

Beonic and e& UAE Join Forces to Transform WiFi Analytics Market

[Sydney, Australia – March 2025] - Beonic, a pioneering provider of WiFi analytics solutions, has announced a strategic agreement with e& UAE, the flagship telecommunications arm of global technology group e& to introduce innovative WiFi analytics solutions into the UAE market. This partnership is set to dynamically reshape market conditions and redefine conventional approaches within the WiFi analytics sector.

The collaboration will empower the market with solutions backed by the capabilities of a leading global technology provider, tailoring services to meet customer requirements across diverse segments. This initiative aims to equip businesses with the insights they need to transition to the advanced era of connectivity and data utilisation.

"Our partnership with e& UAE is a defining moment in Beonic's growth journey," said John Rankin, Chief Revenue & Operating Officer at Beonic. "Our partnership with e& UAE represents a powerful synergy between AI-driven intelligence and world-class connectivity, combining our AI-driven platform with the scale and reach of the Middle East's leading telecom provider.

"At e& UAE, we are committed to pushing the boundaries of digital innovation and redefining the role of connectivity in the modern business landscape," said Hamad Mohamed Almarzooqi, Senior Vice President, Pre-Sales and Business Operations at e& UAE. "This partnership with Beonic will focus on integrating AI-driven solutions into our ecosystem, enabling businesses to enable next-generation WiFi analytics for deeper customer insights, seamless experiences, and enhanced operational efficiency. By combining our expertise in smart connectivity with Beonic's advanced analytics capabilities, we are setting a new benchmark for intelligent, data-driven connectivity solutions in the region."

The partnership between Beonic and e& signifies a pivotal step forward in the WiFi analytics market in the UAE, with a shared vision of delivering innovative solutions that cater to the evolving needs of enterprises.

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About e& UAE

e& UAE is the flagship telecom arm of e& in the UAE, built on a 5-decades legacy of connectivity excellence. Our mission is to deliver world-class superior connectivity experiences that fuel the UAE's future-focused innovation.

Leveraging the latest world-class technologies, e& UAE aims to transform lives and industries, turning every connection into an opportunity for growth and every interaction into a transformative possibility. We are focused on expanding our core services and digital marketplaces by enriching consumer value propositions that cater to new lifestyles and emerging demands beyond core telecom services, including health, insurance and gaming.

As a trusted enterprise partner, e& UAE continues to power entire industries with 5G and AI, delivering tailored a ecosystem of solutions to meet their connectivity needs and more, empowering them to automate, innovate, transform, and scale.

Strengthening our leadership position as an AI-powered telco, e& UAE delivers seamless connectivity, cutting-edge AI solutions, and sustainable innovation to uplift people and communities, and empower businesses and industries, so everyone thrives in a digital-first world.

To learn more about e& UAE, please visit:

<https://www.etisalat.ae>