readiness it

Zain's digital transformation journey
Forging a strong telecom partnership with Readiness IT

Client:
Zain Group

Industry:
Telecommunications

Technology:
ADM/AMS services for Siebel, Tibco, and CBiO Stack

Country:
Kuwait

The challenge

Zain stands as the pioneer of mobile telecommunications in the Middle East, with its business beginning in Kuwait in 1983 as the region's first mobile operator.

Since initiating their expansion strategy in 2003, Zain has experienced rapid growth and expansion. Today, Zain holds the position of a leader in mobile voice and data services, with a commercial footprint in seven Middle Eastern and African countries and a dedicated workforce of over 7,400 employees.

Serving more than 52.7 million active individual and business customers, Zain faced the challenge of meeting the demanding need for new functionalities in their services.

In response, they wanted an alternative Application Development and Maintenance (ADM) provider to replace their existing one. Recognized as a reference system integrator in the Telco market, Readiness IT was chosen by Zain to join their select group of vendors, providing ADM/AMS services for Siebel, Tibco, and CBiO Stack.

Solution overview

Leveraging its Telco expertise, Readiness IT has taken on the responsibility of ADM services that impact the systems of Siebel, CBiO Stack, and Tibco for Zain.

The scope of the project involves several phases, starting with the analysis and definition of the Integration Analysis (IA) document, followed by the development of the solution and the creation of Low-Level Design.

Additionally, Readiness IT is performing system integrated tests, providing support for User Acceptance Testing (UAT), and ensuring the stability of the solution in a production environment.

The company also manages AMS services, focusing on performance enhancements and database improvements, such as the creation of new indexes or the optimization of resource-intensive queries.

Moreover, Readiness IT is responsible for the refactoring of workflows and solutions, analyzing production logs and resolving recurrent errors, and providing architectural support to Zain for new ideas.
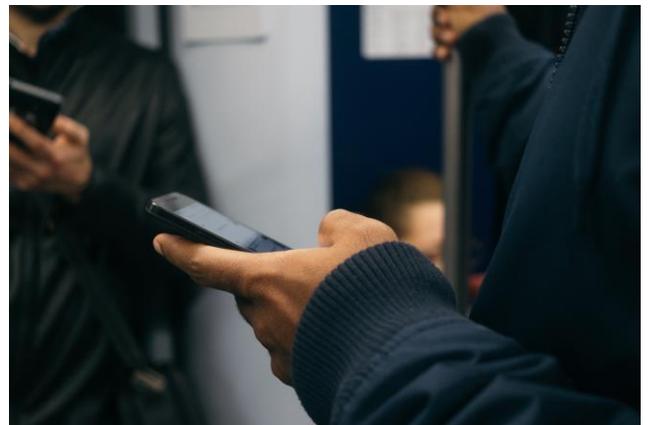
Accomplishments

This project is bringing significant improvements, positioning Readiness IT as a trusted partner within Zain's exclusive circle of vendors.

- **ADM services are proving highly effective** in the current business reality.

- There is a **substantial improvement in the performance of Zain's CRM** (Customer Relationship Management) system.

- **Zain's BSS** (Business Support Systems) **team is gaining the support required to develop new requirements.**

- **The project is ensuring rapid Time-to-Market (TTM)** essential for keeping pace with the dynamic business landscape.

Additionally, this initiative is highlighting the potential for further enhancements in Zain's operations, particularly those involving the implementation of other technologies like Salesforce B2B, new deployments, and business automations.

Readiness IT is well-positioned to collaborate on these future endeavors, signifying a promising and fruitful partnership.