

Turkey ICT (Information and Communication Technology) Market Forecast 2016-2020

According to WiseGuy, the ICT Market in Turkey is expected to grow at a CAGR of 3.5% during 2016-2020

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Summary:

According to WiseGuy, the ICT Market in Turkey is expected to grow at a CAGR of 3.5% during 2016-2020. The Turkish government is keen on promoting the ICT sector and has revealed its vision for 2023, the centennial foundation of the republic, with a target of increasing the ICT sector's share in GDP from 2.9% to 8% and increasing the R&D expenditure to GDP ratio to 3% from 1%.

Key Findings

- Turkish enterprises are planning to allocate majority of the hardware budget to network and communications equipment, security, servers, and desktops/laptops/thin clients segments
- Turkish enterprises prefer one time investment in software licenses in 2015, for software ownership and invested more than one-fourth of their average hardware budget to the segment of software licenses
- SaaS has been the most preferred cloud computing solution area among Turkish enterprises in 2015, with enterprises allocating a major portion of their average cloud computing budget to this solution area

In particular, it provides an in-depth analysis of the following:

- How ICT budgets are set to change in 2016 in terms of their overall size
- Allocation across the core elements of IT spend, including hardware, software, services, and communications
- Distribution of ICT Turkish Lira (TRY) in areas such as the networks, applications, service desk, and data centers
- Which ICT functions Turkish enterprises are interested in outsourcing
- Turkish enterprises' investment priorities based on their budget allocations across core

technology categories such as IoT, cloud computing, security products, and enterprise applications

- Factors that are influencing Turkish enterprises' investments in each technology category
- How Turkish enterprises' IT budgets are currently allocated across various segments within a technology category
- Turkish enterprises' distribution of their ICT budget across various segments within a technology category
- Vendor satisfaction ratings for various core and advanced technology categories
- Insight into Turkish enterprises' preferred buying approaches
- Business and IT objectives that Turkish enterprises are looking to achieve through their IT investment strategies
- Factors that are influencing Turkish enterprises' decisions to select an ICT provider

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Reasons To Buy

- Understand how the Turkish enterprises ICT landscape is set to change in 2016 to prioritize your target market
- Comprehend how ICT Turkish Lira (TRY) are being allocated by Turkish enterprises in specific geographies and size bands to improve your market penetration
- Make effective business decisions by recognizing the opportunities within each of the core areas of ICT spend (hardware, software, IT services, and telecommunications)
- Realign your sales initiatives by understanding the current strategic objectives of Turkish enterprises
- Enhance your market segmentation with the included, detailed breakdown of opportunities within selected technology categories (IoT, cloud computing, security products, and enterprise applications)
- Prioritize your focus areas by understanding which factors are influencing Turkish enterprises' decisions when selecting an ICT provider
- Understand the changes in customers' priorities and identify the business and IT objectives that Turkish enterprises are looking to achieve through their ICT investment strategies

Synopsis

ICT investment trends in Turkey presents the findings from a survey of 105 Turkish enterprises regarding their Information & Communications Technology (ICT) investment trends. The survey investigates how Turkish enterprises currently allocate their ICT budgets across the core areas of enterprise ICT expenditure: hardware, software, IT services, and communications. The report illustrates the core technologies that enterprises are investing in, including IoT, cloud computing, security products, and enterprise applications. The survey also highlights the approach to purchasing technology adopted by enterprises in Turkey. Through Kable's survey, the report aims to provide a better insight to ICT vendors and service providers when pitching their solutions to

enterprises in Turkey.

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