Taazaa Acquires NetEffect to Expand Enterprise AI, Execution, and System Integration Capabilities

The merger creates a single technology company understands both the complexity of enterprise systems and the potential of AI.



HUDSON, OH, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Taazaa Inc., a transformative technology partner specializing in software development and agentic AI solutions for SME and enterprise clients in a range of industries, is pleased to announce the acquisition of NetEffect, a management and technology consulting and systems integration firm. The move is the next evolution of a year-long partnership.

“Together, Taazaa and NetEffect bring the full enterprise technology stack into one conversation,” said Yasir Drabu, Founder and CEO of Taazaa. “The real opportunity in AI is not simply deploying better models. It is redesigning workflows so intelligence, automation, data, and human judgment work together across the systems a business already depends on. We help clients modernize incrementally, automate responsibly, and create measurable value without introducing unnecessary operational risk.”

Taazaa delivers software development excellence and the ability to orchestrate AI into measurable business value. NetEffect brings deep expertise in enterprise platform integrations, large system implementations, and complex customer relationships.

“We’ve already proven that our combined capabilities create something neither company could achieve alone,” said Chris Becker, CEO of NetEffect. “Our combined expertise and capabilities are well positioned to support companies as they capitalize on this time of AI and software transformation to drive real improvement.”

NetEffect clients now have access to a fast-growing AI services practice and a cutting-edge

product development company. For Taazaa, this merger adds a business unit with a proven track record in platform implementation and systems integration across the entire technology lifecycle.

“Most enterprises do not need another isolated AI tool,” Drabu said. “They need an orchestration layer that connects AI to their data, platforms, people, and business processes. By combining NetEffect’s systems integration expertise with Taazaa’s AI and product engineering capabilities, we can build intelligent workflows on top of the platforms customers already trust while preserving flexibility, control, and independence from any single technology vendor.”

“Taazaa and NetEffect clients now have a partner who understands both the complexity of enterprise systems and the potential of AI,” Becker added. “You maintain continuity with your existing platforms while gaining the agility to innovate. You don’t have to choose between stability and transformation. You can optimize both and now our clients are in the driver’s seat for the technology enablement they need to succeed.”

The acquisition reflects Taazaa’s continued investment in practical, enterprise-ready AI and modernization services. It also expands the combined presence to serve clients with locations in the US (Ohio and New York), Toronto, Canada, and India (Noida and Pune).

“We are not chasing AI hype,” Drabu said. “We are focused on the harder and more valuable work of turning AI into a dependable operating capability. That means identifying the right workflows, connecting fragmented systems, placing automation where it improves speed and accuracy, and keeping people accountable for the decisions that matter. Our goal is to help enterprises move from AI experimentation to sustained business execution without destabilizing the operations they rely on.”

About NetEffect

For over a decade, the NetEffect team has worked with organizations globally to leverage technology that drives impactful change and builds competitive advantage. They have deep industry experience in professional services, financial services, government and NGOs, media and entertainment, and energy.

About Taazaa

Taazaa means “fresh.” Our mission is to help businesses navigate the shifting technology landscape with clarity, confidence, and a human-centered perspective.

We believe technology should enhance your teams and capabilities, not replace them. That’s the partnership we are committed to providing.

We deliver innovative design, engineering, and AI from one accountable team, built to fit the

systems you already run. Our teams take an Agile, high-empathy, and low-friction approach to every engagement.

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