

IPera and TP-Link Join Forces: A New Era of Smart Connectivity Solutions for the Hospitality Industry

IPera and TP-Link have signed a strategic MoU to deliver integrated smart connectivity solutions for the hospitality and enterprise sectors in the UAE and MEA region, combining AI-powered analytics with secure, scalable networking.



Dubai, United Arab Emirates Jun 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - IPera, a leading innovator of analytics and smart connectivity software solutions, is proud to announce a strategic partnership with TP-Link, a global leader in networking products and solutions. By signing a Memorandum of Understanding (MoU), IPera aims to transform the regional landscape of real-time data and connectivity, delivering smarter, more secure, and scalable network solutions to businesses, particularly in the hospitality and enterprise sectors.

This collaboration integrates IPera's cutting-edge smart Wi-Fi analytics platform, Starling, with TP-Link's renowned Omada product line, known for its reliability and innovative features. The partnership is set to empower businesses across the UAE and the wider region by combining IPera's AI-driven software with TP-Link's advanced networking technology, creating seamless and efficient solutions tailored to modern business needs.

"We are excited to join forces with TP-Link, a global leader in networking technology, to bring our vision of intelligent, data-driven connectivity to life," said Mustafa Duran, VP of Sales at IPera. "This partnership strengthens our ability to deliver innovative solutions that enhance guest experiences and operational efficiency for businesses in the hospitality sector. Together, we are setting a new benchmark for smart, secure, and scalable networks across the region."

IPera's Starling cloud platform, which seamlessly integrates with existing enterprise network systems,

offers cloud-based guest Wi-Fi, location analytics, indoor positioning, child & employee tracking, maps digitization, and indoor wayfinding, all backed by advanced reporting for data-driven insights. By combining these capabilities with TP-Link's Omada SDN platform, IPera is poised to help businesses thrive in an increasingly connected world, simplifying operations while enhancing user experiences.

The partnership aligns with IPera's mission to digitize physical spaces and transform them with real-time data and smart analytics. With over 1,000 global references in the MEA region and a strong presence in sectors like retail, healthcare, smart workplaces, and aviation, IPera continues to lead the way in creating immersive experiences that captivate users from the moment they connect to Wi-Fi.

"We see this collaboration as a significant step toward empowering businesses with the tools they need to succeed in a digital-first era," added Mustafa Duran. "By leveraging TP-Link's exceptional networking technology, we can further enhance our ability to provide actionable insights and seamless connectivity, ultimately helping our clients in the region achieve greater success."

For more details about this transformative partnership and the innovative solutions it will bring, visit IPERA (<https://ipera.ai/>).

About IPera

IPera is a software company specializing in AI-driven analytics and smart connectivity solutions. The Starling Location Services Platform offers businesses cloud-based tools to gain visitor insights, engage with users, and optimize operations through guest Wi-Fi analytics, indoor mapping, wayfinding, and IoT services. Operating across North America, Europe, the Middle East, and Africa, IPera is committed to digitizing physical spaces and enhancing customer experiences with data-driven innovation.

About TP-Link

Founded in 1996, [TP-Link](#) is a global leader in networking products and solutions, providing reliable and innovative technology to millions of users worldwide. The Omada product line offers a comprehensive SDN (Software-Defined Networking) platform, enabling businesses to manage their networks with greater efficiency and flexibility.

Media Contact:

IPera Team
Email: sales@ipera.ai
Website: ipera.ai



Media Contact

IPera Media

*****@ipera.ai

+971 4 390 16 46

Dubai Internet City, Building DIC 16, 2nd floor, Office 240/241, Dubai, United Arab Emirates P.O. Box: 502318, Dubai

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