

Penetration of Cloud Computing Services to Small and Medium Businesses: Cylanpinar District E-Commerce Applications

Bulut Bilişim Hizmetlerinin Küçük ve Orta Ölçekli İşletmelere Penetrasyonu: Ceylanpinar İlçesi E-Ticaret Uygulamaları

Abstract

For Small and Medium Scale Enterprises located in Cylanpinar District of Şanlıurfa, which is expected to join the digital world due to financial and sociological deficiencies, the Cloud Computing System is considered as a digital salvation proposal. Because the SMEs, where access to finance is identified as the main problem, must continue to exist in the competitive market. This situation requires SMEs' commitment to digital platforms; The financial and sociological deficiencies of Ceylanpinar SMEs make the needs of the Cloud Informatics clear. At this stage, Cylanpinar is proposing the Cloud Computing Systems which are thought to be compatible with the SME budget financially and easily understandable to SMEs in the digital sense. In this context, Cloud Computing Systems are included in the research in terms of security. The presented research study is directed towards SMEs in the general sense, whereas it is directed to Cylanpinar SMEs in the context of the sample. In addition, a model criterion was established in the study of document analysis.

Öz

Finansal ve sosyolojik yetersizlikler nedeniyle dijital dünyaya dâhil olması henüz beklentiler dâhilinde olan Şanlıurfa'nın Ceylanpinar İlçesi'nde yer alan Küçük ve Orta Ölçekli İşletmeler için, Bulut Bilişim Sistemi, dijital bir kurtuluş önerisi olarak düşünülmektedir. Finansmana erişimin temel sorun olarak belirlendiği Kobi'lerin rekabet piyasasında varlığını sürdürmesi, dijital platformlara bağlılığını gerektirdiğinden; Ceylanpinar Kobi'lerinin finansal ve sosyolojik yetersizlikleri, Bulut Bilişime olan ihtiyacını belirginleştirmektedir. Ceylanpinar Kobi'lerine bu aşamada dijital anlamda; hem kolay anlaşılabilir hem de finansal anlamda Kobi bütçesine uygunluğu düşünülen Bulut Bilişim Sistemleri, güvenlik açısından da araştırma dâhilindedir. Araştırma çalışması; evreninde Kobi'lere, örnekleminde Ceylanpinar Kobi'lerine yönelik bir doküman analizi yoluyla neticelendirilerek, önerilerde bulunmaktadır.

Introduction

SMEs, which are generally established with limited capital, can not provide continuity because their education levels are low. It is thought that Cylanpinar SME's participation in digital platforms is necessary because of its own culture and patron tradition. Because participation in the digital world can be argued as a precondition for adapting to the age of competition. On-line transactions carried out on digital platforms purify the SMEs from many financial obligations. According to the findings of this study, where document analysis is carried out, Cloud Computing for SMEs is seen as a digital liberation. Because of the incentive to productivity software, the capacity of trading capacity, the ease of formatting required, and especially financial suitability, Bulut Bilişim Hizmetleri is pointing to digital access to Cylanpinar SMEs.

It is a good idea to briefly introduce Şanlıurfa's Cylanpinar District at this stage. Cylanpinar, known as Vassugar in the time of the Assyrians, was the capital of the Mitanni State. It is also known that it was connected to the city of Resulayn in Syria in the Ottoman Empire. At the moment, the Republic of Turkey is a border town in the province of Şanlıurfa. Cylanpinar dominates a population of 84,727. Turkey's largest producing state TIGEM the farm (General Directorate of Agricultural Enterprises) is located in the structuring Cylanpinar district. Cylanpinar District of economic



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activities within the TIGEM and there is no entry to Turkey. Moreover, the output from the economic activities in TIGEM is sent to the west (<https://en.wikipedia.org/wiki/Ceylanp%C4%B1nar>). At this point, it is understood that the Cylanpinar District is an inadequate city in the economic direction. The fact that economic inadequacy has developed in parallel with the level of education has also been demonstrated by many studies. There are nine high schools in Cylanpinar District, and there are no changes in high school numbers over the years. Education inadequacy naturally represents a binding character for Small and Medium Scale Enterprises. Therefore, in these conditions, SMEs' adaptation to the era and their active involvement in digitalization is a tough possibility.

The universe of the research is the SMEs and their sample is the SMEs located in the Cylanpinar District. But this is a requirement of the research, but it can also be seen as a limitation of this study. Because there are many living spaces in the region with similar characteristics to the Cylanpinar District. However, the organizational conditions to which the work will be presented have led to the need to give priority to Cylanpinar District. Digital services should now be moved to Cylanpinar District, which is at the threshold of many needs due to being a border city. It is also necessary to consider the necessity of a method appropriate to the educational level in the process of penetration of Cloud Computing to Ceylanpinar SMEs. Suggestions for Cylanpinar SMEs are presented at the final stage of the research study prepared through the document review. Suggestions presented are shown on a table. Besides, a model has been reached in the proposed process.

1. E-Commerce in Small and Medium Enterprises

The virtual environment creates significant opportunities for SMEs. The SMEs, whose biggest problem is to reach the target group from the beginning, will be helpless against the firms in the global production field if they can not use the marketing channels at this stage. SMEs, who can adapt to the new scheme provided by digital competition, they will be able to enter the markets without much financial expense and provide them with product entry. As a matter of fact, the digital field provided by the internet provides effective and less cost effective marketing to SMEs (Kartal, 2002: 105). Thanks to e-commerce, which is only one of the possibilities, SMEs have gained the advantage over large-scale businesses by removing the time and space threat of traditional methods (Türen et al., 2011: 49-50). This can be presented as a solution to the SME financing problem, which allows businesses to save money in financial obligations such as paperwork, communication and marketing costs (Kalayci, 2008: 148). The internet, which can be defined as a global network, is launching new initiatives in trade practices by creating market areas where it can reach. With the easier access of consumers to the products, the foundation of the digital competition market has been laid (Demireli and Dursun, 2013: 271). The marketing of rapidly developing e-commerce products in the world has become an important element of economic activities, reflecting the price and sales gains (Canpolat, 2001: 5). It is comprised of many factors, such as sales, purchasing, planning and recruitment, that support the internal event processes of e-commerce businesses (Schneider; 2004: 4). Since the new configuration brought by E-Commerce to the job market changes the competition conditions based on classical commercialization, it is in e-commerce activities in order to increase the sales volume of the enterprises in the national market as well as in international markets (Özbay and Akyazı, 2004: 2).

Investigating the necessity of e-commerce for the information revolution, Karakaya (2013: 1-145) explains that the country's SMEs are in the process of trying to use e-commerce properly because of the increasing importance of e-commerce. As a matter of fact, e-commerce develops different strategies to meet the needs by changing economic policies. In the world of globalization, the world takes on a single market form as it increases dependence on a number of countries. In this case, businesses have to be ready for global competition. Because there are no longer remote geographies in electronic commerce (Drucker, 2002: 14). Findings of a study made in this respect determine the critical success factors for SMEs according to their status in non-business, non-business and technological dimensions (Karamaşa ve Acılar, 2011: 4-8). According to the findings obtained from the majority of the enterprises in another project of the researcher, the digital platform is mostly

used for communication and information research purposes (Acılar, 2007: 343-353). the United States was born in another research adopted to evaluate the international dimension of e-commerce in the new economy, to take place in Turkey's new world order describes the need to take decisive steps in the e-ticaret (Ozturk and awesome, 2002: 11). Indeed, e-commerce provides a better inventory management by reducing revenue by creating revenue streams. It facilitates the traditional business process as Internet trading facilitates the community's goal with it. This also includes a reduction in costs for SMEs, a saving of time, a reduction in inventory costs, and a reduction in transactions by converting hands-on invoices to digital media. In this context, e-commerce, which enables customers to keep their information in a good database, indicates that businesses can better track customer information and acquire individual marketing strategies based on better understanding of customer behaviors based on customers' purchasing habits (Schulze and Baumgartner, 2000: 12). It is also reported in another research that SMEs should be innovative and flexible in scope in order to be successful in the process of exporting their products and services to e-commerce (Etemad and Wright, 2003: 210). Kalaycı (2004: 1-18) argues that e-commerce is a study of economic impacts, reducing transaction and research costs, accelerating business processes by increasing competition, and increasing operational efficiency. Indeed, the decisive impact of GDP on e-commerce transaction volume was supported by research by Caselli and Coleman (2001, 329-333), Gibbs and others (2003: 5-18). At this point it should be noted that the benefits of SMEs' participation in e-commerce will be in the extent of SMEs' economic capabilities and capabilities. It is seen as an advantage that SMEs, which have a more flexible structure compared to the cumbersome structure of large enterprises, are able to dynamicize the existence of competition in digital sales (İşler, 2008: 288). Later on, e-commerce allows potential customers to be informed about every product in the world, thereby contributing to world markets. In this competitive environment, e-commerce reduces the total cost of trading (Strauss and Frost, 2000: 15).

In many countries, OECD members have found that intermediaries that make up the supply chain add up to 33% of the total gain until the final product reaches the final consumer. It is foreseen that SMEs established with limited capital can get rid of many intermediary costs with e-commerce at this stage (Civelek and Sözer, 2003: 120). Subsequently, the United States reports that 5% of total sales volume in e-commerce constitutes e-commerce, and that the potential of digital commerce is continuously growing (Laudon and Laudon, 2010: 416). Together, many of the major international business and holding organizations have announced that their logistics needs will be realized on the digital platform. Many automobile manufacturing enterprises, which are the first ones created by General Motors, Ford, BMW, Renault, Peugeot, have announced that they will make all the material purchases they have made by the subsidiary company from the e-commerce site they have established. Moreover, military and civil aircraft producers such as Boeing and Airbus have the same explanations. Finally, BP Amoco, Exxon, Shell and ELF have announced that they are in the process of building the necessary infrastructure to make large-scale purchases through the digital platform. In this case, SMEs who can not show their presence in the electronic environment will not survive by staying out of the system. As a matter of fact, it is already known that a significant part of SMEs are doing subsidiary business of large enterprises (Ene, 2002: 37-38).

In a study in which consumers' habits of shopping on the internet are investigated and their thoughts about safety are examined, it is emphasized that income and education are directly influenced on the internet shopping transactions (Uluçay, 2012: 50-85).

It is worth emphasizing at this stage that the financial and educational level of the Cylanpinar District is inadequate. Cylanpinar District, where only nine licenses are located, is a district where unemployment is intense. As a border town, a considerable part of the SMEs located in the Cylanpinar District in the vicinity of many of the townspeople lost their continuity since they naturally could not adapt to today's conditions. It can be said that the SMEs, who can survive, give life struggle due to many financial obligations. Therefore, it can be predicted that the Penetration of Small and Medium Scale Enterprises located in Cylanpinar District of the Cloud Computing Services will meet a need.

2. Cloud Computing Systems

Cloud Computing is based on the power of computing resources such as power, storage space and leasing as needed and as needed. Controlled access is possible where applications and infrastructure are independent of each other and the end result is that the data can be controlled from a single center. It provides an infrastructure where the use of resources can be easily controlled and reported, where the capacity can be quickly increased or decreased as needed. At this stage it is necessary to talk about the possibility of a leased data exchange system. Lease is based on usage, not server based. This can be likened to the use of electricity from the electricity grid. Because invoices for the use of information resources, such as automatic billing process and payment of electricity bills, are paid at the end of the period. In this context, it is possible for the institutions to have the resources of local information instead of having them to be kept away and to be rented only when needed. (Özdaş, 2014: 2-3). According to the most accepted definition by Mell and Grance (2011: 2) from US National Institute of Standards and Technology (NIST) experts, Cloud Computing is a network management solution that enables rapid intervention and dissemination of information resources (networks, servers, storage space, services, etc.) are described as a model that provides network access to the shared outdoor pool, on demand and appropriately. In this context, the common characteristics of Cloud Computing can be listed as large scale, homogeneity, virtuality, flexibility, low cost, distribution, service orientation and advanced security.

It is expected that over 30% of small and medium sized enterprises operating in the world in the next decade will carry out data storage by using the Bulut Bilişim channel with accounting operations (Şanlı, 2014: 3-4). The research findings made by Gardner Company in 2010 show that cloud computing is the top three IT companies (Koyuncu, 2011: 1). It is worth mentioning that there are important studies in the field of cloud computing at the Berkeley University Academy. According to the academy publications, Bulut Bilisim corresponds to both the applications offered as services on the internet and the hardware and system software in the data centers that provide these services. The services have long been called software. Therefore, it is preferable to use this term. Data center hardware and software are described as cloud (Cliff, 2010: 4). By OECD (2011: 6), Cloud Computing is defined as a service model that is used for information services based on a set of information resources that can be accessed flexibly at the time of need with low management effort. Bulut Informatics, which is recommended for Small and Medium Scale Enterprises, is also used by individual users, large corporations and holding companies. The star of traditional knowledge in businesses has gained momentum in the last five years. Research conducted by the International Data Expert (IDC) can be used as a basis for worldwide growth. According to research, the share of cloud computing expenditures in IT and communication technologies is growing day by day, reaching 44.2 billion dollars in 2013. In this context, the most important reason why information technology providers concentrate on the cloud model is that the cloud sector has grown rapidly (Constructor, 2010: 2).

It is worth noting that the benefits obtained from Cloud Computing are generally derived from the economics of scale (Armbrust et al., 2009: 3). No cloud computing infrastructure requires virtualization or any specific technology. Cloud Computing is a concept related to the qualities of intelligent computing infrastructure, which is in principle based on specific technologies. However, technologies such as virtualization and service-oriented architecture are recommended for the activation of cloud computing principles (Schubert et al., 2010: 18). In addition, with Bulut IT, businesses do not have to install UPS, generators, fire extinguishers, security devices and access devices to set up a system room where financial information, which is a significant cost item, can be stored. It is the responsibility of the service provider to safeguard all data stored. Since Bulut Bilisim Hizmetleri has a pay-as-you-go structure as electricity and telephone service, it creates significant cost savings in terms of businesses (Elitaş ve Özdemir, 2014: 104-105). In terms of environmental responsibilities along with the decline in costs, it can also be called Green IT. Because, Bulut Bilişim offers less energy and information services. Accelerating the software and testing phases together, the Cloud Computing software also offers the opportunity to test development in various environments. Thus, the quality of the software can be said to increase (Şanlı, 2011-2012: 5).

Therefore, it is thought that the advantages of the cloud have a potential to reduce the needs of SMEs.

The Sahada Cloud has been investigated with examples of innovations and innovations brought by cloud GIS technology and it is aimed to provide information about this technological innovation by giving detailed information about GIS applications that are integrated with the system and Bulut Bilisim which is envisaged as an important issue for GIS users in the future (Kavzoglu and Falcon, 2012: 1-8). Because, in today's competitive environment for businesses, creating and executing accounting systems in a reliable structure that can be continuously monitored remotely with low cost, advanced technological facilities has become the main target. Accounting systems that use Web based Cloud Computing facilities are able to meet these needs. But the fact that Cloud Computing is a new concept in the accounting sector, the inability of the legal infrastructure in our country to be fully developed and security concerns constitute a question mark in business about the functioning of the system. On the other hand, it is expected that many applications of web based accounting programs in the next ten years will have a Bulut Informatics based structure (Özevren and Gürsu, 2004: 645). In this context, a research on the establishment of a company-specific cloud system for files protected by the institution's security wall, stored in data centers located within the corporation, without having to share the corporation's data with other companies is described. Research shows that the best performance in files under 1MB is better than BLOB in the database table column, while using the file system on larger files is better (Yanar, 2015: 814-820). In another study carried out, positive / negative aspects of Bulut Informatics, US legal regulations, EU contracts with EU directives were examined in detail and the entire legal process was noted. Research findings in accordance with existing contractual and regulatory Cloud Services, Cloud Computing users in Turkey has been demonstrated that there is a sufficient level of legal regulations to protect the security and confidentiality of data. In addition, a proposal has been made for a reliable Cloud Computing Model that can be accepted as the basis (Henkoğlu and Külcü, 2013: 62) in order to ensure the trust of data subjects and to protect personal data. It is worth mentioning at this point that SMEs in Cylanpinar, whose digital information is inadequate. As a matter of fact, it is necessary to inform the SMEs in Cylanpinar that there is a lot of insecurity towards the virtual world about digital trust. Therefore, a Cloud Computing Model, which will form the basis for the protection of personal data, should be deemed necessary for Small and Medium Enterprises in Cylanpinar.

3. An Assessment of Adaptation of Cloud Computing to SMEs

Research findings Cloud Computing services in Turkey, major telecom operators, shows that given by the local cloud providers and cloud providers the few international. In addition, cloud computing market size is still small. But it is expected to grow rapidly among IT markets. It is reported that it is expected that the Turkish public and private sector, which prefer to develop in-house solutions instead of packet solutions in software, are expected to change with cloud computing. In this context, the three stages of the development of the cloud computing market can be summarized as follows; In the first stage, the migration of public institutions to the cloud, followed by large private enterprises and finally penetration of cloud computing services into SMEs. It is worth noting that the availability of cloud computing in this area is low by the SMEs. One reason for this is that most of the solution partners who provide IT products and services to SMEs earn the majority of their revenue from hardware sales. Therefore, these solution providers do not inform SMEs about the possibilities of Bulut IT (Ministry of Development, 2013: 96-97). At the same time, using applications as services over the cloud requires investing in less resources and resources than managing own servers in their own buildings. This is one of the reasons why the Cloud systems are presented as an ideal proposal for SMEs. When you choose the right vendor, the usability and security issues that can arise from unsupported open source solutions are no longer a threat. Delivering the right product at the right price to the customers they want is the ultimate goal in increasing sales. However, pricing proposals can cause errors and delays if they are executed manually. At this point, an automatic configuration, price and price quoting options (CPQ) can solve these problems. The faster the company grows, the less likely it will lose momentum. However, if

the generated data slows down the system, application software performance and usability may be reduced and operations may be interrupted (One, 2014: 2-3).

Beginning to use the Internet, the product of information and communication technologies, for commercial purposes has helped to create a new trading platform. This platform has been adopted and developed by the people and institutions in the electronic commerce, which is a suitable trade style (Yükçü and Gönen, 2007: 915). Eliminating the time and space barriers of traditional sales and marketing approaches, e-commerce is also a novelty that allows small entrepreneurs to access markets that are difficult to access in practice, removing the borders of countries where they can compete with adults (Turen et al., 2011: 51). As a matter of fact, being fast is a priority condition for businesses and it can be said that the system that will enable them to obtain this speed is Bulut Bilişim. Businesses that want to benefit from Cloud Computing grow their investments every year to deliver speed, flexibility, quality, and low cost. Because with Cloud Computing, businesses can get almost all information technology needs in service model. At the same time, if businesses invest in high amounts of IT infrastructure, they can afford to buy affordable services from service providers that can run business applications as secure web services on virtual sub-structures (It Advisor, 2012: 41).

The findings of the research show that Cloud Computing and SMEs can meet a mutual need. Indeed, Bulut needs a market space and SMEs need digital service. It can be said that the penetration process is feasible since this indicates that Bulut is suitable for Cylanpinar SMEs.

Conclusion

This study, which aimed to investigate the penetration of Cylanpinar Kobilerin into Cloud Computing by document analysis, has obtained a result in e-commerce context.

The development of data centers around the world, the day-to-day ease of accessing the Internet and the cheapness of it, and the spread of mobile devices along with it, are pushing institutions to invest in the cloud infrastructure (Yanar, 2015: 814). In this context, it is anticipated that by 2020, small and medium-sized companies will have to switch to public cloud software (SaaS) and public or private clouds. Large companies can create their own private cloud or hybrid cloud (Sanli, 2014: 12). It is anticipated in the near future that Cloud Computing will be an important choice for application and testing environments, especially with standard applications such as messaging and collaboration, customer relationship management that businesses need. In the next stage, critical business applications can be used via Bulut IT with the determination of the necessary security mechanisms. In this regard, the trade between the enterprises will take place entirely in the virtual environment. In addition, all processes such as ordering, purchasing, payment / collection will be done on the infrastructure of Bulut Inform (It-Advisor, 2012: 41). In addition, SMEs in the Cylanpinar District show that their financial situation is suffering from inadequate payments. Recycling also does not happen correctly because of access to finance. The general education level of Cylanpinar SMEs is hampering the development of SMEs. In this case, practical trainings for digital platforms can support the continuity of SMEs (Kaya, 2017: 265-272). Because Cylanpinar District has a border town feature, its priority problems are in human context. This is justified. But the people here also need to be aware of the innovations in the modern age. What's more, the speed of change in the digital world is very difficult even under normal conditions. In other words, Cylanpinar people need practical support in this context.

Small and Medium Sized Enterprises constitute a large proportion of employment and similar opportunities in world economies. The majority of businesses that make up the global economy are either SMEs or SMEs with many of the functions of larger scale structuring such as holding companies (Kaya, 2017). In this context, the continuity of the SMEs is an indisputable reality in the social economy. Cloud Computing systems are a digital and financial advantage for SMEs with limited capital. SMEs' presence in e-commerce shows that e-commerce must be fast and efficient, rather than a necessity for continuity. As a matter of fact, the main factor that keeps businesses operating especially in the digital competition market today is having robust information infrastructures. It should be noted at this point that in terms of structure, SMEs established with

limited capital should also take account of their inadequate access to finance. Cost factors are much more important in information systems for SMEs who lack digital functionality. The pay-as-you-go policy used by Cloud Computing services, the speed of the processor, and the ability to create a system room for financial information within the context, are other digital opportunities for SMEs. Today, reaching beyond-borders consumers with time management will save SMEs from many costs. The findings of the research revealed that the penetration of Small and Medium Businesses by Cloud Computing services will make SMEs profitable. Therefore, it is understood that the awareness created by the Cloud Computing Systems in order to ensure the continuity of SMEs in e-commerce is digital liberation for SMEs. Based on the findings of the research, a research table for Penetration of Bulutun Kobi was established. The advantages and disadvantages of the Tabloda Bulut are given in the advantages and risks. In other words, the table presented summarizes research findings.

Table 1. Penetration of the Cloud into Ceylanpinar SMEs

Clouds	Cloud Computing Penetration Findings for SMEs		
	Penetration risk factors ^a	Advantages	Structuring
SERVICE FOCUSED SOFTWARE	Data privacy	Management Elasticity	Clear Cloud
SERVICE INFRASTRUCTURE	Legal Issues	Service Quality	Private Cloud
SERVICE COMMUNICATION	Teamwork	Performance	Mixed Cloud
SOFTWARE DEVELOPMENT FLEXIBILITY	Contract Problems	Saving Flexibility	Community Cloud
RESEARCH AND DEVELOPMENT	Incomplete Information	Lower costs	Company Merger
FUTURE-ORIENTED	Internal and external messaging business	Access the data	Company-specific cloud studies
SERVICE TRANSPORTATION	Customer relations management	Testability in software	Cross-Company Cloud Studies
JOBS FOR SECURITY APPLICATIONS	Trade Between Companies	Secure Web Services	Work for companies' private web requests
CONTROLLED PAYMENTS	Inadequacy in accounting	Processor Speed	Control of numerical data
LEGISLATIVE WORK	Security concerns	Pay as much as you use	Fast trading
PROTECTION OF FINANCE	Data Storage	Chamber of Financial System	Security

Table data are based on research findings.

When the table is examined, it can be argued that Cloud Computing may soon have a say in the management of digital areas in businesses. In this context, cloud penetration must be provided so that the SMEs in Cylanpinar District can maintain their continuity in today's competitive market. Indeed, research findings show that the Cloud can meet the needs of SMEs. It is necessary to pay attention to the digital information shortage of Cylanpinar District in the foreseen penetration process. Because of the inadequacy of information, which is composed of financial and sociological structures, Bulut should lead to a marketing strategy for the conditions of Cylanpinar. Cloud providers that seem to have the ability to respond appropriately should not ignore their social characteristics. For example, a marketing strategy that uses too many technical terms can not be successful in Cylanpinar District. Another thing is that Cloud Computing Services should be presented in an easy to understand way. Moreover, it can be predicted that a spreading strategy to be carried out on a generic basis will be more successful. It is necessary to adapt the Cloud Services to the general conditions of the span area. It is necessary to reduce the cloud to the social structure. In this context, firstly recognition and high level understanding of the target can be presented as a correct approach. Therefore, it is understood that the penetration of Cylanpinar Kobilere into the cloud is a necessity and that the cloud services have a substructure that can meet this need with a suitable strategy.

Recommended Penetration Period

It is necessary to consider the recommendations of the Small and Medium Sized Enterprises in Ceylanpinar in the process of adaptation to Cloud Computing.

SMEs can not participate in the cost-saving digital sales process due to reasons such as lack of qualifications, lack of technology, lack of knowledge about e-commerce, and so on. In this context, SMEs' survival in new media provided by information and communication technologies depends on the establishment of the infrastructure of the systems, the selection of the application programs and the proper identification of the methods to be followed in the realization of the activities. As a matter of fact, the wrong choice and implementation of the SMEs in the process of change may cause the SMEs, which are described as the parameters of the economy, to harm the country's economy (Eslami, 2010: 2). As a fast global market player, the SMEs will have advantages in operating their electronic trading orientation on the digital platform. It is necessary to establish the most appropriate electronic infrastructure and make administrative decisions accordingly. Given that e-commerce allows SMEs to compete with large-scale businesses, SMEs need to allocate more e-commerce budget and receive professional support if necessary. Therefore, it will be beneficial for SMEs to have more focus on electronic trading with a program that can be analyzed with a proper budget planning. Therefore, penetration of the Cloud Services is required to ensure the continuity of SMEs in today's competitive conditions (Bulut et al., 2006: 150-160). which is a topic being studied intensively worldwide Cloud Computing System has not seen enough interest in Turkey. Some existing IT infrastructures qualify Bulut Bilisim without details due to lack of information. In this context, objective sources of information about Cloud Computing should be established: the legal infrastructure of the cloud should be strengthened and turned into a service that can be marketed to the social structure together with foreign countries. Submission of a private Bulut Informatics infrastructure to the public through public institutions is also required by many institutions. Subsequently, it is proposed to create a road map for the transition to Cloud Computing (Özdaş, 2014: 146).

At the end of this section, a model was created by moving from research. The data obtained in the research model supports that the Bulut is compatible with the Kobi in Cylanpinar. It is understood that Cylanpinar SMEs, whose level of education is generally insufficient, will meet the digital need of the Cloud Computing. It is a necessary declaration in order to provide management simplicity. Boss culture is dominant in SMEs. Low cost and saving flexibility is always required for SMEs that are established with limited capital. The inadequacy of education also affects the financial performance. In this context, cloud computing offers the possibility of financial system room for Cylanpinar SMEs. The pay-as-you-go policy is very suitable for Cylanpinar SMEs, who tend to the concept of guarantee in digital environment. An infrastructure that will be monitored more socially on the basis of the social structure of the Cylanpinar District in front of the stated needs will be supportive of the settlement strategy and will provide support to the Cloud. The proposed penetration process can be realized by understanding the social structure. The supply offered by Cloud Computing can be regarded as a sign that the penetration process, which is directed at SMEs, is a job that can provide bilateral satisfaction.

A model proposal is presented for bringing Cloud Computing Systems to Small and Medium Scale Enterprises in Cylanpinar. This model summarizes the penetration process proposed by Bulut's Cylanpinar SMEs and includes the expectations of the penetration process. It is possible to see Cylanpinar Kobi's e-commerce needs met by the cloud by modeling. It is also clear that the factors that are expected to be met are within expectations. It is considered that the proposed model for the research of Cloud Computing in the context of Cylanpinar of Penetration of Kobi can be a reference for future researches. This is because this study makes it easier to follow digital requirements and expectations. Indeed, whether it is classic or digital, it is possible to define the target group which is essential in trade. In this context, it can be said that the two variables in the study are meaningful enough to be able to carry out modeling by means of document analysis.

Cylanpinar is a border town that requires development but lacks sufficient guidance and strategies. In the era of globalization, to be closed in a residential area of the Republic of Turkey to

the digital world as Cylanpinar is unfortunately true. For this reason, it is expected that the related units will implement the purpose of this research. Because success in a business depends on time and space without distinction. In this context, the priority area of responsibility of Cloud Computing must be composed of application-oriented strategies. The success rate of an infrastructure marketing strategy to be applied according to social conditions seems high. In this sense, this model which shows the way to success must be considered. Subsequent work should then be compared.

The penetration model proposed for Cylanpinar SMEs of the Bulut shows the success path in the last stage.

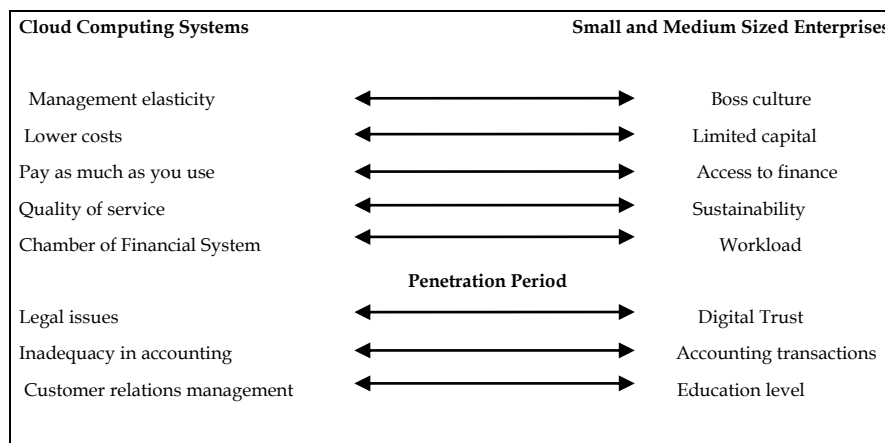


Figure 1. Bulut's Penetration Model Recommended for Cylanpinar SMEs

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