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## **Progress Software Customer, Turkcell, Wins Gartner & 1to1 Media CRM Excellence Award**

### **Turkcell Wins Integrated Marketing Performance Category**

BEDFORD, Mass.--(BUSINESS WIRE)-- Progress Software Corporation (NASDAQ: PRGS), a global supplier of application infrastructure software used to develop, deploy, integrate and manage business applications, today announced that its customer, Turkcell, the leading communications and technology company in Turkey with 34.5 million subscribers, has won Gartner and 1to1 Media CRM Excellence Awards in the category for Integrated Marketing Performance.

Gartner and 1to1 Media CRM Excellence Awards offer the highest recognition of world-class customer strategy and CRM initiatives. The Integrated Marketing Performance category recognizes organizations that have demonstrated innovative use of integrated marketing to improve customer engagement, increase effectiveness, drive better efficiency and improve overall marketing performance.

Turkcell was chosen as the winner based on the successful implementation through local distributor M2, of a real-time situation-based promotion campaign that delivered a positive experience for its customers as well as a reduction in churn. At the heart of the campaign is a real-time marketing system, powered by the [Progress® Apama® Complex Event Processing \(CEP\) platform](#), which enables Turkcell to instantly respond to how individuals are using the mobile network with a customized offer.

Based on more than 150 criteria and usage patterns, according to personal preferences, the real-time marketing system allows Turkcell to identify and act upon potential customer acquisition and retention opportunities, while building a stronger relationship with its customers. The powerful Apama CEP platform makes it possible for the Turkcell marketing team to analyze more than a million subscribers' preferences per hour and develop marketing campaigns and offers relevant to the growing subscriber network. The time required to execute a campaign is cut to just minutes and as the success of different marketing scenarios is continually monitored, those resulting in low responses are retired and others enhanced.

Turkcell Chief Consumer Business Officer Emre Sayin commented: "We are delighted to receive the Integrated Marketing Performance award in recognition of the success of our real-time marketing system. We are proud to offer our customers a unique experience and personalized offers based on their individual use of our network. The Progress Apama platform gives our real-time marketing system the power to immediately reach the right customer with the right offer that addresses a specific need at just the right time. In fact, we have seen that those offers sent using the real-time marketing system result in up to ten times more positive responses than those offers sent using conventional methods."

Dr. John Bates, chief technology officer, Progress Software, commented: "It is great that Turkcell has won this award. They are fully deserving of this Integrated Marketing Performance award for the innovative way in which they have developed, interactive relationships with their customers. Their real-time marketing system makes full use of up-to-the minute information about the behavior patterns of their customers, and has transformed the way Turkcell interacts with them. Timely, relevant and personalized offers delivered directly to the subscriber have helped Turkcell strengthen customer relationships."

### **About Turkcell**

Turkcell is the leading communications and technology company in Turkey, with 34.5 million subscribers and a market share of approximately 53% based on March 31, 2012 results (Source: operators' announcements). Turkcell is a leading regional player, with market leadership in five of the nine countries in which it operates with its approximately 65.3 million subscribers as of March 31, 2012. The company covers approximately 88% of the Turkish population through its 3G and 99.13% through its 2G technology supported network. It has become one of the first among the global operators to have implemented HSDPA+ and achieved a 43.2 Mbps speed using the HSPA multi carrier solution. Turkcell reported a TRY2.4 billion (US\$1.3 billion) net revenue with total assets of TRY17.2 billion (US\$9.7 billion) as of March 31, 2012. It has been listed on the NYSE and the ISE since July 2000, and is the only NYSE-listed company in Turkey. Read more at [www.turkcell.com.tr](http://www.turkcell.com.tr)

### **About Progress Software Corporation**

Progress Software Corporation (NASDAQ: PRGS) simplifies the development, deployment and management of business applications on-premise or on any Cloud, on any platform and on any device with minimal IT complexity and low total cost of ownership. Progress Software can be reached at [www.progress.com](http://www.progress.com) or 1-781-280-4000.

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