

# SESSIONS

CONFERENCE DAY ONE - 31/10/2018

Telco Data Analytics & AI Europe

30 October - 1 November 2018

Tower Hotel  
London

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## Chairperson's Opening Remarks

09:00 - 09:10  
PLENARY KEYNOTES

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## Keynote: Host Operator Partner Keynote: Boosting Customer Experience Management Capabilities

09:10 - 09:30  
PLENARY KEYNOTES

### Participants

**Dave Salam** - Director of Mobility and Analytics, EE

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## Keynote: No Intelligence without Data

09:30 - 09:50  
PLENARY KEYNOTES

- AI market & technology drivers
- Our understanding of AI
- Deutsche Telekom AI project examples
- From data to actionable insights through means of AI/ML
- Data/AI strategic directives for Deutsche Telekom

### Participants

**Susan Wegner** - VP Data Management, Architecture and Analytics, Deutsche Telekom

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## Executive Panel: Realising Business Outcomes with Advanced Analytics

09:50 - 10:20  
PLENARY KEYNOTES

### Participants

**Patrice Slupowski** - SVP, Digital Innovation, Orange

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## AI for Telcos

10:20 - 10:40  
PLENARY KEYNOTES

### Participants

**Kim Kyllsbech Larsen** - CTIO, Magyar Telekom/Telekom HU

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## Analytics: Mining your Network Gold

10:40 - 11:00  
PLENARY KEYNOTES

- Where does my data come from?
- Separating the intelligence from the noise
- Build new revenue streams
- What will 5G bring?

### Participants

**Paul Gowans** - Director Marketing, Mobile & Enterprise, Viavi Solutions

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## Coffee & VIP Speed Networking

11:00 - 11:50

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## Advances in Network Performance Monitoring

11:50 - 12:10  
NETWORK ANALYTICS

- Accessing relevant data sources
- Real-time data sources for live traffic monitoring
  - Traditional HTTP/DPI sources
  - Physical vs. virtual probes
  - Common data layer
- Aggregate vs. per flow/subscriber monitoring
- Linking network performance KPIs to customer experience management (CEM)
- Critical role for QoS and SLA monitoring

### Participants

**John English** - Product Line Manager, NETSCOUT

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## Panel Discussion: Leveraging Customer Insights to Increase Customer Loyalty and Reverse Revenue Decline

11:50 - 12:20  
VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- Designing user experiences from the customer's perspective
- Pattern matching and algorithms
- Analysing massive amounts of data using compute power
- Determining declining usage
- Establishing the customers who are expected to churn
- Examining detailed customer records and combining with network performance data to establish customer churn prevention strategies

### Participants

**Imre Szucs** - Director of Data and Analytics, Telenor Hungary

**Prashant Kumar** - CTO, CARDINALITY

**Menelaos Scouloudis** - CEO, Velti

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## Panel Discussion: 5G Analytics

12:10 - 12:40  
NETWORK ANALYTICS

- Preparing for increased data traffic and speeds by investing in database infrastructure
- Providing real-time end-to-end visibility into next generation mobile performance
- Will the same analytics approach used for LTE networks continue with the advent of 5G?

### Participants

**Pratik Bose** - Head of Mobile Big Data Solutions, EE/BT

**Renée Strömberg** - CMO, Digital Route

**Maziar Nekovee** - Professor of Telecoms & Mobile Technology and Head of Dept. of Engineering & Design, University of Sussex

**Hamed Al-Rawashidy** - Director of Wireless Networks and Communications Centre (WNCC), Brunel University

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## Delivering Greater Personalised Services

12:20 - 12:40  
VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- AI algorithms to detect and identify video images
- Subscriber profiling

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## Predictive Analytics to Advance Network Automation

12:40 - 13:00  
NETWORK ANALYTICS

- Monitoring sources – first step in NW automation
- Importance of data quality and quantity. "No limit" vs "cherry picking"
- Real time, correlation and visualization
- Auto pilot vs experienced crew
- Human Intelligence vs Artificial Intelligence. Future is here but how much risk are we willing to take?

### Participants

**Hrvoje Jerkovic** - NT/IT Management and Quality Director, Croatian Telecom

### Panel Discussion: Advanced Real-Time Analytics

12:40 - 13:10

VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- Using advanced analytics to identify new customer trends and the right customers
- Balancing competing objectives: how to apply optimisation to satisfy both sales and business requirements?
- Providing insights into customer buying habits, likes and dislikes to generate new revenue streams
- The role Machine Learning plays in discovering deep customer insights for appropriate audience engagement

#### Participants

**Jayshree Kottapalli** - Group Head of Analytics Coe, Vodafone Group

**Paul Gowans** - Director Marketing, Mobile & Enterprise, Viavi Solutions

**Mel Prescott** - Telecoms Practice, Principal Consultant, EMEA, FICO

### Networking Lunch, Hosted Lunch Tables & Product Demonstrations

13:10 - 14:10

Round Table 1: Detecting and Preventing Fraudulent Activity

Round Table 2: The Network of the Future, How AI Technology will Transform Network Operations

Round Table 3: Network Security

### Panel Discussion: Advancing Network Operations

14:10 - 14:40

NETWORK ANALYTICS

- New dynamics between AI, SDN and NFV
- Advancing Autonomous, Intelligent Network Operation and Control
- Enabling faster decision making by collecting and processing network data in real time
- Allowing operators to automate network functions enabling them to shift from reactive to proactive mode

#### Participants

**John English** - Product Line Manager, NETSCOUT

**Richard Baker** - CEO, GeoSpock

### Panel Discussion: Advances in Data Monetisation

14:10 - 14:40

VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- Creating value for customers and the company
- Data Monetisation as a catalyst for innovation
- Turning data-related insights into commercial actions
- Sophisticated analytics for large volumes of IoT data

### Graph-Enabled Solutions for Service Assurance and Capacity Analysis

14:40 - 15:00

NETWORK ANALYTICS

- The value of graphs in Telecoms: typical use cases
- Real-time analysis and visualisation
- Graph-Enabled event correlation
- A Solution Overview:
  - Current results and future direction
  - A team's journey adopting a new technology

### Identifying Personas with a Multidimensional Approach

14:40 - 15:00

VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- Analysis of IPTV viewers for personalised ads
- Creating heterogeneous profiles using mobile and weather data
- Profile creation

#### Participants

**Maja Skrjanc** - Big Data Lead, Telekom Slovenije

### Data Analytics in a Fixed Network Telco

15:00 - 15:20

NETWORK ANALYTICS

- Big Data and analytics as an operational excellence enabler
- Customer proactive assistance and network predictive maintenance
- Network analytics and customer performance management

#### Participants

**Andrea Fregosi** - Senior Manager of Network Performance and Quality, Fastweb

**Andrea Cerritelli** - Digital Innovation Manager, Fastweb

### Panel Discussion: Autonomous Customer Care: Chatbots to Improve Customer Service

15:00 - 15:30

VALUE CREATION, CUSTOMER EXPERIENCE & RELATIONSHIP MANAGEMENT

- Zero-touch customer care
- Increasing the intelligence of Chatbots with Machine Learning
- Freeing up human agents to deal with complex customer enquiries

#### Participants

**Jayshree Kottapalli** - Group Head of Analytics Coe, Vodafone Group

### Coffee, Networking & Exhibition Visit

15:30 - 16:20

### Digital Transformation for Mobile Network Optimization

16:20 - 16:40

INTELLIGENT NETWORK ANALYTICS, SON & AI

SON in Turkcell and the potential of AI

A Data Analysis framework for RNO Engineers

#### Participants

**Erdem Koc** - Expert Field Quality Assurance Engineer, Turkcell

### Analytics – the Enabler of Telco Transformation Post-OTT Revolution

16:20 - 16:40

INNOVATION & INSIGHT

- Reclaiming the "wow factor" from OTT's
- Compelling B2B analytics opportunities
- Operational efficiency through analytics
- Doing more, better: Merging products with insights; video, advertising, sports plays, etc
- The new telco organisation essentials: Top tips

#### Participants

**Edward Geroges** - Director, Analytics Insight, STC

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### Machine Learning to Automate Network Analytics and Troubleshooting

16:40 - 17:00

INTELLIGENT NETWORK ANALYTICS, SON & AI

- Mobile networks get bigger, more complex and are overflowing optimization departments with data
- Relations between the data get more complicated and cannot be adequately handled by humans anymore
- Bwtech addresses these challenges with machine learning and automated analytics
- Optimization process and troubleshooting are effectively supported by new NetChart module named NetWarden
- With NetWarden time needed to pinpoint valid root causes reduced from hours to minutes

#### Participants

**Dariusz Pietrzak** - R&D Expert, Bwtech

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### Using Data to Support Innovation

16:40 - 17:00

INNOVATION & INSIGHT

- Data monetization as new revenue stream
- How to use telco data analytics to support innovation in non-telco industry
- Innovation in digital transformation to support core processes

#### Participants

**Imre Szucs** - Director of Data and Analytics, Telenor Hungary

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### AI and ML for 5G RAN

17:00 - 17:20

INTELLIGENT NETWORK ANALYTICS, SON & AI

- Overview
- Automation and optimization of radio resources
- Interference control in licensed and unlicensed bands
- Initial access
- Dynamic fronthaul

#### Participants

**Maziar Nekovee** - Professor of Telecoms & Mobile Technology and Head of Dept. of Engineering & Design, University of Sussex

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### Robotic Process Automation

17:00 - 17:20

INNOVATION & INSIGHT

- Providing greater efficiencies to telco functions
- Improving productivity and reducing costs
- Service fulfilment and assurance
- Billing and revenue management

#### Participants

**Daniel Henneke** - Production Architect, Swisscom

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### Chairperson's Closing Remarks

17:20 - 17:25

INTELLIGENT NETWORK ANALYTICS, SON & AI

#### Participants

**Sue Rudd** - Director Service Provider Analysis, Networks & Service Platforms, Strategy Analytics

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### Chairperson's Closing Remarks

17:20 - 17:25

INNOVATION & INSIGHT

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### Telco Data Analytics & AI Awards & Cocktail Reception

17:45 - 18:45

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| 09:00 |   |   |   | <p><b>09:00</b> - Chairperson's Opening Remarks</p> <p><b>09:10</b> - Keynote: Host Operator Partner Keynote: Boosting Customer Experience Management Capabilities</p> <p><b>09:30</b> - Keynote: No Intelligence without Data</p> <p><b>09:50</b> - Executive Panel: Realising Business Outcomes with Advanced Analytics</p> |   |
| 10:00 |   |   |   | <p><b>10:20</b> - AI for Telcos</p> <p><b>10:40</b> - Analytics: Mining your Network Gold</p>   |   |
| 11:00 | <b>11:00</b> - Coffee & VIP Speed Networking                                  | <b>11:00</b> - Coffee & VIP Speed Networking                                  | <p><b>11:00</b> - Coffee &amp; VIP Speed Networking</p> <p><b>11:50</b> - Advances in Network Performance Monitoring</p>      | <b>11:00</b> - Coffee & VIP Speed Networking  | <p><b>11:00</b> - Coffee &amp; VIP Speed Networking</p> <p><b>11:50</b> - Panel Discussion: Leveraging Customer Insights to Increase Customer Loyalty and Reverse Revenue Decline</p> |
| 12:00 |   |   | <p><b>12:10</b> - Panel Discussion: 5G Analytics</p> <p><b>12:40</b> - Predictive Analytics to Advance Network Automation</p> |   | <p><b>12:20</b> - Delivering Greater Personalised Services</p> <p><b>12:40</b> - Panel Discussion: Advanced Real-Time Analytics</p>   |
| 13:00 | <b>13:10</b> - Networking Lunch, Hosted Lunch Tables & Product Demonstrations | <b>13:10</b> - Networking Lunch, Hosted Lunch Tables & Product Demonstrations | <b>13:10</b> - Networking Lunch, Hosted Lunch Tables & Product Demonstrations   | <b>13:10</b> - Networking Lunch, Hosted Lunch Tables & Product Demonstrations   | <b>13:10</b> - Networking Lunch, Hosted Lunch Tables & Product Demonstrations   |

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| 15:00 | <p><b>15:30</b> - Coffee, Networking &amp; Exhibition Visit</p>  | <p><b>15:30</b> - Coffee, Networking &amp; Exhibition Visit</p>  | <p><b>15:00</b> - Data Analytics in a Fixed Network Telco</p> <p><b>15:30</b> - Coffee, Networking &amp; Exhibition Visit</p>                                  | <p><b>15:30</b> - Coffee, Networking &amp; Exhibition Visit</p>                     | <p><b>15:00</b> - Panel Discussion: Autonomous Customer Care: Chatbots to Improve Customer Service</p> <p><b>15:30</b> - Coffee, Networking &amp; Exhibition Visit</p> |
| 16:00 | <p><b>16:20</b> - Analytics – the Enabler of Telco Transformation Post-OTT Revolution</p> <p><b>16:40</b> - Using Data to Support Innovation</p>   | <p><b>16:20</b> - Digital Transformation for Mobile Network Optimization</p> <p><b>16:40</b> - Machine Learning to Automate Network Analytics and Troubleshooting</p>              |  |   |  |
| 17:00 | <p><b>17:00</b> - Robotic Process Automation</p> <p><b>17:20</b> - Chairperson's Closing Remarks</p> <p><b>17:45</b> - Telco Data Analytics &amp; AI Awards &amp; Cocktail Reception</p> | <p><b>17:00</b> - AI and ML for 5G RAN</p> <p><b>17:20</b> - Chairperson's Closing Remarks</p> <p><b>17:45</b> - Telco Data Analytics &amp; AI Awards &amp; Cocktail Reception</p> | <p><b>17:45</b> - Telco Data Analytics &amp; AI Awards &amp; Cocktail Reception</p>  | <p><b>17:45</b> - Telco Data Analytics &amp; AI Awards &amp; Cocktail Reception</p> | <p><b>17:45</b> - Telco Data Analytics &amp; AI Awards &amp; Cocktail Reception</p>  |

### Chairperson's Opening Remarks

09:00 - 09:10  
PLENARY KEYNOTES

### Customer Decisioning – Blending the Human with the Machine

09:10 - 09:30  
PLENARY KEYNOTES

- Unlocking the potential in data-driven decisioning
- Delivering 1-1 customer experiences which drive sales, retention and service objectives
- Hear how concepts of human created business rules and cutting edge artificial intelligence & machine learning come together in the pursuit of customer experience & business performance

### Participants

**Rob McLaughlin** - Head of Digital Decisioning & Analytics, Sky UK

### SARA: A1 Group's Superior Analytics of RAN

09:30 - 09:50  
PLENARY KEYNOTES

- LTE radio capacity detection and congestion prediction
- RF anomaly detection and correlation analysis
- Solution recommendation
- Predictive analytics and solution recommendation

### Participants

**Natali Delić** - CTO, Vip mobile and A1 Slovenija

### Network AI – Bringing AI into the Core Telco Business

09:50 - 10:10  
PLENARY KEYNOTES

- Opportunities and challenges with introducing AI into the mobile network
- Data readiness for Network AI
- Examples from initial work on Network AI in Telenor

### Participants

**Astrid Undheim** - VP Analytics and AI, Telenor Research/Telenor Group

### Telecom Data Analytics: Deriving Value Today While Preparing for the Future

10:10 - 10:30  
PLENARY KEYNOTES

- Where has TDA been, where is it today, and where is it headed? The journey from business intelligence and rules-based automation to machine learning-enabled automation and fully autonomous systems
- Using analytics to future-proof your business against declining ARPU, customer churn, and growing operational complexity
- The value of a building on an open, disaggregated data platform on the path to automation
- Success stories: Case studies illustrating real-world TDA use cases

### Participants

**Anton Prenneis** - Solutions Manager, Service Provider Analytics, Dell EMC Enterprise & SP Solutions Group

### Digital Products and Services for Enterprises Underpinned by Big Data and AI

10:30 - 10:50  
PLENARY KEYNOTES

- Importance, value and legal approach for telco data
- Strategy and execution
- Big Data and AI as inseparable partners
- Key factors for success
- Examples of value provided

### Participants

**David González** - Head of Big Data & AI, Vodafone Group Enterprise

### Coffee & VIP Speed Networking

10:50 - 11:40

### Cognitive Analytics for Mobile Networks

11:40 - 12:00  
ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS

### AI and Customer First – What Does It Really Take to Deliver One-to-One for an Operator?

11:40 - 12:00  
ADVANCED ANALYTICS & AI TO MEET COMMERCIAL AND BUSINESS OBJECTIVES

- Table stakes for one-to-one personalisation?
- And what has AI got to do with putting your customers first?

### Participants

**Jonathan Lakin** - Founder & CEO, Intent HQ

### Panel Discussion: Deploying Machine Learning to Increase Automation in Operations

12:00 - 12:30  
ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS

### Participants

**Moderator: Sue Rudd** - Director Service Provider Analysis, Networks & Service Platforms, Strategy Analytics

### Leveraging Big Data, Machine Learning and AI to Increase ARPUs

12:00 - 12:20  
ADVANCED ANALYTICS & AI TO MEET COMMERCIAL AND BUSINESS OBJECTIVES

- Efficient acquisition of Gross Adds from online & digital channels
- Intelligent upselling of value-increasing products to an established base
- Identification and exploitation of sub-segments using user-defined and targeted campaigns

### Participants

**Nicholas Constantinopoulos** - President, FreedomPop

### Case Study: How Two Telcos Tapped into their Big Data Potential

12:20 - 12:40  
ADVANCED ANALYTICS & AI TO MEET COMMERCIAL AND BUSINESS OBJECTIVES

- Uncovering previously unattainable insights from exponentially growing data stores
- Leveraging data to reduce costs and generate new revenue streams
- Increasing ARPU by tailoring the customer experience
- Strengthening customer loyalty and reducing churn with self-service data reporting

### Participants

**David Lechner** - CMO, SQream

### Analytics to Help Guide Capacity Planning

12:30 - 12:50  
ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS

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## Panel Discussion: Scaling RPA to Cut Costs, Increase Efficiency and Enhance Customer Experience

12:40 - 13:10

ADVANCED ANALYTICS & AI TO MEET COMMERCIAL AND BUSINESS OBJECTIVES

### Participants

**Moderator: Justin Van Der Lande** - Principle Analyst, Analysys Mason

**Veronika Sokolova** - Intelligent Automation Programme Manager, BT Group

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## Defining AI-Ops: Operationalising Big Data

12:50 - 13:10

ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS

- Network data analytics - greater than the sum of individual parts
- Opportunities of embedding insights in our processes
- Role of analytics in closed loop automation

### Participants

**Pratik Bose** - Head of Mobile Big Data Solutions, EE/BT

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## Networking Lunch, Hosted Lunch Tables & Exhibition Visit

13:10 - 14:10

Round table 1: GDPR: How to Avoid Fines & Promote Organisational Transformation

Round table 2: Analytics to Help Guide Capacity Planning

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## Why Intelligent Operations is the New Norm

14:10 - 14:30

THE POTENTIAL OF AI & ADVANCING THE AI DEVELOPER ECOSYSTEM

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## Connected Mobility – Improve on the Move

14:10 - 14:30

BUSINESS USE CASES – EXTENDING DATA ANALYTICS SOLUTIONS TO ENTERPRISES & TO THE CUSTOMER

- Mapping experience on all different routes
- Improving communication experiences in trains, on roads
- Harnessing mobility data to plan better cities and better infrastructure

### Participants

**Assaf Aloni** - CMO, Continual

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## Moving AI to the Edge of the Network to Support Latency-Sensitive Use Cases

14:30 - 14:50

THE POTENTIAL OF AI & ADVANCING THE AI DEVELOPER ECOSYSTEM

- Defining new edge computing models with AI elements to boost automation
- Fashioning AI to be deeply personal and context aware to better decision support

### Participants

**Jayshree Kottapalli** - Group Head of Analytics Coe, Vodafone Group

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## Why Intelligent Operations is the New Norm

14:30 - 14:50

BUSINESS USE CASES – EXTENDING DATA ANALYTICS SOLUTIONS TO ENTERPRISES & TO THE CUSTOMER

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## Panel Discussion: Encouraging the Deployment of AI-Driven Applications among the Operator Community

14:50 - 15:20

THE POTENTIAL OF AI & ADVANCING THE AI DEVELOPER ECOSYSTEM

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### Participants

**Pratik Bose** - Head of Mobile Big Data Solutions, EE/BT

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## Business Efficiency Improvement with Integrated Data Analysis Platform

14:50 - 15:10

BUSINESS USE CASES – EXTENDING DATA ANALYTICS SOLUTIONS TO ENTERPRISES & TO THE CUSTOMER

- Network Parameters Optimization
- Call Center AI
- Anomaly detection

### Participants

**Ai Hayakawa** - Data Scientist, Big Data Group, NTT DOCOMO

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## Coffee, Networking & Exhibition Visit

15:20 - 15:50

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## AI Technologies for Non-AI Specialists

15:50 - 16:05

ANALYTICS FOR TELCO DIGITIZATION

- ML and AI tools from around the web available today
- You may not need ML
- Implementations for Telcos

### Participants

**Brian Joyce** - Senior Information Engineer, O2 Labs

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## Session 2

16:05 - 16:20

ANALYTICS FOR TELCO DIGITIZATION

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## Cardinality

16:20 - 16:30

DRAGONS' DEN

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## Optare Solutions

16:30 - 16:40

DRAGONS' DEN

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## Session 3

16:40 - 16:50

DRAGONS' DEN

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## Judges Feedback & Winner Announced

16:50 - 17:00

DRAGONS' DEN

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| 10:00 | 10:50 - Coffee & VIP Speed Networking           | 10:50 - Coffee & VIP Speed Networking   | 10:50 - Coffee & VIP Speed Networking | 10:50 - Coffee & VIP Speed Networking  | 10:50 - Coffee & VIP Speed Networking | <p><b>10:10</b> - Telecom Data Analytics: Deriving Value Today While Preparing for the Future</p> <p><b>10:30</b> - Digital Products and Services for Enterprises Underpinned by Big Data and AI</p> <p><b>10:50</b> - Coffee &amp; VIP Speed Networking</p>                      | 10:50 - Coffee & VIP Speed Networking                      |
| 11:00 | 11:40 - Cognitive Analytics for Mobile Networks | 11:40 - AI and Customer First – What Does It Really Take to Deliver One-to-One for an Operator? |                                       |  |                                       |   |  |



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| 12:00 | <p><b>12:00</b> - Panel Discussion: Deploying Machine Learning to Increase Automation in Operations</p> <p><b>12:30</b> - Analytics to Help Guide Capacity Planning</p> <p><b>12:50</b> - Defining AI-Ops: Operationalising Big Data</p> | <p><b>12:00</b> - Leveraging Big Data, Machine Learning and AI to Increase ARPUs</p> <p><b>12:20</b> - Case Study: How Two Telcos Tapped into their Big Data Potential</p> <p><b>12:40</b> - Panel Discussion: Scaling RPA to Cut Costs, Increase Efficiency and Enhance Customer Experience</p> |  |  |  |  |  |
| 13:00 | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p>   | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p>   | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p> | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p>   | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p> | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p> | <p><b>13:10</b> - Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</p>   |
| 14:00 |  |  |  | <p><b>14:10</b> - Connected Mobility – Improve on the Move</p> <p><b>14:30</b> - Why Intelligent Operations is the New Norm</p> <p><b>14:50</b> - Business Efficiency Improvement with Integrated Data Analysis Platform</p> |  |  | <p><b>14:10</b> - Why Intelligent Operations is the New Norm</p> <p><b>14:30</b> - Moving AI to the Edge of the Network to Support Latency-Sensitive Use Cases</p> <p><b>14:50</b> - Panel Discussion: Encouraging the Deployment of AI-Driven Applications among the Operator Community</p> |

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| TIME  | ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS | ADVANCED ANALYTICS & AI TO MEET COMMERCIAL AND BUSINESS OBJECTIVES | ANALYTICS FOR TELCO DIGITIZATION  | BUSINESS USE CASES – EXTENDING DATA ANALYTICS SOLUTIONS TO ENTERPRISES & TO THE CUSTOMER | DRAGONS' DEN   | PLENARY KEYNOTES                              | THE POTENTIAL OF AI & ADVANCING THE AI DEVELOPER ECOSYSTEM |
|-------|--|--|---|--|--|---|--|
| 15:00 | 15:20 - Coffee, Networking & Exhibition Visit  | 15:20 - Coffee, Networking & Exhibition Visit                      | 15:20 - Coffee, Networking & Exhibition Visit<br>15:50 - AI Technologies for Non-AI Specialists | 15:20 - Coffee, Networking & Exhibition Visit  | 15:20 - Coffee, Networking & Exhibition Visit  | 15:20 - Coffee, Networking & Exhibition Visit | 15:20 - Coffee, Networking & Exhibition Visit              |
| 16:00 |  |  | 16:05 - Session 2   |  | 16:20 - Cardinality<br>16:30 - Optare Solutions<br>16:40 - Session 3<br>16:50 - Judges Feedback & Winner Announced |   |  |