

Turkey ICT Market Opportunity and Digital Business Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Turkey ICT Market Opportunity and Digital Business Strategies* subscription service provides an in-depth view of ICT markets in Turkey. Combining detailed market forecasts with market insights and outlook, key indicators and analysis, and profiles of emerging demographic and services opportunities, the service is an indispensable source of strategic market information for telcos, IT hardware and software vendors, and IT services providers already active in Turkey, as well as for others seeking to understand opportunities in this rapidly expanding market.

Markets and Subjects Analyzed

- The state of digital transformation
- ICT outlook and trends
- The CIO's agenda
- Public cloud services
- IT services
- Telecommunications services
- Security solutions
- Enterprise application software (ERP, CRM, and SCM)
- Enterprise infrastructure
- Hardcopy peripherals
- Hyperconverged infrastructure

Core Research

- Hybrid Cloud Transformation in Turkey, 2022
 - Competitive Profiles and 2021 Analysis of Leading Security Products Players in Turkey
 - Turkish Organizations' Top Networking Strategy Priorities, 2022
 - The CISO's 2022 Agenda: Elevating the Security of the Future Enterprise in Turkey
 - Competitive Profiles and 2021 Analysis of Leading Public Cloud Services Players in Turkey
- The State of Privileged Identity/Access Management in Turkey, 2022
- Turkey ICT Outlook, 2022
- Turkey CIO Perspectives on Digital Transformation: January 2023 View
- Turkey IT Services Market Forecast, 2022–2027
- Turkey Software Market Forecast, 2022–2027
- Turkey Security Services Market Forecast, 2022–2027
- Turkey Security Products Market Forecast, 2022–2027

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 ICT Market Opportunity and Digital Business Strategies](#).

Key Questions Answered

1. What is the state of ICT demand in Turkey?
2. How can operators leverage managed services to capture new revenue streams in the enterprise market?
3. What strategies can ICT vendors and services companies employ to tap into opportunities in Turkey?
4. What are the new and emerging ICT markets in Turkey?
5. What are the key ICT trends and developments, and how will they impact ICT usage and spending in Turkey?
6. What are the competitive positions of ICT vendors and services companies in the market (market shares and strategies)?
7. What is currently on the CIO's agenda in Turkey?
8. What are the prospects for emerging technologies in Turkey?
9. What strategies can ICT vendors and services companies adopt to tap into digital transformation opportunities in Turkey?
10. What factors and trends are impacting the adoption of security solutions in Turkey?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Turkey ICT market, including:

Amazon Web Services, Atos, Check Point, Cyberark, Forcepoint, Fortinet, Google, Hewlett Packard Enterprise, Huawei, IBM, IFS, Innova, KocSistem, Kron, Logo, McAfee, Microsoft, Mikro, Netas,

NTT Data, Oracle, Palo Alto Networks, Salesforce, SAP, Trend Micro, Turkcell, Turk Telekom, Vodafone Turkey.