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Turkcell Launches Real-Time, Situation-Based Marketing Enabled by Progress Software

Turkcell Creates a 10-fold Improvement in Positive Responses to Marketing Campaigns

BEDFORD, Mass. & LONDON--(BUSINESS WIRE)-- Progress Software Corporation (NASDAQ: PRGS), a leading software provider that enables enterprises to be operationally responsive, today announced that Turkcell, the leading communications and technology company in Turkey with more than 33.9 million subscribers, has gone live with their implementation of the Progress® Apama® Complex Event Processing (CEP) platform enabling them to offer real-time situation based promotion capabilities that deliver a positive experience for their customers. Progress' solution will help Turkcell respond instantly to its mobile customers' situations to provide customized offers -- based on more than 150 criteria and usage patterns, including its location and personal preferences. This has enabled Turkcell to identify and act upon customer potential acquisition and retention opportunities, while building a stronger relationship with their customers, and has already yielded a ten-fold improvement in response rates.

Burak Sevilengul, chief marketing officer, Turkcell said: "Our ability to innovate is only possible by having a good understanding of our customers coupled with the ability to deliver a unique experience. We need to satisfy all our customer's needs, which means we need insight into their changing expectations and a way to communicate effectively to ensure broad awareness. We believe that the Progress Apama solution will help us immediately reach the right customer with the right offer that addresses a specific need at the right time."

The Progress Situation-Based Promotions solution is powered by the Apama platform, which is an integral element of the Progress Responsive Process Management™ suite for the communications and media industry. It will help Turkcell become more operationally responsive by allowing them to cut the time required to execute a marketing campaign in minutes. By January, Turkcell will be able to analyze more than a million subscriber's preferences per hour and develop marketing campaigns relevant to their growing subscriber network. An example of the type of the services now available includes timely credit "top-up" promotions that take into account user information relating to recent cell-phone usage.

Sanjay Kumar, Industry Vice President for Communications and Media, Progress Software, commented: "Turkcell is leading the way in developing an intimate, interactive relationship with their customers. Having up-to-the minute information about a customers' behaviour patterns can transform the way you connect with customers and can strengthen long-term relationships. Not only will Turkcell have a greater understanding of their customers, but in the future they can offer promotions based on their location. In today's economy, being able to stay competitive with immediate insights into customer behaviour has never been more important and can have significant impact on business results."

As well as offering improved services for their customers, the Apama-based real-time situation based promotion capabilities will enable Turkcell to be one step ahead of their competition. Real-time information will allow Turkcell to respond immediately to competitors' campaigns, potentially offering counter offers and promotions. In turn, this could drive customer retention.

Dr. John Bates, chief technology officer of Progress Software commented: "We are very excited by the results at Turkcell. By building their location and context aware systems on the Progress Responsive Process Management™ suite, Turkcell are able to deliver unique personalization and location and context aware applications that scale to millions of users in real-time."

Progress Software empowers communications service providers to enhance the overall experience of their customers in a way that traditional B/OSS solutions cannot by providing them with highly adaptable, quick-to-implement solution that best leverage their existing B/OSS assets. Many of the worlds leading communication companies use Progress, including Belgacom, Level3, Qwest, Alcatel-Lucent, China Mobile, Verizon, Frontier Communications, H3G — 3 Italia, Huawei, Sprint, Portugal Telecom, Orange UK, One.Tel HK, Cablevision, Telecom Italia, and many more.

About Turkcell

Turkcell is the leading communications and technology company in Turkey with 33.9 million postpaid and prepaid customers and a market share of approximately 55% as of September 30, 2010 (Source: Our estimations, operator's and the Telecommunication Authority's announcements). Turkcell provides high quality data and voice services to approximately 80% of the Turkish population through its 3G technology supported network and to 99.07% of the Turkish population

through its 2G technology supported network. Turkcell reported TRY2.3 billion ($1.5 billion) net revenue for the period ended September 30, 2010 and its total assets reached TRY14.5 billion ($10.0 billion) as of September 30, 2010. Turkcell has become one of the first operators among the global operators to have implemented HSDPA+ and to reach to 42.2 Mbps speed with HSPA multi carrier solution. Turkcell is a leading regional player and has interests in international mobile operations in Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova, Northern Cyprus and Ukraine which, together with its Turkish operations, had approximately 60.4 million subscribers as of September 30, 2010. Turkcell has been listed on the NYSE and the ISE since July 2000 and is the only NYSE listed company in Turkey and is among the top 15% of companies listed on NYSE by its size as of October 2010. 51.00% of Turkcell's share capital is held by Turkcell Holding, 0.05% by Cukurova Holding, 13.07% by Sonera Holding, 1.18% by M.V. Group and 0.01% by others while the remaining 34.69% is free float. Read more at http://www.turkcell.com.tr/en.

About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur — to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment — all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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