

POLYSTAR AND OOREDOO HONOURED WITH SOFTWARE AND APPLICATIONS SERVICE INNOVATION AWARD BY GLOBAL TELECOMS BUSINESS

Stockholm, SWEDEN, 25 May 2017 – Polystar, a leading supplier of Customer Experience Management, Service Assurance and Network Monitoring solutions for the telecom industry today announced that, together with Ooredoo Tunisia, the leading mobile network operator in Tunisia, it has been presented with the prestigious “Software and applications Service Innovation” award at the annual Global Telecoms Business innovation awards.

The award recognises transformation programme to deliver richer, better customer experiences and to increase operational efficiency through the deployment of Polystar’s KALIX and Customer Insight Solutions. It honours the collaboration between Polystar and Ooredoo Tunisia in a major operational transformation programme, designed to create a more customer-centric approach, improve customer experience, and enhance operational efficiency.

“KALIX and the Insight Solutions have become the foundation of Ooredoo’s efforts to improve customer experience and to increase operational efficiency, across all of generations of network technology and all connected customers. It was a major undertaking and to have our joint efforts recognised in this way is an honour,” said Basel Shubair, MENA Regional Sales Director at Polystar.

“Winning such a prestigious award shows how the value of such projects is gaining significant industry recognition and we’re thrilled to have collaborated with Ooredoo on this exciting initiative,” commented Inna Ott, Director of Marketing at Polystar.

Polystar’s KALIX and Customer Insights solutions deliver both network performance information and insights into real-time subscriber experience and OTT services, allowing Ooredoo to fully implement its customer-centric transformation plans. In addition, clear visibility of real-time subscriber experience means that Ooredoo can leverage the resulting insights to proactively plan and execute relevant, targeted campaigns, based on clear segmentation of its user base, across subscribers, devices and services.

The solution also enables visualisation of the data in portals that have been adapted by Polystar’s Professional Services team, according to the work flows and needs of different users. Performance indicators are provided that mix data from different interfaces to provide a full end-to-end view of services and subscribers.

The award is yet more public recognition of Polystar’s long heritage of network innovation. It highlights how continuous investments in technology and R&D deliver clear benefits to customers and partners, helping them meet future challenges while optimising network performance and customer experience.

ABOUT POLYSTAR

Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring, Service Enablement and High Performance Testing. We help CSPs to simplify their CEM strategies and drive operational efficiency through real-time network analytics. Polystar's real-time Network and Customer Insights uncover a goldmine of data, which yields indispensable analytics to CSPs. Polystar is recognised as one of the fastest-growing companies in Sweden. Since our foundation in Stockholm in 1983, we have experienced continuous and sustainable growth, and evolved to a global presence, serving our customers in over 50 countries.

For more information, please visit www.polystar.com

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