

Application: 4754

Ooredoo Qatar: Leading Digital Transformation and Sustainability in Telecommunications

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Ooredoo Qatar

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Ooredoo Qatar: Leading Digital Transformation and Sustainability in Telecommunications

Category

I01. Company of the Year - Communication Technology

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

Ooredoo Qatar, a pioneering telecommunications company established in 1987, has consistently been at the forefront of innovation and service excellence for nearly three decades. As part of the Ooredoo Group, it has transformed Qatar's telecommunications landscape, providing cutting-edge mobile, broadband, and digital services to millions of loyal customers.

Historically, Ooredoo has been recognised for its robust infrastructure, high-quality, reliable services, and relentless pursuit of technological advancements. Key milestones include the early adoption of 4G and 5G technologies globally, extensive fibre optic networks, and a diverse range of customer-centric solutions for both B2B and B2C sectors.

The company's commitment to excellence is reflected in its numerous industry awards and accolades, underscoring its leadership in the regional telecom sector. Ooredoo has played a crucial role in supporting Qatar National Vision 2030 to drive economic growth and technological innovation. Its past performance has laid a strong foundation for its current initiatives in digital transformation and sustainability, positioning it as a leader in the global telecommunications industry in key areas of future development, such as ESG.

Through strategic partnerships and a focus on cutting-edge technology, Ooredoo continues to enhance its services, cementing its reputation as a top telecom provider in the region and beyond.

b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Since January 2022, Ooredoo Qatar has made remarkable strides in digital transformation and sustainability, solidifying its leadership in the telecommunications industry. One of the most significant achievements was the successful migration of its cloud ERP landscape from Amsterdam to Microsoft Azure's data centre in Qatar. This move not only enhanced customer experience and operational efficiency but also positioned Qatar as a hub for technological advancements.

Ooredoo Qatar also achieved top global rankings in mobile internet speed. Qatar is consistently recognised for its exceptional performance and secured the top position on Ookla's Speedtest Global Index for mobile broadband speeds, with the top two cities in the world, both in Qatar. (May 2024).

The company also introduced various cloud services in collaboration with Microsoft, aiming to enhance business efficiency and productivity. Furthermore, Ooredoo launched Cloud PABX with Webex by Cisco, offering secure and scalable unified communications solutions for business customers. Their partnership with Dell Technologies to enhance digital transformation initiatives further strengthened Ooredoo's collaborative efforts with other tech leaders to develop pioneering telecommunication services.

On the sustainability front, Ooredoo has taken significant steps to reduce its ecological footprint. Initiatives include implementing recycling programmes for mobile devices and partnering with Seashore Group. These efforts earned Ooredoo the "Best CSR Initiative in the ICT Sector" award for both 2023 and 2024. Ooredoo has also signed the GCC ESG Telecommunications Alliance Memorandum of Understanding to drive regional sustainability, focusing on reducing carbon footprints and promoting sustainable practices in the telecommunications industry.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

Ooredoo Qatar's achievements since 2022 are significant due to their scale, innovation, and impact on both the telecommunications industry and broader societal goals. The successful migration of its cloud ERP to Microsoft Azure exemplifies Ooredoo's commitment to leveraging advanced technology to enhance operational efficiency and customer experience. This move positions Qatar as an international technological hub, aligning with the nation's Vision 2030.

The creation of the largest tower company in the MENA region through a strategic partnership underscores Ooredoo's leadership in infrastructure innovation, setting a benchmark for regional collaboration and value creation. Qatar's top global ranking in mobile internet speed further validates this, highlighting Ooredoo's superior network performance and technological prowess.

Ooredoo's partnerships with global technology leaders like Microsoft, Dell and Google illustrate its strategic focus on insight-driven and collaborative digital transformation. These initiatives not only distinguish Ooredoo from its peers but also significantly contribute to Qatar's economic and technological development.

Ooredoo's environmental initiatives and recognition for ESG excellence reflect its dedication to sustainable practices, making it a leader in corporate responsibility within the telecom sector. The introduction of cloud services in collaboration with Microsoft and Cisco demonstrates Ooredoo's proactive approach to offering cutting-edge solutions to empower SMEs and enhance business productivity.

Compared to other companies in the industry, Ooredoo's consistent recognition for its ESG initiatives and technological advancements showcases its superior ability to integrate business growth with sustainable and socially responsible practices.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

- Ooredoo Migrates its Cloud ERP: This strategic move enhanced customer experience and operational efficiency, positioning Qatar as a hub for technological advancements (The Fast Mode).
- Ooredoo, Zain, TASC Tower Agreement: This agreement merges approximately 30,000 telecommunication towers across multiple countries (Gulf Business).
- Qatar's Global Mobile Internet Speed Ranking: Qatar ranked first globally in mobile internet speed, holding the top position on Ookla's Speedtest Global Index for several consecutive months. (Speedtest Global Index).
- Ooredoo's CSR Awards: Earned the "Best CSR Initiative in the ICT Sector" award for 2023 & 2024. (The Peninsula Qatar).
- Introduction of Cloud Services with Microsoft: In collaboration with Microsoft, introduced various cloud services to enhance business efficiency and productivity. (The Peninsula Qatar).
- Cloud-Based Unified Communications with Cisco: Ooredoo launched Cloud PABX with Webex by Cisco, offering secure and scalable unified communications solutions for business customers (The Peninsula Qatar).
- GCC ESG Telecommunications Alliance: Leading regional sustainability, focusing on reducing carbon footprints & promoting sustainable practices in the telecommunications industry (Capacity Media).
- Partnership with Dell Technologies: Ooredoo signed a memorandum of understanding with Dell Technologies to enhance digital transformation initiatives and explore new growth opportunities (Gulf Times).
- Google Cloud Doha Region Launch: Ooredoo was the Premier Sponsor for the launch of the Google Cloud Doha Region, showcasing its commitment to digital transformation. (The Peninsula Qatar).
- Customer Base Growth: Despite a challenging operating environment, Ooredoo Qatar increased its customer base to 3 million in 2023 through strategic digital initiatives (Executive Bulletin).

Webpage Link

<https://www.speedtest.net/global-index> (<https://www.speedtest.net/global-index>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.thefastmode.com/technology-solutions/34371-ooredoo-migrates-its-coud-erp-from-amsterdam-to-microsoft-cloud-datacenter-in-qatar>
(<https://www.thefastmode.com/technology-solutions/34371-ooredoo-migrates-its-coud-erp-from-amsterdam-to-microsoft-cloud-datacenter-in-qatar>)

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Webpage Link 3

<https://gulfbusiness.com/ooredoo-zain-tasc-to-set-up-2-2bn-tower-firm/> (<https://gulfbusiness.com/ooredoo-zain-tasc-to-set-up-2-2bn-tower-firm/>)

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Web Page Link 4

<https://www.capacitymedia.com/article/2ccvf22kiffly91klx8u8/news/ooredoo-group-and-gcc-telcos-align-on-regional-sustainability-goals>
(<https://www.capacitymedia.com/article/2ccvf22kiffly91klx8u8/news/ooredoo-group-and-gcc-telcos-align-on-regional-sustainability-goals>)

Would you like to add an additional webpage link?

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Web Page Link 5

<https://thepeninsulaqatar.com/article/08/06/2023/ooredoo-microsoft-introduce-cloud-services-to-business-customers> (<https://thepeninsulaqatar.com/article/08/06/2023/ooredoo-microsoft-introduce-cloud-services-to-business-customers>)

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Web Page Link 6

<https://thepeninsulaqatar.com/article/12/04/2023/ooredoo-cisco-launch-cloud-based-unified-communications-solution> (<https://thepeninsulaqatar.com/article/12/04/2023/ooredoo-cisco-launch-cloud-based-unified-communications-solution>)

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Web Page Link 7

<https://www.gulf-times.com/article/663418/qatar/ooredoo-dell-technologies-sign-mou> (<https://www.gulf-times.com/article/663418/qatar/ooredoo-dell-technologies-sign-mou>)

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Web Page Link 8

<https://thepeninsulaqatar.com/article/24/05/2023/ooredoo-supports-google-cloud-doha-region-launch> (<https://thepeninsulaqatar.com/article/24/05/2023/ooredoo-supports-google-cloud-doha-region-launch>)

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Web Page Link 9

<https://executive-bulletin.com/telecoms/ooredoo-q-p-s-c-first-half-2023-results-strong-revenue-growth-of-3-healthy-ebitda-margin-of-42-net-profit-increased-20-to-qar-1-8-billion> (<https://executive-bulletin.com/telecoms/ooredoo-q-p-s-c-first-half-2023-results-strong-revenue-growth-of-3-healthy-ebitda-margin-of-42-net-profit-increased-20-to-qar-1-8-billion>)

Would you like to add an additional webpage link?

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Web Page Link 10

<https://thepeninsulaqatar.com/article/08/05/2024/ooredoo-qatar-receives-top-honours-at-csr-awards> (<https://thepeninsulaqatar.com/article/08/05/2024/ooredoo-qatar-receives-top-honours-at-csr-awards>)

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/67307/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzZmNjYwX3B3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbms9Microsoft%20News%20-%20Ooredoo-qatar-provide-artificial-intelligence-solutions-for-customer-experience-leveraging-microsoft-cloud-datacenter_.pdf)

Would you like to add an additional supporting document?

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Supporting Document 2

Download File (<https://stevies-tech.secure-platform.com/file/67308/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzZmNjYwX3B3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbms9Ookla%20Speedtest%20Global%20Index%20%28may%202024%29.pdf>)

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Supporting Document 3

Download File (https://stevies-tech.secure-platform.com/file/67309/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzZmNjYwX3B3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbms9Ooredoo_Annual-Report_2023_English.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-tech.secure-platform.com/file/67310/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NmMxMCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9Qatar%E2%80%99s%20Ooredoo%20Secures%20Position%20as%20Ninth%20Highest%20Value%20Creator%20in%20Global%20Telecommunication>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-tech.secure-platform.com/file/67311/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NmMxMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9oxFoL-PBq9Lfyv74wgXJKIJXqUR44g?Stevie%20Awards%20for%20Technology%20Excellence%20%28v4%29.docx>)

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By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

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