# Turkey Software Market Opportunity

*AN IDC CONTINUOUS INTELLIGENCE SERVICE*

Spending on software licenses and maintenance continues to grow rapidly in Turkey as organizations strive to expand their IT usage and support growing business needs to improve competitiveness. In addition, Turkey also has a large young population that is rapidly adopting IT devices and applications. This presents significant opportunities and challenges for software vendors and their channel partners. IDC's *Turkey Software Market Opportunity* research service offers quantitative and qualitative information and analysis of the software technologies shaping the Turkish markets, covering software categories such as enterprise applications, business analytics, security, storage, and others, providing data and insights on software license and maintenance market size, software vendor shares, future outlook, impact of trends and developments, event proceedings, and so on.

## Markets and Subjects Analyzed

- Market impact of emerging software technologies
- Key drivers and inhibitors for software spending
- Software vendor strategies

Insights into software technology submarkets such as:

- Enterprise application software — ERM, CRM, SCM
- Business analytics
- Content management
- Collaboration software (e.g., unified communication)
- Databases
- Security software
- Storage software
- System and network management software

## Core Research

- Turkey Software Market Predictions 2012
- Turkey Business Analytics Software Market Forecast

- Turkey Enterprise Application Software Market Forecast and Vendor shares
- Turkey Security Software Market Forecast and Vendor shares

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Turkey Software Market Opportunity.

## Key Questions Answered

1. What software technologies offer significant opportunities for vendors and channels and what challenges should they prepare for?
2. What are the key trends and developments and in what ways will they impact software usage and spending?

3. How do software market trends vary in Turkey from other countries in MEA?
4. What is the competitive position of vendors in the market (vendor shares, strategies)?
5. What strategies can vendors adopt to tap into software market opportunities in Turkey?

## Turkey Software Market



Source: IDC
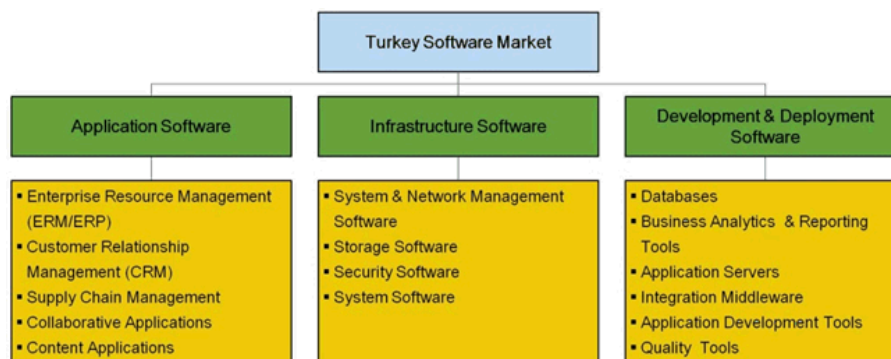
## Competitive Analysis

This service reviews strategies, market positioning, and future direction of key software vendors in the Turkish software market, including:

Microsoft, Oracle, SAP, IBM, Symantec, HP, CA, Logo, McAfee, EMC and others.

## Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

**Consulting:** Target growth opportunities, develop strategies for emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

**Go-to-Market Services:** Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides a flexible service model, enabling us to meet the needs of companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

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## Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at http://idc-insights-community.com.

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