

# Service Provider Accelerates Decision-Making and Reduces Travel

Turkcell connected multicountry workforce by enabling employees to join telepresence sessions from anywhere.



## EXECUTIVE SUMMARY

**Customer:** Turkcell Group  
**Industry:** Telecommunication Service Provider  
**Headquarters:** Istanbul, Turkey  
**Employees:** 13,892

### CHALLENGE

- Accelerate sales cycles and new service introduction
- Include mobile employees in business decisions
- Avoid lost productivity from travel for meetings and interviews

### SOLUTION

- Provided in-person collaboration experience from anywhere by providing Cisco TelePresence in conference rooms and on desktops
- Included mobile employees using Cisco Jabber Video for TelePresence on mobile devices
- Accelerated deployment and increased business value by engaging Cisco Services

### RESULTS

- Doubled speed of launching new service offerings and marketing programs
- Reclaimed approximately 70 hours daily by avoiding three-hour round trips between Istanbul offices
- Reduced number of trips to interview job candidates by approximately 50 percent

## Challenge

The leading communications and technology company in Turkey, Turkcell serves 34.7 million subscribers in Turkey, and 69.5 million subscribers in all nine countries where the company operates. Turkcell attributes its market leadership to its advanced communications network and a commitment to giving employees the tools and training to provide an outstanding customer experience. For example, company executives participate in video-based management classes from the Harvard Business School.

A distributed workforce complicated collaboration. Turkcell has offices in 25 cities in Turkey, Germany, Ukraine, and Belarus alone. "Employees in our five Istanbul offices meet frequently throughout the day, and a round trip on a shuttle bus can take up to three hours," says İlker Kuruöz, Chief Information Officer for Turkcell. Time spent traveling by bus or train eroded productivity and delayed decisions such as approving terms for large sales.

Recognizing that video could bring the workforce together, the company had previously implemented a high-definition videoconferencing system. However, poor video and audio quality and a complicated user interface inhibited adoption. "To simplify collaboration across locations, we wanted an easy-to-use videoconferencing solution that gave employees the feeling that the other person was right across the table," Kuruöz says.



“With Cisco TelePresence, we can generally schedule a meeting for employees in different offices, cities, and countries in one week instead of waiting two or three weeks. As a result, we are launching new service offerings and marketing programs in less than half the time, increasing our competitive advantage.”

– **İlker Kuruöz**, Chief Information Officer, Turkcell

## Solution

After conducting proofs-of-concept for high-definition videoconferencing solutions from vendors in the United States, Europe, and Asia, Turkcell selected Cisco TelePresence® technology. “Cisco TelePresence provided the best video and audio quality with our network conditions,” Kuruöz says. The solution provided the simple experience that Turkcell sought because integration with Active Directory enables employees to join sessions by simply selecting a coworker’s name on the touchscreen. And company executives liked the modern appearance of the endpoints, which encouraged them to request Cisco® TelePresence for their offices.

Cisco Services implemented the Cisco TelePresence infrastructure centrally, at headquarters. The Turkcell Information and Communications Technology (ICT) team provides telepresence as a service to all offices in five countries. The only equipment that individual offices need are Cisco TelePresence endpoints.

Employees can join collaboration sessions with coworkers and vendors from immersive Cisco TelePresence Systems in conference rooms, from dedicated endpoints in executive offices, or from their PCs or Macs, using Cisco Jabber™ Video for TelePresence software. “Mobile employees no longer need to settle for a voice-only experience while everyone else enjoys video,” Kuruöz says. “All of our executives have Cisco Jabber on their iPads and can join telepresence sessions from anywhere.” The first day that Cisco TelePresence was available to employees, an executive who had stayed home because of illness was able to attend an important meeting using an iPad.

The experience is the same on any endpoint, from room-based systems to laptops. “Cisco TelePresence is so easy to use that employees began using it without any formal training, and adoption continues to increase as we discover more use cases,” says Kuruöz.

To begin experiencing the value of Cisco TelePresence more quickly, Turkcell engaged Cisco Services to provide Plan and Design Services and High-Touch Operations Management. “Working with Cisco Services offloaded our ICT teams so they could focus on other strategic initiatives, gave management confidence to proceed with the project, and accelerated deployment by approximately one month,” says Kuruöz.

## Results

Providing an in-person collaboration experience from anywhere is helping to increase productivity and accelerate decision-making. “With Cisco TelePresence, we can generally schedule a meeting for employees in different offices, cities, and countries in one week instead of waiting two or three weeks,” Kuruöz says. “As a result, we are launching new service offerings and marketing programs in less than half the time, increasing our competitive advantage.”

Turkcell is integrating Cisco TelePresence into a variety of business processes to improve collaboration and avoid travel, and each new use case increases the business value:

- Closer collaboration with vendors: The ICT team uses Cisco TelePresence to meet with vendors anywhere in the world, including Cisco, for project planning and issue resolution. Cisco TelePresence Video Communication Server (VCS) Expressway enables vendors to join sessions over the Internet, using any standards-based videoconferencing system.



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- **Team meetings:** Joining meetings with Cisco TelePresence saves round trips of up to three hours for the company’s workforce in Istanbul. During meetings, teams can also share documents such as project plans and budgets. “Avoiding travel for team meetings saves significant time and money,” Kuruöz says. “Not having to drive in Istanbul traffic also gives employees more energy for work.” Between formal team meetings, salespeople can click to start a videoconference with their manager to approve pricing or other contract details, helping to close deals sooner.
- **Accelerated decision making:** Managers and executives in different cities and countries can generally meet much sooner when they do not need to schedule time for air travel.
- **Efficient hiring and performance reviews:** During six months in 2013, Turkcell filled 70 job positions. By conducting certain interviews with Cisco TelePresence, the company reduced the number of trips to fill these positions from 35 to 17, reducing travel time, costs, and carbon emissions by half.
- **More engaging training:** Turkcell managers and executives receive ongoing education from the Harvard Business School, joining class from Cisco TelePresence rooms or endpoints in their offices. Students in Turkcell office classrooms can see, hear, and interact with the professors. In addition, company trainers in Istanbul use Cisco TelePresence to reach employees in other regions, helping to provide consistent training in a multinational company.
- **Lower travel costs:** Fewer taxi and plane trips lower travel costs and help to improve air quality

Kuruöz concludes, “In our geographically distributed organization, the best thing about Cisco TelePresence is that we can meet with an in-person experience from anywhere, using any device. This has a positive impact on the way Turkcell does business, giving us a competitive advantage.”

## Next Steps

Now Turkcell is extending the in-person collaboration experience to more of the workforce by providing Cisco Jabber Video™ for TelePresence for more PCs, Macs, and iPads. All new buildings will include Cisco TelePresence rooms.

The company has deployed Cisco TelePresence Content Server, and plans to record strategic planning sessions for later playback. To provide more collaboration capabilities, Turkcell is currently testing an on-premises Cisco WebEx® solution as well as Cisco Jabber for presence and instant messaging.

As Turkcell continues adding Cisco TelePresence in more locations, the ICT team is working with Cisco Services to consolidate the infrastructure, with the goal of increasing reliability and reducing management overhead.



## Product List

### Cisco TelePresence

- Immersive Systems

- [Cisco TelePresence System TX9000 Series and 3000 Series Endpoints](#)

- [Cisco TelePresence MX300 and MX200 Endpoints](#)

- [Cisco TelePresence Profile 55-Inch Endpoints](#)

- Desktop Systems

- [Cisco TelePresence EX-90 Endpoints](#)

- [Cisco Jabber Video for TelePresence](#)

- Infrastructure

- [Cisco TelePresence Video Communication Server \(VCS\)](#)

- [Cisco TelePresence VCS Expressway](#)

- [Cisco Telepresence Multipoint Control Unit \(MCU\) 5300](#)

- [Cisco TelePresence Content Server](#)