



Anytime, anywhere, any device convenience

The story of removing
the boundaries of a
fixed operator

As dominant and unique fixed operator in Turkey, Turk Telekom has turned their attention to next-generation technologies and integrated communication needs of their customers. Competition with mobile operators as a fixed operator required innovative converged services to be able to offer anytime, anywhere, any device convenience to their customers.



Key Challenges

- Generating revenue from services other than the traditional voice and increasing ARPU
- Increasing customer satisfaction, loyalty and stickiness
- Delivering convenience to a fixed operator's customers by offering anytime, anywhere, any device services

Solution

- To this aim, Argela analyzed Turk Telekom's challenges and needs carefully and offered Argela Fixed-Mobile Convergence Solution using Argela Convergence Gateway (CGW) to:
 - open Turk Telekom's infrastructure and make it independent of geographical constraints and access networks,
 - let Turk Telekom's subscribers access the services no matter where they are in the world and no matter which device they use.

Convergence Project for Turk Telekom

"As an incumbent operator, we turned our attention to find the best convergence solution provider that would be trustable in terms of technology, proven telecom expertise and client services during the whole project life." says Dr. Paul Doany, Turk Telekom's CEO and adds: "After evaluating Argela's Network Convergence Solution and the capabilities Convergence Gateway would deliver us, we noted that this was the solution we needed in our convergence journey."

Having been selected by Turk Telekom, Argela worked very closely with Turk Telekom and performed various tasks including:

- Full integration to TT customer database, mediation and billing systems
- Integration to TT Circuit Switched Core Network
- TT F-SMS Center



WIROFON: The wireless roaming service

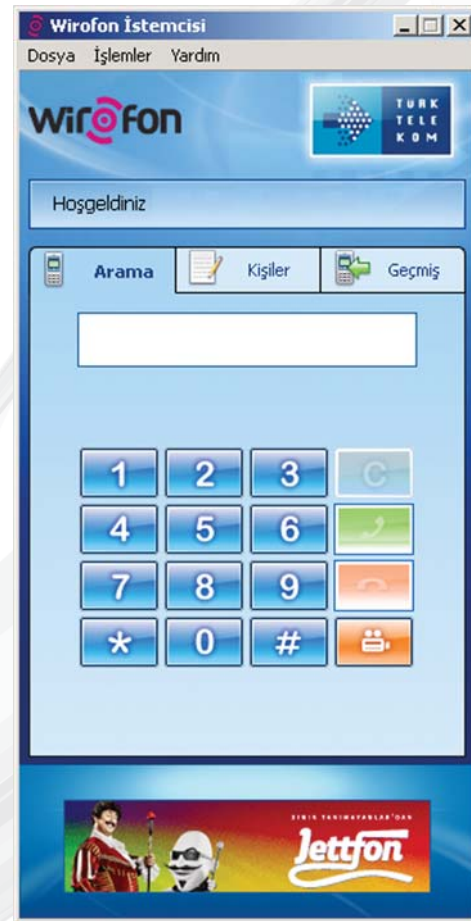
Equipped with capabilities to open up its network to IP, Turk Telekom started working on a roadmap of innovative and pioneer services developed on Argela CGW.

Along with other innovative next-generation services, Turk Telekom launched "WIRO" in December 2008. Using the capabilities of CGW, WIRO offers a wireless/wireline solution that enables customers to make calls from their dual-mode handsets with the Wi-Fi support feature irrespective of their location, and also in the absence of a SIM card in the handset. In addition to dual mode handsets, this service is available on a PC and any SIP based phone. Accessible through the Internet, it provides the users with quite cheaper tariffs and enables them to stay connected, even if they are abroad. The service was first launched as "WIRO" and enabled Turk Telekom customers to make calls from only abroad. Now "WIROFON", launched in August 2009, enables both local and international calls.

WIROFON won the CommsMEA "New Telecom Service of the Year" award in 2009 which is given to an operator for a particularly innovative or successful service that has been launched in the last year.

Supported Clients

- PC
- Web
- Windows Mobile
- iPhone / iPod
- Symbian
- Blackberry
- Android



CommsMEA
Critical analysis for telecommunications executives

"New Telecom Service of the Year"
Award 2009

"Our services that have been launched on Argela's Convergence Gateway added the always-carried on feature to the fixed phones. This is a real value in our customers' lives. Moreover by offering them this kind of services, we definitely reduce cost of communication. We would like to thank Argela for all these innovative solutions that make us even stronger in competition."

*Dr. Paul Doany
CEO, Turk Telekom*

"At Argela we always aim at creating value for our customers' businesses. Therefore we put emphasis on innovation and understanding our customers' needs in order to offer them the solution that would fit best to their needs and provide them with competitive advantage. We are happy to note that we once more succeeded in doing this for Turk Telekom and we are very enthusiastic to support Turk Telekom even more in this convergence journey in the future."

*Bulent Kaytaz
CEO, Argela*

Anytime any device

 **ARGELA**
it's the passion

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convergence