

Success Path



Convergence

Success Path to Convergence

The story of an
incumbent operator
with global
coverage area

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



Key Challenges

- Generating revenue from services other than the traditional voice and increasing ARPU
- Increasing customer satisfaction and loyalty
- Delivering convenience to an incumbent operator's customers by offering anytime, anywhere, any device services
- The vision, and the mission, to introduce the latest technological trends to the Turkish market

Solution

- To this aim, Argela analyzed Turk Telekom's challenges and needs carefully and offered Argela Network 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.

Business results

The result of the implementation of such services will provide Turk Telekom the opportunity to ease the lives of its customers by giving them value added services enabled by the convergence technologies. Turk Telekom's CEO Paul Doany says: "Turk Telekom's customers will have the freedom to communicate via different networks, with different types of devices, from different geographies."

Making an assesment on the project, Dr. Doany, remarked: "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 sponsored services and wireless roaming, we definitely reduce cost of communication. We would like to thank Argela for all these innovative solutions that make us even stronger in competition."

Mr. Bulent Kaytaz, CEO of Argela, remarked the following on the convergence project at Turk Telekom:

"Our solutions provide real benefits to telecom operators. They definitely increase customer loyalty and provide a new revenue stream . We are happy to note that Turk Telekom is getting very positive customer feedbacks and we are very enthusiastic to support Turk Telekom even more in this convergence journey in the future."

Selecting the partner to accompany Turk Telekom in this journey

"As an incumbent operator, we knew we had a natural disadvantage in terms of giving service to our customers wherever they are and whenever they need. Having been totally aware of this challenge, we turned our attention to finding the best solution provider that would be trustable in terms of technology, proven telecom expertise and client services during whole project life." says Dr. Doany and adds: "After evaluating Argela's Network Convergence Solution and the capabilities that 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 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
- Integration of different type of video phone devices

Pioneering in a portfolio of converged services

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. The very first of these was Videofon (video phone),

which enables its customers to make video calls by using their PSTN numbers. Videofon service steps up Turk Telekom from classical circuit switch based voice services provider to broadband based multi-dimension services provider. Turk Telekom is the first operator in Turkey, including mobile operators, that provided its customers with video call service and the intimate communication it would bring to their lives.

With Videofon, in addition to basic video call, multimedia services such as live TV-Radio broadcast, realtime wheather, finance, road status, video horoscope, multiplayer games...etc have been provided to Turk Telekom customers. Turk Telekom launched another innovative service called WIRO(wireless roaming) that has been appreciated very much by its customers who are travelling abroad. Because they can now call home from abroad with very cheap home tariff. This service 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 SIM card in the handset. In addition to dualmode handsets, WIRO can be used with PC and any SIP based phone. The service is available through the Internet and provides the users with quite cheaper tariffs, apart from enabling them to stay connected even if they are abroad. Although Turk Telekom is an incumbent telecom operator from Turkey, WIRO removes the boundaries of coverage for the company.

"Now it's possible for a driver to check the traffic status in a couple of seconds before leaving home using their video phones. Or they can see their stock values immediately whenever they want. Or thanks to our wireless roaming service WIRO, they can call home from abroad with their home tariff. This is the value we added to our customers' lives: We ease their lives with Turk Telekom services wherever they are and whenever they want." says Dr. Doany.

Converged services roadmap

In the convergence roadmap, other new and innovative services are coming soon:

- **Wi-Phone (Wireless Phone):** This service personalizes and mobilizes the PSTN. Regardless of where you are, you can make and receive call over your home number. When someone makes calls to your home, callee receives an announcement asking which member of family to be connected. At the same time, all family members can make and receive calls.
- **Sponsored Video Call:** This service utilizes the capabilities delivered by both Argela network convergence and targeted advertising solutions. It acts as a broker between Turk Telekom and advertisers enabling customers to watch a video ad before making the call. So the customer gets free or discounted call service, the advertiser enjoys reaching the right target on an innovative and effective advertising channel and Turk Telekom generates new revenue that would otherwise not be possible by increasing customer loyalty.

" The converged mode of services provides unique quality to our customers and of course big savings in cost. Argela's partnership is the reason we have succeeded in this."

*Dr. Paul Doany
CEO, Turk Telekom*