



## Turkcell Relies on AMPTRAC System from Tyco Electronics AMP NETCONNECT

With a 60% share of the mobile communications market in Turkey, one of Europe's fastest growing economies, Turkcell are now Europe's second largest GSM operator in terms of their subscriber base, and the first and only Turkish company to be quoted on the New York Stock Exchange. They are rightly proud of their record in keeping ahead of the game, both in the market and in their IT function.

Turkcell understand that, to continue being a winner in a competitive service market, they must provide their 31.8 million subscribers with superior service combined with a wide range of services. To achieve this with such

a huge number of customer accounts and 20000 field based staff requires 3000 central service employees and appropriate IT systems. Central to Turkcell's successful management record is an advanced IT strategy which emphasises the selection of only optimum solutions.

One key reason for this is the high rate of change in this dynamic organisation: immediate response to change is a basic requirement of the IT team. But with an operations team of five, the rapid pace of change and expansion is only achieved thanks to careful time management and by using one of the most efficient systems.

So moves, adds and changes used to be a particular challenge. Just one data centre room in the Istanbul HQ contains 100 cabinets and traditionally the only safe way to identify patch-cords was to label them. When additional capacity was required, the correct locating of free or unused ports was not always possible so the pragmatic but expensive answer had to be the purchase of additional hardware. It was clear that there was much to be gained by improving the efficiency and dependability of this type of procedure.

Turkcell realised that the answer to the need for completely reliable and speedy identification and changing of connectivity was an IIM (Intelligent Infrastructure Management) system, so a comparison was made between the potential suppliers. Key to the selection process was the need for a complete system supplier known to provide high quality, rapid response and local service and to work with a well qualified installer. The winning team was AMP NETCONNECT with their Istanbul-based AMPTRAC Certified Installer.



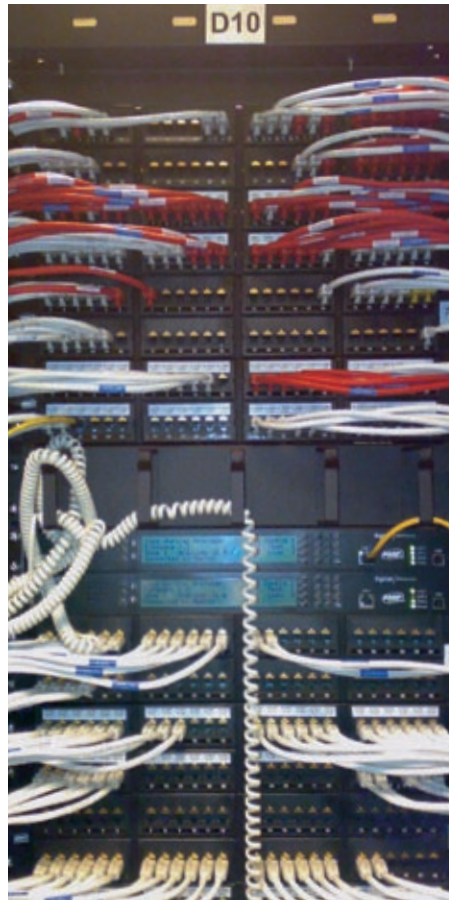
# AMPTRAC @ Turkcell

Initially Turkcell had 1500 ports connected to the AMPTRAC IM system, building up over a couple of years to 7700 ports managed by 25 analysers with IM software. These are installed in the data centre of the HQ building in Istanbul and the nearby technology building, with links to the disaster recovery centre 350km away in Ankara.

Double-sided racks are used with 48 port patch panels, so that 400 ports can be connected in one cabinet, which was another reason for the selection of the AMP NETCONNECT system with its extremely high density capability.

At the same time a new layout of the data centre was implemented. Following this change and the installation of AMPTRAC IM, the team cut their average problem solving time from 5 hours to just 20 minutes.

As well as the consequent saving in downtime, AMPTRAC IM provides a trusted source of network information, removing the former uncertainty from changes. Through its physical contacts, IM provides realtime information on the 50 to 100 moves, adds and changes per week that the



**The AMPTRAC Analyzers observe all patch panel ports.**

Turkcell team make in their data centre alone. This has greatly increased their confidence level, enabling speed without the risk of error: they know exactly which ports are available and can connect and disconnect without fear of working on the wrong port. The company is delighted with the positive effect that the new system has had on its operations.

Turkcell 's view is that AMPTRAC IM gives them more time and flexible, easy operations. As well as the system itself, the quality of the installation work was important. The key to this was that the installers had received proper training and local support from AMP NETCONNECT.

Other benefits gained from this IIMS implementation include the additional security of monitoring for unauthorised usage, and also the improved management control due to the reports available from AMPTRAC IM, especially the reports on the cabling network. IIMS has become a corporate standard for Turkcell but its flexibility enables them to implement it selectively in only those areas of their business where it results in a clear operational improvement.

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