

Are We In A Data Race?

# Marina Geymonat

Head of Enterprise Data AI & Analytics, Capgemini Invent Italy

Capgemini

MWC24

Steve Sobel

Global Lead, Communications, Media & Entertainment

Databricks

MWC24

Ronnie Vasishta

SVP, Telecoms

NVIDIA



# MWC 2024: Are We In A Data Race?

Ronnie Vasishtha, Senior Vice President - Telecoms, NVIDIA | February 2024





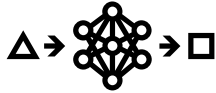
## Pioneering the Generative AI Revolution

Jensen Huang hand-delivered the world's  
first AI supercomputer to OpenAI in 2016





# Generative AI Market Trends

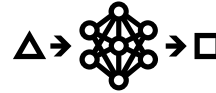


TAM for generative AI software to be

**\$150 billion**

compared with \$685 billion for the global software industry<sup>1</sup>

1. Goldman Sachs (Generative AI Could Raise Global GDP by 7%)



Generative AI could add the equivalent of

**\$2.6 — \$4.4 trillion**

annually across 63 use cases<sup>2</sup>

2. McKinsey (The economic potential of generative AI)

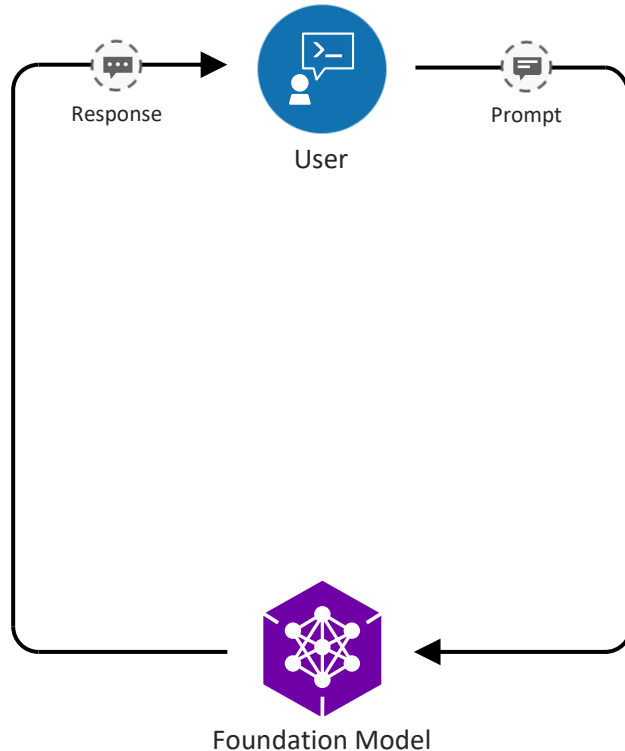
**What are you using Generative AI for?**  
*(Telecommunications Industry Survey<sup>3</sup>)*

- **57%**: Improve customer service and support
- **57%**: Improve employee productivity
- **48%**: For network operations & management
- **40%**: For network planning & design
- **32%**: For marketing content generation

3. NVIDIA (State of AI in Telecommunications 2024)

# LLMs are Powerful Tools but Not Accurate Enough for Enterprise

Without a connection to enterprise data sources, LLMs cannot provide accurate information



Lacking proprietary knowledge



Risk of outdated information



Hallucinations

# Connecting Generative AI Models to Enterprise Data



70%

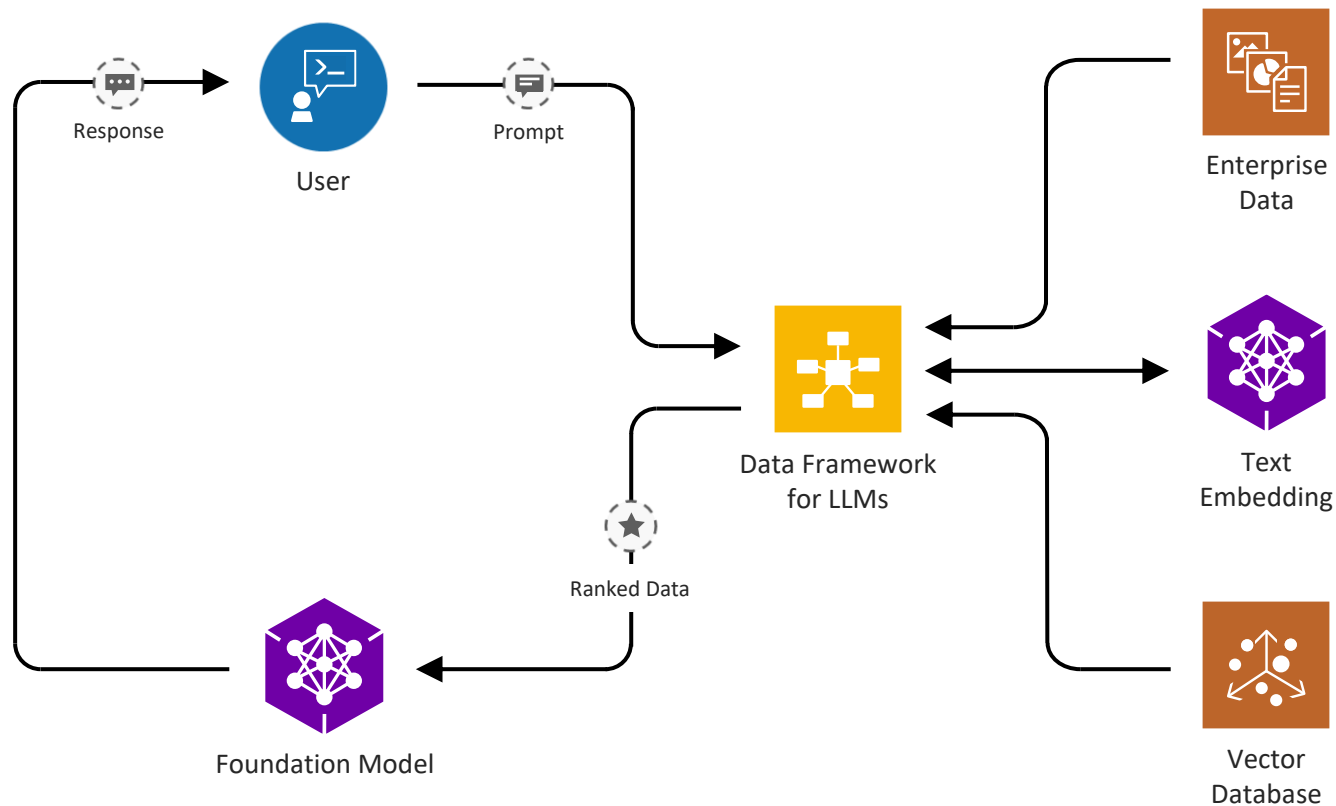
Of Enterprise Data is Untapped  
Unlock many new opportunities for greater intelligence



Less Frequent Re-Training  
Significant cost and time savings in long-run to maintain LLMs

# Retrieval Augmented Generation Lets Enterprises Talk to Their Data

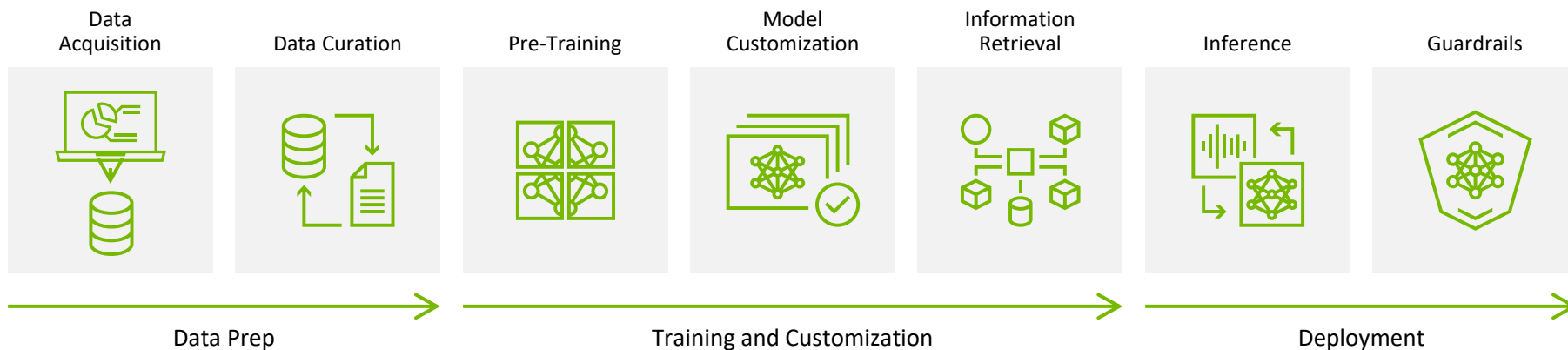
Enable LLMs to provide up to date and domain specific answers





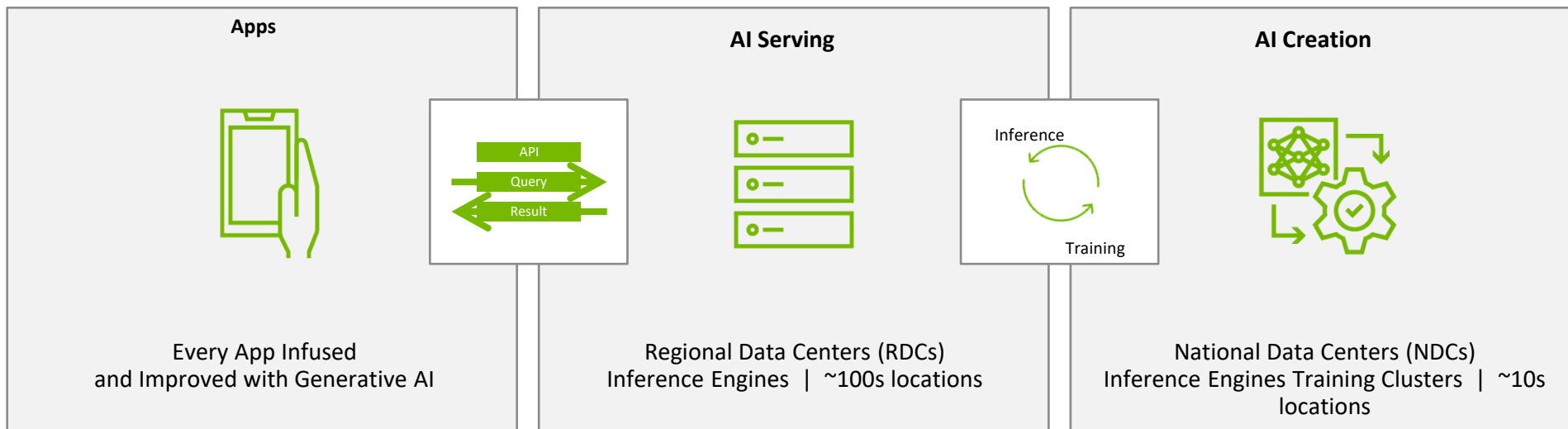
# Building Generative AI Applications for the Enterprise

End-to-end, cloud-native framework to build, customize and deploy generative AI models



# Generative AI Requires a New Distributed Infrastructure

Telcos are best placed to deliver the AI Factory infrastructure



# Telco Deployment Opportunity

Across the world telcos are building and deploying AI factory infrastructure

The logo for FASTWEB, featuring the word "FASTWEB" in a bold, orange, sans-serif font with a stylized orange swoosh underneath.The logos for iliad GROUP and Scaleway. The iliad GROUP logo consists of the word "iliad" in red and "GROUP" in black below it. The Scaleway logo features a purple square icon with a white stylized 'S' and the word "Scaleway" in purple.The logo for indosat OOREDOO HUTCHISON, with "indosat" in black, "OOREDOO HUTCHISON" in smaller black text below, and a colorful circular graphic to the right.The logo for Singtel, featuring the word "Singtel" in black with a red and white dot pattern above the 'i'.The logo for swisscom, featuring a blue and red circular graphic to the left of the word "swisscom" in black.The logo for TELCONET LATAM, with "TELCONET" in blue and "LATAM" in smaller blue text below, accompanied by a blue graphic element on the right.The logo for YTL SINCE 1955, featuring a stylized "YTL" in blue and white with vertical bars above it, and "SINCE 1955" in small black text below.





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Moderator: Marina Geymonat

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