



OOREDOO KUWAIT DEPLOYS NIOMETRICS' DEEP NETWORK ANALYTICS TECHNOLOGY TO REINFORCE ITS LEADERSHIP IN CUSTOMER EXPERIENCE AND 5G



SINGAPORE/KUWAIT CITY, 18 MAY 2020 – In a bid to continue delivering superior customer experiences and solidify its lead in 5G, Ooredoo Kuwait has successfully deployed Niometrics' platform of network analytics solutions.

From Ooredoo Kuwait's first launch of 5G services at a number of test sites in June 2018, to the launch of its new 5G commercial offerings last June 2019, the operator has positioned itself as a global pioneer in 5G deployment. Only 10 operators across 5 markets had launched commercial 5G services by the end of 2019, with Ooredoo Kuwait being one of them. Ooredoo

Kuwait will utilise its revamped network analytics capability to further solidify its position as a 5G leader in the Kuwaiti market.

Beyond accelerating 5G's potential to support the digital transformation of the country and to enhance the lives of people across Kuwait, data insights from Niometrics' platform will also help Ooredoo Kuwait to develop innovative data products and services by leveraging a new class of network data intelligence.



Moreover, through breakthrough analyses on how its clients use and experience data services, Ooredoo Kuwait will steer an optimised, fully customer-centric roll-out of its expanding 5G infrastructure, for both the consumer and enterprise markets.

the boundaries of what network analytics can do has inspired us all. We are looking forward to seeing where its ambitions will take us, together.”

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The digital ecosystem in MENA is evolving rapidly. According to the GSMA, by 2025 its number of unique mobile subscribers is expected to reach 459 million, 5G connections across the region to reach 45 million, and IoT connections to more than double. In this growing market, Kuwait ranks in the 4th position across the region with a unique subscriber penetration rate greater than 70%, making it one of the most/fastest penetrated mobile markets in the world.

With Niometrics' network analytics platform in place, Ooredoo Kuwait will be able to surface fine-grained insights that will give it an unprecedented level of understanding on how human and machine behaviours unfold on top of its networks. That will allow it to better fulfil the digital experiences that its consumer and enterprise clients will set to pursue in a new, 5G-based era.

Commenting on the collaboration between the two companies, Hassan El-Chami, Chief Technology Officer of Ooredoo Kuwait, said:

“This is another fantastic collaboration that we're very excited about and is part of Ooredoo's digital transformation journey. We are thrilled to work with Niometrics, one of the leading companies in the world to provide new digital businesses.”

“The adoption of Niometrics' new breed of network analytics will support Ooredoo Kuwait in its ambition of becoming the leading telecommunication provider in the country and in its commitment to support the government's Vision 2035 for a New Kuwait”, El-Chami added.

Commenting on the collaboration between the two companies, Sam Lau, Chief Commercial Officer, Service Providers of Niometrics, said:

“It is a pleasure and honour to support Ooredoo Kuwait in its journey to reshape the country's digital landscape for the 21st century. The drive that the company has demonstrated in pushing





ABOUT OOREDOO IN KUWAIT

Ooredoo's operations in Kuwait date back to December 1999 when it launched wireless services as the second operator. Today, Ooredoo Kuwait provides mobile, broadband internet and corporate managed services tailored to the needs of customers and businesses. The company operates number of telecom operators in the region: Ooredoo Algeria, Ooredoo Tunis, Ooredoo Maldives, and Ooredoo Palestine. Ooredoo Kuwait is a member of the international Ooredoo Group based in Doha, Qatar.

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ABOUT OOREDOO GROUP

Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across markets in the Middle East, North Africa and Southeast Asia. As a community-focused company, Ooredoo is guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. Ooredoo has a presence in markets such as Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives, Myanmar and Indonesia.

ABOUT NIOMETRICS

Niometrics is a network analytics company that provides solutions for Communications Service Providers (CSPs) to develop strategies and decisions for new digital businesses, customer experience management, and network planning and optimisation.

Analysing a combined base of over 500 million subscribers who consume and exchange over 60 PB of data daily, Niometrics' proprietary,

full-stack Deep Network Analytics (DNA) technology extracts, processes, and transforms in real time complex network data into insights, enabling CSPs to take better and more timely actions to drive higher business ROIs.

Niometrics partners with some of the largest telecommunications providers in the world. Based in Singapore, the company has operations and R&D hubs across Asia-Pacific, Europe and the Middle East.

Visit niometrics.com to learn more.

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