

Host Conference Partner:



Confirmed speakers:

1. Dr. Susan Wegner, Vice President, Data, Artificial Intelligence and Governance and Chief Data Officer, **Deutsche Telekom**
2. Ludovic Lévy, VP Data Strategy and Governance, **Orange Group**
3. Natali Delic, CTIO and Senior Transformation Director, Vip mobile and A1 Slovenia, **A1 Telekom Austria Group**
4. Jose Palazon, Chief Technology Officer, Chief Data Office, **Telefonica**
5. Lucy Lombardi, Senior Vice President, Digital & Ecosystem Innovation, **Telecom Italia**
6. David Gonzalez, Chief Data Officer and Group Head of Big Data and AI, **Vodafone Business**
7. Dr. Ramazan Demir, Chief Digital and Cyber-Security Products Development Officer, **Türk Telekom**
8. Paul O'Brien, Director of AI, Cybersecurity and Operations, **BT Labs**
9. Juan Manuel Caro Bernat, Director of Operations & Customer Experience, **Telefónica**
10. Liv Elise Saue Tøftum, Director Analytics & CLM, **Telenor Norway**
11. Edward Gerges, Director, Analytics Insight, **STC**
12. George Iskenderian, Director, Big Data, **Bell**
13. Radu Ciocan, Director, Customer Experience, **inwi**
14. Jayshree Kottapalli, Senior Director, Digital, Data and Analytics, **GSK**
15. Elina Petrova, Director, Customer Experience, **Vivacom**
16. Caspar Luijten, Director Customer Experience, **WIND TRE ITALIA**
17. Erol Hepsaydir, Head of RAN and Device Strategy and Architecture, **Three**
18. Jonathan Woolf, Head of Programmes, **Telefonica Dynamic Insights**
19. Sri Safitri, Project Director of CX Transformation, **Telkom Indonesia**
20. Victor Deutsch, Head of Strategy, Transformation, SMB, Defence and Security Departments, **Telefónica**
21. Hamish Tonkin, Head of Automation, **Telefónica**
22. Christian Mehlführer, Head of Commercial Area Management, **A1 Telekom**
23. Dr. Kazuaki Takeda, Manager and AI Lead, Service Innovation Department, **NTT DOCOMO**
24. Marc van Kasteren, Senior Security Officer, **KPN**
25. Ioannis Chochliouros, Head of Research Programs Section, **OTE**
26. Peter Zidar, Head of Research, **Telekom Slovenije**
27. Serkan Kılınçarslan, Service Control & Support Center Network Operations Center Manager, **Turkcell**
28. Lucy Goudie, Customer Experience Program Manager, **Telefonica**
29. Imen Grida Ben Yahia, Project Leader on AI for Network, **Orange**
30. Tahsin Serkan Yaman, AI Engineer, **Turkcell**
31. Matias Quintanilla, Senior Radio Manager, Performance Management & Data Analytics, **Telefónica UK**
32. Stephen Dillon, Data Analytics and RAN Optimisation Engineer, **Vodafone**
33. Arjun Parekh, Senior Manager, Self-Learning Networks Research, **BT**
34. Thomas Hodi, Radio Access Network Expert, **A1 Telekom Austria Group**

35. Professor Maziar Nekovee, Head of Centre for Advanced Communications, Mobile Technology and IoT, **University of Sussex**
36. Dr. Yue Wang, **ETSI Industry Standardization Group ENI** (Experiential Intelligent Network) Rapporteur and Secretary
37. Sarunas Chomentauskas, Founder and CEO, **Exacaster**
38. Aditya Kaul, Research Director, **Tractica**
39. Mark Beccue, Principal Analyst, **Tractica**
40. James Crawshaw, Senior Analyst, **Heavy Reading**
41. Eden Zoller, Principal Analyst, **Ovum**
42. Elson Sutanto, Principal Analyst, **Juniper Research**
43. Jay Shah, **Independent Consultant**
44. Adaora Okeleke, Senior Analyst, **Ovum**
45. Ola Billinger, VP Products and Solutions, **Subtonomy**
46. David Leichner, CMO, **SQream**
47. Sergio Pereira, CMO & Innovation Manager, **Optare Solutions**
48. Dr. Konstantinos Stavropoulos, Solution Marketing Manager, **Exfo**
49. Dmitry Kuznetsov, Senior Machine Learning Researcher, **Avast**
50. Paola Arosio, Senior Manager, Product Management, **Cisco**
51. Gil Rosen, President & GM, **amdocs:next**
52. Rui Frazao, CTO, **B-Yond**
53. Dima Alkin, Vice President, Service Assurance Solutions, **TEOCO**
54. James Doyle, VP of Business Development, **Anritsu**
55. Federico Castanedo, Lead Telco Data Scientist EMEA, **DataRobot**
56. Shaun Chang, Vice President of Mobility Intelligence, **Groundhog Technologies**
57. Mike Beck, Global Head of Threat Analysis, **Darktrace**
58. Mukund Shastri, Chief Data Science Officer, **Comviva**
59. Amir Kupervas, VP EMEA & APJ, **Anodot**

Endorsing associations:

- ETSI

CONFERENCE DAY ONE: TUESDAY 5 <sup>TH</sup> NOVEMBER
PLENARY KEYNOTES
<p><b>08:40 Chairperson:</b> <i>Mark Beccue, Principal Analyst, Tractica</i></p> <p><b>08:45 Host Operator Partner Keynote: Unlocking the AI Opportunity</b> <i>Paul O'Brien, Director of AI, Cybersecurity and Operations, BT Labs</i></p> <p><b>09:05 The Dawn of Pre-Emptive Networks – How Analytics, AI and Automation Enhance Customer Experience</b></p> <ul style="list-style-type: none"> <li>• Why analytics, AI and automation are now a necessity for telcos</li> <li>• How telcos can make the most of analytics, AI and automation in operations and customer experience management</li> <li>• Key use cases and lessons learnt from telcos worldwide</li> </ul> <p><i>Dr. Konstantinos Stavropoulos, Solution Marketing Manager, Exfo</i></p> <p><b>09:25 Executive Panel: Assessing AI's Application in the Telecommunications Industry: Hype vs. Reality</b></p> <ul style="list-style-type: none"> <li>• Redefining what AI and ML means</li> <li>• What has been achieved thus far?</li> <li>• Where challenges still lie and what needs to be addressed to maximise AI's potential?</li> <li>• Are AI vs. automation debates still relevant?</li> </ul> <p><i>Moderator: Mark Beccue, Principal Analyst, Tractica</i> <i>Ludovic Lévy, VP Data Strategy and Governance, Orange Group</i> <i>Jose Palazon, Chief Technology Officer, Chief Data Office, Telefonica</i> <i>Shaun Chang, Vice President of Mobility Intelligence, Groundhog Technologies</i></p>

**09:50: The One Metric in Customer Experience that Matters Most (and it's not NPS)**

- EY reports that Digital Business models and Customer Centricity are at the top of the CSP strategic agenda.
- Most CSPs closely monitor Net Promoter Scores (NPS) as the key metric to measure customer satisfaction.
- However, NPS is the end result of digital activities and initiatives being undertaken and as such is a lagging indicator of customer experience.
- Join this presentation to learn about the most important leading indicator of customer experience and how CSPs can proactively measure it and leverage AI to maximize it

*Rui Frazao, CTO, B-Yond*

**10:10 Keynote: Developing an AI Centre of Competence**

- Engaging internal customers and subject matter experts in design thinking processes to identify a process, select and shape the data, define the ML algorithm and test its validity
- External customer engagement digitization through cognitive AI

*Lucy Lombardi, Senior Vice President, Digital & Ecosystem Innovation, Telecom Italia*

**10:30 Paradigm Shift ALERT: Moving Away From AI-Driven Solutions to Enabling the Intelligent CSP**

- Intelligent data aggregations
- Cross-business intelligence
- Leveraging Business Target-oriented AI

*Gil Rosen, President & GM, amdocs:next*

**10:50 Coffee**

**ADVANCES IN NETWORK ANALYTICS & OPTIMISATION**

**Chairperson:** *Adaora Okeleke, Senior Analyst, Ovum*

**11:30 Panel Discussion: Introducing New Methodologies in Network Performance Monitoring**

- Identifying issues before they negatively impact network performance
- Impact on data processing and analysis
- Automating problem solving to prevent damaging network issues
- Customising response capabilities
- Geospatial analysis of signal strength

**Moderator:** *Adaora Okeleke, Senior Analyst, Ovum*

*Erol Hepsaydir, Head of RAN and Device Strategy and Architecture, Three*

*Dr. Konstantinos Stavropoulos, Solution Marketing Manager, Exfo*

*Imen Grida Ben Yahia, Project Leader on AI for Network, Orange*

**12:00 Leveraging Big Data for Competitive Advantage**

- Using big data analytics to improve network quality and level of service
- Increasing ARPU and profit by better understanding of customer behaviour
- Improving strategic decision making with previously unobtainable insights

*David Leichner, CMO, SQream*

**12:20 Transforming the Network Using Analytics and Data**

- Implementing new planning, design, build and operation of networks
- Lessons learnt and Telefonica's future outlook

*Matias Quintanilla, Senior Radio Manager, Performance Management & Data Analytics, Telefonica UK*

**CUSTOMER RETENTION & RELATIONSHIP MANAGEMENT**

**Chairperson:** *Eden Zoller, Principal Analyst, Ovum*

**11:30 Using AI to Improve Customer Experience: A Real-Life Telco Case Study**

- Reduce the time it takes to detect a problem, reduce the time to acknowledge a problem before an actual customer complains (via traditional customer service or through social media)
- Using smart alerts after anomaly detection algorithms have flagged anomalies to significantly reduce the time for operational teams to acknowledge incidents
- Using correlations of various metrics, reduce the time to triage and recover and fix

*Amir Kupervas, VP EMEA & APJ, Anodot*

**11:50 Keynote: Our Vision for Aura: Much More Than Just a Digital Assistant**

- What is the AURA project?
- Providing a holistic view of client experience
- How can digital assistances ultimately improve pricing decisions?

*Jose Palazon, Chief Technology Officer, Chief Data Office, Telefonica*

**12:10 Panel Discussion: Digitizing Customer Care: Can Improved Customer Satisfaction and Better Efficiency Both Be Accomplished?**

- The role of Smartbots/Chatbots
- Zero-touch customer care
- Self-care approaches
- Increasing the intelligence of Chatbots with Machine Learning
- Freeing up human agents to deal with complex customer enquiries

**Moderator:** *Eden Zoller, Principal Analyst, Ovum*

*Jay Shah, Independent Consultant*

<p><b>12:40 Using Augmented Analytics to deliver Smarter Operations</b></p> <ul style="list-style-type: none"> <li>• Telco is an ecosystem in transformation: The need and context for an augmented AI/ML layer</li> <li>• Not all data is born equal: Smarter Operations needs real-time network data and impacted subscribers to properly close the loop.</li> <li>• Smarter Operations is a business imperative: In a dynamic complex virtualized network automatically closing the loop at a subscriber level will be the differentiator between success and failure.</li> </ul> <p><i>James Doyle, VP of Business Development, Anritsu</i></p>	<p><i>Ola Billinger, VP Products and Solutions, Subtonomy</i>  <i>Christian Mehlführer, Head of Commercial Area Management, A1 Telekom</i>  <i>Caspar Luijten, Director Customer Experience, WIND TRE ITALIA</i></p> <p><b>12:40 Keynote: Causality vs. Correlation – What Is the Actual Effect of Products and Services on Customer Loyalty</b>  <i>Liv Elise Saue Tøftum, Director Analytics &amp; CLM, Telenor Norway</i></p>
<p><b>13:00 Networking Lunch, Hosted Lunch Tables &amp; Product Demonstrations</b></p>	
<p><b>Chairperson: Adaora Okeleke, Senior Analyst, Ovum</b></p> <p><b>13:55 Panel Discussion: Redefining Network Operations Using AI</b></p> <ul style="list-style-type: none"> <li>• Deploying an automated, analytics-based approach to improving network operations and performance</li> <li>• New advances in AI-based: <ul style="list-style-type: none"> <li>○ Network planning</li> <li>○ Network optimisation</li> </ul> </li> <li>• Implementing automated intelligent network operations and control</li> <li>• Improving decision making by collecting and processing network data in real time to gain actionable intelligence</li> </ul> <p><i>Moderator: Adaora Okeleke, Senior Analyst, Ovum</i>  <i>Arjun Parekh, Senior Manager, Self-Learning Networks Research, BT</i>  <i>Serkan Kılınçarslan, Service Control &amp; Support Center Network Operations Center Manager, Turkcell</i>  <i>Paola Arosio, Senior Manager, Product Management, Cisco</i>  <i>Federico Castaneda, Lead Telco Data Scientist EMEA, DataRobot</i></p> <p><b>14:25 Improved Network Operations and Business Solutions with Integrated Data Analysis Platform</b></p> <ul style="list-style-type: none"> <li>• Views on 5G NW deployment preparations using traffic data analysis</li> <li>• NW optimization for IoT based on traffic data analysis</li> <li>• NW/terminal failure detection</li> <li>• Business solutions with Integrated Data Analysis Platform</li> </ul> <p><i>Dr. Kazuaki Takeda, Manager and AI Lead, Service Innovation Department, NTT DOCOMO</i></p> <p><b>14:45 Simplifying Network Management Through AI/ML</b></p> <ul style="list-style-type: none"> <li>• Key objectives of network management for telcos</li> <li>• Telco network management framework is complex, so what are the key challenges?</li> <li>• Network management for virtualized network functions</li> <li>• Simple and effective KPI implementation for networks through end to end AI/ML</li> <li>• The importance of real-time network issue detection</li> <li>• Alerting engineers of known and unknown issues</li> <li>• Introducing root-cause insights</li> </ul>	<p><b>Chairperson: Eden Zoller, Principal Analyst, Ovum</b></p> <p><b>13:55 Lesson Learned in the Use of AI and NLU for Contact Automation</b></p> <ul style="list-style-type: none"> <li>• AI used to implement intelligent IVR (independent of use of NLU)</li> <li>• Chatbot without NLU, but still intelligent</li> <li>• Business Cases reviewed after implementation of Chatbots</li> </ul> <p><i>Radu Ciocan, Director Customer Experience, inwi</i></p> <p><b>14:20 Enhancing Customer Experience with Cognitive Next Best Offer and Data Monetisation</b></p> <ul style="list-style-type: none"> <li>• Challenges in making the right offer, through the right channel, at the right time, to match the right need, at the right micro moment</li> <li>• MobiLytx enabling Cognitive Next Best offer with AI</li> <li>• Exploring opportunities of data monetisation for Telcos and addressing with AI</li> </ul> <p><i>Mukund Shastri, Chief Data Science Officer, Comviva</i></p> <p><b>14:40 Smile Project: A Journey Towards Best in Class Digital Customer Experience</b></p> <ul style="list-style-type: none"> <li>• What is the ‘Smile Project’?</li> <li>• The challenges in starting the transformation, our chosen strategy, framework and the roadmap that we designed in order to achieve our aspiration to deliver great customer experience</li> <li>• The technologies leveraged including AI, RPA and more to enable digitisation and to simplify the customer care process</li> </ul> <p><i>Sri Safitri, Project Director of CX Transformation, Telkom Indonesia</i></p> <p><b>15:05 Unlocking AI: The Enabler of Customer-Centric Optimisation and Data Monetisation</b></p> <ul style="list-style-type: none"> <li>• Overview of how customer-centric data sources are created <ul style="list-style-type: none"> <li>○ Regression</li> <li>○ Triangulation</li> <li>○ RF fingerprinting</li> <li>○ Data blending</li> </ul> </li> <li>• Some examples of these data sources in action and optimisation use cases <ul style="list-style-type: none"> <li>○ Capacity planning</li> <li>○ Power saving</li> </ul> </li> </ul>

<p><i>Dr. Yue Wang, ETSI Industry Standardization Group ENI (Experiential Intelligent Network) Rapporteur and Secretary</i></p> <p><b>15:05 Securing Home IoT Devices in a 5G Architecture</b> <i>Dmitry Kuznetsov, Senior Machine Learning Researcher, Avast</i></p>	<ul style="list-style-type: none"> <li>○ Enhanced SON</li> <li>● Monetisation of data <ul style="list-style-type: none"> <li>○ Examples of data monetisation at Vodafone Ireland</li> <li>○ Potential competitive advantages of Telcos over their ICT competitors (e.g. Facebook/Google)</li> </ul> </li> </ul> <p><i>Stephen Dillon, Data Analytics and RAN Optimisation Engineer, Vodafone</i></p>
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**15:25 Coffee & VIP Speed Networking**

<p style="text-align: center;"><b><u>INTELLIGENT NETWORK ANALYTICS, NFV &amp; SON</u></b></p> <p><b>Chairperson:</b> <i>Adaora Okeleke, Senior Analyst, Ovum</i></p> <p><b>16:25 Machine-Learning/AI Based Microservices Decomposition and Aggregation for 5G Network Function Virtualization</b></p> <ul style="list-style-type: none"> <li>● The use of AI and Machine-Learning for automated network slicing and microservice composition/decomposition</li> <li>● The adoption of microservice approaches to Telecom networks</li> <li>● NFV microservice decomposition: benefits and challenges</li> <li>● Examples from 5G Vertical Use Cases</li> </ul> <p><i>Professor Maziar Nekovee, Head of Centre for Advanced Communications, Mobile Technology and IoT, University of Sussex</i></p> <p><b>16:45 SARA – Network Analytics Solution Developed by A1</b></p> <ul style="list-style-type: none"> <li>● A1 Network Automation Program</li> <li>● How SARA adds value for Network Planning &amp; Optimisation</li> <li>● Smart Capex Planning use case</li> <li>● Long-, Mid- and Short-Term Forecasting</li> <li>● Network Anomaly Detection</li> <li>● Integration towards SON for full Automation</li> <li>● Enablement of ML for radio engineers</li> </ul> <p><i>Thomas Hodi, Radio Access Network Expert, A1 Telekom Austria Group</i></p> <p><b>17:05 The Path to Intelligent Journey Orchestration via Personalisation and 4th Platform</b> <i>Jonathan Woolf, Head of Programmes, Telefonica Dynamic Insights</i></p> <p><b>17:25 Chairperson’s Closing Remarks</b></p>	<p style="text-align: center;"><b><u>SECURITY, PRIVACY &amp; FRAUD MITIGATION</u></b></p> <p><b>Chairperson:</b> <i>Elson Sutanto, Principal Analyst, Juniper Research</i></p> <p><b>16:25 Keynote: Innovative Applications of AI for Cybersecurity</b></p> <ul style="list-style-type: none"> <li>● From Labs to Commodity: evolution of AI</li> <li>● Why AI in Security?</li> <li>● AI for biometrics identification</li> <li>● AI for securing navigation in SMB</li> </ul> <p><i>Victor Deutsch, Head of Strategy, Transformation, SMB, Defence and Security Departments, Telefónica</i></p> <p><b>16:45 How Zero-Touch Machine Learning Defences Operate</b></p> <ul style="list-style-type: none"> <li>● Providing unprecedented analytical insights</li> <li>● Applying historical data to enable the automatic detection and mitigation of threats ranging from DDoS attacks to malware infiltration</li> </ul> <p><i>Mike Beck, Global Head of Threat Analysis, Darktrace</i></p> <p><b>17:05 Fireside Chat: How New MNO Business Models Make It Difficult to Track Data and How This Can Be Rectified</b></p> <ul style="list-style-type: none"> <li>● Exploring marketing models and business models</li> <li>● Using analytics for monetization purposes</li> <li>● Digital security and developing value added services in these areas</li> <li>● Looking at digital sales and customer journeys</li> </ul> <p><i>Moderator: Elson Sutanto, Principal Analyst, Juniper Research Liv Elise Saue Tøftum, Director Analytics &amp; CLM, Telenor Norway Caspar Luijten, Director Customer Experience, WIND TRE ITALIA</i></p> <p><b>17:25 Chairperson’s Closing Remarks</b></p>
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**17:30 Telco AI Summit Europe Awards & Cocktail Reception**  
*Interested in applying for an award? Contact [Yavar.Rezavandi@informa.com](mailto:Yavar.Rezavandi@informa.com)*

**CONFERENCE DAY TWO: WEDNESDAY 6<sup>TH</sup> NOVEMBER**

**PLENARY KEYNOTES**

**09:00 Chairperson:** *James Crawshaw, Senior Analyst, Heavy Reading*

**09:05 Keynote: Why and How Are We Able to Achieve Algorithmic Transparency?**

- Currently many Digital Transformation topics, e.g. Artificial Intelligence, Machine Learning, Blockchain are heavily discussed. One of the reasons is that for non-expert in the companies the technological approaches are unclear and non-transparent. Therefore, the results are often not accepted and implemented and new business opportunities cannot be achieved. The presentation will give an overview about possible approaches and concrete successful examples to provide more Algorithmic Transparency. Followed by a deep dive of a current use case. Moreover, the additional challenges with regards to data governance, culture, analytical scalability and business impact will be described.

*Dr. Susan Wegner, VP Data, Artificial Intelligence and Governance and Chief Data Officer, Deutsche Telekom*

**09:30 Improve Network Efficiency and Gain New Revenue Stream With AI**

- Geolocate subscribers, analyze their network experience and predict their behaviors
- How AI benefits network optimization, network planning and troubleshooting
- Targeted marketing using ML, deep learning and digest external data with competitor subscriber insight for CVM

*Shaun Chang, Vice President of Mobility Intelligence, Groundhog Technologies*

**09:50 Keynote: Data as the Force of Change**

- How data (science) is changing telco organizations in terms of:
  - Skills of the workforce
  - The way we work
  - Business processes
  - Customer experience management
  - Decision making on all levels in the telco organization
- Network automation and customer experience management implemented by Vip mobile (part of Telecom Austria Group)

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

**10:15 Keynote: The Promise of AI and Its Impact on the Telecom Value Chain**

- Looking at AI implementation as a process
- Ensuring openness for AI adoption
- Advocating the benefits of data sharing
- Promoting the potential of AI to:
  - Simplify complex operations
  - Solve intricate issues by enabling predictive models and root cause analysis
- Conveying how AI will augment capabilities and not replace human labour

*Dr. Ramazan Demir, Chief Digital and Cyber-Security Products Development Officer, Türk Telekom*

**10:35 Accelerating Artificial Intelligence adoption in Telco**

- Learn about how to overcome the obstacles to deploying and managing AI
- Understand the best practices used to maximise success
- Hear about successful AI programmes at Telcos like Sky
- Explore proven use cases from reducing customer churn to optimising online streaming

*James Lawson, AI Evangelist, DataRobot*

**10:55 Coffee & VIP Speed Networking**

**ADVANCED ANALYTICS & AI FOR NETWORK OPERATIONS**

**Chairperson:** *James Crawshaw, Senior Analyst, Heavy Reading*

**12:00 Keynote: Creating a Specialized AI-Assisted Network Operating System With Integrated Big Data Analytics, ML & Virtualization Capabilities**

- Delivering automated detection of issues on the network
- Troubleshooting network issues
- Optimizing network performance
- Measuring the quality of the network by utilising real-time analysis of performance

*Juan Manuel Caro Bernat, Director of Operations & Customer Experience, Telefónica*

**AI TO SERVE COMMERCIAL INTERESTS**

**Chairperson:** *Mark Beccue, Principal Analyst, Tractica*

**12:00 Keynote: Increasing Operational Efficiency of Analytics Teams & Identifying New Revenue Streams**

- The challenge of integrating AI and ML to existing operations
- The cost saving benefits of implementing new AI and ML approaches
- Changing operator organisational models
- Accelerating analytics to provide additional revenue streams

*Edward Gerges, Director, Analytics Insight, STC*

<p><b>12:30 Keynote: AI/ML in Network Operations</b></p> <ul style="list-style-type: none"> <li>• Use of open source components in setting up an enterprise ML platform</li> <li>• Overview of ML use cases in network operations</li> </ul> <p><i>George Iskenderian, Director, Big Data, Bell</i></p> <p><b>12:55 Panel Discussion: Assessing New Advances in Heavy Network Traffic Prediction, Management and Network Operations</b></p> <ul style="list-style-type: none"> <li>• How AI can predict future network outages</li> <li>• AI to provide end-to-end network transparency and sophisticated rerouting of data flows to enhance real-time communications of traffic performance and reliability</li> </ul> <p><i>Moderator: James Crawshaw, Senior Analyst, Heavy Reading</i>  <i>George Iskenderian, Director, Big Data, Bell</i>  <i>Lucy Goudie, Customer Experience Program Manager, Telefonica</i>  <i>Dima Alkin, Vice President, Service Assurance Solutions, TEOCO</i></p>	<p><b>12:20 Panel Discussion: Advances in Data Monetisation</b></p> <ul style="list-style-type: none"> <li>• How will customers and CSPs derive value out of data?</li> <li>• The innovations data monetisation will spur</li> <li>• Turning data-generated insights into commercial success</li> <li>• The analytics required to manage large volumes of IoT data</li> </ul> <p><i>Moderator: Elson Sutanto, Principal Analyst, Juniper Research</i>  <i>Dr. Susan Wegner, VP Data, Artificial Intelligence and Governance and Chief Data Officer, Deutsche Telekom</i>  <i>David Gonzalez, Chief Data Officer and Group Head of Big Data and AI, Vodafone Business</i>  <i>Gil Rosen, President &amp; GM, amdocs:next</i></p> <p><b>12:50 Implementing AI Powered Next Best Offer Programs: Challenges and Opportunities</b></p> <ul style="list-style-type: none"> <li>• Key technical and organizational prerequisites worth considering</li> <li>• Strategies to overcome data quality challenges</li> <li>• Household level next best offering - commercial do's and don'ts</li> </ul> <p><i>Sarunas Chomentauskas, Founder and CEO, Exacaster</i>  <i>Elina Petrova, Director, Customer Experience, Vivacom</i></p> <p><b>13:10 Fireside Chat: Scaling ML: Integrated Intelligent Process Automation</b></p> <ul style="list-style-type: none"> <li>• Robotizing mundane tasks and cutting costs</li> <li>• Increasing efficiency by reducing human error</li> <li>• Enhance Customer Experience</li> <li>• How robotic process automation has evolved to intelligent process automation</li> </ul> <p><i>Moderator: Mark Beccue, Principal Analyst, Tractica</i>  <i>Hamish Tonkin, Head of Automation, Telefónica</i></p>
<p><b>13:30 Networking Lunch, Hosted Lunch Tables &amp; Exhibition Visit</b></p>	
<p><b>Chairperson: Elson Sutanto, Principal Analyst, Juniper Research</b></p> <p><b>14:30 Panel Discussion: Complimenting 5G: How Analytics and AI Can Benefit 5G</b></p> <ul style="list-style-type: none"> <li>• Analytics to be deployed for 5G network planning</li> <li>• Investing in database infrastructure to prepare for increased data traffic</li> <li>• Smart Massive MIMO</li> <li>• 5G smart slicing</li> <li>• Analytics to assess preparedness of network resources to deliver services</li> <li>• Real-time end-to-end visibility into next generation mobile performance</li> <li>• What new analytics strategies need to be created by the CSP community and are previous approaches rendered obsolete?</li> </ul> <p><i>Moderator: Elson Sutanto, Principal Analyst, Juniper Research</i>  <i>Sergio Pereira, CMO &amp; Innovation Manager, Optare Solutions</i>  <i>Stephen Dillon, Data Analytics and RAN Optimisation Engineer, Vodafone</i>  <i>Aaron Boasman-Patel, Vice President, AI, Customer Experience &amp; Data, TM Forum</i></p>	<p><b>Chairperson: Mark Beccue, Principal Analyst, Tractica</b></p> <p><b>14:30 Acquisition – Security Due Diligence</b></p> <ul style="list-style-type: none"> <li>• The challenge, a target wide security assessment in 6 weeks</li> <li>• The approach, insight in the methodology</li> <li>• The outcome, how to come to a fact based advise</li> </ul> <p><i>Marc van Kasteren, Senior Security Officer, KPN</i></p> <p><b>14:50 Accelerating Services Time to Market: Why AI Enabled Test Automation Is Critical to Your Transformation Journey?</b></p> <ul style="list-style-type: none"> <li>• Telecom operators have begun to explore and deploy AI-driven solutions with a goal to reduce costs or improve service.</li> <li>• While these are critical areas to consider, an oft overlooked use case of AI solutions is automation to improve service agility</li> <li>• Automation involving not just of business processes and services testing, but time-consuming root cause analysis (RCA) and troubleshooting</li> <li>• Join this presentation to understand how ML can be used to automate RCA, accelerate service agility, and create a quick win in your AI transformation journey</li> </ul> <p><i>Rui Frazao, CTO, B-Yond</i></p>

<p><b>15:00 Putting Intelligence to the Network Edge via NFV, Cloud Computing and Cognitive Features: The Transition From “SESAME” to the “5G ESSENCE” Context</b> <i>Ioannis Chochliouros, Head of Research Programs Section, OTE</i></p> <p><b>15:20 AI &amp; ML in Telecommunications: A Comprehensive Breakdown</b></p> <ul style="list-style-type: none"> <li>• 5G Challenges and AI</li> <li>• Why is AI now more useful than in the past?</li> <li>• Telecom Use cases for machine intelligence</li> <li>• Looking into future</li> </ul> <p><i>Peter Zidar, Head of Research, Telekom Slovenije</i></p>	<p><b>15:10 Keynote: AI and the Future of Personalizing Telco</b></p> <ul style="list-style-type: none"> <li>• The future of telecom is in its data. Telecom companies have access to more data per consumer than many of the major tech companies that we know today. If this is used in the right way, then you can think about how new revenue lines can be built. The future of the industry is not relying on existing revenue lines, it is thinking differently.</li> </ul> <p><i>Jay Shah, Independent Consultant</i></p>
<p><b>15:40 Coffee, Networking &amp; Exhibition Visit</b></p>	
<p style="text-align: center;"><b><u>CLOSING PRESENTATIONS</u></b></p> <p><b>Chairperson:</b> <i>Elson Sutanto, Principal Analyst, Juniper Research</i></p> <p><b>16:20 Pharma Keynote: Can We Realise a Human-Centric AI Model?</b></p> <ul style="list-style-type: none"> <li>• Enhancing the human factor in relation to the role of AI in modern organisations</li> <li>• Using AI to eliminate human error whilst enhancing the role of humans to control AI-induced decisions</li> <li>• Striking the right balance between modernity and human workforce relevancy</li> </ul> <p><i>Jayshree Kottapalli, Senior Director, Digital, Data and Analytics, GSK</i></p> <p><b>16:40 Exploring Turkcell’s AI Strategy</b></p> <ul style="list-style-type: none"> <li>• AI applications in digital services of Turkcell</li> <li>• AI for Social Good</li> <li>• Natural Language Processing in different languages</li> </ul> <p><i>Tahsin Serkan Yaman, AI Engineer, Turkcell</i></p> <p><b>17:00 Conversations with Siri</b> <i>Lucy Goudie, Customer Experience Program Manager, Telefonica</i></p>	
<p><b>17:10 Close of Conference – See You Next Year</b></p>	