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Bridging Industries Through Data Collaboration: The Telecom Advantage

Phil Kippen

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Snowflake



CONNECTING EVERYTHING

**Bridging Industries Through
Data Collaboration:
The Telecom Advantage**

Phil Kippen, GTM Lead Telecom at Snowflake



Industry Transformation



**5g evolution
is increasing
data relevance**



**483 exabytes will
be generated
by people each
day in 2025**

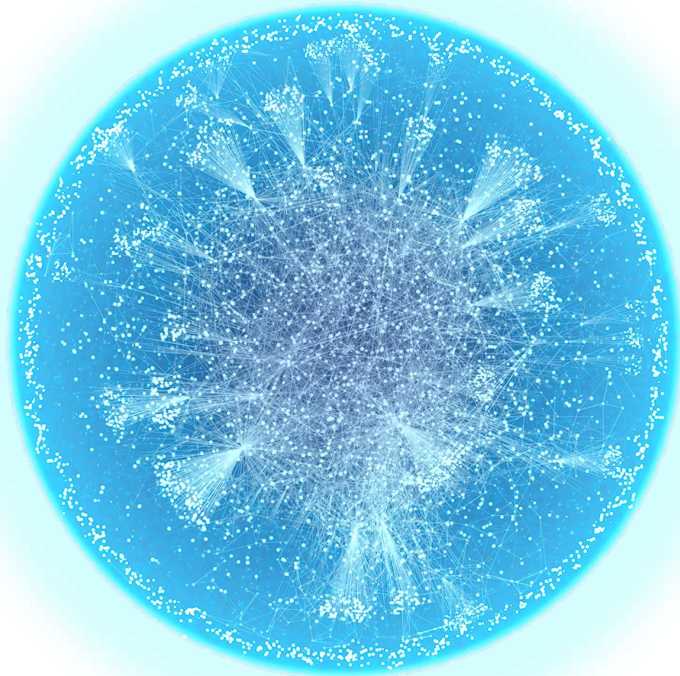


**Access to 4-8x more
data than any single
social media platform**

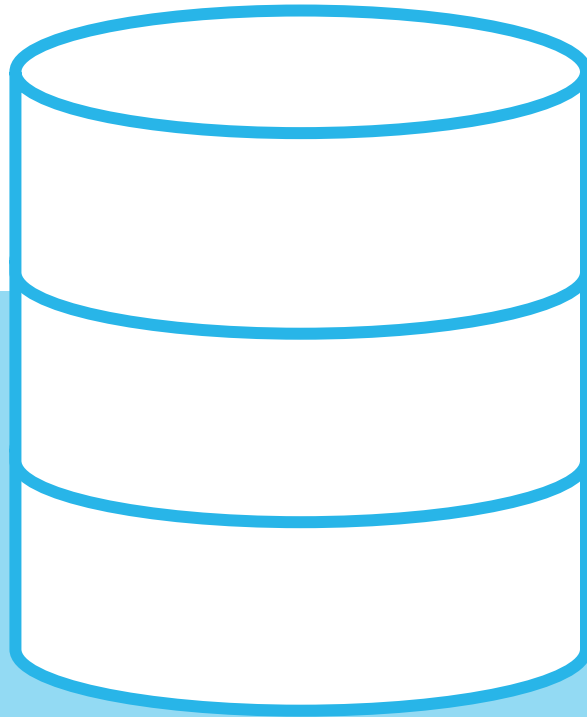


**Direct
relationship
with subscribers**

A Connected World



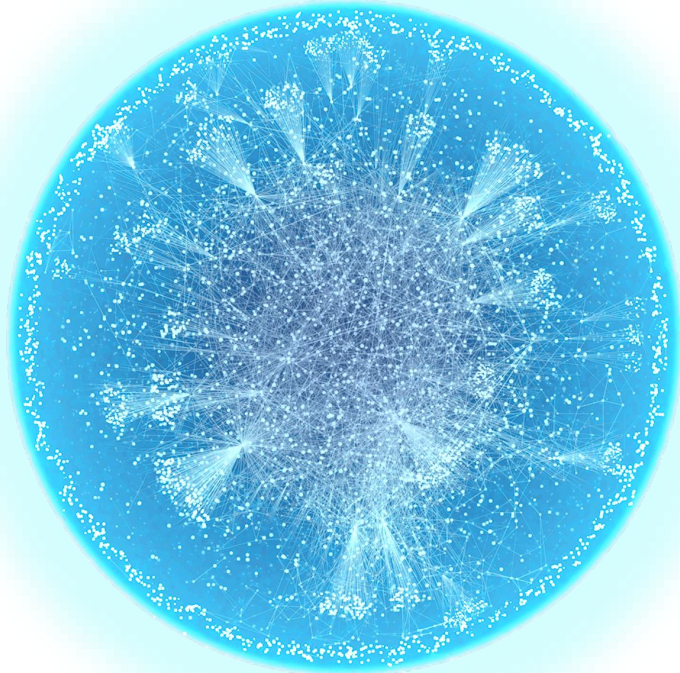
Un-Silo The Data







Snowflake Data Cloud





A global, unified data cloud to maximize telecom business value

- Fully managed platform
- Unified governance & maintenance
- One copy of data across cloud providers
- Efficient & secure data collaboration





TELECOM: BACKBONE OF A DATA-DRIVEN SOCIETY



THANK YOU

Visit us at Booth 5A31, Hall 5



MWC24

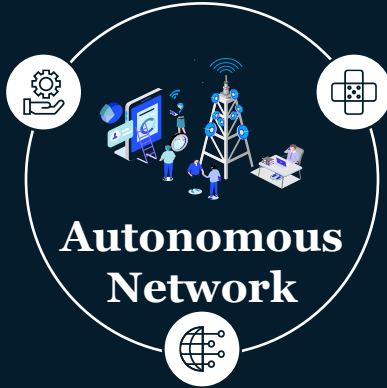
The Anatomy of Autonomous Networks

Autonomous Network is a key industry lever to improve CX and reduce operating costs

Self-configuring

Monitors and adjusts network parameters and service configurations to optimize both network efficiency (e.g., energy) and customer experience

Typically functions from **Provisioning and configuration, Inventory management**



Self-healing

Identifies and resolves existing or “future” network issues via manual (e.g., field ops) or remote techniques (e.g., reboot router)

Typically functions from **Fault management, maintenance, Customer complaints**

Self-organizing

Identifies where and how to scale the network, identifying areas where the network shows opportunities for future build interventions, and defining its optimal design

Typically functions from **Network planning, design and deployment**

Moderator: Ferry Grijpink

McKinsey & Company

Cristina Rodriguez

Intel

Brandon Larson

Mavenir

Rahul Atri

Rakuten Symphony India

Jannicke Hilland

Telenor

Up Next

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

13:05 - 14:15

MWC24