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DIGITAL TRANSFORMATION
What continued growth for Digital Transformation means for CIOs

SECURITY OPERATIONS CENTRE
Skills shortages, automation and gaining context remain a challenge

ARTIFICIAL INTELLIGENCE
The role AI is playing in boosting economic development in emerging markets

END-TO-END VISIBILITY

Türk Telecom has eliminated siloes and cemented collaboration across 23 departments after it automated monitoring on one integrated application performance management platform.



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Case STUDY



Türk Telekom eliminates siloes with end-to-end visibility from AppDynamics

Türk Telekom is the first integrated telecommunications operator and number one telco provider in the Turkish/Balkan region. For over 179 years, Türk Telekom adopted a 'customer-oriented' and integrated structure to respond to rapidly changing communication and technology needs. Türk Telekom's more than 30,000 employees support over 50 million customers with products and services including landline and broadband services, mobile services, television services, data centre networking, cloud computing and more. Recently, the company teamed up with AppDynamics to gain end-to-end visibility to quickly identify and resolve issues impacting end-user customer experiences. Necdet Türkay, IT Automation and Management Systems Manager, Türk Telekom, tells *Intelligent CIO Middle East* how the company's partnership with AppDynamics eliminated siloes across the organisation, enabling collaboration across 23 departments and strengthened the alliance between different business units through automated monitoring on one integrated application performance management (APM) platform.





Necdet Türkay, IT Automation & Management
Systems Manager at Türk Telekom

As Turkey's first integrated telecommunications company, Türk Telekom plays a critical role in supporting over 50 million customers with fixed line connection, broadband, TV, and mobile services. Yet, while the company provides important technological advancements to its corporate and individual users, Türk Telekom's own internal operations made delivering those advancements difficult and time-

consuming, as silos separating the IT and networking teams presented collaboration challenges that impacted customer experience.

Even while individual teams leveraged powerful monitoring tools, Türk Telekom lacked end-to-end visibility to quickly identify and resolve issues impacting end-user customer experience, both for internal stakeholders and external customers. Unplanned system downtime could significantly slow other departments within the enterprise from completing essential tasks, and even create issues for customers making payments and accessing accounts.

"We couldn't see the high-level topology of our complicated systems," said Hakan Tongar, Head of Enterprise Operations, Türk Telekom. "We had visibility into independent systems, but we couldn't see application relationships or how third-party services and other endpoints connected to one another."

"For the IT and networking teams at Türk Telekom to work together effectively and execute root cause analysis (RCA) to more rapidly identify and resolve potential issues, they needed a single overarching monitoring solution to provide end-to-end visibility for as many groups as possible," said Alper Arpacioğlu, Corporate Support Operations, Group Manager, Türk Telekom. Maintaining disparate tools and updating outdated infrastructure led to higher operations expenses and unrealised ROI. But with one primary tool, Türk Telekom teams could streamline



IN ORDER FOR THE
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operations while spending less time and money maintaining different tools that didn't communicate with one another.

With the challenges of not having end-to-end visibility, Türk Telekom sought to find solutions in the market that would enable to organisation to streamline operations and cut costs on maintaining different tools. Top of the agenda was achieving end-to-end visibility with fully integrated performance management and monitoring.

“In order for the project to be successful, it had to be worked with an experienced partner,” said Necdet Türkay, IT Automation and Management Systems Manager, Türk Telekom.

Türk Telekom worked with ONOTIO, a leading AppDynamics implementation partner in Turkey, to begin integrating AppDynamics Application Performance Monitoring (APM), Infrastructure

Monitoring, and Database Monitoring features across its IT and networking teams. ONOTIO demonstrated how AppDynamics would help Türk Telekom monitor internal end-user performance alongside external customer experience, giving comprehensive visibility across endpoints throughout the IT infrastructure.

“Part of the reason for choosing AppDynamics was to integrate all the Türk Telekom departments into a

KEY BENEFITS

- Improved issue detection by 70%, shortening MTTR from hours to minutes
- Reduced downtime and service interruptions by 60%
- Eliminated siloes across the organisation, enabling collaboration across 23 departments

Summary

Türk Telekom reduced expenses, improved mean time to recovery (MTTR), and strengthened collaboration through automated monitoring on one integrated APM platform. With AppDynamics, the organisation simplified root-cause analysis and united multiple teams to improve user experience for customers and internal stakeholders.

Challenge

Monitor integrated services and apps to maximise availability, accelerate troubleshooting, and prevent future service interruptions.

Solution

AppDynamics gives Türk Telekom integrated visibility and monitoring capabilities across its systems, reducing operating expenses, and eliminating the need for multiple disparate tools.

Results

Türk Telekom improved issue detection by 70% and reduced downtime and service interruptions by 60% when it implemented the AppDynamics APM platform across 23 departments.

Products used

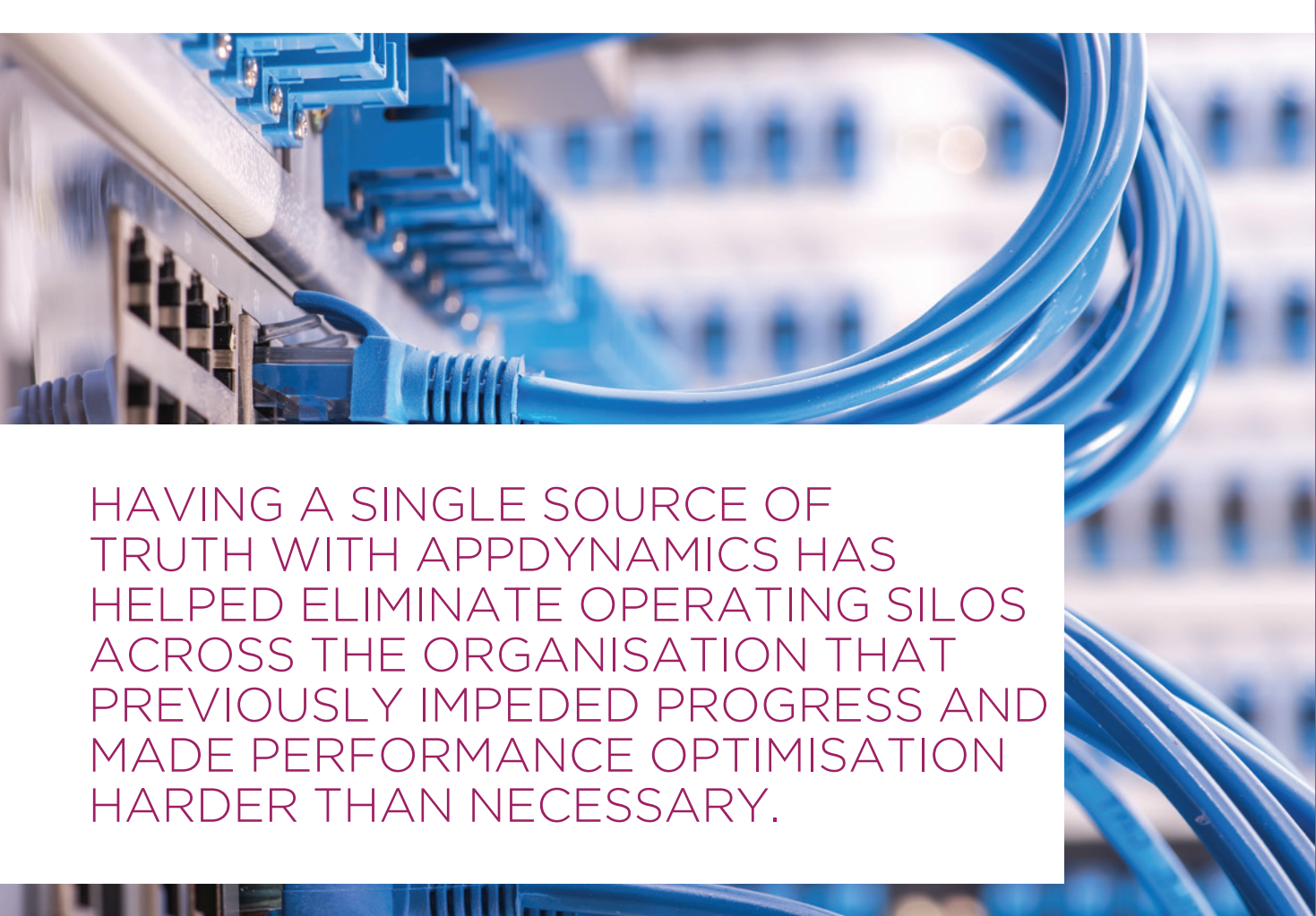
- Application Performance Monitoring
- Infrastructure Monitoring
- Database Monitoring

OUR MAIN OBJECTIVE WAS TO INTEGRATE AS MANY TOOLS AS POSSIBLE INTO A SINGLE TOOL MANAGED BY A SINGLE GROUP, MAKING APPDYNAMICS THE BEST AND REALLY ONLY OPTION.

collaborative team,” explained Tarkan Sualp, Partner at ONOTIO. “Previously, nobody was talking to each other and there was no visibility at a high level. Our main objective was to integrate as many tools as possible into a single tool managed by a single group, making AppDynamics the best and really only option.”

With AppDynamics, Türk Telekom’s team can easily witness dependencies across different systems such as their CRM, middleware, payment operations, and internal applications. Using visualised user journeys, they can quickly pinpoint the causes of alerts and resolve issues before they cause downtime or impact system performance.





HAVING A SINGLE SOURCE OF TRUTH WITH APPDYNAMICS HAS HELPED ELIMINATE OPERATING SILOS ACROSS THE ORGANISATION THAT PREVIOUSLY IMPEDED PROGRESS AND MADE PERFORMANCE OPTIMISATION HARDER THAN NECESSARY.

At the same time, the team can establish its own performance thresholds and customisable dashboards to proactively scour the environment for potential issues and address them before they become actual problems.

Türkey noted that partnering with ONOTIO made implementing AppDynamics and supporting their Digital Transformation a great experience for Türk Telekom. "ONOTIO was very responsive, and we got all the answers we needed from them. Their experience level with AppDynamics is very good, and we are glad to work with them," Türkey said.

Benefits

Strengthening collaboration and speeding up mean time to recovery (MTTR) with fewer tools and expenses.

AppDynamics has made a transformational difference in how departments across Türk Telekom collaborate. With better visibility across systems and more insight into end-user experience, Türk Telekom can expand its impact in the telco space. Now the team can

detect and resolve issues in mere minutes, when previously the same fixes could take hours. "Before AppDynamics, Türk Telekom wasn't getting the performance it needed, despite the heavy cost and burden of its previous tools," said ONOTIO's Sualp. "Now it's able to proactively monitor alerts and manage as many as 150 improvement suggestions per month and continue future-proofing its infrastructure."

Arpacioglu pointed out that having a single source of truth with AppDynamics has helped eliminate operating silos across the organisation that previously impeded progress and made performance optimisation harder than necessary.

"AppDynamics directly sends us to the root cause, so we can see when a problem occurs. And the transaction snapshots and discovery maps are critical for us when we're addressing problems," Tongar added. "With AppDynamics, we've accelerated issue detection by 70%, ultimately reducing downtime and service interruptions by as much as 60% because we can direct tickets to the right place at the right time and collaborate more effectively to keep everything running smoothly." □