



# Corporate Overview

## Value Proposition

Defne offers a portfolio of service and result driven solutions with the following key benefits to operators:

- **Increases Competitive Advantage:** Enhances MNOs digital transformation efforts. Enhances MNO's competitive advantage with:
  - Faster time-to market of innovative omni-channel services that enhance the richness of their offerings
  - Intelligent and automated service life cycles
  - Targeted personalized offers for precise market segments
  - Prioritization of superior customer experience
- **Drives Revenue:** Enables digital services, increases call completion and returned call rates, enhances messaging experience and enables effective marketing campaigns to improve network usage and ARPU.
- **Reduces Churn and Increases Customer Loyalty:** Offers a variety of user-friendly solutions for personalized call management and messaging. Enhances the subscribers' communications experience, increases satisfaction and reduces churn.
- **Intuitive:** It is easy-to-use and does not require comprehensive subscriber education. Reduces time-to-market effort.
- **Mass-Market Services:** Suitable for the entire subscriber base, both pre-paid and post-paid. Can also be integrated with mobile marketing services.
- **Reduces Cost of Ownership:** Cost-effective, feature rich solutions that can be combined with Defne's world-class Managed Services.

## Overview

Defne is a leading global provider of telecom solutions, software products and services for communications networks. Defne's solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience. Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative digital service enabler,, omni-channel marketing, call management, messaging, OSS/BSS, roaming, filtering, and enterprise solutions.

## Mission

Today's communications market is changing faster than ever with new innovations in technology, competitive threats from OTT players, and ever-increasing demands from the subscribers. Network operators need to have the right infrastructure and services in place to let them stay ahead of competition and maximize the revenue from each subscriber.

Defne's mission is to deliver solutions that add value to network operators' growth strategies and help them to:

- **Innovate services** and unlock the potential for new revenue streams
- **Monetize revenues** faster through profitable services that meet mass and niche market segment needs
- **Exceed expectations** and increase customer loyalty through enhanced user experience

## Locations

The company was established in 1996 with headquarters in Istanbul, Turkey with strong R&D team. Defne serves its global customer base through its offices in Turkey, UAE and India.

## Employees

Defne's executive team and skilled resources take pride in supporting the company's customers with innovative solutions that address their business needs and generate new revenue streams. Defne's global professional and managed services teams work around the clock as an extension to customers' business and marketing teams to ensure successful deployments and service roll-outs.

## Industry Involvement

Defne is committed to following the industry's leading associations and forums for the successful development and evolution of its standards-based solutions. Defne ranked among the 500 fastest growing technology companies in EMEA and among the top 10 in Turkey by Deloitte in multiple years. Defne is an Associate Member of the GSMA organization.



## Markets

Defne's solutions are scalable and meet the demands of network operators of all sizes including mobile, fixed-line and MVNOs around the world.

## Customers

Defne empowers over 25 operators across 20 countries supporting more than 500 million subscribers. Driven by successful results, Defne continues to serve some of the world's largest network operators including:

- ALBtelecom (Eagle Mobile)
- Alfa
- Asiacell
- Azercell
- Bakcell
- Banglalink
- BSNL
- Digicel
- Ericsson
- Geocell
- Glo Nigeria
- ITPC
- Jawwal
- Kcell
- KKTCell
- Korek Telecom
- Mobilink
- Ncell
- Ooredoo
- Tcell
- Tigo Wireless
- TIMWE
- Turk Telekom (Fixed & Mobile)
- Turkcell
- Ucell
- Vodafone KKTC
- Vodafone Turkey
- Zain

## Solutions and Services

Defne offers a portfolio of innovative solutions that allow MNOs to:

- Rapidly create, deliver and manage omni-channel innovative services
- Market and deploy personalized services targeted with predictive analytics
- Enhance customer journey and engagement while reducing costs with AI empowered call centers

Defne's solutions meet reliability and scalability industry standards and offer a future proof design technology. They are offered with professional services and support multiple business models. Defne's products include:

### • Call Management Solutions:

- Call Completion Suite
  - Auto CallBack
  - NotifyMe
  - Missed Call Notice
  - VoiceMail
- Collect Call Suite
  - Micro Credit
  - CollectCall
  - PokeCall
- Personalization Suite
  - Ringback Tone
  - MyStatus

### • Marketing Solutions:

- Intelligent Marketing
  - Intelligent Marketing Platform
  - Omni-channel Service Platform
- Bulk Marketing Suite
  - Bulk SMSC
  - Outbound IVR
  - Outbound USSD

### • Messaging Solutions:

- SMSC
- SMS Gateway
- USSD Gateway

### • Filtering Solutions:

- Call Filtering (BL/WL)
- SMS Filtering

### • OSS/BSS (Network) Solutions:

- Cell Broadcast (Public Warning)
- VAS Monitoring
- Partner & Service Management
- Call Traffic Router
- SMS Router
- Diameter Firewall
- Service Control Point (SCP)
- Camel Diameter Gateway

### • Roaming Solutions:

- Roaming Call Assistant
- Border Roaming Controller
- Roamers CallBack
- Welcome and BonVoyage SMS
- Virtual Number
- Steering of Roaming
- Gateway Location Register (GLR)

### • Enterprise Solutions:

- Voice Assistant
- Call Center Platform
- Mobile VPN
- Virtual PBX
- Alarm Management

To ease MNOs digital transformation efforts, Defne has combined its extensive telco experience, deep global market knowledge and innovative **Service Creation Environment, Omni-channel Service Platform, Intelligent Marketing Platform, Partner and Service Management** and **Voice Assistant** solutions under the **Digital Service Enabler** umbrella. These products can be deployed alone or together based on operator needs.

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