INNOVATOR TURKCELL BUILDS BEST-IN-CLASS NETWORK FOR FIXED, MOBILE, AND DIGITAL SERVICES

Summary

Company:
Turkcell

Industry:
Telco

Business Challenges:
Build a transport network to support fast-growing digital consumer and business services and prepare for 5G. Deliver unique customer experience and drive digital transformation.

Technology Solution:
- *PTX10016 Packet Transport Router*
- *MX10016 Universal Routing Platform*
- *Advisory and Professional Services, including Resident Engineer service, Customer-Focused Technical Support, and Service Manager*

Business Results:
- *Built a 400 Gbps-ready IP core and 5G-ready edge network to support the digital needs of almost 37 million subscribers*
- *Created a foundation for the launch of 5G services*
- *Simplified operations and management*

Turkcell is a proven innovator, operating a state-of-the-art 4.5G network that enables a digital lifestyle for consumers and digital transformation for businesses. Turkcell recently accelerated digital transformation of its own services, driven by increasing traffic during the COVID-19 pandemic and the national agenda to offer the best services and unique customer experiences. The largest service provider in Turkey, Turkcell relies on Juniper Networks® PTX Series Packet Transport Routers and Juniper Networks MX Series Universal Routing Platforms to transport its digital services.

Nearly 37 million subscribers depend on Turkcell for voice, data, and TV services. Over the last several years, Turkcell has transformed into a digital operator, providing services such as instant messaging, media, gaming, and digital payments. It also offers Information Communication Technology (ICT) services for businesses and vertical industries, including network services, public and private cloud, and cybersecurity defense. Turkcell operates regional networks in four countries, including Belarus, Northern Cyprus, and Ukraine, where it serves an additional 12 million subscribers.

Preparing the Core and Edge for a Digital World

Turkcell's transformation from a mobile service provider into a digital operator is complete. Now, Turkcell is ready to drive the next wave of digital innovation with 5G and Internet of Things (IoT) services. It is focused on meeting growing demand for content, especially video and social, as the importance of digital grows in daily life. To continue delivering an excellent customer experience, Turkcell wanted to upgrade its IP core and mobile edge IP networks to ensure the fast, secure, and efficient delivery of all types of voice, data, video.

"We wanted to be ready for 400 Gbps," says Mehmet Erkul, director of core and transport network at Turkcell.

"Turkcell offers the highest quality network in the country and having Juniper in our IP core and edge network helps us meet our customers' expectations for high-quality services. With Juniper, we can transform our transport network to support 400 Gbps."

- Mehmet Erkul, director of core and transport network, Turkcell

Turkcell already uses Juniper routing and switching solutions. With confidence in the performance, availability, and advanced capabilities of Juniper solutions, Turkcell deployed the Juniper Networks PTX10016 Packet Transport Router, MX10008 Universal Routing Platform, and MX10016 Universal Routing Platform for its digital transformation project.

The PTX10016 router provides packet-optical integration, high-density 100GbE and 400GbE performance, and exceptional energy efficiency. The MX10008 and MX10016 provide performance and versatility, enabling Turkcell to confidently build the best network.

A Simpler, Elegant Network

Now, Turkcell can deliver unique experiences for its fixed and mobile customers. Turkcell has built an elegant transport network that delivers messaging, music, TV, content, and cloud services, enabling the company to compete effectively with over-the-top (OTT) providers by offering a superior quality of service and differentiating its brand with effective security and ease of payment. Business traffic, including data center, public and private cloud, and enterprise network services also share the same transport, with the highest levels of reliability, security, and service assurance.

Turkcell leverages the full capabilities of Junos® operating system, which runs on all Juniper routing, switching, and security platforms. "We value the reliability and robustness of Junos OS," says Batur Genc, IP network manager at Turkcell. "Running Junos OS simplifies the operations and management of our core IP and edge network."

A Juniper Networks Professional Services Consultant and Resident Engineer provided expert assistance during the deployment of the PTX10016 and MX10016 routers at Turkcell

and provides ongoing support from Turkcell's offices. Juniper Networks Customer-Focused Technical Support provides the network engineering and operations team with access to a designated team of Juniper experts for tailored support services.

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Transforming from a mobile operator to a digital operator is proving to be a successful strategy for Turkcell. In 2020, the company saw 18% year-over-year revenue growth. With a focus on innovation, its NetPromoter score, which measures customer satisfaction, is more than twice its nearest competitor.

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

Corporate and Sales Headquarters

Juniper Networks, Inc.

1133 Innovation Way

Sunnyvale, CA 94089 USA

Phone: 888.JUNIPER (888.586.4737)

or +1.408.745.2000

Fax: +1.408.745.2100

www.juniper.net

APAC and EMEA Headquarters

Juniper Networks International B.V.

Boeing Avenue 240

1119 PZ Schiphol-Rijk

Amsterdam, The Netherlands

Phone: +31.0.207.125.700

Fax: +31.0.207.125.701