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DEUTSCHE TELEKOM

AI HAS COME TO STAY
A PRACTICAL GUIDE FOR TELCOS

WE STAND ONLY AT THE BEGINNING OF A NEW ERA



IF THIS CAT WOULD BE ELECTED PRESIDENT, WHAT WOULD BE ITS FIRST OFFICIAL ACT?



Make sure that the economy is strong!

64 GPUs for 37 days
= 56,832 GPU hours

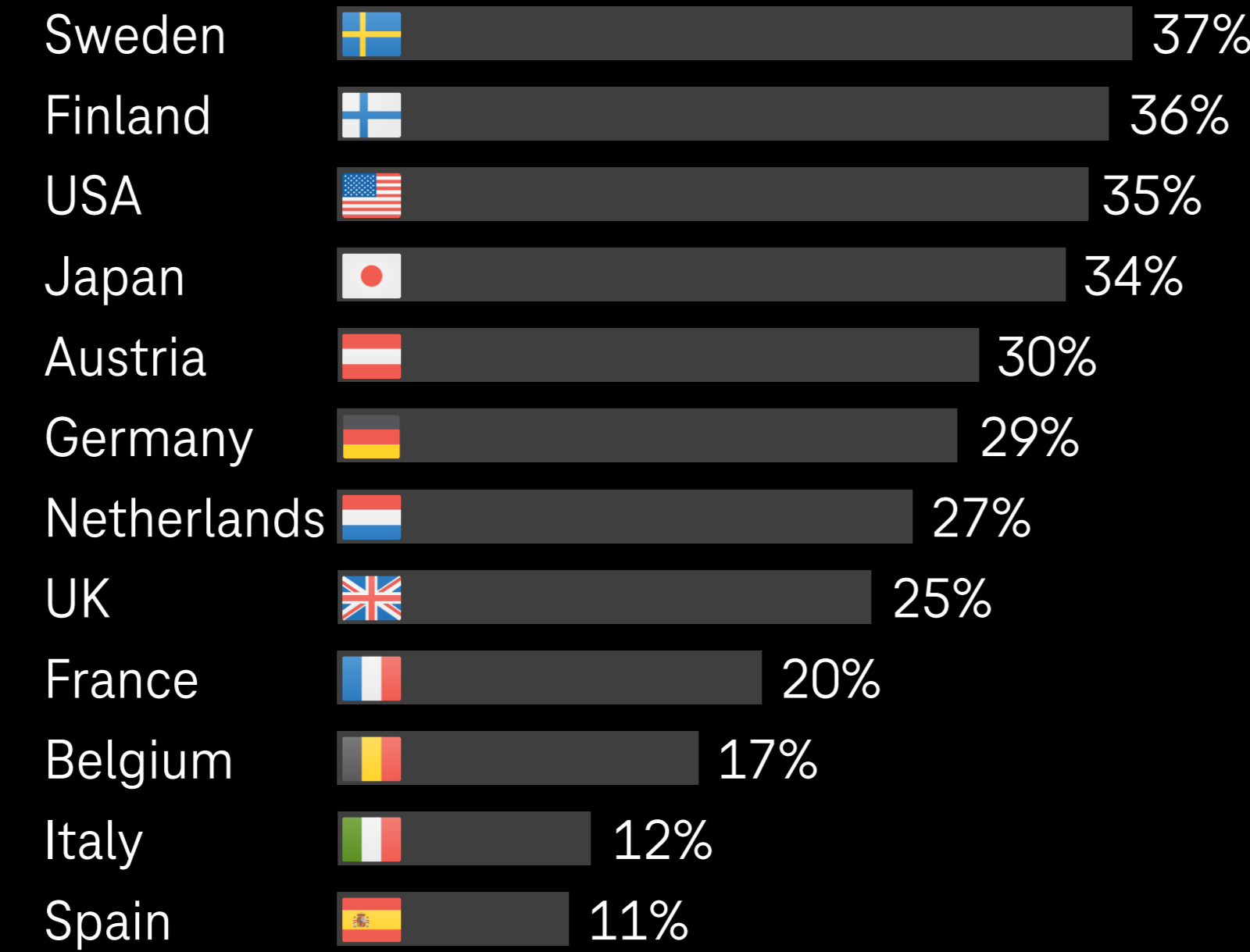


Declare war on dogs!

256 GPUs for 22 days
= 135,16 GPU hours

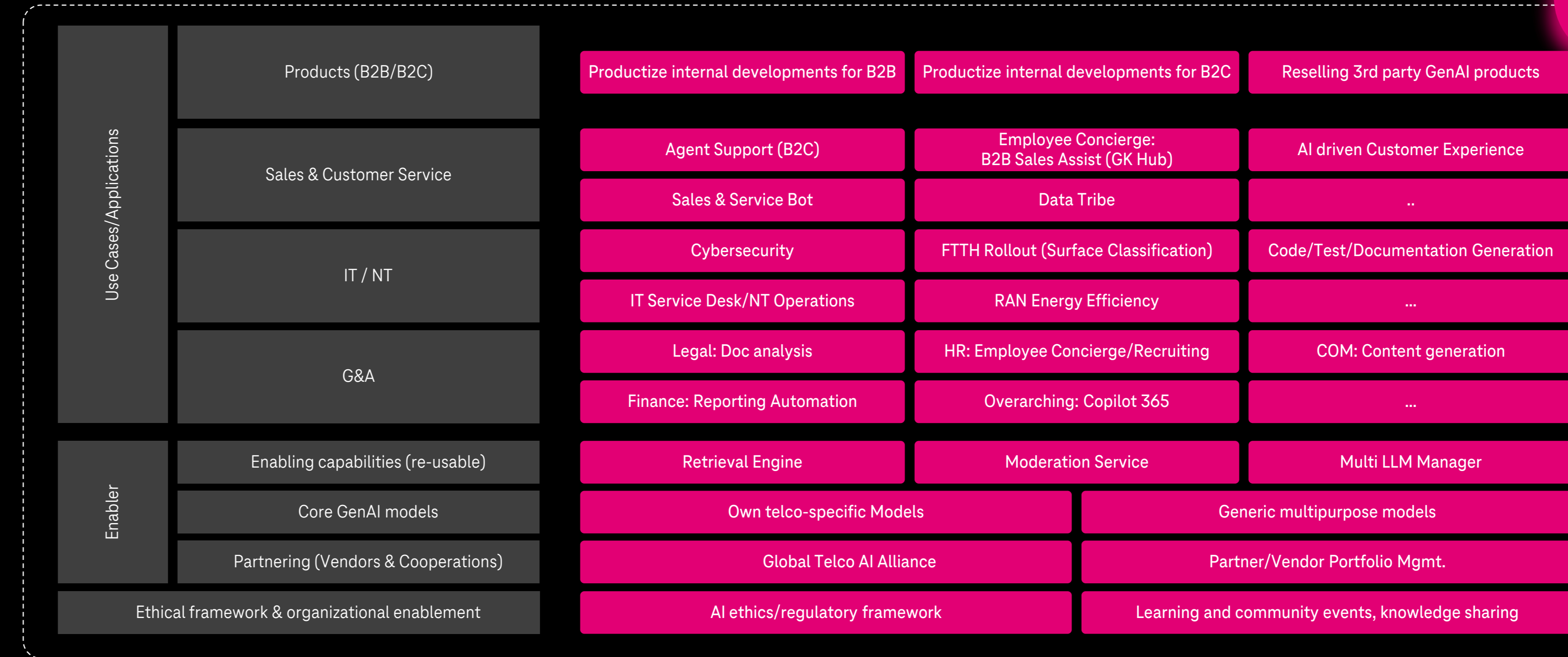
BUT ONE THING IS CLEAR: AI HAS COME TO STAY

Labour productivity gains through AI



Source: Accenure; Frontier Economics

Telco industry



Example of DT

AND WE CAN TACKLE IT ON DIFFERENT LEVELS

TAKER 

Take off-the-shelf Gen AI solutions (e.g., Microsoft Co-Pilot)



SHAPER 

Fine-tune existing models for specific sector with proprietary data



MAKER 

Embed models to build products

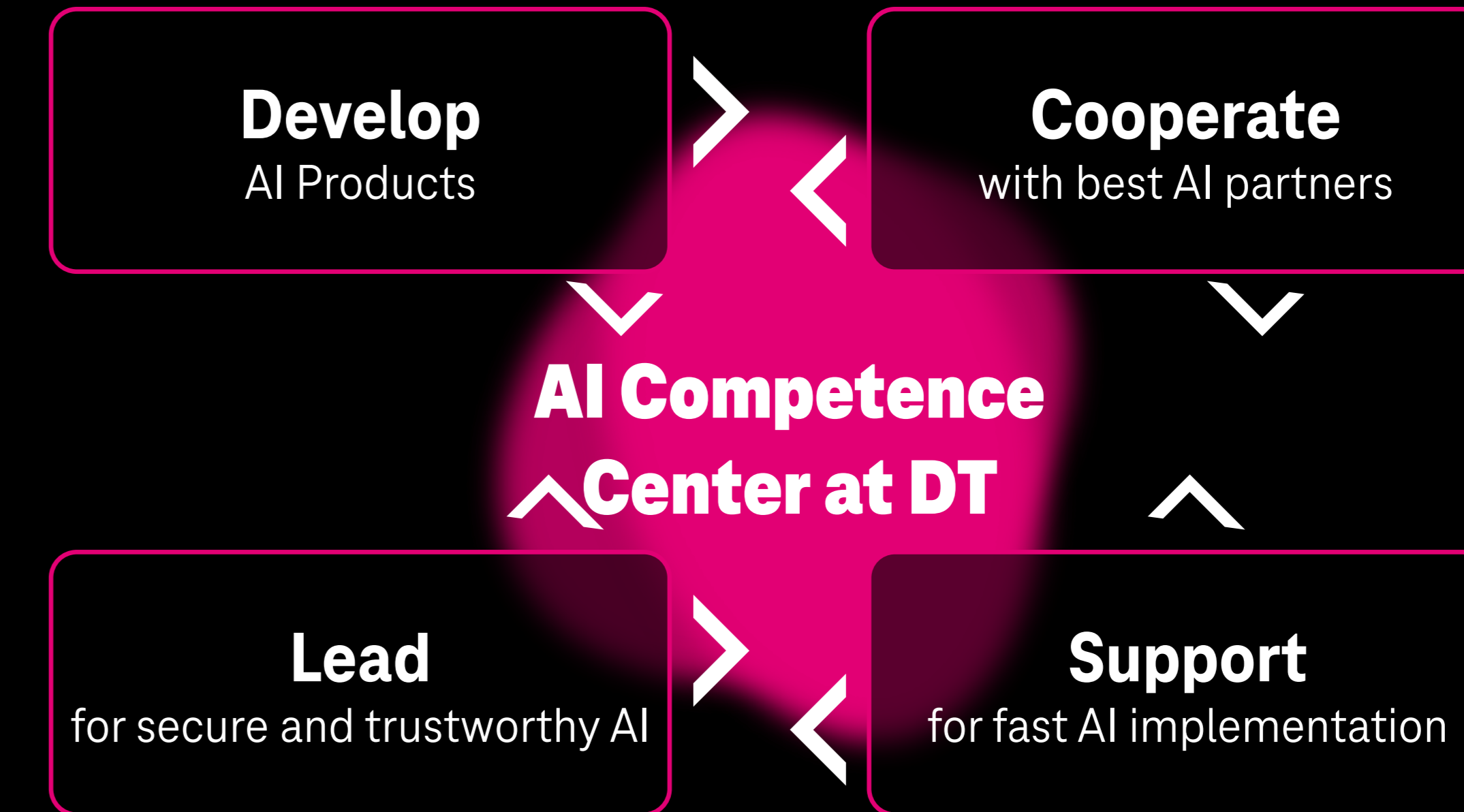
FACILITATOR 

Scale models for customer solutions

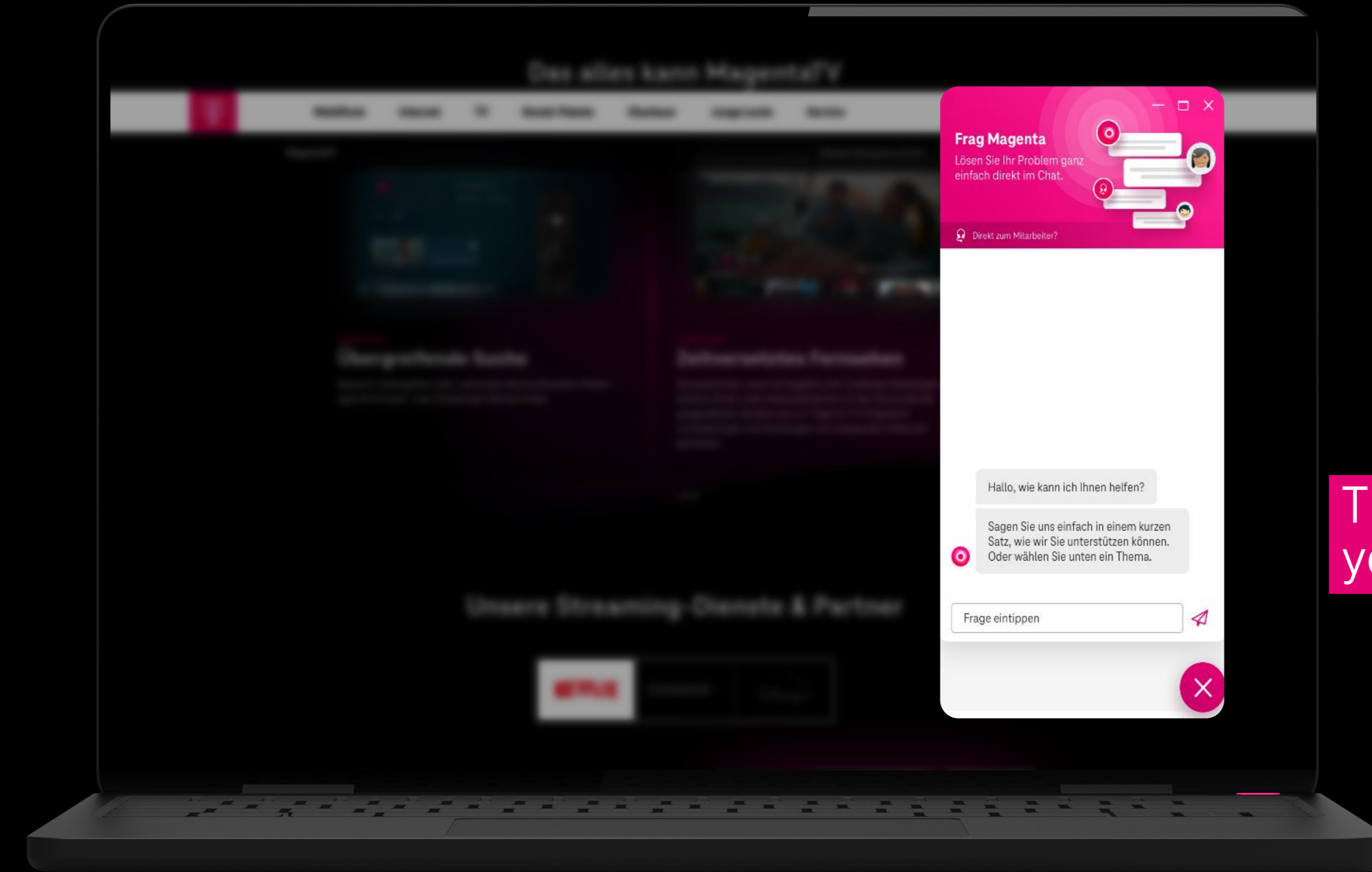
Products B2B

variable costs
OPEX
Commodity

fixed costs
CAPEX
Differentiator



AI @DEUTSCHE TELEKOM



The conversation you designed



The conversation your user wants to have

1 AI@CUSTOMER SERVICE

2 AI@EMPLOYEE SERVICE

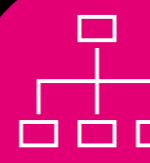
- Company Info (available for all)
- Your Departments' Data
- Your Personal Data
- World Knowledge

AI @DEUTSCHE TELEKOM

2 AI@EMPLOYEE SERVICE



Company Info (available for all)



Your Departments' Data



Your Personal Data



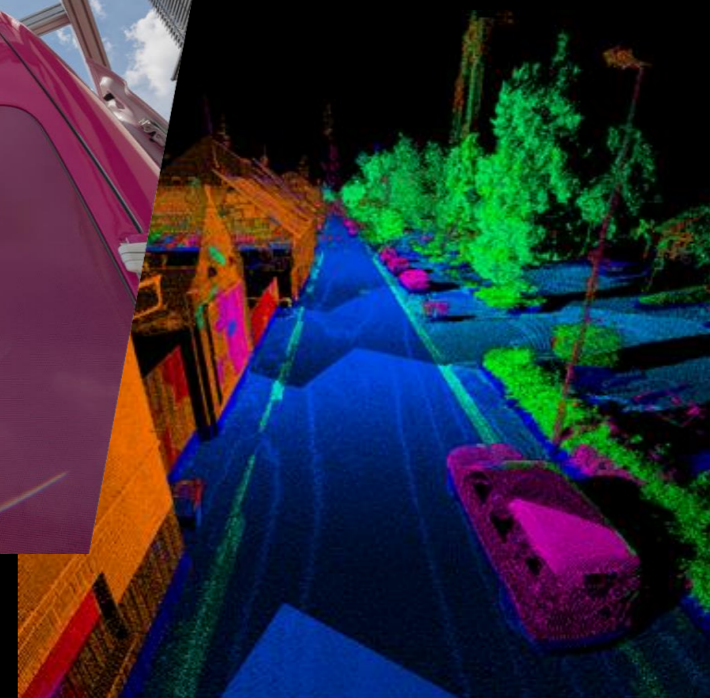
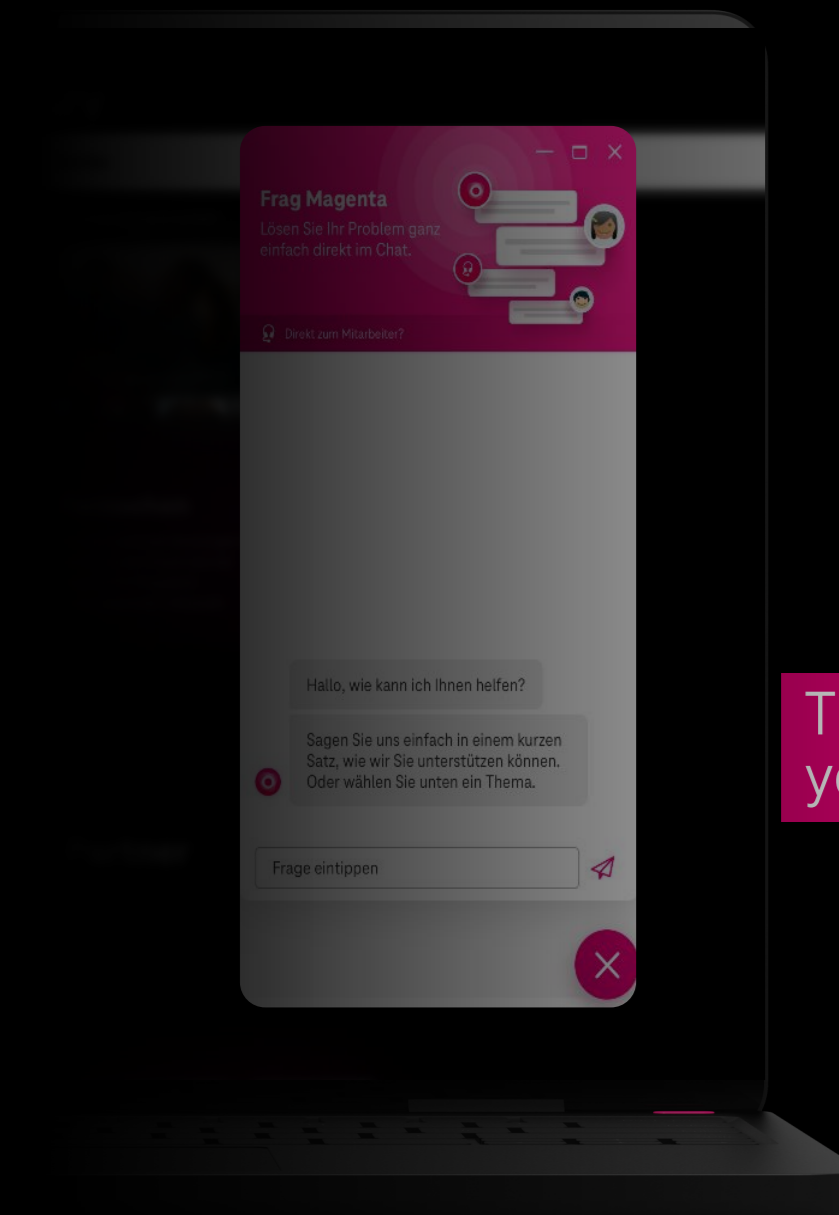
World Knowledge

1 AI@CUSTOMER SERVICE

The conversation you designed



The conversation your user wants to have



3 AI@FTTH PLANNING

AI @DEUTSCHE TELEKOM

2 AI@EMPLOYEE SERVICE

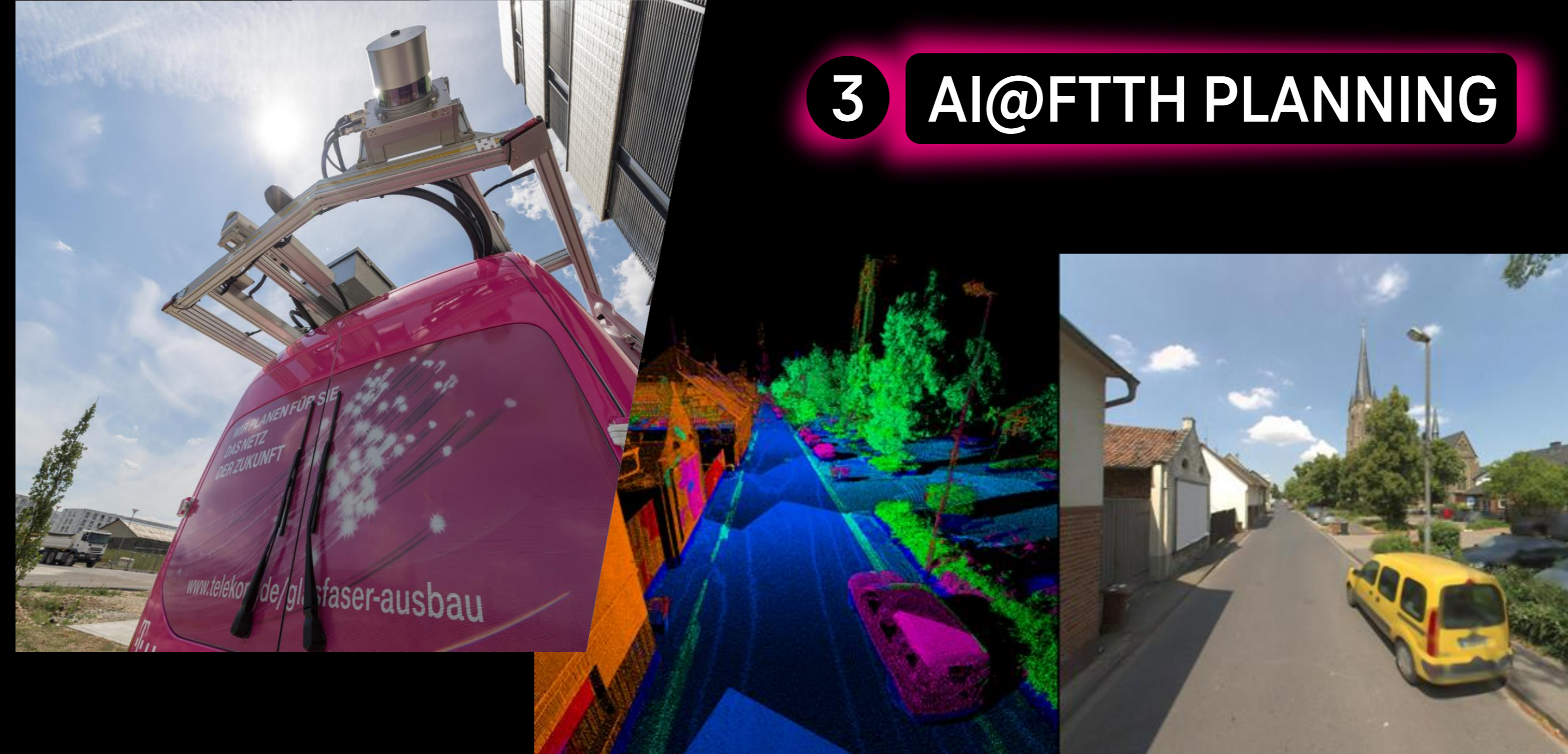
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3 AI@FTTH PLANNING

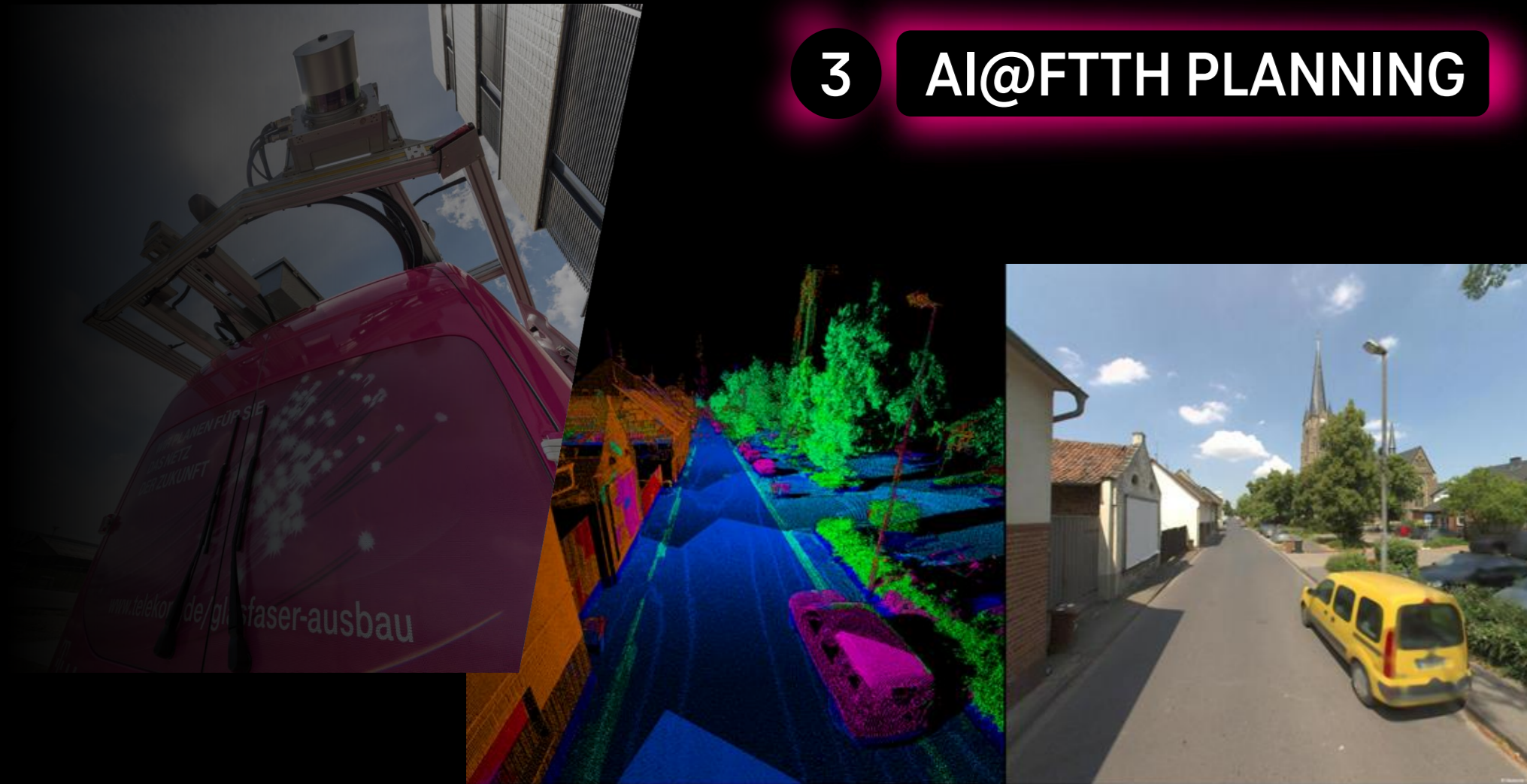


4 AI@FFTH BUILDOUT

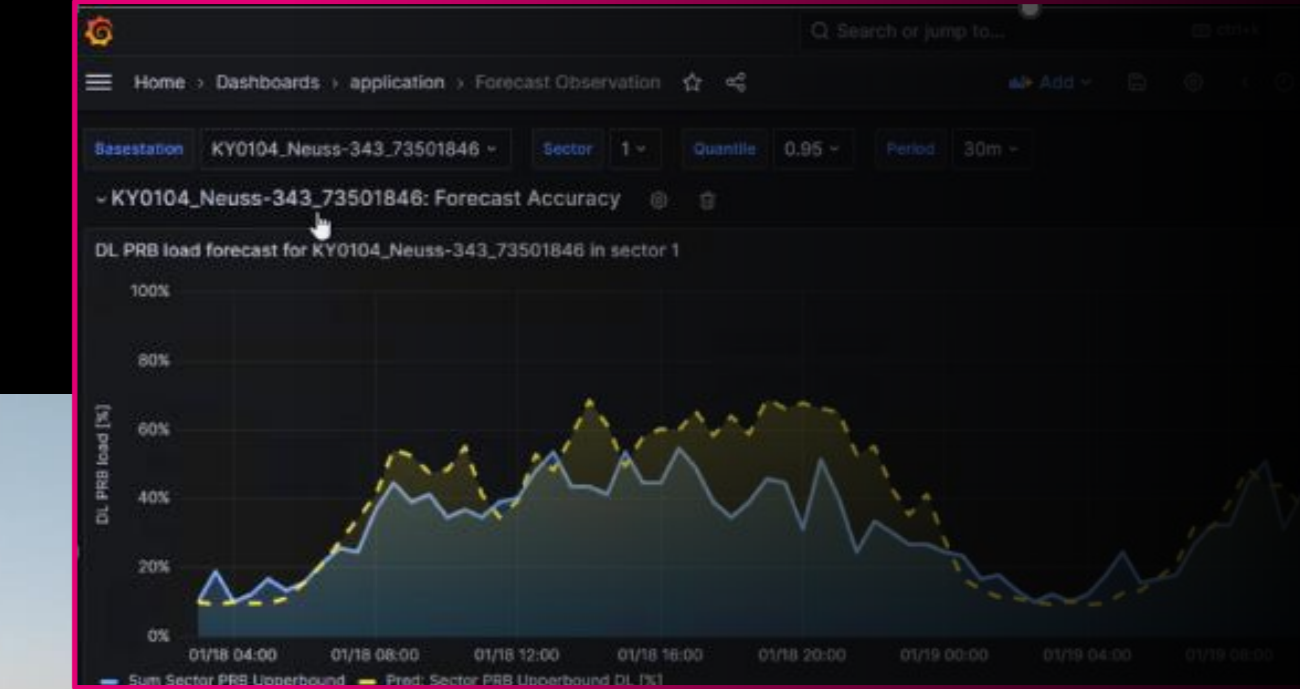
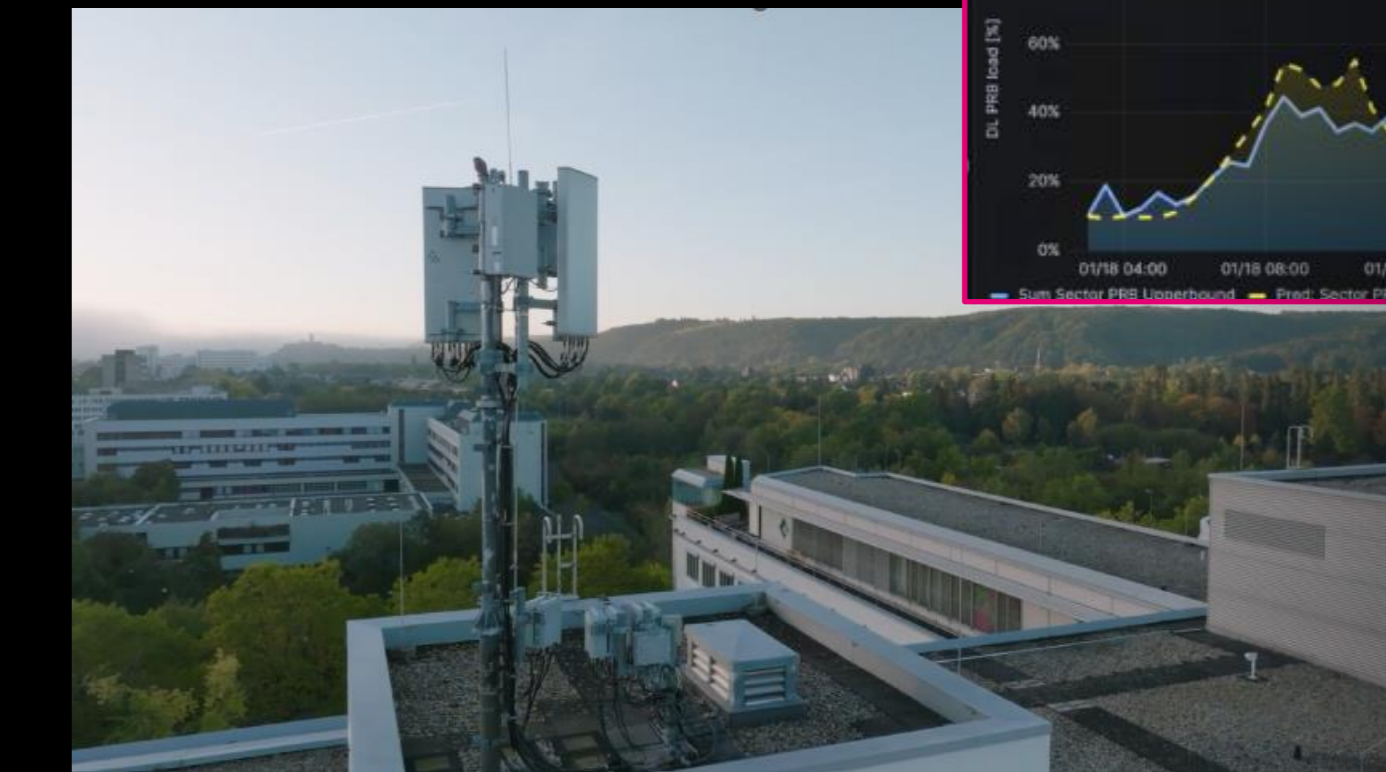
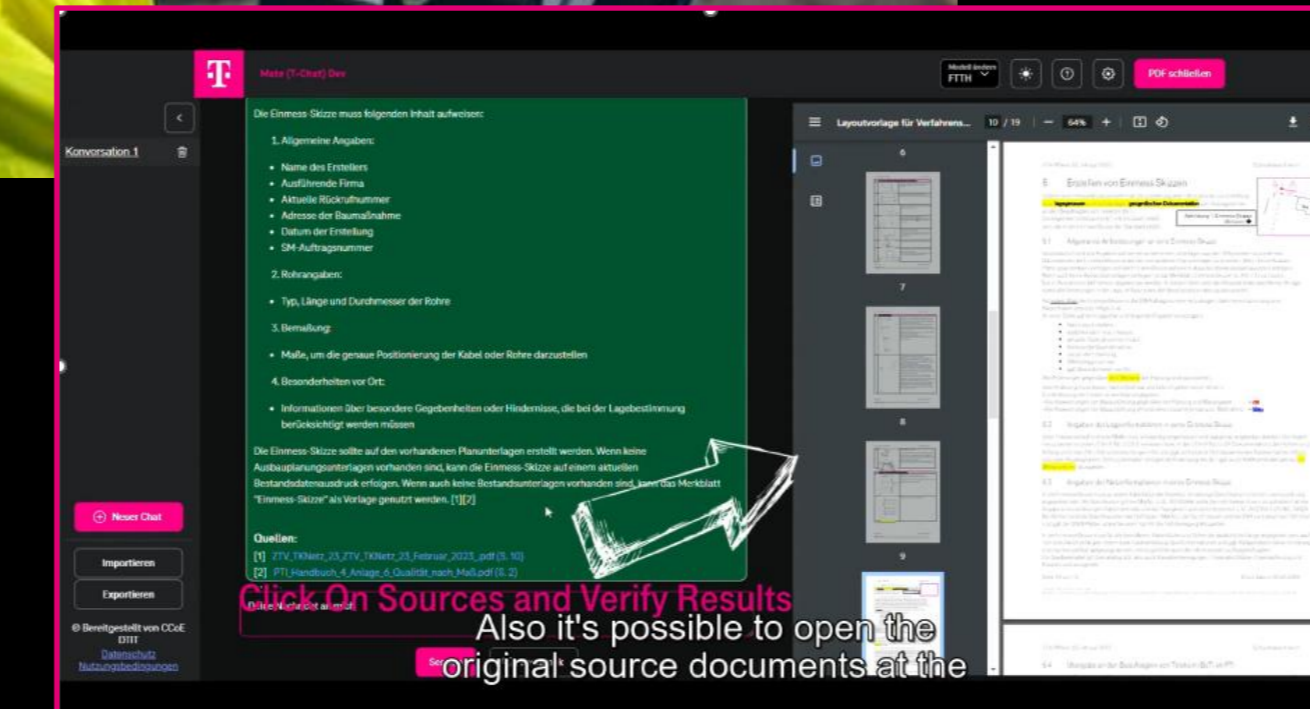


AI @ DEUTSCHE TELEKOM

3 AI@FTTH PLANNING

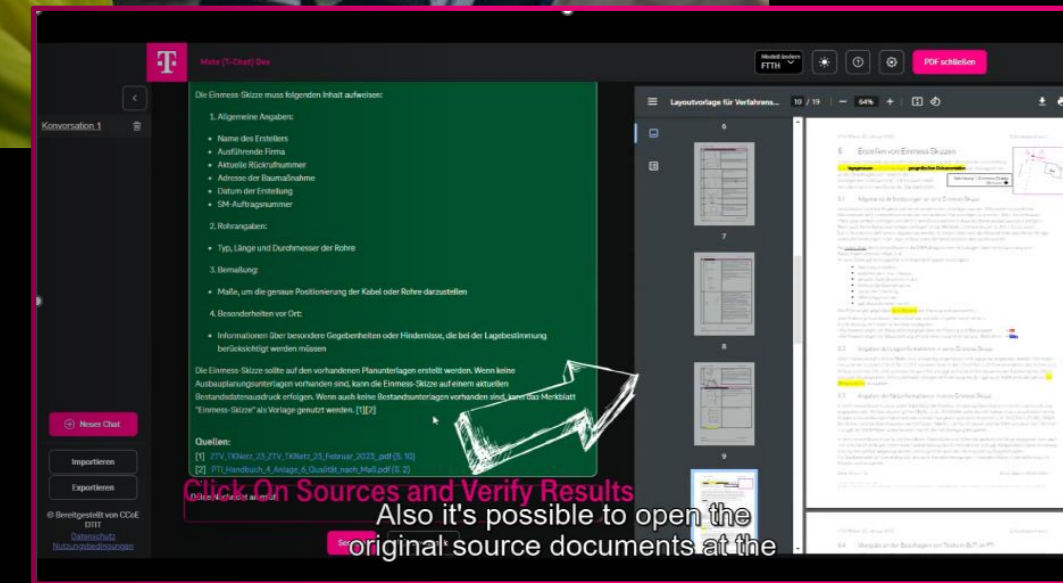
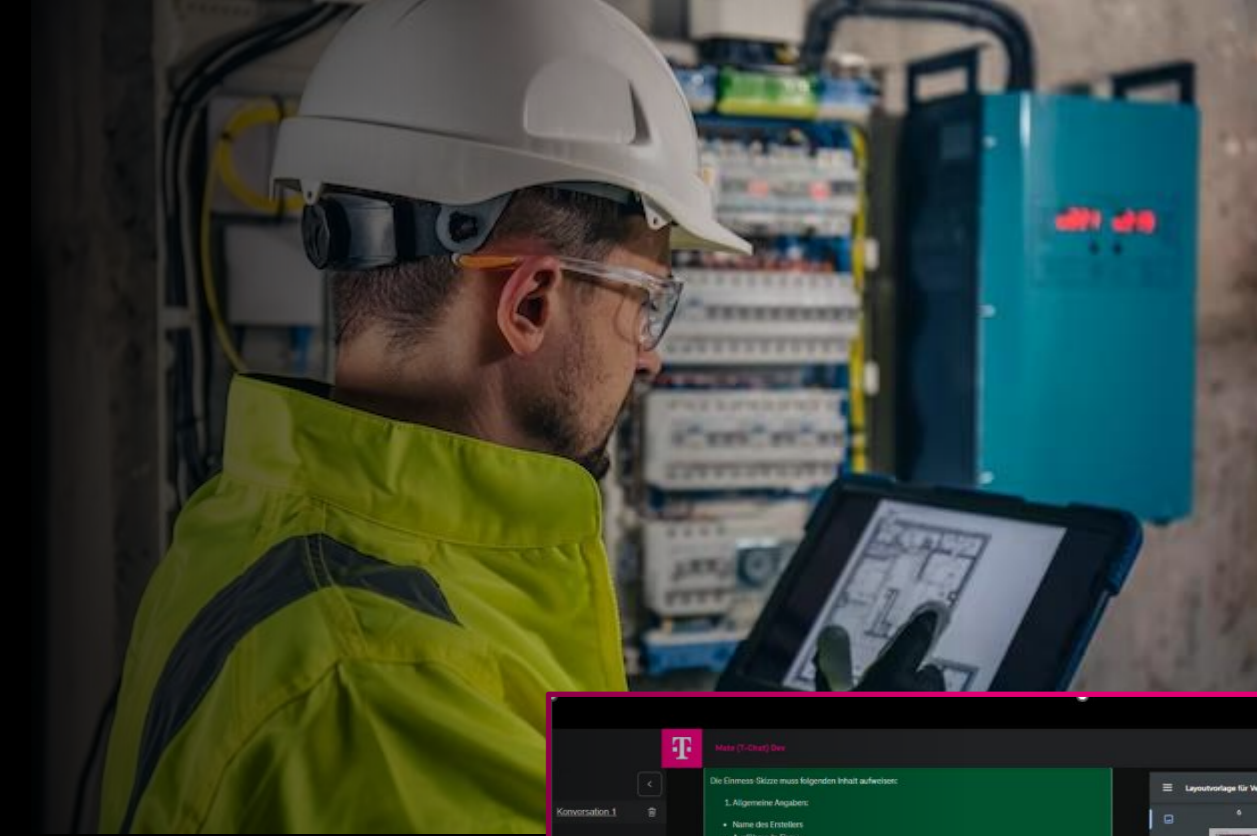


4 AI@FTTH BUILDOUT

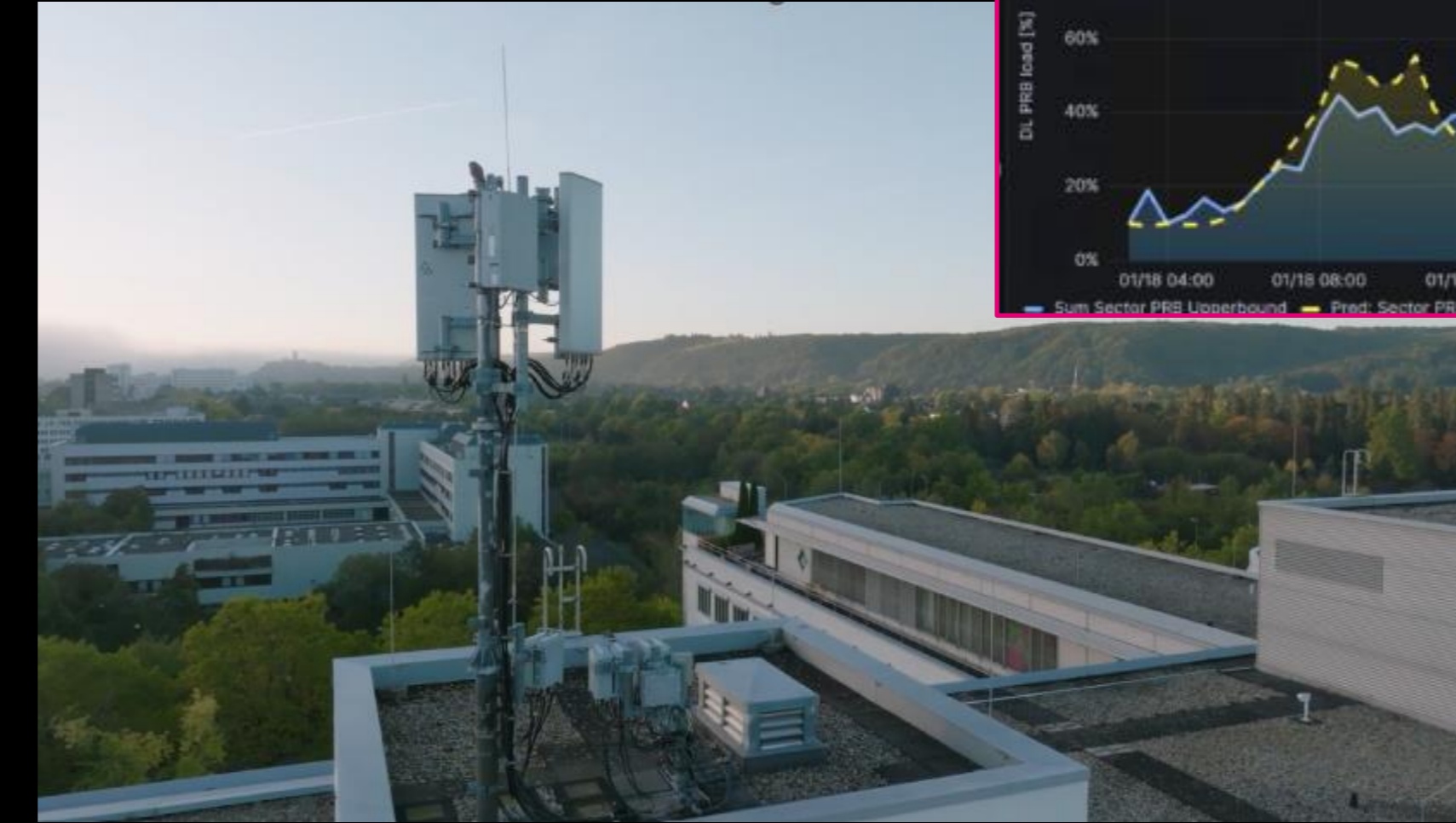


5 AI@

AI @ DEUTSCHE TELEKOM



BUILDOUT



5 AI@RAN EFFICIENCY

1

Code Generation

2

Code Translation

3

Documentation Generation

4

Test Generation

6 AI@

AI @ DEUTSCHE TELEKOM



5 AI@RAN EFFICIENCY

1

Code Generation

2

Code Translation

3

Documentation Generation

4

Test Generation

6 AI@CODING

7



AI @DEUTSCHE TELEKOM

1

Code
Generation

2

Code
Translation

3

Documentation
Generation

4

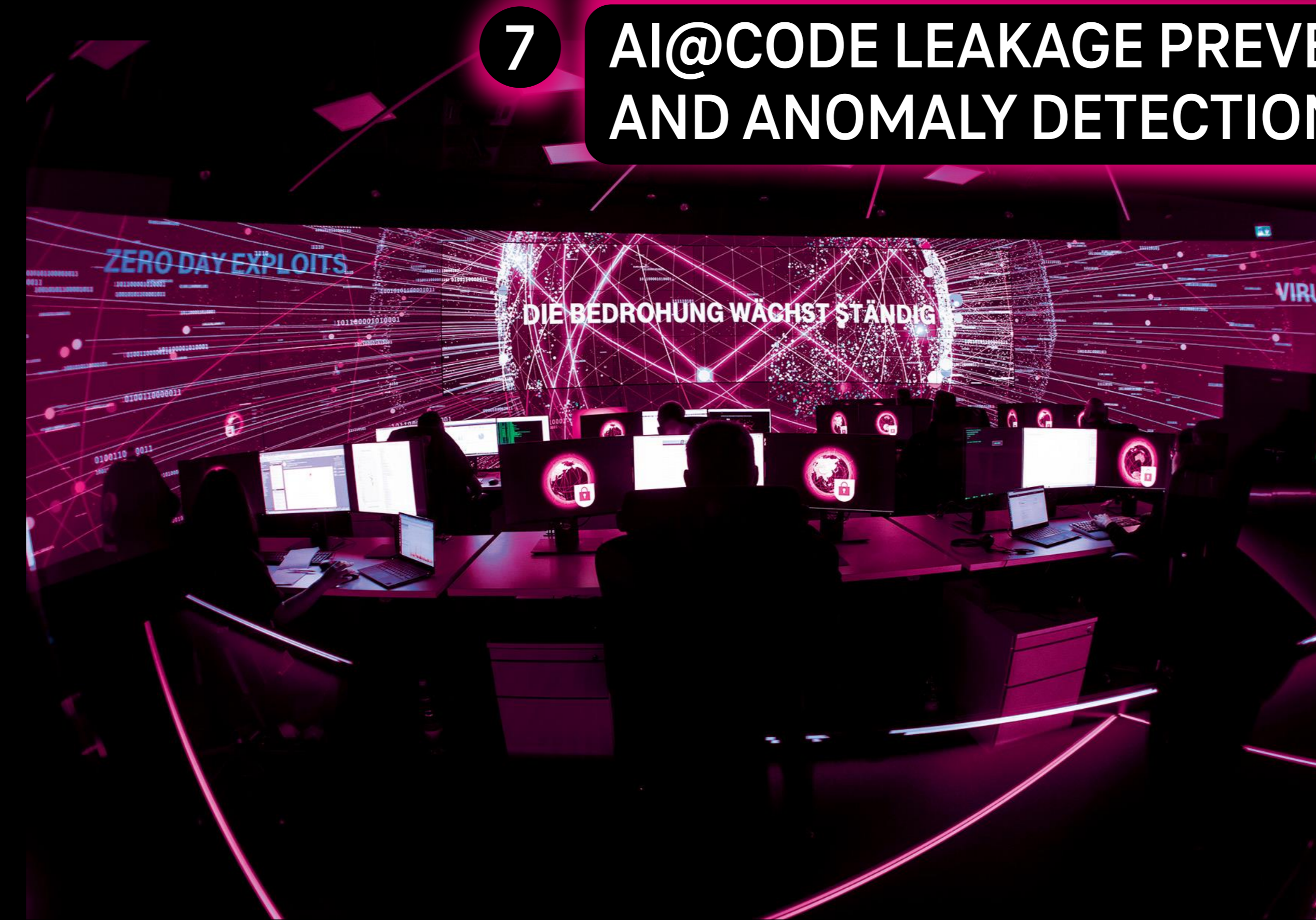
Test
Generation

6

AI@CODING

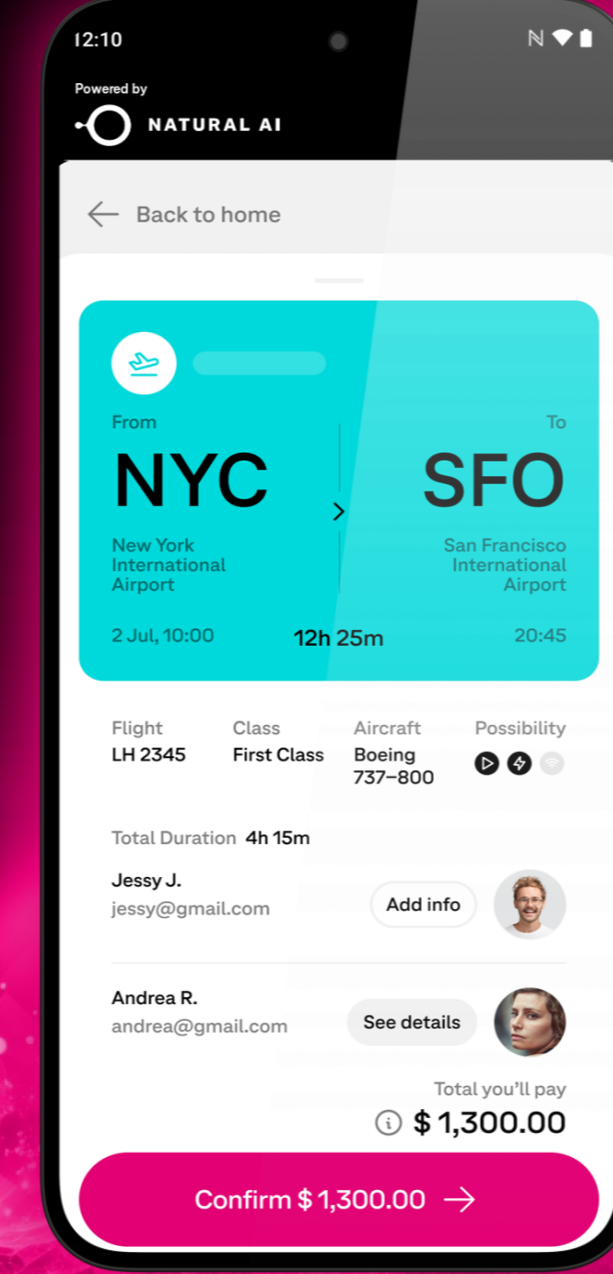
7

AI@CODE LEAKAGE PREVENTION
AND ANOMALY DETECTION



NEXT LEVEL OF DEVICES

MWC
2024



GLOBAL TELCO AI ALLIANCE



SoftBank Group
SK telecom
Singtel
e&



MY PERSONAL RECOMMENDATION

1 **CEO at the helm:** Command AI strategy from the top. Own the vision, shape the future.

2 **Decide on taker, shaper, maker, facilitator:** Identify strategic bets where the AI creates value and works as a differentiator. Choose a multi-LLM-strategy.

3 **Ethics & Security:** Embed ethical AI practices, prioritize data protection, and ensure accountability.

4 **Empower talent:** Upskill your team for AI readiness. Equip them with the necessary tools and mindset.

5 **Data Sovereignty:** Centralize and master your data. Quality and privacy are king.

6 **Measure & Govern:** Track AI's impact rigorously and steer with a firm, ethical governance framework.