



PRESS RELEASE

Astellia and Zain Saudi Arabia win the prestigious GTB Innovation Award for Predictive CEM Analytics

- Award recognizes joint efforts to improve customer experience and generate new revenue streams

Rennes, France, May 29th 2017 – Astellia, leading provider of network and subscriber intelligence for mobile operators, and Zain Saudi Arabia, the leading mobile telecom innovator in the Kingdom of Saudi Arabia, announced today that they have won the Global Telecoms Business (GTB) Innovation award for the project “**Predictive CEM Analytics**”.

Over the last few years, [Astellia and Zain Saudi Arabia](#) have been partnering closely together on bringing the customer experience to a higher level by exploiting subscriber and network big data from Astellia’s Nova solution. The use of predictive and machine learning algorithms provides a clear added value to each of the innovative CEM use cases that are now being created and implemented by Astellia’s consultants and Zain teams. A few examples are churn prediction, dynamic subscriber base segmentation, NPS prediction and advanced QoE metrics for popular applications such as YouTube.



"We are very proud of this industry acknowledgment. Zain is strongly committed to offering our valued customers the most appealing products and services. Together with our partner Astellia we worked on innovative CEM use cases to improve end user experience, raise customer satisfaction and generate new revenue streams. These use cases also helped us in shifting our operations from network centric to customer/service centric," explains Eng. Sultan Abdulaziz AlDeghaither, Chief Technology Officer at Zain Saudi Arabia.

"We had a superb range of projects nominated for this year’s awards, the eleventh time Global Telecoms Business has presented our annual Innovation Awards. Each year since 2007 we’ve seen how the industry is getting more innovative and more imaginative about serving customers as technology advances.



To get through the first hurdle and be shortlisted is already a great tribute to the quality of work here, and to go on to win an award shows an excellent level of innovation in driving demand for better quality services. Congratulations." Alan Burkitt-Gray, Executive Editor, Global Telecoms Business.



"We are honored to receive this award. Innovation is one of the core brand values of Astellia, so we highly value this independent endorsement of our excellent team work and unconditional commitment to Zain," says Ali Wansa, Managing Director, Astellia Middle East.

About GTB Innovation Awards 2017

GTB recognizes the industry's most innovative & successful project partnerships between operators and vendors over the last 12 months, be it application, design, network or product. The submissions are independently reviewed by a panel of telecoms analysts, industry experts and the senior editorial team of GTB magazine.

About Zain Saudi Arabia

Mobile Telecommunication Company Saudi Arabia (Zain) is the third telecom mobile operator entrant in Saudi Arabia, having commenced commercial operations in August 2008, following an Initial Public Offering in February 2008. In September 2011 Zain Saudi Arabia was the first operator in the Middle East to commercially launch the 4G/LTE network.

Today, Zain Saudi Arabia serves more than 10.1 million customers and has extended its network coverage to 94% of the population via 8,093 cell sites as at the Mar 2017. Through its state-of-the-art 4G LTE network, and its 300 shops, the ever-evolving operator is attracting thousands of new voice and data customers daily. Through constant development of the telecommunications infrastructure and proactive marketing initiatives, Zain Saudi Arabia is committed to offer the most innovative customer experience. Zain Saudi Arabia offers advanced wireless products and solutions to Government, Enterprise, SME and residential consumers across Saudi Arabia.

For more on Zain Saudi Arabia please visit www.sa.zain.com.

About Astellia

Astellia is a leading provider of network and subscriber intelligence enabling mobile operators to drive service quality, maximize operational efficiency, reduce churn and develop revenues.

Its vendor-independent real-time monitoring and troubleshooting solution optimizes networks end-to-end, from radio to core. Astellia's unique blend of products and services provides automated optimization, actionable geolocated insights and big-data analytics to Network Operations, Service Operation Center, Customer Care and Marketing teams.

Astellia has close partnerships with more than 120 telecom operators.

Headquartered in France, Astellia is based in Canada, Lebanon, Morocco, South Africa, Spain and the USA.

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