

Amr Shady

T.A. Telecom



TAtelecom

“ I saw an opportunity to become a top mobile platform in the Middle East. ”

COUNTRY	Egypt
INDUSTRY	Technology
EMPLOYEES	55
YEAR SELECTED	2011
WEBSITE	www.t-a-telecom.com

COMPANY SNAPSHOT

TA Telecom, and its founder, Amr, are poised for exciting times. TA Telecom has been serving people’s “need to know” via mobile technology since 2000, when Egypt had but single-digit mobile penetration. The company’s first service was demographically-targeted, permission-based SMS advertising, which was pitched to consumers as a way to “be the first to know.”

In 2006, TA Telecom introduced BUZZ!, a content delivery platform that now specializes in the delivery of information services to mobile subscribers via SMS subscription services. By using innovative business models and user propositions, TA Telecom untapped the huge potential of subscription services in prepaid dominant markets. BUZZ! increases the revenue from subscription services for mobile operators and content providers 13 times in as little as 3 months.

With over a decade of experience in the VAS industry, TA Telecom is positioned to become MENA’s premier mobile platform for time- and location-specific content. TA Telecom is now offering its services in Egypt, UAE, Saudi Arabia, Nigeria and Afghanistan.

ENDEAVOR AND T.A. TELECOM

Moving forward, Endeavor will provide support as the company scales and expands to different countries in the region.