

W2S Solutions announces a strategic partnership with AnalytixNow

W2S SOLUTIONS ANNOUNCES A STRATEGIC
PARTNERSHIP WITH ANALYTIXNOW



AnalytixNow



LLC. has officially announced a strategic partnership with AnalytixNow W.L.L Bahrain., signing a technology coalition that could greatly impact the AI/ML space, especially in the Middle East & the Americas.

W2S Solutions is an established global player in the AI / ML space and offers customized [enterprise software solutions](#) across industry segments. With offshore and nearshore development centers across the globe and a strategic business center in the Austin, Texas region, W2S Solutions offers bespoke app development, cloud consulting, and [data engineering services](#) to Fortune 1000 clients in the Americas and globally.

W2S Solutions, as a full-stack technology consulting company, has served global Enterprises, SMBs, and Startups in the Retail, Power generation & distribution, Oil & Gas, and Manufacturing / Industrial sectors, not to mention Government organizations in India & the Middle East.

In its over 20 years of expertise, W2S Solutions has delivered over 2000 bespoke mobile, web & PWA applications, and has helped over 150 clients in their data management & migration and/or cloud migration projects. The company has also worked on several turnkey AI / ML and Analytics projects delivering immense value to clients in the FMCG & Automobile Industries.

Also as a strong proponent of the UN SDG goals, W2S Solutions has worked on enhancing sectors that impact SDG the most, such as the EdTech space and Ocean Monitoring & Meteorology, with AI / ML + Analytics & [app development services](#) and solutions.

The company has signed this MoU with AnalytixNow in an effort to share technology resources and promote shared business, mutually expanding both companies' business footprints globally.

With this strategic partnership, AnalytixNow believes it can not only expand its reach to newer markets like North America but also offer more holistic solutions and development services to its current and future clients in the GCC & UAE. **Mr. Faiz Al Wari, CEO & Founder of AnalytixNow** said *"By partnering with W2S, we get access to talent that can easily propel our growth projections for the current and future years. With this alliance, we look forward to expanding into new markets such as North America as well."*

AnalytixNow is an innovative tech organization that looks to empower businesses with customized augmented analytics products to make analytics-driven business decisions across specific industries. AnalytixNow developed a proprietary virtual AI data scientist, "*Rafa*", which systemizes any given organization's data within minutes for exceptional results, and is considered the central or pivotal piece of this handshake.

Both organizations look at *Rafa* as the need of the future, especially for the cutting-edge business landscape in UAE & GCC, as well as North America. With this partnership, W2S Solutions looks to promote *Rafa* as part of its offerings in [Data Analytics Services](#) for its past, current, and future clients.

W2S already has offices in North America, UAE, and Saudi Arabia; looking to explore business opportunities in AI/ML in other Middle Eastern locations as well, including Bahrain, Qatar, and Oman. W2S Solutions sees this strategic partnership with AnalytixNow as a crucial factor in its plans to expand business in the region.

Commenting on the partnership, [Mr. Madhu Kesavan, CEO of W2S Solutions](#), said *"The partnership with AnalytixNow will offer W2S the necessary leverage in Bahrain and Saudi, and help us establish a*

strong AI/ML stronghold in the other GCC countries as well.”

This strategic partnership offers both these global tech players immense advantages in terms of business expertise and technological advancement, apart from business possibilities in new markets.

About W2S Solutions:

[W2S Solutions](#) is a leading software development company with over 20 years of experience delivering bespoke solutions & services to global organizations in healthcare, education, energy, agriculture, etc. With over 200+ developers & 20 industry experts, the company offers a wide range of services in AI & ML, App Development, Cloud Technology, and Data Engineering.

About AnalytixNow:

[AnalytixNow](#) is an innovation-focused technology player, established in 2020 with offices in India and Bahrain. The company leans on its expertise in AI/ML and data analytics and offers products and services that enable organizations across industries to make data-driven decisions by leveraging not just historical data but prescriptive/predictive analysis and real-time insights as well.

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