

Committed to Growth

At Ooredoo Business, we believe in our customers and their desire to follow their business instincts, no matter the obstacles. Which is why, when it comes to communication and ICT, we understand exactly what every type of organisation requires, as we offer a wide range of voice and data connectivity solutions to suit their growing needs, and their need to grow.

Today, we boast over 2.5 million business users relying on cutting-edge solutions across our Middle East, North Africa and South East Asian footprints.

The backbone of our business consists of a robust and superior mobile and fixed network infrastructure. But that means nothing without our core; a team of professionally managed network operating centres and a dedicated team of relationship managers, passionately working to support our partners' visions.

Not only do we provide for customers to lead, but we also help them improve their productivity and efficiency in a cost-effective manner by providing top-notch, reliable products and services. These include mobile and fixed connectivity, broadband, Internet Leased Lines, Intra City and Inter City Leased Lines, MPLS IPVPN and many other new solutions such as M2M (Machine to Machine), cloud and mobile applications.

We've created a solid base for all our customers, committed to the core values of business, innovation and growth.



“Solutions to suit our customers’ growing needs, and their need to grow.”

Connecting Without Limits

Kirikom + Ooredoo Algeria



Transportation

The Business Challenge

Nationwide PMR (Private Mobile Radio) coverage is expensive to achieve in Algeria, especially for transportation and emergency services companies like Kirikom.

Our challenge was to develop a smart and cost-effective technology to enable real time group communication and greater access efficiency; a telecom solution to empower taxi drivers at Kirikom in the largest country in North Africa.



Our Solution

We partnered with NEC Corporation, a leading provider of innovative IT, and strategically introduced cloud based SPTT (Smart Push-To-Talk) technology to Kirikom, providing taxi drivers with a geo-location service over a 3G mobile data network. This was amongst the many ICT innovations introduced to other Algerian businesses simultaneously.

Businesses and government entities can simply make the SPTT service available on a pay-per-month subscription basis without any need to invest in expensive private wireless networks, special terminals and maintenance services.

Our solution helped extend the traditional private wireless market to new user groups and geographies by allowing an increase in adoption of one-to-many communications necessary for field operations.

Key Customer Benefits

- Our SPTT solution addressed the existing 'access gap' cost-effectively by emulating PMR features over our nationwide, high quality 3G mobile network.
- We established group communication between all the drivers and their offices.
- We enabled SPTT customers to subscribe to other relevant software such as accounting or payroll applications via the cloud marketplace.



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Innovating to Extend Healthcare

The Missan Directorate + Asiacell Iraq



Healthcare

The Business Challenge

The Missan Directorate, under the Ministry of Health in Iraq, represents all the directorates, hospitals and public health clinics in the entire regions of Missan.

The department's wide range of responsibilities, such as managing 148 health centres, 8 hospitals and 107k registered patients, meant that its communication services lacked a certain appeal.

Our challenge was to come up with creative solutions to help motivate and retain their patients, as well as extend special services to pregnant women.



Our Solution

We, as Asiacell Iraq (Ooredoo Group company), developed a deep understanding of these requirements and through Message Manager Solution via API (Application Program Interface), we enabled the health centres to send automated text messages to their patients for checkup and appointment reminders, and to schedule change notifications/ vaccination announcements.

Also as an incentive, we developed a customised solution that enabled them to offer free mobile credit/recharge to their pregnant patients upon showing up to their medical checkups – thus encouraging them to do timely and regular checks.

Key Customer Benefits

- Increased regular and new patient visits
- Helped build a caring image of the Ministry
- Automation helped reduce the manual work of reminder calls



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Secured and Convenient Connectivity

The Bayahi Group + Ooredoo Tunisia



Trade & Investments

The Business Challenge

Large-scale, international businesses such as The Bayahi Group, with 24 subsidiaries worldwide and a diversified presence in industries like poultry, mass consumption goods, steel work, packaging, real estate, public works & infrastructure, wood & household appliances, building materials and trade & services are bound to run into data collection and distribution hindrances.

With capitalisation of 500 MTND, revenues of over 1134 MTND, and 12,000 employees spread across geographies, the group was looking for solutions to provide quick, accurate and real time information to its employees as well as customers globally.

Our main task was to empower the staff to overcome logistical challenges with tools to track and respond while on the go.



Our Solution

We engineered state-of-the-art, robust communication technology for the entire network of employees at Bayahi by offering them secure connectivity support through Mobile Voice Plans, Fixed SIP trunk, IP MPLS connectivity of all group sites, synergy for Loyalty Program and various other new initiatives.

This enabled the team to enjoy advanced inter-connecting, tracking, and responding back to customers efficiently even while on the move.

Key Customer Benefits

- Employees could now be part of a large CUG (~3000); sales staff are connected to the customers' IT back-end using a 3G dongle and/or tablet
- They are now able to track vehicles in the group using the Vehicle Tracking solution
- The ability to integrate all branches and 60 insurance agents with the headquarters of Lloyds, and an interconnection of 76 sites for Magasin General thanks to IPVPN MPLS connectivity for all group sites
- The ability to save capex on expensive hardware due to a converged Fixed SIP trunk voice calling solution
- This will pave way for m-payment solution at Magasin General POS. Backup & disaster recovery and Cloud solutions (IaaS & SaaS) are next on the list
- Synergy for Loyalty Program ("Points Merci" and "Cartetna")

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