

Turkcell Global Bilgi



Turkcell Global Bilgi Transforms Customer Experience and Enterprise Service Efficiency through Intelligent Observability powered by Riverbed AppResponse.

Founded in 1999 as part of the Turkcell Group, Turkcell Global Bilgi is Turkey's leading customer experience and contact center services provider.

With over 17,000 employees across 19 locations, the company delivers end-to-end customer experience solutions to more than 100 corporate clients.

The company needed better visibility and control over key applications to improve performance and reliability, especially those supporting its customer communication platforms.

Turkcell Global Bilgi partnered with Riverbed Technology, using Riverbed AppResponse to gain unified observability and accelerate performance across its large-scale data center environment.

In Brief

3,500+ virtual machines operating across two major data centers

Challenges

- Lack of consolidated observability across two major data centers and 3,500+ virtual machines
- Slow performance of critical customer-facing applications
- Difficulty isolating root causes across multiple IT systems
- Requirement for fast, reliable access to 30+ core business applications serving major Turkish corporations

Solution

- Network Observability - Riverbed® AppResponse

Benefits

- Reduced mean time to resolution (MTTR) for improved customer satisfaction
- Removed duplicate DNS records to improve network responsiveness and reduce latency
- Improved agent efficiency and user experience
- Data insights support leadership and growth

Challenge: Gaining Full Visibility Across Complex, Multi-Tenant Environments

As the largest customer experience service provider in Turkey, Turkcell Global Bilgi handles massive volumes of data and has millions of daily interactions for Turkey's top corporations. Maintaining uninterrupted performance across this ecosystem is vital, as even minor slowdowns can impact service-level agreements (SLAs), agent productivity, and customer satisfaction.

As the company expanded, it faced significant challenges in monitoring and maintaining performance across a distributed and highly virtualized infrastructure. With 3,500+ virtual machines (VMs) operating across two major data centers, pinpointing the root cause of performance issues became increasingly difficult. The IT team often had to determine whether a problem originated in the network, database, or application layer—without the comprehensive visibility needed to act quickly.

“We are the biggest customer experience center in Turkey, with more than 100 corporate customers,” comments Berkan Sert, Network and Security Manager at Turkcell Global Bilgi.

“With so many applications and virtual systems, performance and visibility are absolutely critical.”

The challenge was further compounded by the need to manage two parallel data centers. Without unified monitoring across both, the team lacked a complete picture of system health and availability, creating potential blind spots that could impact performance.

“With AppResponse in place, we are now able to capture and analyze live network traffic, monitor real user interactions, and trace performance issues down to their root causes in real-time.”

Berkan Sert,
Network and Security Manager, Turkcell Global Bilgi

Recognizing the need for greater transparency and control, Turkcell Global Bilgi sought an observability platform that could deliver real-time insights across all layers of its infrastructure.

Solution: AppResponse Delivers Actionable Insights Across Applications and Network

To overcome these limitations, Turkcell Global Bilgi implemented Riverbed AppResponse, a powerful solution for monitoring, analyzing and optimizing network and application performance in complex environments.

The deployment was carried out in one of the company's primary data centers, focusing on over 30 mission-critical applications. To enhance usability, the solution was customized with dashboards designed for specific business functions and IT teams. This cross-functional implementation involved collaboration between application, infrastructure, and network teams to ensure comprehensive visibility.



“With AppResponse in place, we are now able to capture and analyze live network traffic, monitor real user interactions, and trace performance issues down to their root causes in real-time,” states Sert. He adds, “We have created more than 30 dashboards to monitor critical applications, and each dashboard provides actionable metrics that help our teams maintain service levels and optimize resource use.”

Beyond visibility, AppResponse helped uncover and resolve underlying inefficiencies that had long gone undetected. For example, the IT team identified and eliminated unnecessary DNS records, which were causing redundant lookups and performance lag across key applications. This optimization improved

network responsiveness and reduced latency across user sessions.

The deployment’s success quickly gained visibility at an Executive level. Leadership could now view measurable improvements through AppResponse dashboards and analytics, directly linking performance data to business outcomes.

Encouraged by these results, Turkcell Global Bilgi has begun planning the expansion of AppResponse to its second data center, aiming for comprehensive observability across both production and backup environments.

Benefits: From Monitoring to Measurable Impact

Since deploying Riverbed AppResponse, Turkcell Global Bilgi has experienced measurable improvements in both operational performance and customer experience delivery. The company’s IT teams now operate with real-time information, dramatically reducing downtime and accelerating issue resolution.

One of the most significant outcomes has been the reduction in Mean Time to Resolution (MTTR). Sert says, “With detailed performance data available at every layer such as network, application, and user, our teams can now identify and resolve issues proactively rather than reactively.”

“This shift has improved uptime, minimized disruptions, and strengthened service reliability across critical enterprise applications.”

Berkan Sert,
Network and Security Manager, Turkcell Global Bilgi

At the same time, the optimization of DNS records and network traffic has resulted in more efficient data flows, reducing latency and enhancing responsiveness. These performance gains have translated directly into better agent efficiency and user experience, allowing customer service representatives to handle calls, transactions, and client requests more seamlessly.

The introduction of real-time dashboards and performance analytics has empowered executive stakeholders with data-driven decision-making capabilities. IT leaders now use these insights to communicate measurable improvements, align technology investments with business goals, and strategically plan for future data center expansions.

Together, these advancements have enabled Turkcell Global Bilgi to move beyond basic monitoring to true observability by establishing a proactive, insight-driven operational model that ensures consistent service excellence for its corporate clients.

A Future Built on Unified Observability

The partnership between Turkcell Global Bilgi and Riverbed represents more than a successful technology deployment – it marks a shift towards a future-ready, performance-centric IT strategy. By using Riverbed AppResponse to unify observability across its infrastructure, Turkcell Global Bilgi has laid the groundwork for expanding into Riverbed's broader Unified Observability and AIOps platform.

“Our partnership with Riverbed demonstrates how observability empowers large-scale service organizations such as ours to deliver reliable, data-driven performance. Together, we’re enabling smarter, more connected customer experiences,” concludes Muharrem Bozkuş, Head of IT Infrastructure & Operations at Turkcell Global Bilgi.

With performance visibility now at the core of its operations, Turkcell Global Bilgi continues to redefine excellence in customer experience management, turning data into insight, and insight into business advantage.



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Muharrem Bozkuş, Head of IT Infrastructure & Operations at Turkcell Global Bilgi

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About Riverbed

Riverbed, the leader in AIOps for observability, helps organizations optimize their user's experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improves IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the FORTUNE 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.