

Open-Source Database Operator Altibase Targets International Markets with a New Clientele



Palo Alto, Apr 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Altibase](#) is an open-source relational database operating since 1999. With headquarters in Seoul and New York, they have garnered their clientele across over 600 enterprises and 8 Fortune Global 500 Companies. Recently, they embarked on a new fortification with a major Turkish ISV. Altibase was officially appointed as a vendor to Turkish securities firm Ziraat Yatirim in February to avail its online trading system within their corporate premises. Another local partner of Altibase in Turkey, ATP shouldered the execution of PoCs and BMTs via Altibase's remote online support system and experts.

ATP is one of the leading technology solutions providers in the country which is also a subsidiary of Ata Holding. Their client list constitutes finance and hospitality enterprises based out of Turkey and within the EMEA circle. The corporate deal with ATP as per CEO of Altibase James Jang aims at adopting non-legacy database vendor strategies to expand their business propagation across the global market. As per him, companies with less global representation like theirs require more impetus to penetrate the market along with high amounts of capitalization. Although Altibase, over the years has emerged as one of the biggest and most reliable names in the APAC and EMEA market, its reach in the western countries is comparatively less. With strong visions for his company, Jang's idea of working with local partners will pave the way for the most cost-efficient and fastest ways to integrate global markets beyond their circle of prosperity owing to long sales cycles in any given database business.

Altibase is currently engaging international partners in their process through knowledge transfer and online training. Apart from that, their new website is more user-friendly to break any communication or information barrier between the client and the vendor. On-site training is also provided for sellers of international value who are put under incentive claims under the collective revenue at the end of the cycle. With ATP as their client, Altibase is looking to open the gates of bigger opportunities, especially in the EMEA market.

Altibase's legacy in various verticals like telecommunications, finances, manufacturing, and public services has been pivotal for many companies in creating high-performance database technologies and

more. The new partnership with ATP will not only expand the company's global market designation but will also lead the way for improved database management systems.

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