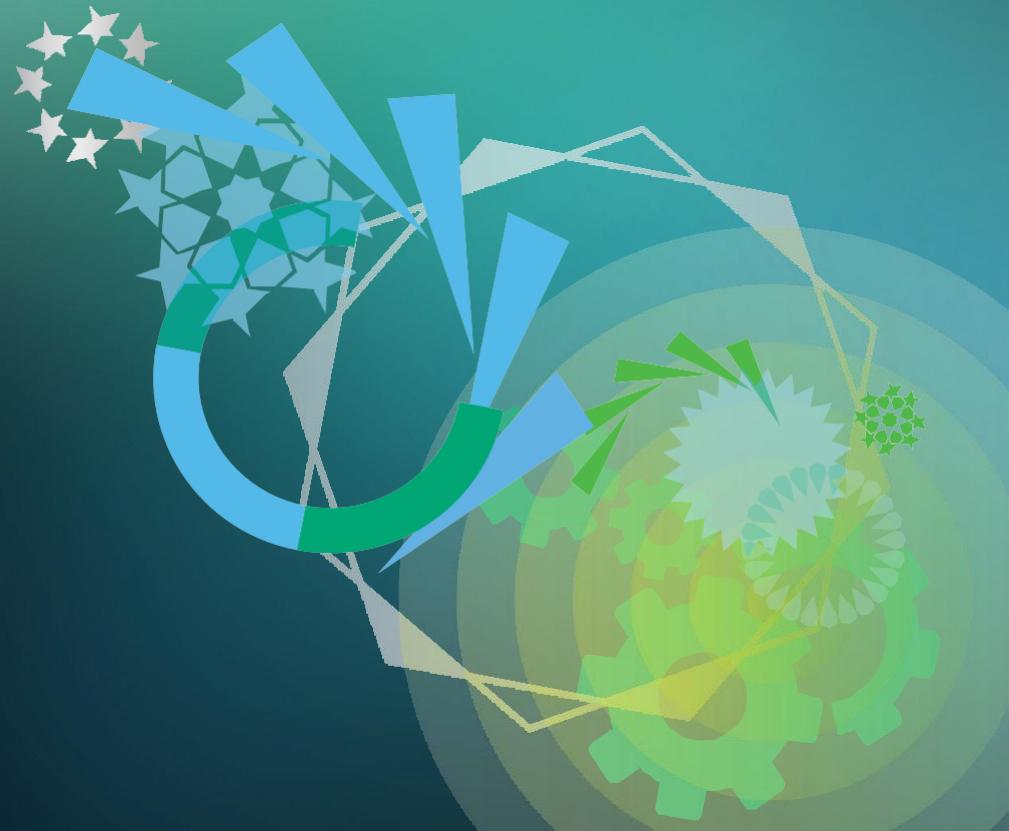




Seeking Productivity - Device Information Experience

October 2023

Introduction



Introduction – About Myself



NASER SALEM ALHASAWI

Business Insights & Analytics Department Manager
Business Intelligence Division
Zain Kuwait

2003
BS Computer Engineering
California State University,
Chico

2004 – 2005
Instrument Engineer
Ministry of Electricity and
Water (MEW)

2006 - 2016
Network - Value Added
Service Engineer
Zain Kuwait

2017 - Present
Business Insights and
Analytical Manager
Zain Kuwait

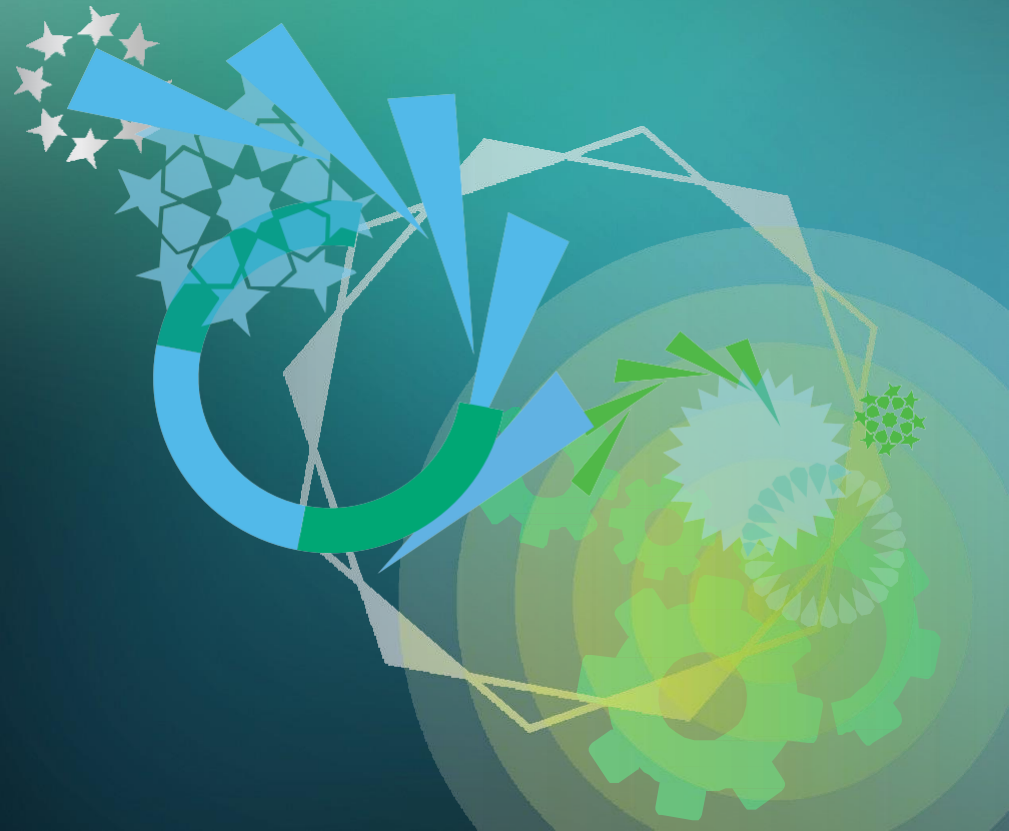
Introduction – About Zain



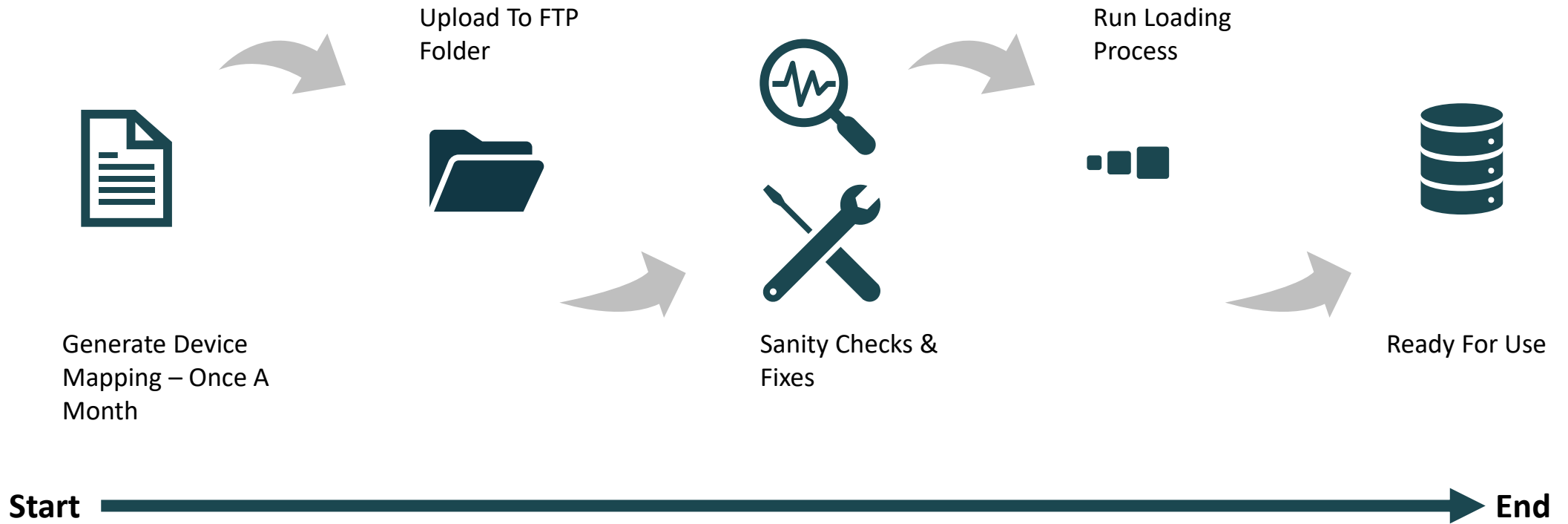
Mobile Telecommunications Company - Zain was founded in 1983 in Kuwait as the first telecom operator in the Middle East and Africa.

The Group's flagship operation has enjoyed a proud history of achievements since then, including becoming the first operator to launch a commercial GSM service in the region in 1994, as well as becoming the first company in Kuwait to launch nationwide 4G LTE Internet services in 2012. In 2019, Zain announced its network was fully ready for the commercial launch of fifth generation wireless technology (5G) to be the first operator to offer 5G in the GCC region via the Kuwaiti market with nationwide coverage of all areas.

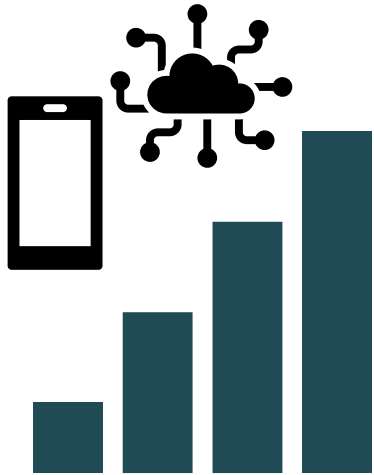
Device Information Journey



Background – Prior To Current State



Nearby Past – Motivation To Move Current State



Accurate and Trusted



Enable automation and integration



Shorten analysis & insights cycle



Information is up to date



Rich in features

Today – Sample of achieved applications, with approved & up-to-date device information, many reliable insights and data initiative being generated.



Device Information



Insights & Analytics

- Key input in many reports, dashboards, and machine learning models
- Device level segmentation and customer device history

Network Focused Use-Cases

- 2/3G network decommission initiative
- Device level network experience

Marketing, IoT, Product & Services

- Track demand & forecast
- Monitored new device launched
- Identify preferred market preference from different device information prospective i,e IoT
- Device triggered campaign

Government & Regulatory

- Device information for security requests
- Device & Smartphones market penetration

Trusted, active, and enriched devices' information capability is now a basic need for us to help understand customers and meet expectations.

Thank You

