

Omantel's Transformation Journey With AI



Background

Omantel, a leading telecommunications provider, has embarked on a transformative journey in partnership with TeKnowledge. This collaboration launched a tailored upskilling program to strengthen Omantel's Big Data & Analytics team with hands-on data science and AI expertise. The initiative empowers employees to turn data into real impact and drive Omantel's innovation journey forward.

The Challenge

The operator is shifting from traditional operations toward a data-first, AI-enabled model. This requires, not only a cultural shift, but also a strategic rethinking of how data could be leveraged to drive innovation and efficiency.

The Solution

TeKnowledge crafted a hands-on, immersive program that guided participants through a structured and phased learning journey. The program blended learning, practice, mentorship, and real-world application, to spark innovation, and highlight AI's impact on the business.

THE IMPLEMENTATION:

Phase 1

Use Cases Aligned with Strategic Priorities

Collaborative workshops & mapping techniques to identify high-impact AI opportunities.

Phase 2

Building Proof-of-Concept Solutions

Supported by Teknowledge experts, team applied learning to real datasets, exploring data quality, developing models, and validating their assumptions, turning theory into real-world scenarios.

Phase 3

Successful Concepts Prepared For Deployment

Teams integrated models into operational workflows, monitored performance, and ensured long-term sustainability. This phase strengthened technical capabilities and instilled a mindset of continuous improvement.



The Impact

The program delivered tangible impact across multiple dimensions:

✦ Deeper AI Understanding:

Teams gained a solid grasp of how AI can address Omantel's specific business challenges.

● Hands-On Skills Development:

Teams worked with advanced tools and methodologies to build and deploy models that solve real-world problems.

■ Innovation Culture:

Beyond technical skills, the program fostered a mindset of continuous innovation and cross-functional collaboration.

✦ Empowered Talent:

Team members emerged more confident in leading AI initiatives and contributing to Omantel's broader digital transformation journey.