

# ZainTech partners with LigaData to deliver data-driven digital services in MENA

*LigaData to provide data analytics and artificial intelligence support for ZainTech*

DUBAI, UAE, June 16, 2022

/EINPresswire.com/ -- ZainTech, the digital and ICT solutions powerhouse of Zain Group, has announced a partnership with data analytics specialist, [LigaData](#) to support its vision to deliver cutting-edge, data-driven digital services to enterprise and government customers across the Middle East and North Africa (MENA).



ZainTech is a centralized service provider focused on advancing the use of digital technologies such as cloud, cybersecurity, big data, IoT, AI, smart cities, drones, robotics, and emerging technologies.

The strategic partnership between ZainTech and LigaData emphasizes ZainTech's commitment to embracing the potential of data to continue to produce pioneering digital solutions for its enterprise and government customers and the wider Zain Group.

“

We're proud to establish this strategic partnership with ZainTech and support the company in further leveraging data and analytics.”

*Bassel Ojeh, CEO of LigaData*

Andrew Hanna, CEO of ZainTech stated: “ZainTech is dedicated to creating innovative ICT and digital services for our customers throughout the MENA region. Helping them harness the true value of data and AI is a key focus for us and collaboration with LigaData will provide demonstrable enterprise data expertise that supports numerous

important multi-national initiatives.”

Bassel Ojeh, CEO of LigaData commented: “We're proud to establish this strategic partnership with ZainTech and support the company in further leveraging data and analytics. We look forward to building a strong relationship and replicating the robust data analytics and AI

successes experienced by our existing client base and their 350 million+ subscribers worldwide.”

ENDS

#### About ZainTech

ZainTech is the regional Digital & ICT solutions powerhouse of Zain Group unifying the Group’s ICT assets to offer a unique value proposition of comprehensive digital solutions and services under one roof. The company is positioned to drive transformation of enterprise and government customers in the MENA region by providing a center of excellence and managed solutions, across various ICT verticals including cloud, cybersecurity, big data, IoT, AI, smart cities, robotics, drones, and emerging technologies.

#### About LigaData

LigaData of Silicon Valley specializes in managed data services and products for mobile operators to facilitate digital transformation, achieve data-driven outcomes, and optimize operator resources. LigaData’s services and software products are used by mobile operators around the world to extract greater value from their existing infrastructure, whether through improved analytics, decisioning or AI.

#### About Zain Group

Zain is the pioneer of mobile telecommunications in the Middle East. Zain began life in 1983 in Kuwait as the region’s first mobile operator. Since the initiation of Zain’s expansion strategy in 2003, the mobile operator has expanded rapidly. Today, Zain is a leading mobile voice and data services operator with a commercial footprint in seven countries in the Middle East and Africa countries with a workforce of over 7,500 providing a comprehensive range of mobile voice and data services to over 50.9 million active individual and business customers as of March 31, 2022.

###

This press release is issued through Arab Newswire ([www.arabnewswire.com](http://www.arabnewswire.com)) – a newswire service for the Arab World, Middle East and North Africa (MENA), and it is distributed by EmailWire™ ([www.emailwire.com](http://www.emailwire.com)) – the global newswire service that provides Press release distribution with guaranteed results

Gregor Cunningham

LigaData

+1 949-750-0164

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/577013033>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.