



Turkcell Telecommunications
Services A.S.
Istanbul, Turkey
www.turkcell.com.tr

Industry:

Communications

Annual Revenue:

US\$6.3 billion

Employees:

2,991

Oracle Products & Services:

Oracle Database
Oracle Partitioning

Implementor:

Oracle Consulting

“As one of the most prominent telco companies in Europe, time to market, availability, and scalability are crucial concerns for us. Oracle has given us an excellent solution to help us meet all three of these challenges.” – Husnu Sensoy, Data Warehouse Specialist, Turkcell Telecommunications Services A.S.

Turkcell Reduces Data Backup Time of 50 Terabyte Data Warehouse from 38 Hours to 45 Minutes

Turkcell is the leading GSM operator in Turkey. The company has 35.1 million subscribers, and is the third largest mobile network operator in Europe. Established in 1994, Turkcell created the first Global System for Mobile Communication (GSM) network in Turkey and is the first Turkish company to be listed on the New York Stock Exchange.

Challenges

- Accelerate access to critical business data to support complex analysis of business performance and of customer behavior
- Improve integration between data sources to preserve quality of customer, product, and company information
- Improve system availability and reduce error rates
- Streamline system management and reduce costs
- Reduce key data processing time windows
- Prevent simultaneous extract, transform, and load (ETL) and reporting processes from draining system resources
- Manage a 50 terabyte EDW and various terabyte Data Marts

Solution

- Improved system availability from 95% to 99%
- Reduced backup costs by 50% with incremental backup
- Compressed each four terabytes of data to 1.2 terabytes, saving significant storage costs
- Improved backup time from 38 hours once a week to 45 minutes every night with Oracle Database’s incremental backup capabilities
- Used Oracle Data Pump to reduce import/export time by an order of magnitude
- Isolated reporting and ETL hosts so that these processes are not sharing the same resources
- Future proofed the system through the flexibility and scalability of Oracle Database