

# InnoWave Telco

Bridging Technologies. Building Expertise.




## Our Portfolio

*Innovating Digital Transformation Across Telecom & Enterprise Sectors*

InnoWave Telco is a leading Telecom & Technology Consultancy and Digital Solutions Provider based in Dubai – UAE. We empower businesses through cutting-edge network intelligence, SaaS platforms, and digital transformation services designed to accelerate growth and optimize performance. With over 20 years of experience in the telecommunications and technology landscape, InnoWave Telco transforms vision into measurable innovation, delivering solutions that bridge the gap between emerging technologies and real-world business challenges.

**Firas Ghassan Bsar**

Founder & CEO – InnoWave Telco

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# Products, SaaS & Digital Services Portfolio

InnoWave Telco delivers a comprehensive portfolio of smart, secure, and scalable technology solutions that enable enterprises and telecom operators to lead in the digital era. Our integrated ecosystem addresses the full spectrum of digital transformation needs.



## Smart Retail & F&B Solutions

Self-checkout and POS systems for supermarkets & restaurants, food-ordering digital screens with real-time order tracking, and intelligent queue & ticket management systems that enhance customer experience, operational speed, and overall efficiency.



## Enterprise SaaS Platforms

Cloud-based ERP, HR, and CRM systems that centralize business operations and data analytics. Features include payroll, asset, and employee management modules that are accessible, scalable, and fully customizable to your business needs.



## AI Video Analytics & Surveillance

Real-time detection, facial recognition, and behavior analysis systems with PPE & safety compliance monitoring. Includes heatmaps, attendance tracking, visitor counting, and actionable BI dashboards for smarter, data-driven decisions.



## Connectivity & Network Infrastructure

4G/5G routers, CPEs, and industrial IoT devices alongside enterprise and consumer Wi-Fi & FTTH/FTTR solutions. Delivering secure, scalable connectivity infrastructure for operators and enterprises across all sectors.



## Network Intelligence & Fiber Monitoring

AI-driven network performance optimization with real user experience analytics, remote fiber fault detection, and live monitoring capabilities. Dramatically lowering CAPEX and OPEX through intelligent automation and predictive maintenance.



## Digital Transformation & Marketing

Comprehensive web & app development, social media marketing, and brand building services. Strategic digital campaigns, SEO optimization, and marketing automation delivering data-driven performance and measurable business growth.





# Strategic Portfolio Pillars

InnoWave Telco's offerings are strategically built around three interconnected pillars that seamlessly integrate technology, business strategy, and digital innovation to deliver comprehensive transformation solutions.

1

## Telecom Consultancy

- Comprehensive telecom strategy and 5G/FTTx roadmap development
- Advanced network optimization and efficiency enhancement
- Strategic CAPEX/OPEX management and cost optimization
- Digital transformation advisory, governance, and implementation support

2

## SaaS & Technology Solutions

- Smart Retail & F&B Systems for modern commerce
- Integrated ERP, HR, and CRM enterprise platforms
- AI Video Analytics & Connectivity Infrastructure
- Cloud computing, IoT, and Smart Enterprise Integration solutions

3

## Digital Transformation & Marketing Services

- Custom Web & Mobile App Development
- Strategic Brand Management & Social Media Growth
- Data-driven Digital Advertising & Content Strategy
- Business Innovation & Organizational Change Enablement

InnoWave Telco integrates technology, strategy, and creativity to accelerate meaningful digital transformation across your entire organization.



# Market Focus & Industry Applications

Our versatile, industry-tailored solutions empower organizations across diverse sectors to digitalize operations, automate processes and thrive through strategic innovation and technology adoption.



## Telecommunications

Network analytics, optimization & automation, fiber monitoring solutions, and comprehensive 5G readiness assessments and implementation support.



## Restaurants & Hospitality

Advanced food-ordering systems, queue automation solutions, and AI-powered service improvement tools that elevate customer satisfaction.



## Enterprises & SMEs

Comprehensive ERP, CRM, and HR SaaS platforms, cloud modernization services, and advanced cybersecurity solutions for business continuity.



## Retail & Supermarkets

Self-checkout systems, digital payment solutions, customer analytics platforms, and intelligent retail management tools for operational excellence.



## Oil, Gas, Construction & Manufacturing

AI-based safety & compliance analytics, remote surveillance systems, and industrial IoT connectivity solutions for critical operations.



## Education & Smart Communities

Attendance & security analytics systems, smart campus connectivity infrastructure, and enterprise-grade Wi-Fi solutions for educational institutions.





# InnoWave Telco – Integrated Solutions Ecosystem

A unified ecosystem of hardware, software, and digital services – intelligently designed to help clients connect, optimize, and grow in an increasingly digital world.

## Telecom Network Intelligence

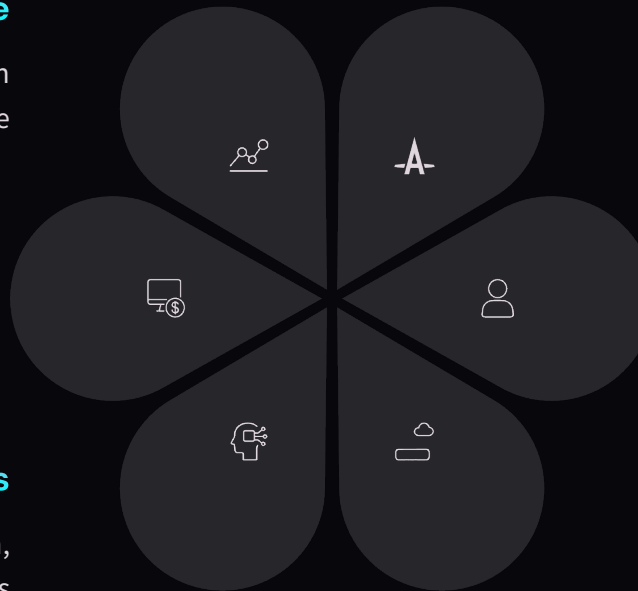
Advanced analytics, optimization, and automation for superior network performance

## Digital Transformation & Marketing

Web development, social media, and content strategy for growth

## AI Video Analytics

Compliance monitoring, efficiency optimization, and actionable insights



## Fiber & Connectivity Solutions

Routers, FTTH/FTTR, Wi-Fi, and IoT infrastructure for seamless connectivity

## Smart Retail & Self-Service

Modern checkout & ordering systems that transform customer experiences

## Enterprise SaaS Platforms

ERP, HR, CRM cloud applications for streamlined business operations

A complete technology ecosystem empowering innovation and digital excellence under one trusted brand – InnoWave Telco.





# Why Choose InnoWave Telco?

## Our Value Proposition & Competitive Edge



### Value Proposition

- **End-to-end technology & consultancy** under one roof for seamless delivery
- **Multi-industry expertise:** Telecom, Retail, Oil & Gas, Enterprise, and beyond
- **Data-driven innovation** for measurable business impact and ROI
- **Seamless integration** of SaaS, AI, IoT, and Connectivity solutions
- **Client-centric approach** with customized solutions for unique business needs

### Competitive Edge

- **20+ years** of Telecom & Digital Transformation experience
- **Proven track record** across the MEA region with successful deployments
- **Agile, scalable, and customer-centric** delivery methodology
- **Regional presence** with global technology capabilities and partnerships
- **Unified ecosystem** blending consultancy, technology, and marketing expertise

**At InnoWave Telco, we bridge technology and business — enabling organizations to innovate, optimize, and grow in the digital economy.**

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## Our Impact in Numbers

21+

### Years of Experience

Two decades of telecommunications and digital transformation expertise

100+

### Successful Projects

Delivered across multiple industries and market segments

6

### Core Solution Areas

Comprehensive portfolio covering the full digital transformation spectrum

50+

### Enterprise Clients

Trusted by leading organizations across the MEA region

InnoWave Telco's proven methodologies and deep industry expertise have consistently delivered transformational results for our clients. From **network optimization** that reduces operational costs by up to 40% to **digital marketing** campaigns that drive measurable ROI, our solutions create tangible business value. Our commitment to **innovation**, combined with our **customer-centric approach**, ensures that every engagement results in sustainable competitive advantage and long-term success.





# Let's Build the Future Together

*Empowering Digital Transformation Across Telecom, Enterprise & Emerging Industries*

At InnoWave Telco, we bridge technology and business to create innovative solutions that drive growth, efficiency, and lasting impact. Together, we can transform challenges into opportunities and shape the connected future that your organization deserves.

01

## Discovery & Consultation

Understanding your unique business challenges and opportunities

02

## Strategic Planning

Designing tailored solutions aligned with your business objectives

03

## Implementation & Integration

Seamlessly deploying technology with minimal disruption

04

## Optimization & Growth

Continuous improvement and scaling for sustained success

Whether you're looking to modernize your network infrastructure, implement **enterprise SaaS solutions**, **enhance retail operations**, or **drive digital marketing success**, InnoWave Telco has the expertise, technology, and commitment to make it happen. Our team of seasoned professionals brings together deep technical knowledge and strategic business acumen to ensure your digital transformation journey delivers maximum value.



# Let's Connect



## Contact InnoWave Telco

Headquarters: Dubai – UAE

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Follow us on LinkedIn & Instagram for the latest insights on telecom and digital innovation

## Ready to Transform?

Schedule a consultation with our team to discover how InnoWave Telco can accelerate your digital transformation journey. Let's explore innovative solutions tailored to your specific business needs and industry challenges.

Book Your Consultation:

<https://innowavetelco.com/contact/>

## Bridging Technologies. Building Expertise.

Thank you for exploring InnoWave Telco's comprehensive solutions portfolio. We look forward to partnering with you to create innovative, impactful, and sustainable digital transformation solutions that drive your business forward in an increasingly connected world.

