

## The Success Story of Ooredoo & Caban Systems

Our ecosystem startup, Caban Systems, teamed up with Ooredoo, an international telecommunications company, to create a more sustainable telecommunication site through solar energy and machine learning with a successful implementation of the CABAN Kit at a site in Doha, Qatar.

The Innovation Partnership Success Stories is a series that focuses on key projects that emerged through our Internet of Things platform.

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## Ooredoo: Our Corporate Partner

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As a leading international communications company with a customer base of more than 100 million across the Middle East, North Africa, and Southeast Asia, Ooredoo is seen as a digitally innovative company.

They are the top communications company in Qatar, and focus on delivering world-class service for consumers, businesses, residences, and organizations. They are focused on building their Supernet network to make Qatar one of the best-connected countries in the world.

## Partnership Background

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Ooredoo set out to find startups that would impact primary business functions within their corporation. Among those initiatives, Ooredoo was looking **for a more sustainable solution to supply back up power to their Telecom sites.**

Constantly positioning themselves at the forefront of innovation, Ooredoo was eager to find a sustainable new solution that would substitute the costly problem of constant diesel fuel usage. Ooredoo decided to partner with Caban Systems and implement their CABAN Kit at a site, which includes a Solar Panel, Battery, Rectifier Cabinet, and Machine Learning Software suite. Not only did they augment diesel energy, but they are aiming to reduce their operating expense by 60%.

## Our Task

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We were tasked with searching our ecosystem of startups for a company in the field of energy that catered to their goal. Ooredoo discovered Caban Systems through a Plug and Play dealflow in December 2018. They took action immediately—working with Plug and Play to organize a dealflow in their first month of partnership—and it paid off.

## Caban Systems: The Startup

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Caban Systems offers clean energy solutions that minimize fuel usage for standalone and backup power. From the most remote telecom site to one in a dense metropolis, Caban Systems optimizes site operations for reliable and intelligent power delivery solutions.

Founded in 2017, Caban Systems is passionate about widening sustainable energy access and bringing communities great connectivity and communication.

## Connection

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Caban set out to replace fossil fuels with clean, reliable energy. **This mission loudly resonated with Ooredoo's search for solar, cost-saving solutions at their sites.** The two companies met at a dealflow session in December of 2018, and the discovery of this solution allowed Ooredoo to jumpstart the Digital Enablement Team with the promise of a startup solution.

## Goal

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Ooredoo's teleco sites provide a great opportunity to implement the CABAN Kit. While this specific engagement is only in one site, it provides a basis to expand and drastically reduce Diesel OPEX throughout a portfolio of sites.

# The Project

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Ooredoo organised a dealflow session in their first month of partnership, in December 2018.

Between December 2018 and May 2019, Ooredoo worked internally to structure the team that would go on to handle startup engagements. Now known as their “Digital Enablement Team,” they kicked off the project with Caban Systems in May 2019.

Executive endorsement and diligent business unit involvement are crucial corporate elements of successful engagements with startups. Ooredoo had executive vision and strong business unit diligence from the beginning, enabling success for the project.

Ooredoo and Caban worked closely together over the course of the partnership, conducting weekly meetings and periodic check-ins. This close collaboration allowed the relationship to be primarily virtual. With Caban System’s Machine Learning platform, Ooredoo is excited to continue seeing expanded positive results.



#### **December 2018:**

Introduction of Caban Systems to Ooredoo during Dealflow

#### **May 2019:**

Creation of Ooredoo Team currently responsible for Digital Enablement

#### **August 2019-May 2020:**

Shipping, site preparation, installation, and testing

#### **June 2020:**

Deployment of Caban System at Ooredoo Telco site

#### **Future Outlook:**

Further evaluation of machine learning savings for implementation across multiple Telco sites

# Take Aways

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## TAKE ACTION

When Ooredoo first partnered with Plug and Play, they *immediately* started meeting startups. The introduction to Caban allowed the formation of the team that would be in charge of the relationship, as well as of all dealflows, and pilots/POCs with Plug and Play and startups.

## GOOD COMMUNICATION ENABLES VIRTUAL RELATIONSHIPS

Ooredoo and Caban met each other very frequently. This ongoing conversation allowed them to stay aligned in a mainly virtual partnership.

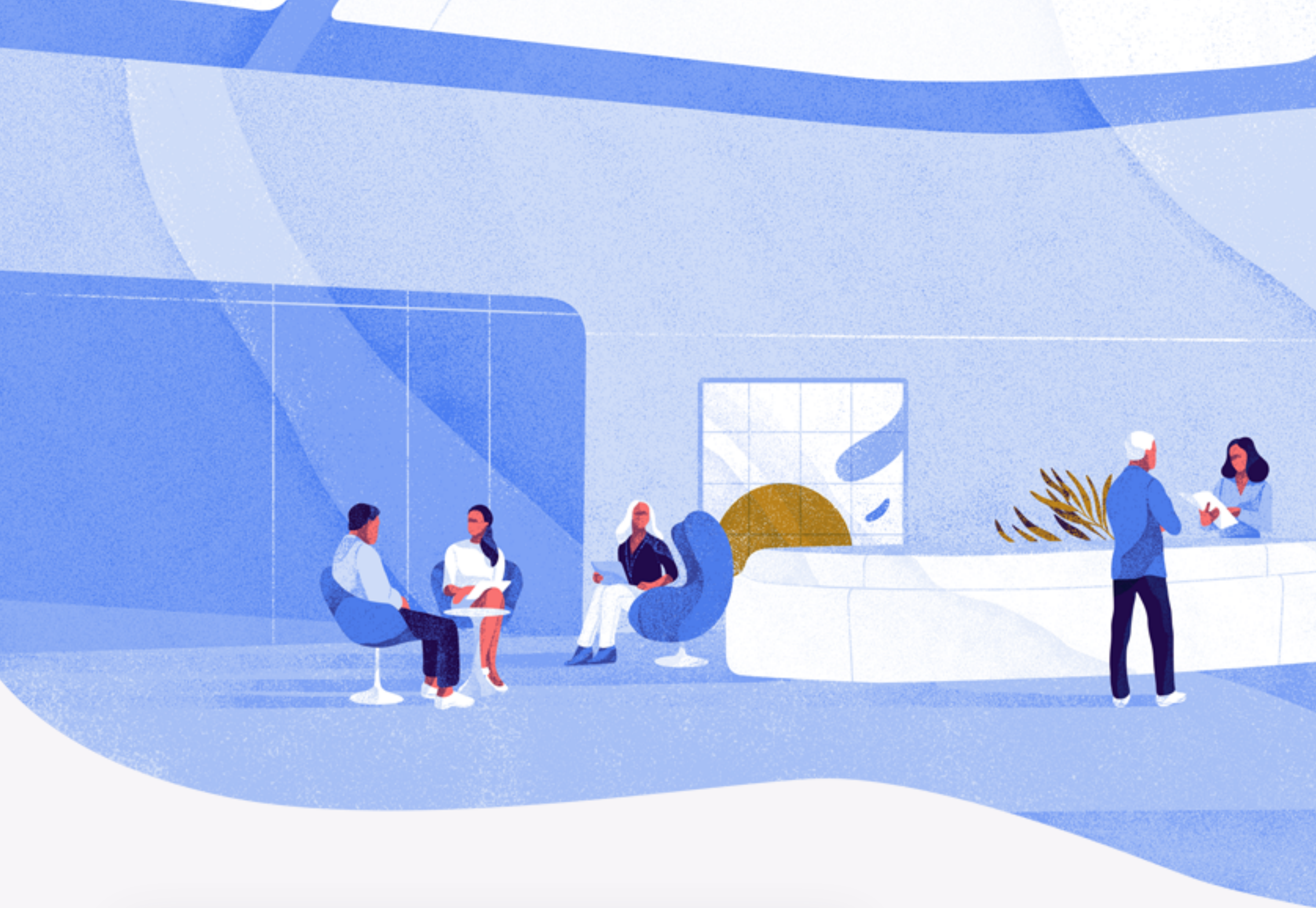
## HAVE THE COURAGE TO EXPERIMENT

Ooredoo took the risk to work with new technology from a startup in their first-ever pilot. They built on the success and have since initiated multiple pilot projects.

## How We Can Help

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We are the ultimate innovation platform, bringing together the best startups and the world's largest corporations. Collaborating with startups is a great source of inspiration and innovation... but can be a challenge. Let us show you how to adopt the concept of open innovation to help your business succeed.



Plug and Play is a global corporate innovation platform which helps to connect corporate partners to startups in order to help solve their greatest challenges. We also operate as a venture fund and startup ecosystem. To date, we have helped over 3,000 early-to-growth stage startups raise over \$3.5 billion. Plug and Play is consistently ranked among the most active VCs in Silicon Valley.

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