



For Immediate Release

Contacts: Didem Karabatur
+90.212.2857575
+90.545.867.6787
Didem.Karabatur@Defne.com.tr

Azercell Partners with Defne for Mobile Virtual Private Network Solution to Boost Enterprise VAS Revenues

Defne's Mobile VPN Service Improves Enterprise Productivity through Enhanced Communications Capabilities

Istanbul, TURKEY and Baku, AZERBAIJAN – November 28, 2016 – Defne (www.defne.com.tr), a leading provider of telecom solutions, is pleased to announce that Azercell, the largest mobile communications company of Azerbaijan with over 4 million subscribers, selected Defne as technology partner to offer Mobile Virtual Private Network (Mobile VPN) service to its enterprise customers. Azercell will leverage Defne's expertise in innovative call control and management solutions to boost its enterprise segment revenue. This new customer win adds to Defne's growing business in the Commonwealth of Independent States (CIS) region, while highlighting Defne's ability to support MNOs with innovative enterprise solutions.

Due to increased competitive and economic pressures affecting positive cash flow, businesses are looking for ways to reduce costs and improve employee productivity through increased enterprise mobility. Defne's Mobile VPN solution enables mobile network operators (MNOs) to address this need and allows them to offer their enterprise customers mobile services (e.g. short number dialing, call control, direct connectivity, private numbering plan, corporate business group, teleconferencing and Mobile PBX) that enhance communication and collaboration capabilities of enterprise employees both in and out of the office with CAPEX-to-OPEX transformation.

With Defne's Mobile VPN solution, Azercell will be able to provide its enterprise customers multiple traditional services such as dynamic IVR, PBX, call management and VPN over its own network infrastructure as CaaS (Communication-as-a-Service). Suitable for both small and large enterprises; Defne's Mobile VPN solution takes away the CAPEX/OPEX burdens of maintaining complex multi-vendor solutions and offers a reliable corporate communications service with added splash of simplicity for users.

Azercell Partners with Defne for MVPN Solution to Boost Enterprise VAS Revenues

"We are thrilled to be partnering with Defne on the MVPN project, which I have no doubt will be a strategic addition to our enterprise VAS offering," said Vahid Mursaliyev CEO at Azercell. "The Mobile VPN solution will provide Azercell with the tools our enterprise customers need. We will enable them to control their operational costs while creating an environment for true unified communications, and increasing productivity of their employees."

"Defne is proud to support the strategic growth of such an innovative company as Azercell," said Oguz Haliloglu, CEO at Defne. "This will be an exciting opportunity that will have a big impact on the entire Azerbaijan market, as Azercell will be able to deliver the latest in enterprise communication services and offer seamless user experience for its business customers."

Defne's Mobile VPN solution offers the following robust feature set:

- Mobile PBX
- Private Numbering Plan
- Short Code Dialing
- Smart Divert within company group
- Support for Roaming and Bulk Messages/Calls
- IVR Based Call Screening
- Advanced Web GUI and IVR Menu
- Call and SMS Blocking with Whitelist/Blacklist capability
- Multiple Call Handling features e.g.
 - Call Waiting/Picking
 - Call Park
 - Call Transfer/Forwarding
 - Call Waiting
 - Call Recording
 - Call Screening
 - Call Back
 - Silent Listening
- Conference Call Management
- Hunt Groups
- Main Attendant
- Caller ID Change
- Provisioning
- Call Placement - last number dialed
- Alternate Number Ring/Menu

Azercell Partners with Defne for MVPN Solution to Boost Enterprise VAS Revenues

Watch Mobile VPN Service Demo and Meet with Azercell and Defne executives at:

- Azercell Stand at BakuTel in Baku Expo Center, Baku, Azerbaijan during November 29 – December 2, 2016

About Azercell

The leader of the mobile communication industry of Azerbaijan and the biggest investor in the non-oil sector, Azercell Telecom LLC was founded in 1996. With 48% share of Azerbaijan's mobile market Azercell's network covers 80% of the territory and 99.8% of population of the country. Currently, 4.5 million subscribers choose Azercell services. Azercell has pioneered an important number of innovations in Azerbaijan, including GSM technology, advance payment system, 24/7 Customer Care, online customer services, GPRS/EDGE, M2M, MobilBank, one-stop- shop service offices Azercell Express, mobile e-service "ASAN signature", etc. Azercell deployed first 4G – LTE services in Azerbaijan in 2012. According to the results of mobile network quality surveys of Global Wireless Solutions company and international systems specialized in wireless coverage mapping such as "Opensignal" and "Testmy.net", Azercell's network demonstrated the best results among the mobile operators of Azerbaijan.

About Defne

Defne, established in 1996, 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 call completion, messaging, mobile marketing, roaming, filtering and OSS solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne's solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and New Delhi, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. For more information about Defne and its solutions, please visit www.defne.com.tr.