

CUSTOMER SUCCESS STORY

Bakcell Proves the Best Things in Life Are Free



Innovative new data plans zero-rate Instagram and Facebook data

In order to stand out from the competition and attract new customers, Bakcell utilizes the Sandvine platform to create innovative zero-rated offerings for popular applications.

Plans that Resonate

Sandvine's best-in-class traffic classification and online charging technology powers the zero-rated Instagram and Facebook offers at Bakcell.

Bakcell trusts Sandvine to ensure that customers receive free of charge access to the applications they're promised while preventing fraud and abuse.

Disrupt the Competition

Utilizing the Sandvine Platform, Bakcell saw an opportunity to create innovative and new offerings based on actual subscriber behaviors and trends.

By offering zero-rated Instagram for iPhone users and unlimited Facebook for new customers, Bakcell has successfully leap-frogged the competition.

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 Berktash, 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.



Want to stand out from the competition? Visit www.sandvine.com