



# LIGADATA DATA PLATFORM

**Product**  
LigaData Data Platform

**Industry**  
Telecommunications

**Country**  
Kuwait

## Who Is Ooredoo Kuwait



Ooredoo in Kuwait provides mobile, broadband internet and corporate managed services tailored to the needs of customers and businesses. It is a member of Ooredoo Group, a leading international telecommunications company in the Middle East, North Africa and Southeast Asia.

## Challenge

Ooredoo Kuwait was seeking a cost-effective way to transform its data management capabilities from an existing high-cost legacy provider. As part of this transformation they were looking to enhance customer experience while driving operational efficiency. One unique requirement was their need to support multiple versions of Apache Spark on the cluster to support different existing use cases.

## Solution

Ooredoo Kuwait selected the LigaData Data Platform, a cost-effective and scalable data lakehouse platform product provided by and supported by LigaData.

**They are now efficiently capturing their large volumes of diverse data in near real-time into a unified data lakehouse:**

- Leverages the power of scalable and cost-effective data lake technology to unlock new insights from data and drive innovation.
- Stores vast amounts of structured and unstructured data without the need for upfront schema design or data transformations.
- Efficiently capturing diverse data promotes data exploration, ad-hoc analysis, and flexible data processing. Has become the basis for implementing new Telecom data-driven use cases.
- Running two versions of Apache Spark on the same cluster.

## Results

Easy availability of data is promoting data exploration and ad-hoc analysis, and has become the basis for implementing new Telecom data-driven use cases that drive improvement in metrics that matter such as average revenue per user (ARPU), customer churn, customer lifetime value (CLV), customer satisfaction (CSAT), and net promoter score (NPS).