“Implementing HP Business Availability Center Software for Composite Application Management and HP Real User Monitor has increased the transaction success rate by 10 per cent and application performance by five per cent. Our Global System for Mobile Communication (GSM) subscribers are therefore experiencing a notable improvement in service from our call centre.” Ozgur Genc, service control centre manager, Turkcell

**Objective:**
Turkcell wanted to monitor real-user experience, identify the cause of problems quickly and improve the availability and performance of business-critical applications.

**Approach:**
- Realised it could not identify why two business-critical applications were problematic.
- Decided to migrate its legacy software to offerings within HP’s BAC portfolio.
- Deployed HP BAC Software for Composite Application Management and HP Real User Monitoring (RUM) software.
- Created alerts based on availability and performance before defining Service Level Agreements (SLA).

**IT improvements:**
- Rapid identification and resolution of application problems.
- The performance of business-critical applications has increased by five per cent and availability boosted.
- Transaction success rate has climbed by 10 per cent.

**Business outcomes:**
- Customer complaints have fallen by 20 per cent, enhancing customer relations.
- Superior performance has increased productivity and improved customer service levels.
- Enhanced application availability safeguards business continuity, aids customer retention and protects business revenues.
- Improved alignment of Turkcell’s IT infrastructure with its business processes.

Turkcell, Turkey’s leading GSM-based mobile communications operator, offers high-quality wireless telephone services to 35.4 million subscribers. The company has international GSM operations in Azerbaijan, Georgia, Kazakhstan, Belarus, Moldova, Northern Cyprus and Ukraine.

**Aligning IT to the business**
Many organisations operate complex multiple-application environments whilst conducting business. However, they often experience difficulties isolating and rapidly resolving application problems, which leads to a poor customer experience, and consequently, loss of revenue. The root cause of this predicament is a misalignment of IT with the business.
In contrast, Turkcell understands the interdependency between its business processes and IT infrastructure. Recently, for example, Turkcell became concerned about its customers’ experience and the availability and performance of two critical applications, Turkcell Extranet Application (TEA) and Subscription Platform 4 (SP4).

Turkcell’s call centre staff employ TEA to access customer information and process transactions such as phone number and address changes whilst personnel in its 1,000 high-street shops use SP4 to manage similar transactions. Over 5,000 staff utilise the applications and process 300,000 transactions daily.

“Our objectives were to monitor real-user experience of TEA, understand customers’ perceptions and improve application availability and performance by identifying the cause of problems quickly. This will help to reduce the number of customer complaints,” explains Ozgur Genc, service control centre manager, Turkcell.

HP Business Availability Center
After consulting HP Software Technology Services, Turkcell decided to migrate from its Legacy Internet Services and Transaction Analysis software to offerings within the HP Business Availability Center (BAC) portfolio. Turkcell set up a 17-strong team of professionals from different groups within its organisation to work alongside HP’s project team.

They introduced HP Business Process Monitor to detect problems proactively; HP Service Availability Manager to maintain availability and performance; and HP Diagnostics to identify bottlenecks and accelerate root cause analysis.

To deal with its current concerns about TEA and SP4, Turkcell deployed HP Business Availability Center Software for Composite Application Management (CAM) and HP Real User Monitor (RUM) software. The former seamlessly monitors and isolates problems, and identifies root causes in composite applications whilst RUM allows Turkcell to view users’ experience and behaviour, from every location.

“After identifying the most popular TEA transactions, they were defined on RUM, verified and we created alerts based on availability and performance before defining Service Level Agreements (SLAs),” continues Genc. “We also successfully integrated SP4 into BAC.”

End-user complaints fall
Turkcell soon reaped the benefits of introducing BAC and RUM. By measuring and making the real-user experience visible, it has improved customer relations by rapidly identifying the cause of problems and shortening resolution times. End-user complaints have fallen significantly. Improved application performance and availability, and higher transaction success rates safeguard business continuity and revenues.

“By introducing the HP Software solutions, we are identifying and resolving problems more quickly and end-user complaints for our TEA application have decreased by 20 per cent. Customer service levels have therefore increased appreciably,” concludes Genc.