

Case Study

OPTUS

Optus SMB Innovation Challenge

Background

Optus Small to Medium Business Innovation Challenge called for applications from Startups and Scaleups who have developed a solution that could help small to medium businesses to grow digitally. Metigy is an AI driven Strategy Decision Support solution for SMB marketers. Through the Innovation Challenge Metigy were able to connect with Optus and form a partnership where Metigy's product is being rolled out to Optus' SMB customers.

News Article

"The Sydney-founded artificial intelligence startup will soon have plenty of new users to help the technology grow, thanks to a partnership with Optus announced on Thursday which will give the telco's 435,000 small and medium business customers access to the technology."

[Read the full article here.](#)