

pipes

#	Pipe (Growth Channel)	Market Demand	Profitability	Ease of Execution	Strategic Value	Score (/10)	Why It Matters
1	Cybersecurity-as-a-Service (MDR, SOC-lite, ZTNA, EDR)	10	9	6	10	8.8	Exploding demand due to KVKK, cyber insurance, ransomware ; Turkish SMBs lack in-house security.
2	Cloud Migration & CloudOps (AWS, GCP, Azure, Turkcell/DC providers)	9	8	7	9	8.5	High cloud adoption wave; companies need hybrid/multi-cloud.
3	Network Modernization & NaaS (SD-WAN, Wi-Fi 6/6E, SASE)	9	8	6	9	8.2	SD-WAN & secure access demand increasing with remote work + branch connectivity .
4	Managed Compliance + Audit-readiness (KVKK, ISO 27001, PCI DSS)	8	9	7	8	8.0	SMEs need compliance but lack expertise; high-margin advisory + recurring managed security.

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5	Automation & AI Ops (RPA, Infrastructure Automation, AIOps for SMEs)	7	9	6	9	7.9	Turkey's labor costs rising; automation reduces OPEX, big appeal for mid-market.
6	Managed IT + Helpdesk (Enterprise-grade for SME market)	8	7	8	7	7.8	Core MSP offering; still in demand; differentiates on SLAs & automation.
7	Backup/DRaaS (Cross-datacenter, Azure/Turkcell/Vodafone DR)	8	8	7	6	7.6	Earthquake risk & new regulations increase DR demand.
8	Industry-Specific Solutions (Health, Retail, Manufacturing verticals)	7	8	6	8	7.4	Tailored MSP bundles sell well in Turkish vertical markets.
9	IoT & Edge Management (Factories, energy, logistics)	6	8	5	9	7.2	Slow growth but high ROI in industrial zones; strong fit for advanced MSPs.
10	MSP Co-managed IT (augment internal IT teams)	6	7	9	7	7.1	Turkish enterprises keep small IT teams; co-managed fills skill gaps.