

SESSIONS

CONFERENCE DAY ONE - 10/11/2020

Telco AI Summit

10 - 11 November 2020 (GMT)
Virtual Event

Informa Tech's Opening Remarks

10:05 - 10:10
PLENARY KEYNOTES

Chairperson's Opening Remarks

10:10 - 10:15
PLENARY KEYNOTES

Participants

Charlotte Patrick - Telecoms Industry, Analyst

Headline Presentation: Driving Data-Powered Innovation and Automation at Pace and Scale

10:15 - 10:35
PLENARY KEYNOTES

Participants

Kim Larsen - CTIO, T-Mobile Netherlands

Keynote: How to Not Waste a Crisis and Use Big Data to Help Society and Organizations

10:35 - 10:55
PLENARY KEYNOTES

- How to use telco data securely and effectively during the Covid-19 crisis
- How to drive mobility insights and location intelligence using telco data to support public administration

Participants

David Gonzalez - Chief Data Officer and Group Head of Big Data and AI, Vodafone Business

Executive Panel: The Case for Wider AI Adoption by CSPs

10:55 - 11:20
PLENARY KEYNOTES

- The evolution of analytics from Big Data to modern AI tools
- How AI can help CSPs manage the demand for better quality services and better CX
- The tools available to analyse fragmented data drawn from devices, networks, applications, subscriber profiles, geolocation, network outages, and billing
- Examining the main AI use cases available to CSPs today

Participants

Moderator: Charlotte Patrick - Telecoms Industry, Analyst

Jason Perkins - Head of Data & Analytics Architecture, BT

Eric Rousseau - Director - EMEA, Communications Service Providers, Vertica

Tal Ben Shahar - Head of Product, Data, AI and Analytics, Amdocs

Headline Presentation: Using Mobile Data to Track Covid-19 Cases

11:20 - 11:40
PLENARY KEYNOTES

Participants

Dr. Ieva Martinkenaite - VP of Research and Head of AAI Team, Telenor Group

Keynote: 5G Foundation for Innovative Next Generation Experiences and Applications

11:40 - 12:00
PLENARY KEYNOTES

- 5G is the foundation to innovate and enable next generation experiences and applications. I will be discussing the role of 5G to transform the world by helping innovate and build next generation applications and experiences. Full Self Driving Autonomous cars, Autonomous Drones and Remote Robotic Arm Surgery are not things of the future anymore. Edge Intelligence, Robotics and Virtual Reality will be used in combinations with 5G communication as a fabric to transform human experiences. Telcos will be foundational in continuing to provide the fabric and platform to build innovative experiences.

Participants

Ganesh Harinath - VP of Engineering, 5G MEC, AI Platform & Next-Gen Applications, Verizon

Coffee Break

12:00 - 12:30

Fiber to the Home Roll Out Optimization

12:30 - 12:45
REIMAGINING THE NETWORK

Participants

Chris Molanus - Team Lead & Data Scientist, KPN

Artificial Intelligence and Machine Learning in Global Supply Chain

12:30 - 12:45
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Participants

Dr. Frances Ridley Boykin - Lead UX Researcher, AT&T

Keynote: Effective Network Operations Using AI & Cloud Technology

12:45 - 13:00
REIMAGINING THE NETWORK

- Operating the network with services in mind
- How cloud technology can assist in creating a more advanced and capable network operations

Participants

Matias Quintanilla - Head of Customer Experience Monitoring, Telefónica UK

Keynote: Data Governance Best Practice

12:45 - 13:00
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Participants

Mario Meir-Huber - Head of Big Data, Analytics & AI, A1 Telekom Austria

Using AI and ML Mechanisms to Enhance the Network

13:00 - 13:15
REIMAGINING THE NETWORK

Participants

Klaudius Koschella - Head of Network Optimisation and Central Configuration, Vodafone Germany

How Vertica and Unified Analytics Help Telcos Predict and Manage Churn

13:00 - 13:15
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Please tune in to hear Eric Rousseau's and Badr Ouali's presentation as they describe how the Vertica Unified Analytics Warehouse overcomes data siloes, so Telco teams can better access critical customer data. You will learn:

- How to build a churn prediction model using the VerticaPy Python library along with random forest and logistic regression algorithms
- How CSPs can leverage 5G to obtain near real-time analytics from IoT devices
- How Vertica allows access to data where it resides, without data movement or excessive ELT activity

Participants

Eric Rousseau - Director - EMEA, Communications Service Providers, Vertica

Badr Ouali - Data Scientist, Vertica

Speaker Video Q&A Session

13:15 - 13:30
REIMAGINING THE NETWORK

Participants

Moderator: Charlotte Patrick - Telecoms Industry, Analyst

Chris Molanus - Team Lead & Data Scientist, KPN

Matias Quintanilla - Head of Customer Experience Monitoring, Telefónica UK

Klaudius Koschella - Head of Network Optimisation and Central Configuration, Vodafone Germany

Speaker Video Q&A Session

13:15 - 13:30
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Participants

Moderator: Christopher Silberberg - Research Analyst, Omdia

Dr. Frances Ridley Boykin - Lead UX Researcher, AT&T

Mario Meir-Huber - Head of Big Data, Analytics & AI, A1 Telekom Austria

Eric Rousseau - Director - EMEA, Communications Service Providers, Vertica

Badr Ouali - Data Scientist, Vertica

Networking Lunch

13:30 - 14:00

Keynote: Real Time Performance Based Anomaly Detection

14:00 - 14:15
NETWORK OPTIMISATION & SERVICE ASSURANCE

- Using advanced algorithms identify patterns within data to help detect and predict network anomalies
- Enabling CSPs to proactively fix network issues before customers are adversely impacted

Taking the Complexity Out of Customer Experience Analytics: Getting Started on the Path to Profitable Customer Growth

14:00 - 14:15
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

You don't need more and more data. Most companies already have all the data they need to boost strategic decision making and data driven experiences. What's often missing is the tools to turn data into insight into action. Using the power of AI-driven predictive models, you can pinpoint who of your customers to reach out to, how much are they worth to your business and how best to target them. Customer retention and customer activation programmes have never been so effective

Participants

Ivan Stefanov - Head of Data Analytics, GemSeek

AI Opportunities in Disaggregated RAN

14:15 - 14:30
NETWORK OPTIMISATION & SERVICE ASSURANCE

- O-RAN & AI
- AI & Massive MIMO
- BT Lab Activities

Participants

Arjun Parekh - Senior Manager, Self-Learning Networks Research, BT

Digital Transformation: 5G, AI and an Adaptive Product Strategy

14:15 - 14:30
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Participants

Svetlana Kostina - Head of B2C Marketing, Azercell Telecom

Advanced Network Operations and Business Solutions for 5G with Integrated Data Analysis Platform

14:30 - 14:45
NETWORK OPTIMISATION & SERVICE ASSURANCE

- 5G traffic prediction for cell deployment
- NW/terminal failure detection for 5G (Route cause 5G)
- Business solutions with Integrated Data Analysis Platform
- 5G services and AI

Participants

Eina Hashimoto - Data Scientist, Big Data Group, Service Innovation Department, NTT DOCOMO

Hyper-Personalizing Customer Experience Using AI to Increase Customer Loyalty

14:30 - 14:45
CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

- Using preventive maintenance to look after customers
- Improving customer experiences with better service speed and quality using AI powered bots and voice assistance

Participants

Kelvin Chua - Head of Product R&D and Infrastructure in Product Engineering, Circles.Life

Speaker Video Q&A Session

14:45 - 15:00
NETWORK OPTIMISATION & SERVICE ASSURANCE

Participants

Moderator: Charlotte Patrick - Telecoms Industry, Analyst

Arjun Parekh - Senior Manager, Self-Learning Networks Research, BT

Eina Hashimoto - Data Scientist, Big Data Group, Service Innovation Department, NTT DOCOMO

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Participants

Moderator: Christopher Silberberg - Research Analyst, Omdia

Ivan Stefanov - Head of Data Analytics, GemSeek

Svetlana Kostina - Head of B2C Marketing, Azercell Telecom

Kelvin Chua - Head of Product R&D and Infrastructure in Product Engineering, Circles.Life

Coffee & VIP Speed Networking

15:00 - 15:20

AI Based RAN Optimisation

15:20 - 15:35

NETWORK OPTIMISATION & SERVICE ASSURANCE

- Applying ML and complex problem-solving analytics to classify cell performance issues and suggest changes to RAN network
- Will we see a comprehensive AI-based RAN redesign?
- How end-users will benefit

Leveraging AI-Powered Customer Experience Analytics to Identify Key Customer Experience Obstacles

15:20 - 15:35

CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

- Deep understanding of each customer moment to deliver consistent and personal digital experiences, on the move, at home or at the enterprise
- Enabling predictive decision making, embedded deeply into business processes
- New paradigm for openness and data democracy, with all complex network & business data consumable by any user or machine within the CSP's ecosystem

Participants

Santeri Jussila - Head of Analytics & Insights Products, Nokia Software

One Year On: SARA – Our Network Analytics Solution

15:35 - 15:50

NETWORK OPTIMISATION & SERVICE ASSURANCE

- A1 Network Automation Program
- How SARA adds value for Network Planning & Optimisation
- 5G Smart Capex Planning
- Long-, Mid- and Short-Term Forecasting
- Network Anomaly Detection & Pattern Recognition
- Integration towards SON for complete E2E Automation
- Open API Usage

Participants

Thomas Hodi - Senior RAN Expert & AI Product Owner, A1 Telekom Austria Group

Telco Roles in Leveraging AI and Adapting CX in Time of Crisis

15:35 - 15:50

CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

- What have we learnt from previous financial crises in term of CX
- Setting key priorities that needs immediate actions in the time of Coronavirus
- How telcos can refocus on CX and deliver experiences that meet today's needs
- How telco can leverage AI to support Government and society to overcome Coronavirus

Participants

Sri Safitri - Project Director of CX Transformation, Telkom Indonesia

Deploying AI for 5G Network Operation and Management

15:50 - 16:05

NETWORK OPTIMISATION & SERVICE ASSURANCE

- Barriers of AI adoption in 5G networks
- Gap between full automation/intelligence and current AI application to the network
- Overcome the challenges on the roadmap to achieve full automation in network operation and management

Participants

Yue Wang - Industry Standardization Group ENI (Experiential Intelligent Network) Rapporteur and Secretary, ETSI

Redefine Your Business with a Whole New Approach to Data & AI

15:50 - 16:05

CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

- Why even the best AI & Analytics on their own aren't enough
- Data quality versus quantity – how to get the balance right.
- Empowering the business side by building a data network for complete data (and KPI) accessibility in real-time, at any time.
- Achieving the ultimate super-view of your data – so what's next...?

Participants

Michal Sever - Head of Marketing - Data, Analytics and AI, AMDOCS

Speaker Video Q&A Session

16:05 - 16:20

NETWORK OPTIMISATION & SERVICE ASSURANCE

Participants

Moderator: Charlotte Patrick - Telecoms Industry, Analyst

Thomas Hodi - Senior RAN Expert & AI Product Owner, A1 Telekom Austria Group

Yue Wang - Industry Standardization Group ENI (Experiential Intelligent Network) Rapporteur and Secretary, ETSI

Speaker Video Q&A Session

16:05 - 16:20

CUSTOMER EXPERIENCE OPTIMISATION & CHURN PREVENTION

Participants

Moderator: Christopher Silberberg - Research Analyst, Omdia

Sri Safitri - Project Director of CX Transformation, Telkom Indonesia

Santeri Jussila - Head of Analytics & Insights Products, Nokia Software

Michal Sever - Head of Marketing - Data, Analytics and AI, AMDOCS

End of Day One

16:20 - 17:20

SCHEDULE

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11:00			<p>11:20 - Headline Presentation: Using Mobile Data to Track Covid-19 Cases</p> <p>11:40 - Keynote: 5G Foundation for Innovative Next Generation Experiences and Applications</p>	
12:00	<p>12:00 - Coffee Break</p> <p>12:30 - Artificial Intelligence and Machine Learning in Global Supply Chain</p> <p>12:45 - Keynote: Data Governance Best Practice</p>	<p>12:00 - Coffee Break</p>	<p>12:00 - Coffee Break</p>	<p>12:00 - Coffee Break</p> <p>12:30 - Fiber to the Home Roll Out Optimization</p> <p>12:45 - Keynote: Effective Network Operations Using AI & Cloud Technology</p>
13:00	<p>13:00 - How Vertica and Unified Analytics Help Telcos Predict and Manage Churn</p> <p>13:15 - Speaker Video Q&A Session</p> <p>13:30 - Networking Lunch</p>	<p>13:30 - Networking Lunch</p>	<p>13:30 - Networking Lunch</p>	<p>13:00 - Using AI and ML Mechanisms to Enhance the Network</p> <p>13:15 - Speaker Video Q&A Session</p> <p>13:30 - Networking Lunch</p>

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15:00	<p>15:00 - Coffee & VIP Speed Networking</p> <p>15:20 - Leveraging AI-Powered Customer Experience Analytics to Identify Key Customer Experience Obstacles</p> <p>15:35 - Telco Roles in Leveraging AI and Adapting CX in Time of Crisis</p> <p>15:50 - Redefine Your Business with a Whole New Approach to Data & AI</p>	<p>15:00 - Coffee & VIP Speed Networking</p> <p>15:20 - AI Based RAN Optimisation</p> <p>15:35 - One Year On: SARA – Our Network Analytics Solution</p> <p>15:50 - Deploying AI for 5G Network Operation and Management</p>	<p>15:00 - Coffee & VIP Speed Networking</p>	<p>15:00 - Coffee & VIP Speed Networking</p>
16:00	<p>16:05 - Speaker Video Q&A Session</p> <p>16:20 - End of Day One</p>	<p>16:05 - Speaker Video Q&A Session</p> <p>16:20 - End of Day One</p>	<p>16:20 - End of Day One</p>	<p>16:20 - End of Day One</p>

Chairperson's Opening Remarks

10:00 - 10:05
PLENARY KEYNOTES

Keynote: Using Advanced Analytics to Facilitate Post-merger Activates after a Multi-Billion Euro Acquisition

10:05 - 10:25
PLENARY KEYNOTES

- How to apply Advanced Analytics to generate business value according to the merger case?
- How to balance the immediate demand for converged data and reporting with avoiding sunk-costs due to consolidation efforts?
- How to use a merger as a window of opportunity to overcome data legacy?

Participants

Lukas Skocek - Vice President Data & Insights, Magenta Telekom

Monetizing B2B Data Exchange and AI/ML Orchestration

10:25 - 10:45
PLENARY KEYNOTES

- Establish trust and security in B2B data exchange
- Simplify monetization of data and AI/ML
- Bringing AI algorithms to data – a decentralized approach
- Focus on industry use case examples

Participants

Jishnu Dasgupta - Head of Marketing for Verticals, Nokia

Keynote Panel: Using AI to Better Understand Customer Commerce Journeys

10:45 - 11:10
PLENARY KEYNOTES

- Customer segmentation
- Forecasting customer demand for products and services
- Determining customer intent and behaviour using propensity modelling
- Developing a holistic view of customer interactions and experiences through customer journey mapping

Participants

Moderator: Mei Lee Quah - Associate Director, Telecoms and Payments Strategy – ICT, Frost & Sullivan

Eddie Short - Chief Data and Analytics Officer, Telefonica UK

Ganesh Harinath - VP of Engineering, 5G MEC, AI Platform & Next-Gen Applications, Verizon

Keynote: Harnessing Analytics and AI to Transform Customer Experience

11:10 - 11:30
PLENARY KEYNOTES

- Join this keynote to hear how in an increasingly data rich world, Analytics and AI are transforming the biggest fixed and mobile Digital Service Provider in the UK.
 - Data Strategy in a hyper connected world
 - Journey to a Cloud Data Platform
 - Democratising access to Insight

Participants

Jason Perkins - Head of Data & Analytics Architecture, BT

A Tale of a Data Monetisation Journey

11:30 - 11:50
PLENARY KEYNOTES

- Examples of data monetization paths
- How much gold can one find?
- Challenges
- Ways forward

Participants

Raquel Carvalho - Head of B2B Analytics, NOS

Coffee & VIP Speed Networking

11:50 - 12:20

Using AI-Based Tools to Automate Network Functionalities & Maintenance

12:20 - 12:35
IMPROVING NETWORK RELIABILITY

- Using data-driven insights to monitor the state of hardware, predict failure based on patterns, and proactively fix network issues
- From root cause analysis and the prediction of network problems to more innovative solutions dependent on AI technology including the use of drones to inspect cell towers

Determining Success with Marketing Attribution on Dataiku

12:20 - 12:35
DRIVING BUSINESS VALUE

- Measure digital campaign performance
- Use algorithmic models to better understand your data
- Optimise your success indicators
- Do all this on Dataiku

Participants

Josh Cooper - Data Scientist, Dataiku

Building RAN Analytics Use Cases on Hybrid Cloud

12:35 - 12:50
IMPROVING NETWORK RELIABILITY

Participants

Stephen Dillon - Data Analytics and RAN Optimisation Engineer, Vodafone

Ciaran Horgan - Senior RAN Capacity and Optimisation Engineer, Vodafone

Panel Discussion: How Data Can Be Your Competitive Advantage (If Done Ethically)

12:35 - 13:00
DRIVING BUSINESS VALUE

- Exploring external data monetisation opportunities
- Identifying lucrative value pools
- Monetisation footfall and geolocation data
- Addressing the controversies around external data monetisation

Participants

Moderator: Laura Trendall-Morrison - Director, The Game Changer Consultancy

Lukas Skocek - Vice President Data & Insights, Magenta Telekom

Jose Luis Prieto - Programme Director, BT

Dr. Patryk Debicki - Field CTO, Guavus

Bringing AI into the standardisation fold with 6G

12:50 - 13:05
IMPROVING NETWORK RELIABILITY

- AI integral to Network 2030 architecture that will form the basis of 6G
- As such, it will be incorporated into the resulting 3GPP (and other) standards
- This raises issues for privacy, data protection and data monetisation
- Should AI be standardised, both from a practical and ethical level to support new 6G use cases?

Participants

Guy Redmill - Managing Director, Redmill Marketing Associates

Fireside Chat: Making Data Accessible with Self-Service Analytics Tools

13:00 - 13:15
DRIVING BUSINESS VALUE

- Why self-service analytics tools are proving to be an attractive investment for CSPs
- How visualised data can aid marketing and strategic decision making across modern CSPs
- How accessible and user-friendly are self-service analytics tools for non-data experts really?

Participants

Moderator: Will Townsend - Senior Analyst, Networking Infrastructure & Carrier Services, Moor Insights & Strategy

Raquel Carvalho - Head of B2B Analytics, NOS

Speaker Video Q&A Session

13:05 - 13:20
IMPROVING NETWORK RELIABILITY

Participants

Moderator: Guy Redmill - Managing Director, Redmill Marketing Associates

Ciaran Horgan - Senior RAN Capacity and Optimisation Engineer, Vodafone

Stephen Dillon - Data Analytics and RAN Optimisation Engineer, Vodafone

Speaker Video Q&A Session

13:15 - 13:30
DRIVING BUSINESS VALUE

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Moderator: Will Townsend - Senior Analyst, Networking Infrastructure & Carrier Services, Moor Insights & Strategy

Josh Cooper - Data Scientist, Dataiku

Laura Trendall-Morrison - Director, The Game Changer Consultancy

Lukas Skocek - Vice President Data & Insights, Magenta Telekom

Jose Luis Prieto - Programme Director, BT

Raquel Carvalho - Head of B2B Analytics, NOS

Dr. Patryk Debicki - Field CTO, Guavus

Networking Lunch

13:30 - 14:00

Non-Telco Keynote: Anomaly Detection: What's Your Network Coverage?

14:00 - 14:15
NETWORK OPTIMISATION & SERVICE ASSURANCE

Rapid release cycles ship product features and services straight into the hands of adversaries. Moreover, adversaries evade recall by adapting to the evolution of digital environments, experiences and policies. In this session, I will present a holistic approach to anomaly detection that leverages value from engineering, data science and policy design. I will discuss data processing architecture as the manifestation of risk and trust, data structures as the manifestation of adversarial behaviors and algorithms as the manifestation of preemptive, reactive and retrospective solutions.

Participants

Steven Ghoussain - Platform Integrity Lead, Careem (Uber)

How Customer Data Platforms (CDP) Revolutionize Customer Experience and Personalization

14:00 - 14:15
DRIVING BUSINESS VALUE

- What is CDP & why telecoms need it
- CDP and telco digital transformation
- CDP and 5G
- CDP and personalized Next Best Offers

Participants

Sarunas Chomentauskas - CEO and Co-Founder, Exacaster

Optimising End-User Experience Using Closed Loop Automation

14:15 - 14:30
NETWORK OPTIMISATION & SERVICE ASSURANCE

- Identifying different types of network traffic and collecting performance metrics
- Calculating bandwidth demands and resource availability
- Matching metrics to subscriber service levels and perceived QoE benchmarks
- Swiftly setting optimal bandwidth allotments for traffic individual components

Fireside Chat Use Case: The Cost Benefits of RPA

14:15 - 14:30
DRIVING BUSINESS VALUE

- How automating business processes through RPA eliminate the need for repetitive and rules-based operations and provide greater efficiencies
- Assessing the future potential of cognitive computing for CSPs

Participants

Moderator: Will Townsend - Senior Analyst, Networking Infrastructure & Carrier Services, Moor Insights & Strategy

Chris Molanus - Team Lead & Data Scientist, KPN

Dynamic Network Slicing: Challenges and Opportunities

14:30 - 14:45
NETWORK OPTIMISATION & SERVICE ASSURANCE

Participants

Ioannis Chochliouros - Head of Research Programs Section, OTE

Leveraging AI to Make Autonomous Network a Reality Anodot

14:30 - 14:45
DRIVING BUSINESS VALUE

Participants

Dr. Ira Cohen - Co. Founder & Chief Data Scientist, Anodot

Speaker Video Q&A Session

14:45 - 15:00
NETWORK OPTIMISATION & SERVICE ASSURANCE

Participants

Moderator: Guy Redmill - Managing Director, Redmill Marketing Associates

Steven Ghoussain - Platform Integrity Lead, Careem (Uber)

Ioannis Chochliouros - Head of Research Programs Section, OTE

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14:45 - 15:00

DRIVING BUSINESS VALUE

Participants

Moderator: Will Townsend - Senior Analyst,
Networking Infrastructure & Carrier Services, Moor
Insights & Strategy

Sarunas Chomentauskas - CEO and Co-Founder,
Exacaster

Chris Molanus - Team Lead & Data Scientist, KPN

Dr. Ira Cohen - Co. Founder & Chief Data Scientist,
Anodot

Coffee Break

15:00 - 15:40

Enabling Agile Digital Services

15:40 - 15:55

CLOSING KEYNOTES & ANALYST SESSIONS

- Today agility doesn't happen in our industry. CSPs often struggle to deliver the services that are needed, at the time they are needed;
- In addition to running traditional services, CSPs need to be able to identify new services, build them and launch them quickly;
- Future virtualized networks will enable differentiated services across business and consumer, but a different approach is required;
- This session will explore examples of agile service delivery, and how they can deliver revenue in digital time.

Participants

Tim Smith - VP, Nokia Software

Regulatory Measures & Standardization Perspective Tackling Future Technology Trends including AI

15:55 - 16:15

CLOSING KEYNOTES & ANALYST SESSIONS

- Regulatory vision for future technology trends
- 2030 vision
- Navigating standards minefield
- AI use-cases
- Regulatory challenges with a focus on (Data Privacy adoption & GDPR)
- Regulatory mission for adopting latest technology trends

Participants

Mohamed Ramadan Shafek - Manager, Artificial
Intelligence & Modern Applications– Strategic
Planning Sector, Egyptian National Telecom Regulatory
Authority

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11:00	<p>11:50 - Coffee & VIP Speed Networking</p>	<p>11:50 - Coffee & VIP Speed Networking</p>	<p>11:50 - Coffee & VIP Speed Networking</p>	<p>11:50 - Coffee & VIP Speed Networking</p>	<p>11:10 - Keynote: Harnessing Analytics and AI to Transform Customer Experience</p> <p>11:30 - A Tale of a Data Monetisation Journey</p> <p>11:50 - Coffee & VIP Speed Networking</p>
12:00		<p>12:20 - Determining Success with Marketing Attribution on Dataiku</p> <p>12:35 - Panel Discussion: How Data Can Be Your Competitive Advantage (If Done Ethically)</p>	<p>12:20 - Using AI-Based Tools to Automate Network Functionalities & Maintenance</p> <p>12:35 - Building RAN Analytics Use Cases on Hybrid Cloud</p> <p>12:50 - Bringing AI into the standardisation fold with 6G</p>		

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14:00		14:00 - How Customer Data Platforms (CDP) Revolutionize Customer Experience and Personalization 14:15 - Fireside Chat Use Case: The Cost Benefits of RPA 14:30 - Leveraging AI to Make Autonomous Network a Reality Anodot 14:45 - Speaker Video Q&A Session		14:00 - Non-Telco Keynote: Anomaly Detection: What's Your Network Coverage? 14:15 - Optimising End-User Experience Using Closed Loop Automation 14:30 - Dynamic Network Slicing: Challenges and Opportunities 14:45 - Speaker Video Q&A Session	
15:00	15:00 - Coffee Break 15:40 - Enabling Agile Digital Services 15:55 - Regulatory Measures & Standardization Perspective Tackling Future Technology Trends including AI	15:00 - Coffee Break	15:00 - Coffee Break	15:00 - Coffee Break	15:00 - Coffee Break