Turkey's First M2M Platform from Turkcell Saves Turkish Economy TRY318 Million

Turkcell has formed Turkey's first machine to machine ("M2M") platform, uniting all machine to machine solutions provided to its corporate customers under the "M2M Umbrella". Having contributed TRY318 million to the Turkish economy through savings by M2M solutions for public and private sector companies in 2011, Turkcell plans to double this amount in 2012 through Turkey's first and only M2M platform; it also ranks among the leaders globally. The contribution from Turkcell's four main M2M lines in 2011 was as follows:

a. **Smart Energy:** Collection of electricity, water, gas index readings through an M2M SIM card, thereby decreasing the energy loss and theft. Smart solutions on energy metering reduced electricity loss/theft by 8% and for water by 15%. Savings on electricity and water amounted to approximately TRY28 million, while those for gas reached approximately TRY0.5 million.

b. **Smart Buildings:** Maintaining climate control via mobile phone interfaces and managing security systems at homes and offices.

c. **Smart Industry Solutions:** Maintaining and controlling temperature/humidity levels on farms, climate control systems in greenhouses, irrigation systems in agricultural fields. Managing the number of sales, stock quantity and money amount in vending machines, and thus providing a 10% fuel saving through route optimizations for stock management and logistics. Enabling POS transactions traffic through the GPRS/GSM network in the mobile environment. Water savings on automated remote watering reached 20%, increasing the efficiency of greenhouses. The contribution of smart industry solutions amounted to TRY1.5 million.

d. **Smart Vehicles/Telematics:** Tracking of vehicles and fleets 24/7, defining new routes to meet changing demand patterns, and thus decreasing fuel consumption by 15%. The saving provided through smart vehicles amounted to approximately TRY288 million.

Commenting on this matter, Chief Corporate Business Officer Selen Kocabas underlined that, "The devices interacting with each other are reshaping competition in today's world. Currently, there are 750,000 Turkcell SIM Cards on the M2M platform. As Turkcell, we provide M2M solutions to the companies we work with that result in savings for the public, positively affect environmental health and ensure security, while increasing the quality of life. There are 150 million devices potentially to be connected on the wireless platform in Turkey. This connectedness could generate savings of up to a trillion TRY. We believe that this is not a dream,

but on the contrary, a reality poised to increase companies' competitive edge and contribute to our country's economy through the effective use of public resources."

Posted by Ron M. Seidel, Editorial Intern

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