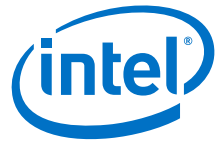


## Case study

# Turkcell Global Bilgi boosts terminal server efficiency with HP Moonshot



**Leading call center enables growth while reducing space, cost, and power consumption in the data center**

### Industry

Telecommunications

### Objective

Increase scalability to support growing need for terminal servers supporting call center agents while reducing costs and improving data center efficiency

### Approach

Turkcell Global Bilgi worked with HP to migrate its terminal server infrastructure from blades onto HP Moonshot System running remote desktop protocol to support call center agents with critical customer relationship management applications

### IT matters

- Reduced terminal server infrastructure footprint by 50%
- Cut costs 40% compared to the previous infrastructure
- Lowered power consumption by 89%

### Business matters

- Supported terminal server growth with greater flexibility and efficiency
- Optimized performance for critical customer relationship management applications
- Provided an estimated two-year return on investment

**TURKCELL**  
GLOBAL BILGI

**“We were looking for innovative ways to extend capabilities within our existing data center. Our main objectives were to reduce space and cost, and we chose HP Moonshot because it not only met those objectives but also provided greater flexibility and energy efficiency.”**

– Nuri Ozturk, Data Systems Infrastructure Management Unit Head, Turkcell Global Bilgi

At Turkcell Global Bilgi, demand for terminal servers to support call center agents was growing faster than its infrastructure could keep up. To extend the capabilities of its existing data center the company replaced its previous terminal server infrastructure with the HP Moonshot System. As a result, Turkcell Global Bilgi is able to support its growing terminal server environment in a 50% smaller footprint at 40% less cost and with 89% lower power consumption.

As Turkey's leading customer experience center, Turkcell Global Bilgi provides a broad range of services and support to ensure the satisfaction of Turkcell's 35 million mobile service customers. As the company's customer base grew, it has added call centers across the region with 20 locations in Turkey, four in the Ukraine, and one in Russia. Consequently, the number of call center agents has been increasing steadily every year, requiring additional terminal server infrastructure to support agent desktops.

Nuri Ozturk, data systems infrastructure management unit head for Turkcell Global Bilgi, explains, "We acquire new corporate customers every year resulting in nearly 1,000 additional call center seats country-wide. This often requires additional terminal servers and infrastructure configurations."

Turkcell Global Bilgi pays for data center space by the square meter, so space efficiency in the infrastructure is essential. But as the number of terminal servers climbed past 250, the company's efficient blade servers were squeezing available data center space and becoming too costly. Turkcell Global Bilgi considered alternatives, such as virtual desktop infrastructure, but was looking for a software-defined server solution that would provide more flexibility and simplified management.

When HP introduced the HP Moonshot System, Turkcell Global Bilgi conducted a thorough evaluation and determined HP Moonshot provided optimal performance, efficiency, and flexibility to run its terminal server infrastructure at much less cost than traditional servers.

"We were looking for innovative ways to extend capabilities within our existing data center," says Ozturk. "Our main objectives were to reduce space and cost, and we chose HP Moonshot because it not only met those objectives but also provided greater flexibility and energy efficiency."

## **Saves space, cost, and power**

Turkcell Global Bilgi deployed 45 HP ProLiant m300 Server in an HP Moonshot 1500 Chassis. Using remote desktop protocol (RDP), the HP Moonshot infrastructure delivers terminal and web services to approximately 600 call center agents who run applications such as custom web-based CRM tools and Microsoft Office.

"Most of our web applications are coded with Java and, therefore, are memory-intensive," notes Ozturk. The ProLiant m300 is well suited for a web environment, offering just the right balance of CPU and memory to match our workloads. HP Moonshot is also very easy to expand as our terminal server requirements grow. And because it is so easy to manage, our support team is visiting the data center much less than before."

With eight cores on one CPU, the ProLiant m300 enables Turkcell Global Bilgi to reap substantial savings since operating system and application licenses are charged per CPU. In fact, with HP Moonshot, the company can now support its growing terminal server environment in a 50% smaller footprint at 40% less cost and with 89% lower power consumption. With this level of value, Turkcell Global Bilgi estimates a positive return on investment within approximately two years.

## Customer at a glance

### HP Moonshot System

- HP ProLiant m300 Servers
- HP Moonshot 1500 Chassis

### Software

- Microsoft Windows Server
- Web-based CRM tools
- Microsoft Office

## Ideal for remote offices with limited IT

Based on the success of its current HP Moonshot infrastructure, Turkcell Global Bilgi is also planning to deploy additional Moonshot Systems in some of its 25 remote call center locations across Turkey, as well as eastern Europe. This will eliminate the need for agents in these offices to run terminal services across expensive leased lines. When fully deployed to the additional locations, HP Moonshot will support as many as 3,000 call center agents.

“We see great potential in expanding HP Moonshot into our remote offices,” Ozturk concludes. “It provides excellent efficiency and flexibility to match the right server to individual workloads. In addition, by providing a terminal server infrastructure onsite, HP Moonshot will reduce our transmission costs dramatically. This level of efficiency, flexibility, and savings are essential for a rapidly growing company like Turkcell Global Bilgi so we can continue to support our customers with the highest level of service.”

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