

# TUATARA AND ETCO ENTER STRATEGIC PARTNERSHIP ON OMAN MARKET

TUATARA – an innovative business solutions provider, and ETCO - International Emerging Technology Company, announce a strategic partnership to develop technologically advanced solutions to support Omani citizens. Parties are teaming up to combine their experience to lead Oman on its way into digital transformation. The framework agreement between the two companies was confirmed in May 2021.

## Innovative technologies towards digitalization

The global pandemic has forced all of us to change the way we live. With many people staying at home, companies had to focus on the online part of their business. An increase in the use of online services has shown how important new technologies are for people. This trend has been recognized by entrepreneurs who have moved most of their businesses online, especially customer service. Digital transformation in the public and private sector has become more valuable, as it helps cut costs, save time, minimalizes the needs for personal contact and makes various services easily accessible.

TUATARA and ETCO will innovate Oman's public and commercial sector with the help of AI, Machine Learning and NLP technologies. The partnership is a solid strategic match, leveraging both companies' experience to improve the country businesses with innovative solutions and support the everyday lives of citizens.

*"I believe that the strategic cooperation between ETCO and TUATARA will continue building the foundations of e-government in Oman and improving citizens' lives in the digital space of public administration and commercial services. At TUATARA, we are a team of experts with interdisciplinary knowledge and an expanding portfolio of products based on artificial intelligence, machine learning, and cognitive technologies. When we combine our resources and know-how related to chatbot development with ETCO's expertise in NLP and Arabic language understanding, we will create a new chapter in the history of the digital state in Oman" – said Krzysztof Goworek, Chief Innovation Officer at TUATARA.*

Within the partnership, companies plan on implementing various technological improvements to make Omani residents' lives easier and more digital, such as:

- Chatbots dedicated to the public government and commercial companies, focused on voice recognition and synthesis, delivering 24/7 assistance, support and instant answers about important services,
- E-learning solutions, allowing effective, convenient and flexible access to the materials from various fields and enabling truly online learning experience,
- AI image processing tools that can be used in various areas, such as agriculture, satellite imagery analysis, medical and seismic imaging fields,
- Translations, text corrections, or optical character recognition, beneficial especially in administration and document management.

## The strategic partnership between TUATARA and ETCO

The idea behind TUATARA and ETCO cooperation is to support Oman's digitalization, ensuring easy access to the most necessary services for its residents. Both existing solutions developed by companies and new ones created as a result of their strategic partnership will help in Oman's digital transformation.

TUATARA and ETCO will improve Oman's public administration and private sector thanks to their developed technology:

- Innovative and intuitive digital interface solutions that enhance the best possible user experience,
- Natural Language Processing, supported with AI and chatbots, that allow understanding of language and the context of each conversation, making it smooth and engageable for customers,
- QABAS platform that has one of the largest Unicode libraries of Arabic fonts, allowing capacity for sustainable language development, primarily through research, translation, training and materials development,
- Custom IoT solutions to support the unique needs of businesses.

*“Through this partnership, we aim to provide modern and high-tech solutions based on Natural Language Processing that will facilitate citizen affairs in the digital space of public government and commercial services sector. We would like to leverage our expertise in cloud services and machine learning from the commercial services segment to translate this knowledge to the public administration sector, thus following Oman's 2040 digitalization strategy. Our collaboration with an experienced partner like TUATARA will accelerate the implementation of chatbots with Arabic language understanding and thereby improve the lives of Omani citizens” – said Tariq Al Bulushi, Vice President Technology ETCO.*

Both TUATARA and ETCO are hyper-focused on improving user experience through cutting-edge technologies. Their cooperation will bring many benefits to Omani citizens by automating and innovating important processes and making changes to their everyday lives. Introducing e-learning for residents, supporting local talents, ensuring internship programs for graduates, or offering work to Omani specialists are only a few examples of companies' future actions.

## A forward-thinking approach

TUATARA has already developed a portfolio of successful partnerships that are based on a motivation to achieve mutual goals. The company provides dynamic solutions adapting to the changing needs of customers. The experience gained by TUATARA will be used in creating a long-lasting and successful partnership with ETCO, which will be in line with Oman's digitization strategy for 2040. Both companies focus on exceeding the expectations of their customers in the digital space and want to use it to make Oman a country of the future.

---

### About TUATARA

TUATARA is a Poland based company that has been actively operating in Oman since 2015. The company combines consulting and technology to create outstanding customer experiences, from back-end integration

solutions through process digitalization to innovative business models. TUATARA's mission is to support companies and institutions to let them flourish in the digital economy. TUATARA delivers services for digital excellence at each stage of the customer's lifecycle providing services in driven marketing, digitalization of sales and excellence in customer service. The product portfolio includes bots based on artificial intelligence (ACTIONBOT), cognitive technologies (sensID) using NLP and machine learning, tools for real-time marketing campaigns (RETIXA), data monetization (TASIL) and financial platform (FINTIN), a set of ready-to-use modules for the financial services sector. With an agile model as the basis of its work, TUATARA believes in changes that can only be achieved by listening to clients' needs. They have a bold approach that allows them to translate the business needs of their clients into artful solutions.

### About ETCO

International Emerging Technology Company (ETCO) operates in the advanced technology sector, focusing on attracting innovative projects, providing consulting services, and propelling technology transfer locally and internationally. As a technology leader in the Sultanate, ETCO aims to provide innovative solutions and value-added services to its customers and society. Their solution approach is aligned to help organizations accelerate time to market and increase cost saving by investing in the latest immersive technology such as AR, VR, and AI. With a growing number of partnerships and collaborations, ETCO is placing Oman firmly in the global race when it comes to digital innovation and emerging technologies. ETCO provides Natural Language Processing Services for Business to leverage their ability by providing top-notch solutions for Building AI-based NLP Applications using the best NLP Techniques and Tools. Processing Solutions for Sentiment Analysis, Intent Classification and Machine. ETCO works to be a sole reference for emerging technologies applications, including Arabic and other scripted based languages in the world and put its expertise in Science, Innovation, and Astronomy on the map creating a hub of training and consulting for developing and improving frontier technology solutions as well as disruptive innovations globally.