

# Experiencing #digitaldays

## During the Whole Month with Azercell

The Great Transformation penetrates  
customers' daily work and life processes

It was exactly a year ago when Azercell announced its commitment to create "the digital world" together with its subscribers. Revealing the endless opportunities of this digital innovation via a new brand identity of the company introduced back in 2019, Azercell promised to change people's lives fundamentally with the help of modern technology. As a sign of agility and the innovative spirit of Azercell that embodies movement and development - creating a link between the past and the future - the new logo represents a new era in the history of the company.

For the first time in the country, a 360-degree 3D projection was presented at an outstanding

event held on June 21 at Heydar Aliyev Centre, with the participation of government and business entities, public figures and media representatives. Approximately 300 drones presented a spectacular show for the audience, creating an image of the Azerbaijani flag and map, the previous and the new logo of Azercell in the sky.

Within the "Digital World in the Regions" project, Azercell Telecom traveled to 26 different regions, organizing educational and entertaining competitive programs for citizens, to better inform them regarding new technological opportunities.

Therefore, the country's leading mobile operator - Azercell Telecom - introduced its new brand identity



and the new philosophy behind it, promising to prepare Azerbaijan for a new era of connectivity.

Azercell made a dramatic change in their 4G technologies network across the regions during the year, achieving obvious advancement in the quality of 3G and 4G networks. As a result, Azercell has achieved over 100% increase of 4G coverage in the country during the last quarter. Currently, 2,308 sites in total operate with their 4G network. Overall, the geographical coverage of LTE network throughout the country constitutes 85.3%, whilst population coverage has reached 68%. As a result of LTE network modernization - for the months of April, May and June - internet usage has increased by 51%. Interestingly, 4G traffic has increased by 2.3 times over the past three month period.

A European independent benchmarking test conducted by "Systemics" in Azerbaijan, confirmed that Azercell is superior to all mobile operators in the country due to data transfer speed, information upload period and quality parameters of downloaded video materials within the framework of 4G technologies provided by the company, in all regions of the country.

Last year, Azercell presented an affordable internet service for its customers traveling abroad. Monthly and Daily Roaming Internet Packages made the Internet more accessible and convenient for every Azercell customer outside the country.

Creating comfortable communication options with friends and relatives, Azercell provided Monthly Internet packages with free access to WhatsApp for subscribers. Combining both on-net and off-net minutes, internet bundles and unlimited chatting within, the new diversified "Serbest" tariff pack gained huge popularity among its customers.

Azercell has also introduced a "My Cabinet" personal page with updated features and a

streamlined modern design. For the first time in the country, a "Mobile Payment" service was launched on the "My Cabinet" app, to allow users to meet their communication, utilities and other household needs. In addition, the connection of numbers to simple physical SIM packages was completely eliminated, with the sale of the numbers calculated through a centralized online database [www.azercellim.com](http://www.azercellim.com).

At the same time, Azercell has made a significant contribution to the development of large/medium and small businesses in our country by launching "My Business Social" packs, enhancing daily correspondence and making it more convenient for corporate subscribers.

Reflecting digitalization in its Corporate Social Responsibility strategy, Azercell also continued its efforts to promote education, youth development, children's rights protection, health protection, digital literacy, and cultural heritage. In the framework of the "Digital World in the Regions" summer project, the company representatives visited the frontline - Cocuq Marcanli, boarding schools, orphanages and residents of IDP camps and low-income families, and presented them with gifts; also organizing free medical inspections at Azercell Mobile Dental and Mobile Eye Clinics.

Focused on being active in protecting children and their rights, Azercell pays distinct attention to children's safety in the virtual world. Last year, the Company organized special training for students, parents and teachers in educational institutions on "Internet Security and Digital Citizenship". For the first time in Azerbaijan, Azercell actively participated in projects organized by the Ministry of Transport, Communications and High Technologies, on issues such as cyber security, literacy and information security



#Rəqəmsal Günlər

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600 dəqiqə

Azercell

culture, information process protection and the practice of safe internet usage. In 2019, 588 students, 78 teachers and 76 parents benefited from cyber security training. From the very beginning of the project, 1,250 students, 219 parents and 178 teachers in total, attended this training.

Due to the growing demand for digital services through smartphones, Azercell introduced a wide range of digital services for its subscribers last year, including ivi, Zvuk, Azercell Kids, Bookmate, NNTV mobile TV, Blue TV and Busuu.

The Company has also made a major contribution to the promotion of Azerbaijani culture and the "2019 - The year of Nasimi" initiative, by uploading Imadaddin Nasimi's literary heritage in three languages in the "Bookmate" application - in honor of the 650th anniversary of the great poet and philosopher. With the participation of the cultural figures of the country, heads of diplomatic corps operating in Azerbaijan, and representatives of international organizations at the event held by Azercell, Nasimi's heritage has been featured in many different languages.

In order to increase interest in information technology within the country, Azercell performed as the Digital Sponsor of the 31st International Olympiad in Informatics, held in 2019 by the Ministry of Transport Communications and High Technologies, and the Ministry of Education of the Republic of Azerbaijan.

Azercell's goal to create as many communication opportunities as possible, by allowing accessibility to all its customers, have come to the rescue in this challenging and critical time as a vital service

to social care. Amongst the fight against the global threat of the COVID-19 pandemic and social lockdown, Azercell provided various support to different groups of people, by uploading 50 AZN to the balance of citizens living outside the country from the very first days of quarantine, offering free communication with "TƏBİB", and free customer services for citizens over 65, topping up 50 AZN to the balances of doctors and medical staff struggling against the pandemic; as well as increasing mobile internet balance for teachers working through the "Virtual School" portal. Communication support for students studying online was also provided to include discounts for value added services and mobile apps.

Azercell Telecom - the choice for more than 5,000,000 subscribers - now continues to support its customers at all times, and invites everyone to join the digital holiday.

Azercell has launched the renewed GəncOL, timed to the one year anniversary and celebration of #DigitalDays. The specific feature of the renewed GəncOL has doubled the internet volume of each pack as well as increased the additional volume of internet for using Azercell Apps, such as Zvuk, ivi, Bookmate, etc.

*The customer may already experience a month of attractive new campaigns, free subscriptions to useful and entertaining applications, as well as various games, competitions, contests and valuable digital gifts through Azercell's social network channels.*

## My Business Wi-Fi

Get your free device and share internet anywhere you want

\*1111  
azercell.com/business



From 20<sup>^</sup>  
to 200GB

From 30<sup>^</sup>  
to 200GB

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