

# EU Brokerage Event

## on Industrial KET\* in Horizon Europe

\*Key Enabling Technologies

10th November 2022 • Strasbourg

Conference &  
Bilateral/B2B Meetings

Calls  
2023- 2024

### Project idea/ Field of expertise:

E-commerce, CRM, ERP, BI, Artificial Intelligence, Machine Learning and Big Data

### Organisation Name:

ATA TECHNOLOGY  
PLATFORMS



### Addressed topic(s):

HORIZON-CL4-2023-TWIN-TRANSITION-01  
HORIZON-CL4-2023-DATA-01  
HORIZON-CL4-2024-DATA-01  
HORIZON-CL4-2023-DIGITAL-EMERGING-01  
HORIZON-CL4-2023-HUMAN-01



**ATP** [ArGe]

*Transformative Core Technologies*

- Artificial Intelligence
- Machine Learning
- Big Data Analytics



Software Solutions For Finance and Capital Markets



*ITU Teknokent, Istanbul*

**44%**

*Market Share*



Software Solutions For Hospitality



*Valetta, Malta*

**2,601**

*Restaurants Deploying Zenia HERO Software*



Enterprise IT and Digital Transformation Solutions



*Besiktas, Istanbul*

**447**

*Digital Transformation Projects*

71 R&D Projects (2018-2020)

**2 AWARDS**

**19**  
Publications (2018-2020)





## ■ Tradesoft

- Strong Presence in Finance and Capital Markets
- Industry Leading Software Solutions

## ■ Zenia

- Software and Services Used by Global Brands
- End-to-End Solutions for Hospitality Industry

## ■ ATP Digital

- Enterprise IT and Digital Transformation Solutions



# R&D Scope/ R&D Solutions



Artificial Intelligence



Machine Learning



AR / VR Application



Big Data / BI



Recommendation and Forecasting systems



Solution Design & Development

Detection and Tracking of Customers & Equipment



Sales Forecasting and Predictive Planning



Behavior Analysis and Recommendation Engine



Customer Satisfaction Analysis



# Contact details

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