

Bakcell Launches Shared Internet Packages



Bakcell's shared plans allow flexible data pools

Bakcell know that there are many benefits to launching shared data plans, so that was one of the first things they did after selecting Sandvine as their PCRF and PCEF vendor. These shared plans create pools of data for sharing across multiple individuals or devices, so subscribers can choose exactly how they want to divide up the data.

Many Benefits

Shared plans grow revenue in a 'snowball' effect: once one family member has signed up, there's a real incentive for others to join up, too.

Shared plans increase satisfaction because each person gets what they need, and loyalty increases because more people are involved in a decision to switch service providers.

Standards-Compliant

Bakcell's service plans work consistently on any part of their access network (i.e., 3G or LTE-A), because the Sandvine platform delivers standards-compliant universal policy control.

Plus, since the PCEF and PCRF shared a unified policy control 'brain' –the Sandvine Policy Engine–the services work exactly as designed.

The Right Platform

"Sandvine's NFV-ready, innovative solutions help Bakcell to meet mobile broadband market challenges by supporting the rapid deployment of new and innovative service plans, increasing service quality, improving customer experience, and simplifying subscription management."

- Yigit Berktaş
CTO

About Bakcell

Established in 1994, Bakcell is the first and leading mobile Internet provider in Azerbaijan.

With their LTE-Advanced and 3G networks, Bakcell provide mobile data coverage to more than 99% of Azerbaijan's population.



Are you benefiting from shared usage plans? Visit www.sandvine.com