



Turkcell İletişim Hizmetleri A.Ş.  
Istanbul, Turkey  
www.turkcell.com.tr

#### Industry:

Communications

#### Annual Revenue:

US\$5.8 billion

#### Employees:

2,900

#### Oracle Products & Services:

Oracle Exadata Database Machine  
Oracle Database

#### Implementor:

Oracle Consulting

**“It was a never-ending race to match the company’s requirements for business performance and capacity. After the test migration, users were so happy that they did not let us go back. With Oracle Exadata Database Machine, we have outperformed expectations and we have prepared Turkcell for future growth.”** – Ferhat Şengönül, Data Warehouse Specialist, Turkcell İletişim Hizmetleri A.Ş.

## Turkcell İletişim Hizmetleri A.Ş. Reduces Mean Reporting Time Tenfold for More Than 50,000 Reports

Turkcell İletişim Hizmetleri A.Ş., a leading global system provider for mobile communications (GSM) in Turkey, has more than 34 million subscribers. Established in 1994, Turkcell created the first GSM network in Turkey and is the first Turkish company to be listed on the New York Stock Exchange.

### Challenges

- Manage 250 terabytes of data in an enterprise data warehouse that includes more than 500 Oracle databases and currently has more than 150 new databases under development
- Accelerate the development of 3,000 distinct reports of critical business data with 50,000 monthly report runs to support the analysis of up to 1,5 billion call data records generated by the company’s customers, daily
- Ensure scalability and business continuity in the telecommunication sector where data volumes double annually

### Solution

- Used Oracle Exadata Database Machine to reduce the size of the company’s data warehouse to 25 terabytes with hybrid columnar compression and simplified the system architecture from ten storage cabinets to one full rack
- Future-proofed the company’s storage capabilities by leveraging the effortless scalability of Oracle Database, enabling the company to scale linearly by simply adding racks
- Reduced the mean time for producing a report tenfold—from 27 minutes to just 3 minutes—and doubled reporting speed (reports completed in less than five minutes) from 45% to 90% of all reports, substantially enhancing the user experience for more than 300 users
- Lowered the number of reports requiring four or more hours to complete, from 87 reports to only one report
- Leveraged the expertise of Oracle Consulting to implement Oracle Exadata in just five days, without any interface changes