



# Turkcell Saves up to 80% on Customer On-Boarding Costs and Time with VMware Cloud Director Availability

## COMPANY

Turkcell

## INDUSTRY

Telecommunication and Digital Operators

## HEADQUARTERS

Turkey

## PARTNER CHALLENGES

- Finding scalable cloud solutions for diverse customer needs
- Transcending customer mindset and reluctance towards cloud services
- Rising cloud transformation costs

## About Turkcell

Turkcell is a telecommunications company based in Istanbul, Turkey. It's the most prominent digital operator in Turkey and one of the largest telecommunications organizations in Europe with over **41.6 million subscribers**. They have a unique portfolio of different digital services for various sectors, such as finance, transport, healthcare, and others that they offer to enterprise customers.

With respect to their cloud business, Turkcell is the largest public cloud provider in Turkey. They use different VMware products to scale their cloud business, like VMware Cloud Director, VMware Cloud Director Availability and VMware NSX. With Cloud Director based Public Cloud being their main offering, Turkcell offers it to 100+ enterprise customers in Turkey. They also provide virtual servers, storage, backup, managed services, and other offerings to their customers.

Turkcell can extend a secure public cloud service by offering varying sizes of cloud resources using VMware Cloud Director resource pooling, as the needs of their customers vary. Locally, the Cloud Director product is referred to as Sanal Veri Merkezi (SVM) by Turkcell and it is supported by Microsoft licenses and storage backup services.

## Moving Away from Legacy Infrastructure is Challenging for Partners

With the rise of cloud computing followed by unprecedented shifts in the tech industry, organizations that lead the way in helping businesses pre-empt, prepare and provide solutions to re-structure and protect the integrity of their data center are often the primary choice for businesses. However, the biggest challenge for buyers looking to purchase cloud solutions is reaching a consensus on key priorities with the added complexity around an average purchase cycle of 3 to 6 months and most importantly finding the right partner to work with.

Businesses are reluctant to move to a hyperscale cloud environment due to the rising costs and resource-intensive procurement as well as deployment cycle. A lot of their enterprise customers in Turkey, irrespective of the industry, have legacy infrastructures with very limited expertise and experience migrating to the cloud, let alone managing a sustainable cloud infrastructure. Therefore, business continuity considering costs, skill sets, and resources at hand play a significant part during the

#### MOST LIKED FEATURES

- 1-minute Recovery Point Objective for critical workloads
- Cloud Director Availability Application recovery planning capability
- Cloud Director Resource pooling
- Advanced retention policy control over replication timeframes
- Hassle-free testing of virtual machine and application failover
- Multiple VMware endpoints and multi-cloud coverage

#### VMWARE CLOUD DIRECTOR AVAILABILITY IMPACT

- Saved money and effort through operational efficiency and increased revenue by over 5%
- Increased revenue from infrastructure due to quantified output and reduced client onboarding time by 80%
- New customer acquisition increased by 5%
- DR & migration services are 45% more affordable than the competition

#### KEY OFFERINGS FOR TURKCELL'S CUSTOMERS

- Turkcell provides one-minute RPOs to their customers, allowing them to address mission-critical workload protection
- Turkcell offers several connectivity options for low-latency networking to make sure replications maintain reliable consistency

#### VMWARE PRODUCTS DEPLOYED

- VMware Cloud Director
- VMware Cloud Director Availability
- VMware NSX

cloud solution procurement process. Most businesses want to migrate to an environment that is reasonably priced, agile, and offers a seamless experience on the provider as well as tenants' side.

#### Turkcell Manages Customer Expectations with Cost Effective Solutions

Being a national telecom company, Turkcell has dominated the connectivity space in this region. In addition, Turkcell offers different types of network and security services to their customers as a natural addition to their cloud or infrastructure offerings. Extended managed services, consultancy and cloud transformation services are also offered by the company. Through Turkcell data centers, their customers can receive SaaS services as well as public, private, and hybrid IaaS services.

Turkcell sales and pre-sales teams work with customers, using assessment services, to understand their needs in terms of the target cloud, security to implement in the cloud, NSX security policies, etc. and help customize the offering accordingly. However, some customers are reluctant to go through the cloud transformation journey due to their concerns around cost, resources, and the fast-changing technological ecosystem. To ensure swift transition, VMware Cloud Director is provided to customers in an infrastructure environment that they are familiar with. Thanks to the support from VMware Cloud Provider Services team and their offerings, Turkcell continues to address the pain points of many customers and their ever-changing cloud requirements with effective sales and pricing strategies.

Turkcell offers cost-effective solutions to their local customers, that are up to 45% more affordable than the hyperscalers. Given the current landscape of the post-pandemic era this acts as a huge competitive advantage. Since the Information and Communications Technology (ICT) industry in Turkey grew by 36<sup>1</sup> percent in 2021 compared to 2020, corporate and government customers are seeking to make their IT operations more efficient – a concept synonymous with the cloud – as well as deliver greater value and enhanced service levels.

One of the main benefits of VMware Cloud Director is its self-service usability and resource-pooling infrastructure capability. Instead of offering individual size workloads to customers, Turkcell allocates resource pools of virtualized compute, memory, and storage as well as networking and security. This is highly competitive against public cloud t-shirt sizing as it allows for better efficiencies of infrastructure usage. This allows Turkcell to address any customer size requirements – either a customer with very large compute, memory and storage requirement or a small partner who just wants a few virtual machines. This addresses one of their customer's main challenges with moving to the cloud – finding the right size cloud. Additionally, offering many different options to customers causes confusion and drives up cost.

VMware Cloud Director is provided to customers in an infrastructure environment that they are familiar with, so that they can be well-versed with the new cloud environment without having to acquire new skills. Moreover, VMware Cloud Director offers customers ample opportunity to diversify their portfolio with a wide range of richly interconnected computer, network, and storage features.

#### VMware Empowers Turkcell's Future Business Outcomes with Certainty

The institutions in Turkey have three important expectations. The first is the prediction of cost while managing IT growth flexibly which Turkcell manages through VMware Cloud Opportunities calculator<sup>2</sup>, the second is to supply high-quality services that meet international standards, and the third is hosting the customer's data safely and securely in Turkey.

1. Statista: [Market size of the information and communications technology \(ICT\) industry in Turkey from 2012 to 2021](#)

2. VMware Cloud Opportunities Calculator: [Access now](#)

## AWARDS

- Turkcell was the winner of the **IDC Cloud Awards 2018** for their “Turkcell Virtual Server Business Continuity” product based on VMware Cloud Director Availability
- Turkcell won the **IDC Cloud Awards 2020** for the “Turkcell Government Cloud” service based on VMware Cloud Director and VMware Cloud Director Availability

“VMware Cloud Director Availability being our sole migration tool has enabled Turkcell to procure more and more customers, thanks to the easy usage of the technology that our customers are already familiar with. The assessment services we provide to our customers have made their lives easier in terms of understanding and purchasing only the required amount of target cloud they need. Our connectivity options allow our customers to use low-latency networking that doesn't allow those replications to fail. Moreover, our partnership with VMware has been worthwhile, and I hope our customers keep taking full advantage of the scalability and cost benefits that Virtual Cloud Director Availability has to offer.”

ORHAN BIYIKLIOĞLU, CLOUD ENGINEERING MANAGER, TURKCELL

Two of the most riveting outcomes of using VMware Cloud Director have enabled Turkcell to procure customers easily as they are used to the technology and get easy access to the Turkish market. Being VMware Cloud Verified and VMware Disaster Recovery Validated has fueled [Turkcell](#) with all the resources needed to grow as well as the credibility in the Turkish market which is a unique selling point for the company.

By partnering with VMware, Turkcell has been able to meet its customers' expectations through the world-class data centers proven by international certifications. Being the largest VMware cloud supplier in their region, Turkcell can easily provide virtual data centers and cloud recovery solutions to their customers. In line with their needs, customers can manage their resources, perform mitigation operations through the portal and monitor their systems.

They also offer edge services, security network firewalling and load balancing. They have powerful networking and security infrastructure teams.

## Turkcell: An Early Adopter of VMware Cloud Director Availability

Before Turkcell used VMware Cloud Director Availability, migration of workloads between multiple endpoints was extremely complex, prolonged, resource intensive and costly. Turkcell has been a long-standing partner of the VMware Cloud Director Availability team and has been monumental in testing and shaping up the roadmap for the product since 2018. With the continued value that VMware Cloud Director Availability offers Turkcell, they can provide a stable infrastructure and competitive self-service features for multi-tenanted environments. Furthermore, VMware's vSphere plugin makes it simpler for their customer to deploy and start replicating to the cloud as well.

Currently, over 140 enterprise customers are using Turkcell's VMware Cloud Director Availability based offerings. Turkcell has over 1600 workloads in production and have accomplished over 3000 migrations over the last five years using Cloud Director Availability. Turkcell doubled their cloud business since the pandemic and expects continued growth in the years to come.

They were able to increase their efficiency by making significant improvements in speeding up the onboarding and migration process for new and existing customers. And they also reduced the effort, time, and cost of their onboarding process by up to 80%. Turkcell has experienced an increase in business growth since implementing VMware Cloud Director Availability.

## VMware Cloud Director Availability: Turkcell's Path to Seamless Scalability

With VMware Cloud Director Availability, Turkcell has managed to help many of their enterprise customers with migrating from legacy infrastructures. With features such as 1-minute RPOs, one-click migration and advanced multi-tenancy capabilities, Turkcell customers achieve faster paths to the cloud. Turkcell's core competency lies in network connectivity which compliments the 1-minute RPO offering as low latency networking is vital to avoid resource exhaustion. With high performance connectivity, Turkcell customers enjoy all the benefits of 1-minute RPO, as replication windows are consistently maintained.

The vSphere Cloud Director Availability plugin is simple for customers to deploy and start replicating to the cloud. Once the customer is in the cloud, Turkcell ensures cloud-to-cloud replication and protection between Turkcell data centers, providing ongoing protection if the customer wishes to shut down their on-premises environment. Cloud Director Availability was introduced as a pay-as-you-go DR and migration offering that appealed to customers. One of the most important features for customers is the interoperability that allows them to easily replicate the virtual machines and the integration of the plugin with vCenter makes their life a lot easier, instead of installing another type of software and trying to configure it and integrate it into the existing infrastructure.