect any growth in their workforce.

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



Similar to CEOs' belief that finding, hiring and retaining qualified employees is the biggest operational challenge in managing their companies' rapid growth, every 1 out of 3 CEOs claimed that availability of talent is also the biggest threat to growth. On the other hand, 1 in every 5 CEOs indicated "rising costs" as the second biggest threat to growth in the technology industry.

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



Although almost 40% of the respondents still indicate “Investment in R&D and Innovation” as the key stimulator for growth in the technology sector, its significance has decreased from 50% to 37% from 2013 to 2014. 1 in almost 5 CEOs indicated that training and education is critical to stimulate growth, which is much higher compared to last year. Also, this year CEOs claimed that lower taxes would also help the companies for growth in the next 12 months.

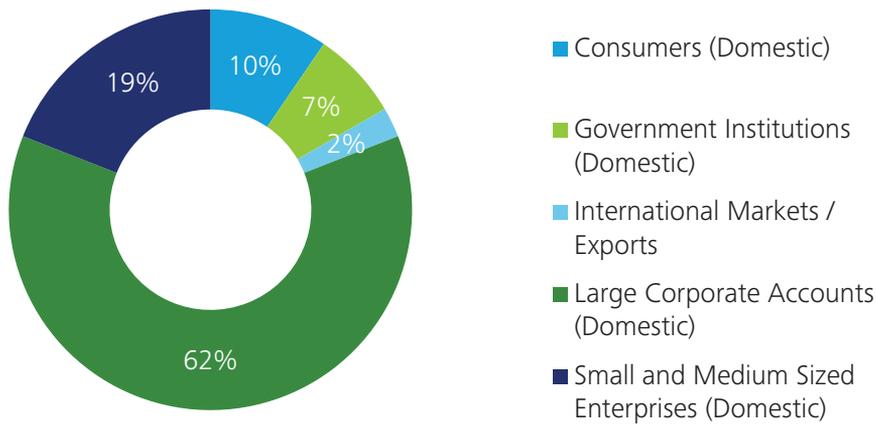
Q10 What is your most important personal challenge as a CEO?



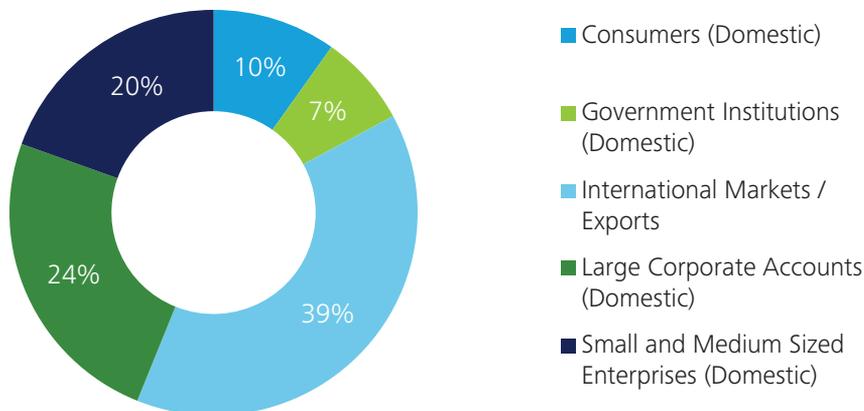
“Developing leaders and delegating responsibility” has kept its position as the most important personal challenge as a CEO for the past 3 years. This is in line with the results of Deloitte’s 2014 Global Human Capital Trends Survey where developing leaders at all levels and across different functions was identified as the most urgent issue amongst the business and HR leaders surveyed. “Achieving and sustaining profitability” gains importance over the last two years amongst the CEOs’ personal challenges almost doubling since 2013. Also, CEOs become more comfortable with managing risks, raising capital and identifying strategic partners this year compared to the last two years.

Q11

Please select the primary customer segment that you currently target.



Please select the customer segment that you plan on primarily targeting over the next 5 years.



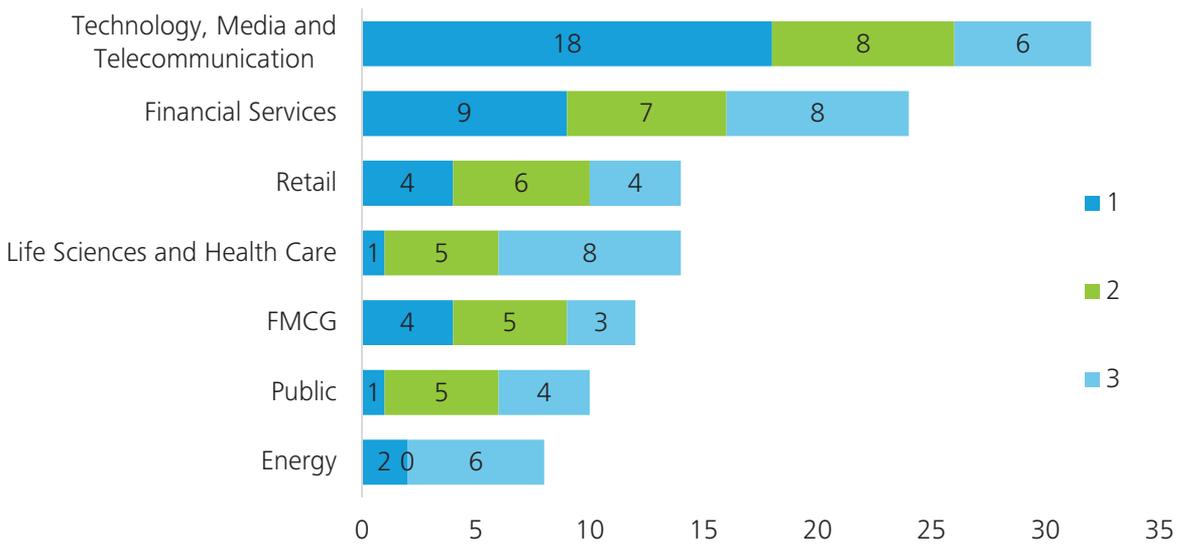
Majority of the technology companies indicated that domestic “Large Corporate Accounts” are their primary customer target today followed by the small and medium sized enterprises. However, over the next 5 years, the number of companies primarily focusing on international markets is expected to increase from 2% to almost 40% as companies seek to expand their businesses globally.

**Q12 Please indicate the top three trends that will drive technology investments in the next three years.
(Please select all that apply)**



We were also curious about the top three trends that will drive technology investments in the coming years. “Digitization and mobility” is seen to be the top trend that will drive technology investments according to the CEOs in the next three years. With the increase of penetration of the Internet, more and more companies are looking to invest in mobile technologies to ensure a connected business environment with 24/7 access to information as well as conduct work no matter where someone is located through mobile devices. “Better use of data through analytics” is also another important trend that will drive investments. As the costs of collecting and analyzing data decreases, more and more companies are investing in the necessary systems to store data from various sources such as customer interactions to have a 360 view of the customers as well as operations for data driven decision making in order to increase efficiencies. Transparency and visibility is indicated as the top third trend to drive technology investments, as the need for transparency throughout the supply chain continues with companies wanting to backtrack each product produced to identify rootcauses of any problems, have detailed product information or locate any product while in transition.

Q13 Please rank the top 3 primary sectors in terms of current business potential for your company.

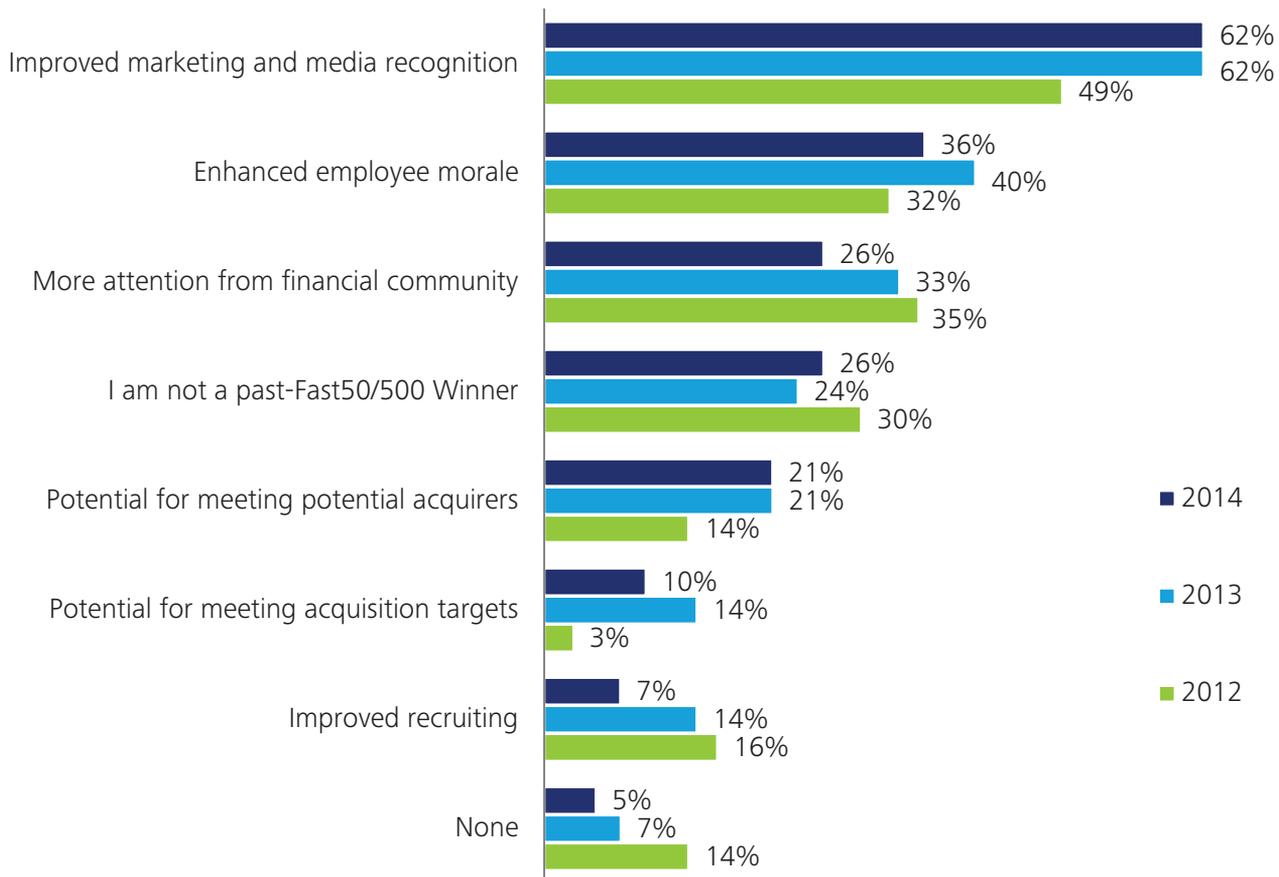


Q14 Please rank the top 3 primary sectors in terms of business potential for your company in the next five years.



“Technology, Media and Telecommunication” sector remains as the main sector which 32 out of 41 respondents think that it has potential for their current and future business plans. “Financial Services” takes the second place both in current and future business potential for their companies. “Life Sciences and Health Care” industry replaces Retail as the third most attractive sector in terms of business potential in the next five years.

Q15 If you are past-Fast50/500 winner, what benefits have you received from being selected to the Deloitte Technology Fast50/500? (Please select all that apply)



62% of our respondents indicated that they had “Improved marketing and media recognition” as a result of being a past Deloitte Technology Fast50/500 winner. As other key benefits, 36 and 26 percent of the past Fast50/500 winner companies report that they had “Enhanced employee morale” and received “More attention from financial community”, respectively.

Conclusion

In 2014, 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. However, after two years of increase in the confidence levels (extremely confident + very confident), this year there is a decrease in the confidence levels from 88% in 2013 to 74%.

Predictions of the surveyed CEOs show that the most likely scenario for their companies over the next 12 months is organic growth. Business strategy is the most important factor for growth for the companies as they seek growth organically. Majority of the surveyed CEOs in the Fast50 Turkey Program believe that their workforce will grow by up to 50% in the next 12 months, underlying the importance of the talent concerns.

In 2014, "availability of talent", "rising costs" are the key threats in the market. 39% 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 39% of the CEOs indicated that international markets/ exports will be their primary target segments by 2018.

Also, this year, "Digitization and Mobility", "Better use of data through analytics" and "Visibility and access to real time information" are seen to be the top three trends that will drive technology investments in the next three years. In addition, "Technology, Media and Telecommunication" is indicated as the sector with the highest potential among technology companies. "Financial Services" takes the second place and "Life Science and Health Care" sector is indicated as the third most attractive sector.

To reach our all Technology Fast50 Turkey Winners and CEO Survey reports from 2007 to 2014, Please visit our website below.

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

TMT Contacts at Deloitte



Tolga Yaveroğlu
Partner
Consultancy Services
tyaveroğlu@deloitte.com



Gökhan Alpman
Partner
Audit Services
galpman@deloitte.com



Tufan Teksoy
Partner
Tax Services
tteksoy@deloitte.com



Mehmet Sami
Partner
Corporate Finance Services
mgsami@deloitte.com



Metin Aslantaş
Senior Manager
Enterprise Risk Services
maslantas@deloitte.com



Aslıhan Erdem
Specialist
Clients & Industries
aserdem@deloitte.com

Deloitte Türkiye

İstanbul Ofisi

Deloitte Values House
Maslak No1
34398
İstanbul
+90 (212) 366 60 00

Ankara Ofisi

Armada İş Merkezi
A Blok Kat:7 No:8
Söğütözü, Ankara
06510
+90 (312) 295 47 00

İzmir Ofisi

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

Bursa Ofisi

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

Çukurova Ofisi

Günep Panaroma İş Merkezi
Reşatbey Mah. Türkkuşu
Cad. Bina No:1 B Blok Kat:7
Seyhan, Adana
+90 (322) 237 11 00



www.deloitte.com.tr

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