



Avea İletişim Hizmetleri A.Ş.
Istanbul, Turkey
www.avea.com.tr

Industry:

Communications

Annual Revenue:

US\$7.5 billion

Employees:

2,600

Oracle Products & Services:

Oracle Database 11g
Oracle Exadata Database Machine
Oracle Data Integrator
Oracle GoldenGate
Oracle Business Intelligence
Enterprise Edition

Oracle Partner:



Intellica
www.iszekasi.com

“Oracle offers the best tools for data integration and data access. We rely on Oracle’s software and expertise in each step of our process. Oracle enabled us to focus on what we really do—transform data, apply business rules, and ultimately help our customers.” – Mustafa Sabri Çikrikci, BI&DW Team, Avea İletişim Hizmetleri A.Ş.

Avea İletişim Hizmetleri A.Ş. Optimizes Database Compression, Reporting, and Campaign Analyses

Avea İletişim Hizmetleri A.Ş., the sole GSM 1800 mobile operator of Turkey, provides services to 97% of Turkey's population through its next generation network. With roaming agreements covering 199 countries, Avea is growing rapidly and currently serves 11.4 million subscribers.

Challenges

- Create an open telecommunications platform that can integrate new services such as mobile number portability and 3G network services
- Enable fast reporting and immediate access to business data across the company by establishing an efficient and flexible data warehouse
- Improve Avea’s management of telecommunications campaigns by creating more specific target audiences and running more detailed post-campaign analyses

Solution

- Migrated data from disparate systems with Oracle GoldenGate and created a central repository on Oracle Database 11g, raising data access performance by a factor of five
- Used the advanced data compression capabilities of Oracle Exadata Database Machine and Oracle Database 11g to decrease 40 terabytes of data to a mere 10 terabytes
- Leveraged Oracle Data Integrator to optimize Avea’s Extract-Transform-Load (ETL) processes, decreasing the ETL batch window by more than 30%
- Accelerated the company’s reporting performance by three to ten times by integrating platforms, source systems, and operational data stores with Oracle GoldenGate
- Leveraged the advanced visualization and analysis features of Oracle Business Intelligence Enterprise Edition, enabling more efficient and in-depth analysis of data from across the company’s telecommunications operations
- Established a telecommunication-specific data model with party, location, tariff, invoice, subscriber, and customer entities, enabling the company to analyze its promotional campaigns much more precisely
- Automated most data warehouse maintenance processes and lowered the maintenance effort by nearly half