



For Immediate Release

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## **Defne Introduces Partner and Service Management Solution with Enhanced Service Delivery and Partner Management Capabilities**

***Defne's Partner and Service Management Solution Reduces Operational Costs and Improves Process Efficiency Related to Partner Relationship Management***

**Barcelona, Spain – February 17, 2016** – Defne ([www.defne.com.tr](http://www.defne.com.tr)), a leading provider of telecom solutions and services for communications networks, today announced the launch of its Partner and Service Management Solution that offers enhanced service delivery and partner management capabilities enabling mobile operators to improve business process efficiency and to reduce operational costs. Defne's Partner and Service Management Solution has already been deployed in a leading mobile operator network in APAC reducing time-to-market of third party innovative value added services.

Partner and Service Management solution offers advanced tools to assist in management, coordination, control and support of partners, and delivery of third party services. The solution's easy-to-use Web Services GUI improves partner access to network elements and accelerates service launch. A variety of value added services can be offered faster and more securely with spam control for service quality and subscriber retention. The solution comprises of four key layers:

- **Partner Layer** allows partners to access network components for deployment, management, charging, etc. of services from a single point through Web Services interface.
- **Security Layer** provides partners with a centralized secure access point to all services with authentication, authorization and auditing capabilities.
- **Message Broker Layer** manages message distribution, routing, que management for all incoming and outgoing messages for all services.
- **Network Layer** enables centralized connection to operator's network components from a secure access point.

## **Defne Introduces Partner and Service Management Solution**

"With the enhanced service delivery and partner management capabilities of Defne's Partner and Service Management Solution, mobile network operators will be able to control their partner relationships and third party services from a secure point," said Oguz Haliloglu, CEO at Defne. "They will be able to centralize the access to their network, improve business processes, reduce operational costs, manage service subscriptions efficiently, and more importantly reduce time-to-market of new innovative third party services and integration efforts."

Defne's Partner and Service Management solution aggregates commonly used network functions under five categories; Partner Management, Service Management, Subscription Management, Reporting Management, and OSS/BSS functionality.

Defne will be showcasing its Partner and Service Management solution along with its differentiated portfolio of innovative mobile marketing, OSS, roaming, filtering, call completion, and messaging products at Mobile World Congress 2016.

### **Meet Defne Executives at:**

- Mobile World Congress 2016, February 22-25, Stand 5G20 in Hall 5, Barcelona, Spain

Defne's online company press kit for MWC 2016 is available at <http://goo.gl/7AMuFY>

### **About Defne**

Defne, established in 1996, is a leading global provider of telecom solutions, software products and services for communications networks. Defne's solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience. Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative call completion, messaging, mobile marketing, roaming, filtering and OSS solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne's solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and New Delhi, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. For more information about Defne and its solutions, please visit [www.defne.com.tr](http://www.defne.com.tr).