

Inovar to present Vertical Convergence and SME Business Manager at the 6th annual Zain Technology Conference



“Moving Forward” in strategy execution is primary focus of this year’s Zain Technology Conference.

Amman, 2016-Dec-06 — /EPR Network/ — Inovar, a premier provider of differentiated and modular mobile solutions, will be discussing Vertical Convergence and showcasing SME Business Manager, one of the latest additions to the industry leader’s portfolio of innovative mobile solutions, as well as the company’s entire portfolio of mobile solutions. Inovar’s strategy for the past 20 years has been to provide dynamic, feature-rich mobile solutions that are easy to implement and easy to use, helping mobile operators capitalize on existing network revenue streams while moving forward into the new digital space seamlessly by converging new and existing technologies, enhancing user experiences, and increasing customer loyalty.

“Inovar is excited to return as a participant and reconnect and meet with Zain Opcos and potential partners at this year’s Zain Technology Conference” Arshad Syed, CEO of Inovar, stated. “Our mission has always been to help our customers and partners thrive by providing customized solutions designed to help mobile operators grow new and existing revenue through seamless convergence.”

Zain Group CEO, Scott Gegenheimer said, “We operate in a highly competitive industry, where the margin between success and failure is very thin. We are required to push ourselves constantly, and together with trusted partners we devise new operating models to deliver the best quality service to customers. This is why events such as ZTC are so important in aligning Zain’s ambitions to become a digital lifestyle provider of choice with our technology partners’ roadmaps and expectations.”

With Inovar solutions, mobile operators have the ability to enhance user experiences and add value with ease through personalized service combinations and robust mobile apps to offer customers with a truly digital experience and rich data analytics across multiple market segments.

Inovar, founded in 1996, and based in Dallas, Texas, is a leading provider of mobile solutions for mobile network operators worldwide. For more information about SME Business Manager or about Inovar’s entire suite of proven and valuable solutions, visit www.inovar.com, email marketing@inovar.com, or call +1.972.664.0711.

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