

AI Anywhere

Matthew Labovich

PwC

Jeanette Calandra

PwC

Mobile World Congress Barcelona 2024

AI Anywhere

Presentation by **Jeanette Calandra and Matt Labovich**
February 2024



Introduction



Jeanette Calandra
Global Technology, Media &
Telco Advisory Leader, PwC

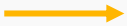


Matt Labovich
Data, Analytics and AI
practice Leader, PwC

Top 5 tips

What are the top five tips to improve my networking opportunities at Mobile World Congress this week, where I will be delivering the keynote speech?

ML



Here are five tips to improve your networking opportunities at Mobile World Congress:

1. Prepare and research: Before attending the event, research the attendees, exhibitors, and speakers. Identify key individuals or companies you would like to connect with. This will help you approach them with specific topics or questions, making your conversations more meaningful.
2. **Utilize social media: Leverage social media platforms to engage with other attendees before, during, and after the event. Share your insights, connect with industry professionals, and join relevant conversations using event-specific hashtags.**
3. Attend networking events: Take advantage of networking events, receptions, and parties happening during Mobile World Congress. These events provide a more relaxed atmosphere for building connections. Be proactive, approach people, and engage in meaningful conversations.
4. Be approachable and open: During the conference, make yourself approachable by maintaining an open body language and a friendly demeanor. Smile, make eye contact, and be genuinely interested in others. Approach people you want to connect with and initiate conversations.
5. Follow up: After the event, follow up with the people you met. Send personalized emails or LinkedIn messages to express your appreciation for the conversation and to continue building the relationship. This will help solidify the connections you made and potentially lead to future collaborations or opportunities.

Social media post

PwC is the theme sponsor of "Humanising AI" at this year's Mobile World Congress. I am a keynote speaker co-presenting with Jeanette Calandra. Draft a social media post for me to highlight my excitement. The date of the presentation is on Feb 26th.

Copy

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2/12/2024 4:17 PM



Exciting News! 🎉 I am thrilled to announce that I will be a keynote speaker at this year's Mobile World Congress, co-presenting with the amazing Jeanette Calandra! 🥂👏

Join us on February 26th as we take the stage to discuss the fascinating topic of "Humanising AI," sponsored by none other than PwC! 🌐💡

Get ready to dive into the world of artificial intelligence and explore how it can be harnessed to enhance our human experiences. 🧡⚡ From cutting-edge technologies to ethical considerations, we'll be covering it all!

Don't miss out on this incredible opportunity to be part of the conversation shaping the future of AI. Mark your calendars, spread the word, and let's make this a memorable event! 📅📣

Copy

👍 🗨



Matt Labovich · Following

US Data Analytics and AI Leader; GenAI Leader
1w · Edited · 🌐

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[#MWC24](#) [#KeynoteSpeaker](#) [#HumanisingAI](#) [#PwC](#) [#Excited](#) [#FutureTech](#)



Feel free to connect
with me on LinkedIn here!

Imagine if...



Coming up this week...



MONDAY: 15:15 - 15:45 (CET)

Keynote 3: Our AI Future

HALL 4

MWC MAIN STAGE



TUESDAY: 13:15 - 14:15 (CET)

The Customer Experience Revolution in the AI Era

HALL 6

MWC STAGE A



WEDNESDAY: 13:15 - 14:15 (CET)

Are We in a Data Race?

HALL 6

MWC STAGE B



THURSDAY: 11:00 - 11:30 (CET)

Can AI Take off without 6G?

HALL 6

MWC DEBATE STAGE

Continue the GenAI conversation at our PwC booth in Hall 4!

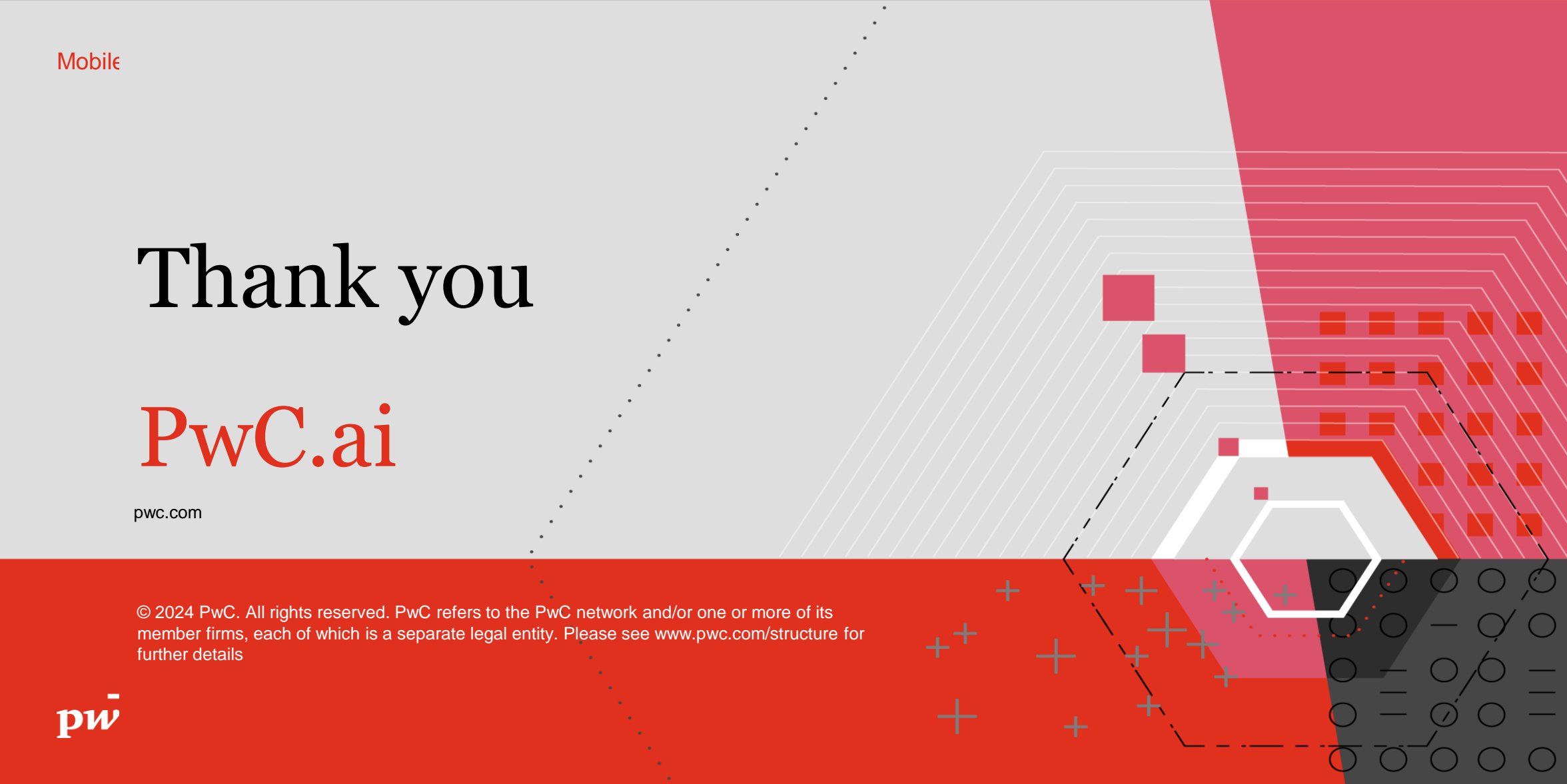
Mobile

Thank you

PwC.ai

pwc.com

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MWC24

Can Telcos Afford Not Be A Part of the AI Race?

Kathleen O'Reilly

Global Communications, Media & Technology Industry Practices Chair

Accenture



Can Telcos afford not to be part of the AI race?

February 26, 2024

Our panelists



Kathleen O'Reilly

Global Communications,
Media and Technology
industry practices chair
- Accenture



SG Chung

Chief AI Global
Officer – SK Telecom



Elena Fersman

VP, Head of Global AI
Accelerator - Ericsson



**Harmeen
Mehta**

Chief Digital and
Innovation Officer -
BT Group



Scott Petty

CTO – Vodafone
Group

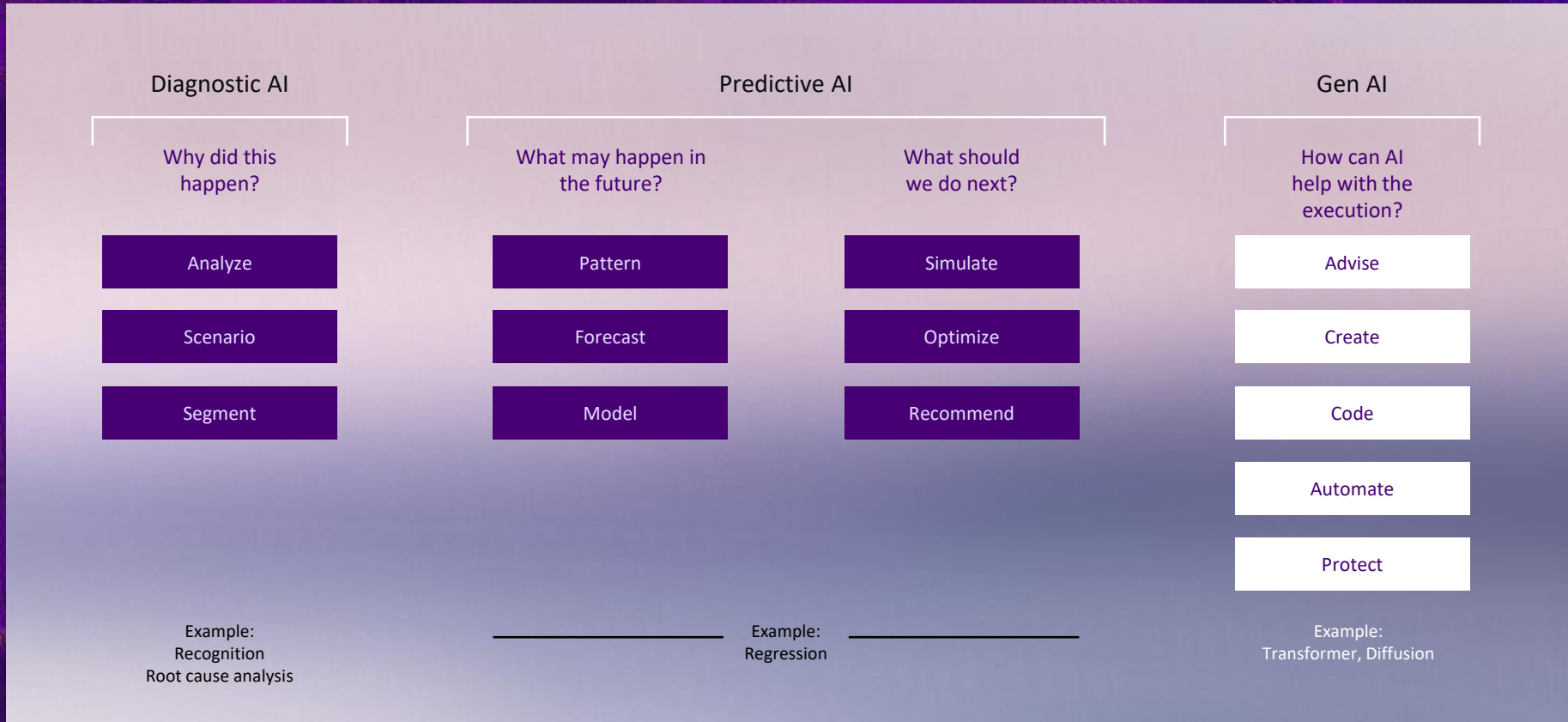


**Abdurazak
Mudesir**

Group CTO –
Deutsche Telekom

Communications service providers have historically underinvested in AI

Now the spotlight is on Generative AI



Impact of Generative AI on the global communications service provider industry

TOP LINE GROWTH

10%

Top-line revenue growth driven by Generative AI

PRODUCTIVITY IMPACT

52%

of working hours impacted in the communications industry

INVESTORS

\$25B

In investments in Generative AI start-ups

IT MODERNIZATION

96%

of CSP industry executives believe Generative AI will require IT modernization

PROJECTED INVESTMENT

2-6%

45% of CSPs anticipate Generative AI to be 2-6% of total technology spend in 2 years

For every dollar a company invests in AI, it realizes an average return of 3.5x

The communications service provider value chain



2-15%	Revenue uplift	30-40%	Opex Reduction	20%	Cost to Serve reduction	2-3X	C-SAT increase	5-10%	CLV Increase
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SG Chung

Chief AI Global Officer

SK Telecom

Power-talk Speech

SK telecom

Why Apply AI Technology to Telco?

① Internal Cost Efficiency

- Elevating Contact Center Efficiency



- Network Monitoring Automation



② New Business Model

- Call/ Text Based Action Execution



- Personal AI Assistant



Key Considerations for Telco LLMs

✓ Improved Performance

- Precise outputs grasping the unique needs and terminologies

✓ Time to Market

- Reduced developing time and resources with pre-configurations

✓ Optimized Cost

- Exceptional inference cost benefits

How We Built a Telco LLM

“Telco’s Competitive Advantages”

**Telco
Proprietary Data**

(Pre-training and Fine-tuning)

**Telco Business Logic
Configuration**

(Platform and Tools)

Telco Expert



Telco-specific LLM & Platform

Global Telco AI Alliance

1.2 Billion
Customer Data

Bargaining
Power

Global
Joint PoC

Scale of economy and global coverage

Telco Partner

Service Provider

Global Telco AI Alliance

LLM Partner

Tech Partner



Global AI Platform
Company

 OpenAI ANTHROPIC

 Microsoft Google amazon

Telco Specific Intelligence Platform

+

Personalized AI Assistant



Scale of
Economy

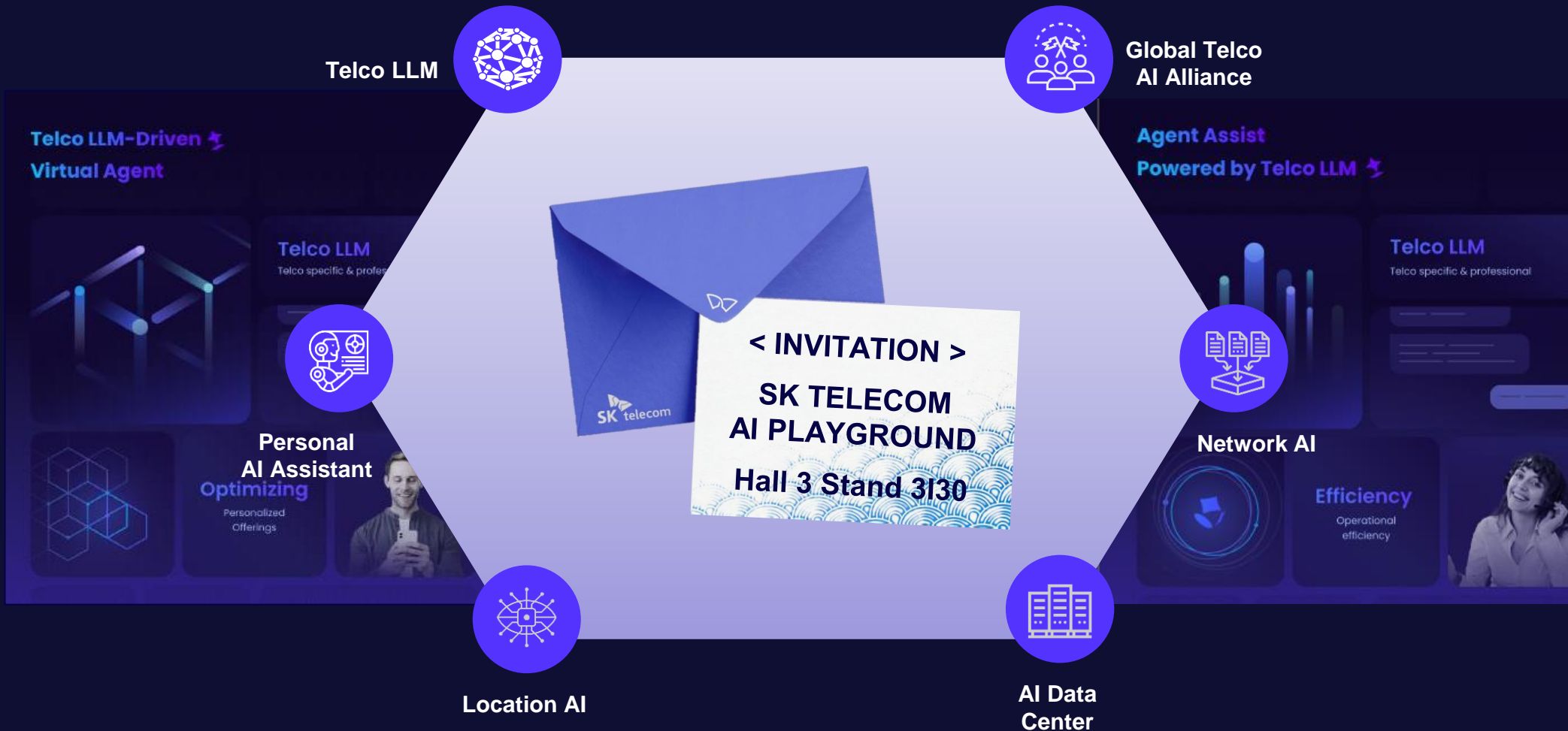


Joint Pooling of
Engineering Talent



Punctual
Localization

Invitation to SK Telecom



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Elena Fersman

VP, Head of Global AI Accelerator

Ericsson



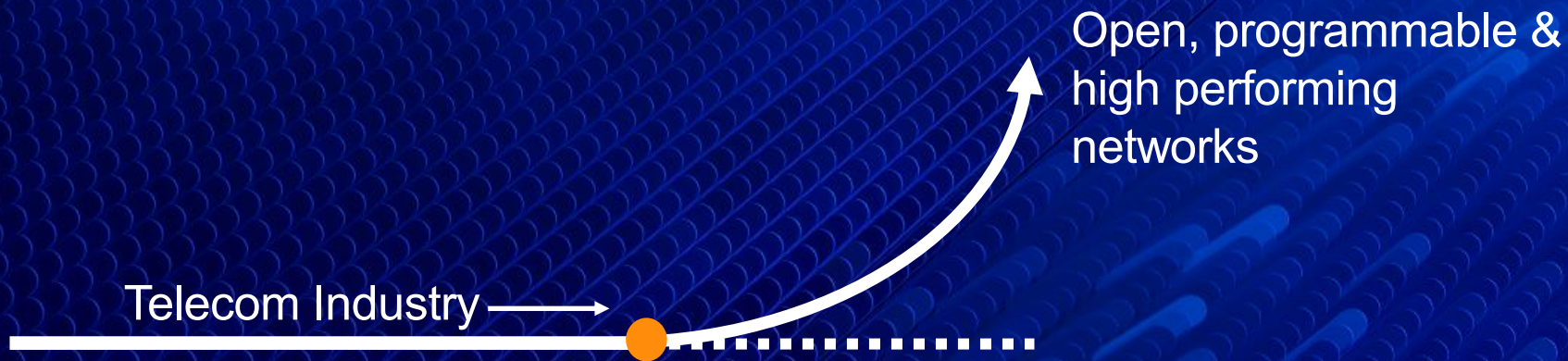
Aim high, be fit and get in the AI race

Elena Fersman

VP, Head of Global AI Accelerator

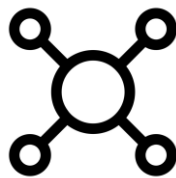
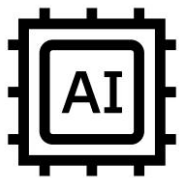
Ericsson

Industry at a turning point





We need technologies with
superhero abilities

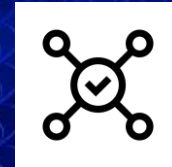




The benefits of Telecom AI



Total cost of ownership
reduced



Improved network
performance



Increased customer
satisfaction



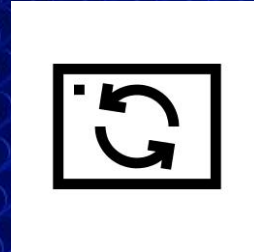
Breaking the Energy Curve



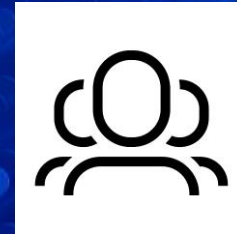
This needs to be in place



Trustworthy AI



Always evolving and
Flexible



Ecosystem and
partnerships



Lets embrace
AI and build the
future together



www.ericsson.com/en/ai

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Harmeem Mehta

Chief Digital & Innovation Officer

BT



Unlocking human potential with AI

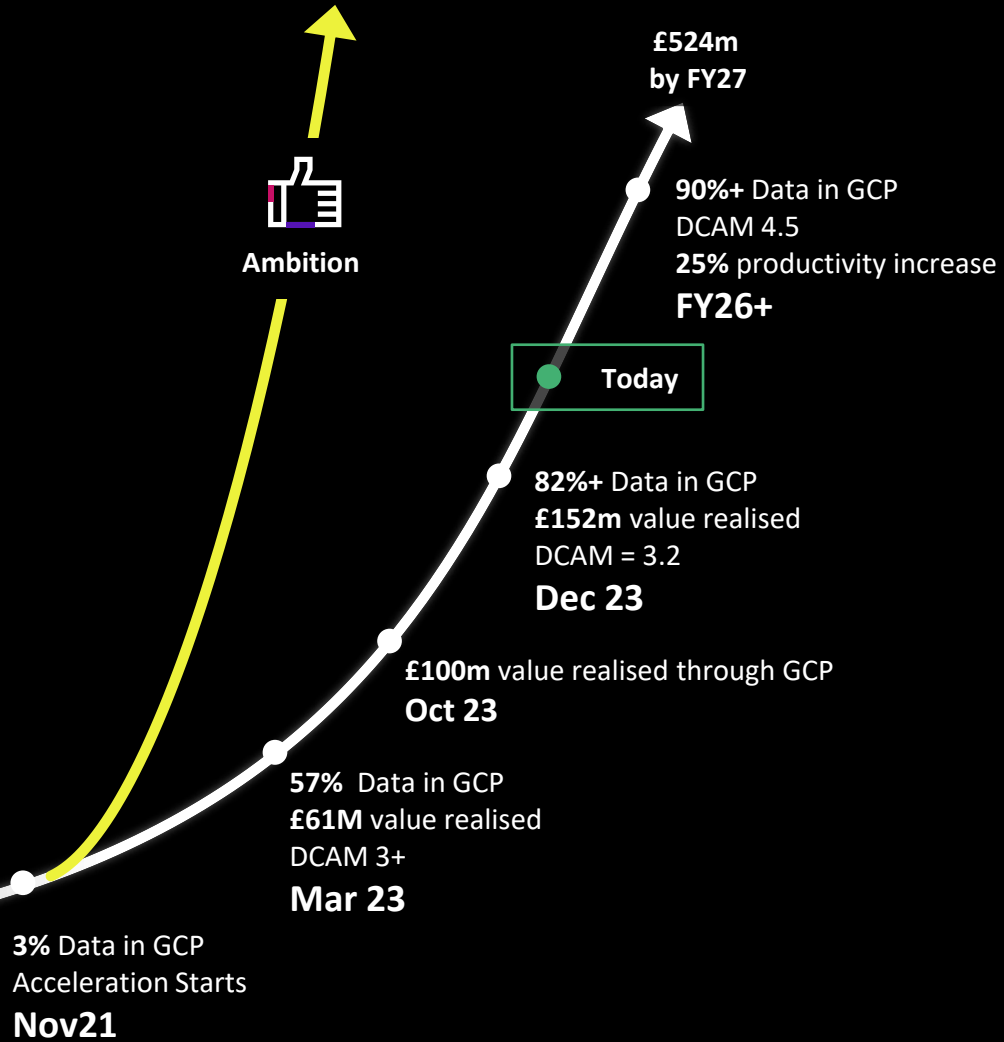
BT Group
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Don't wait for opportunity knocks

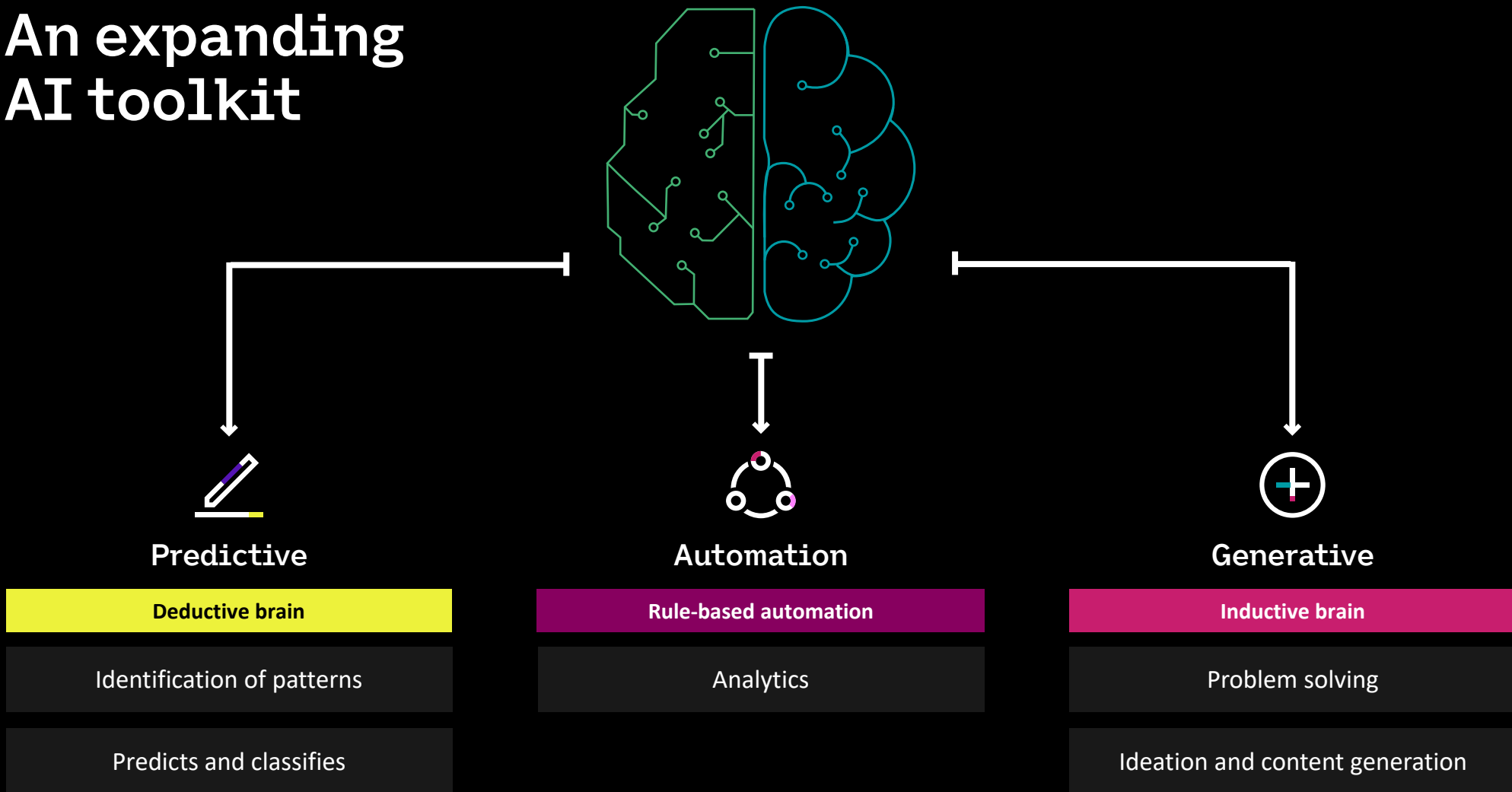
Build a door to AI



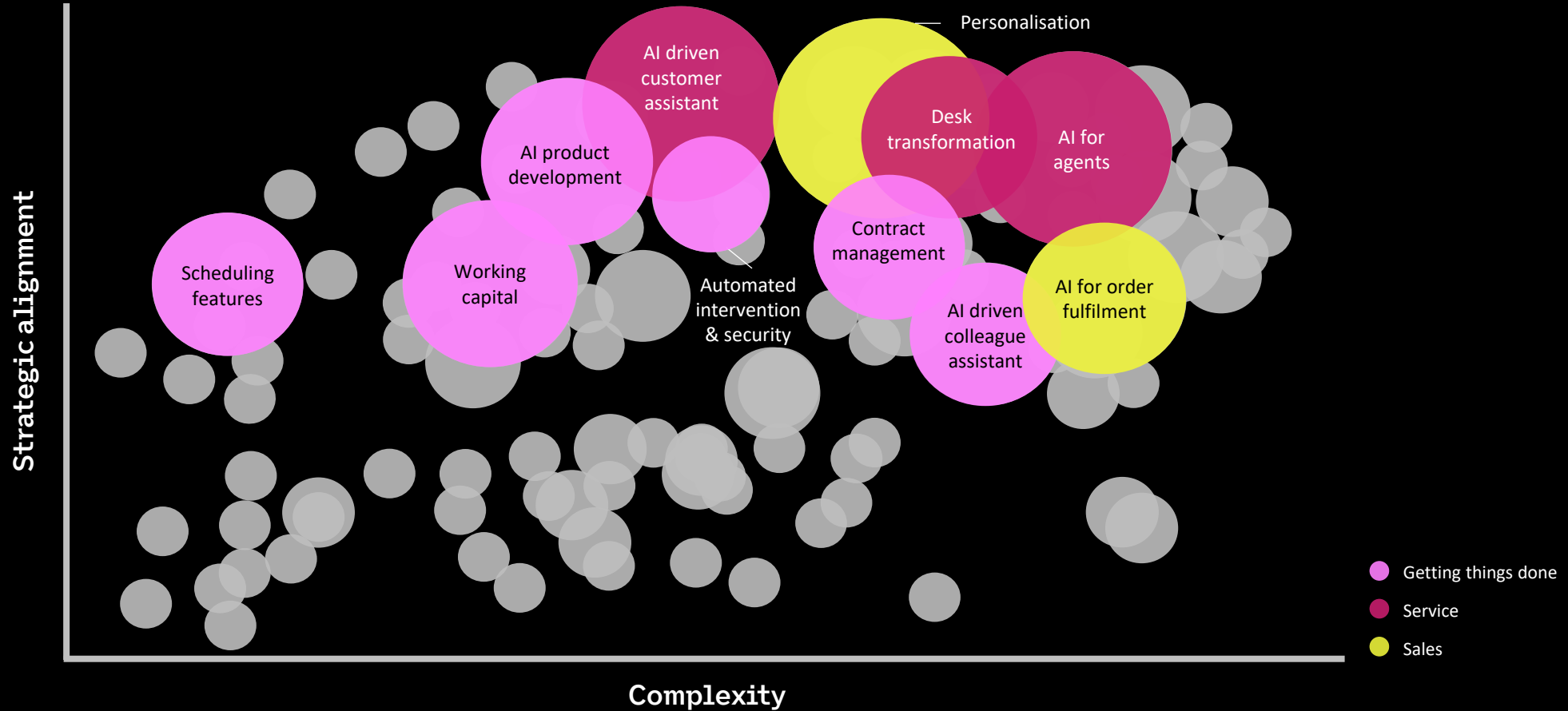
Ambition



An expanding AI toolkit



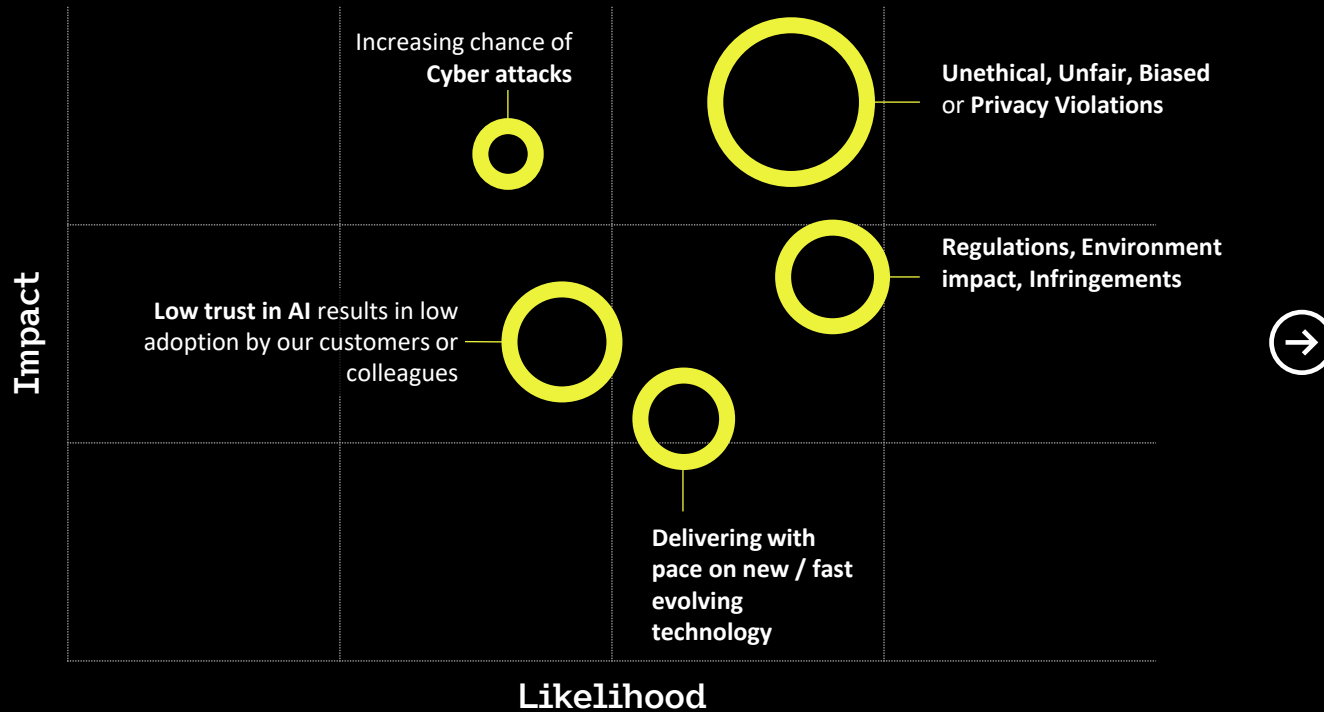
Identifying new use cases for GenAI and AI



NOTE: Bubble size based on value estimation

Proactive risk management unlocks next level AI

AI risks which may impact speed or quality delivery of our strategy



Mitigation approach

AI Principles and Guardrails

External engagement

Data Foundations and key partnerships

Capabilities & skills

Openness and transparency

Secure by Design

Our AI Vision

Getting things done

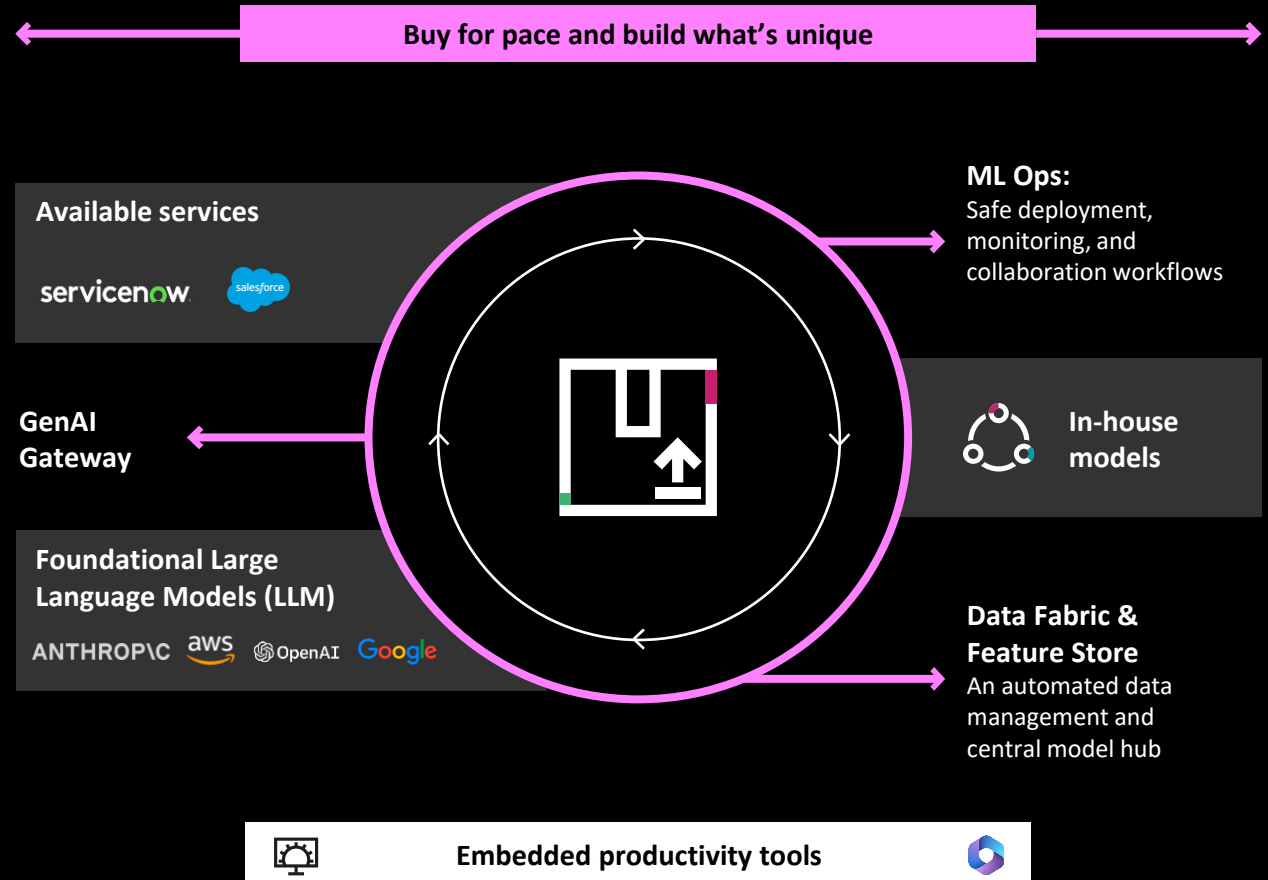
Boost productivity
Reduce wastage
Improve customer outcomes

Service

Move our NPS by 10-20 points through intelligent digital customer service

Sales

Increase sales performance
Reduce marketing costs
Increase digital channel share



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Scott Petty

CTO

Vodafone

Scott Petty

Chief Technology Officer,
Vodafone



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Abdurazak Mudesir

Group CTO & Managing Director, Technology, Germany

Deutsche Telekom

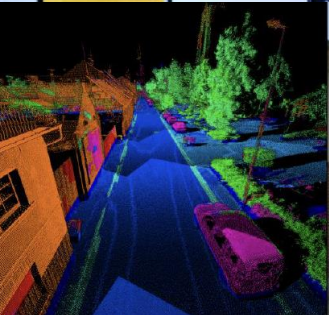
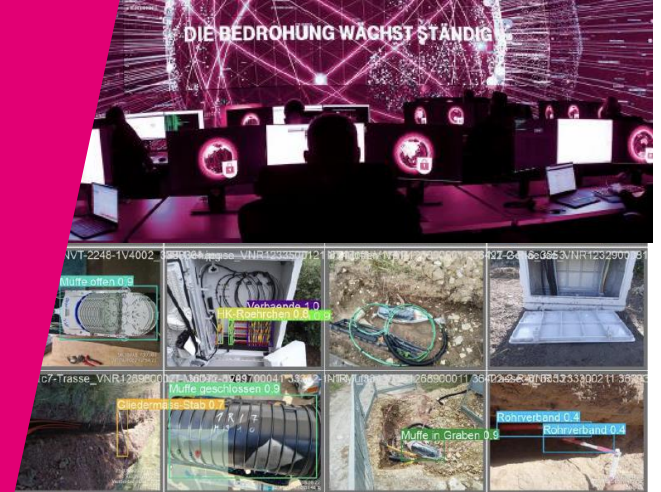
Can Telcos Afford Not Be a Part of the AI Race?

Power Talk | Abdu Mudesir, Group CTO | MWC 24





AI/ML is embedded
In DT already





CX

massive
Gen AI
opportunity

TCO





shared
opportunity:
AI for Telcos –
Telcos for AI

Global Telco
AI Alliance



MWC24

Moderator: Kathleen O'Reilly

Accenture

Harmeem Mehta

BT

Abdurazak Mudesir

Deutsche Telekom

Elena Fersman

Ericsson

SG Chung

SK Telecom

Scott Petty

Vodafone

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Up Next

Flying Humankind to New Heights: The Evolution of Air Mobility

14:50 - 16:00

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