Evolving from Digital Telco to an AI-powered Digital Service Provider

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Updated: September 28, 2022

Sparkle at a glance

Top-10 - #1

TIER-1 - #4 AS6762

"*Se@bone*"

34 countries

1900 customers

~1B EUR revenue

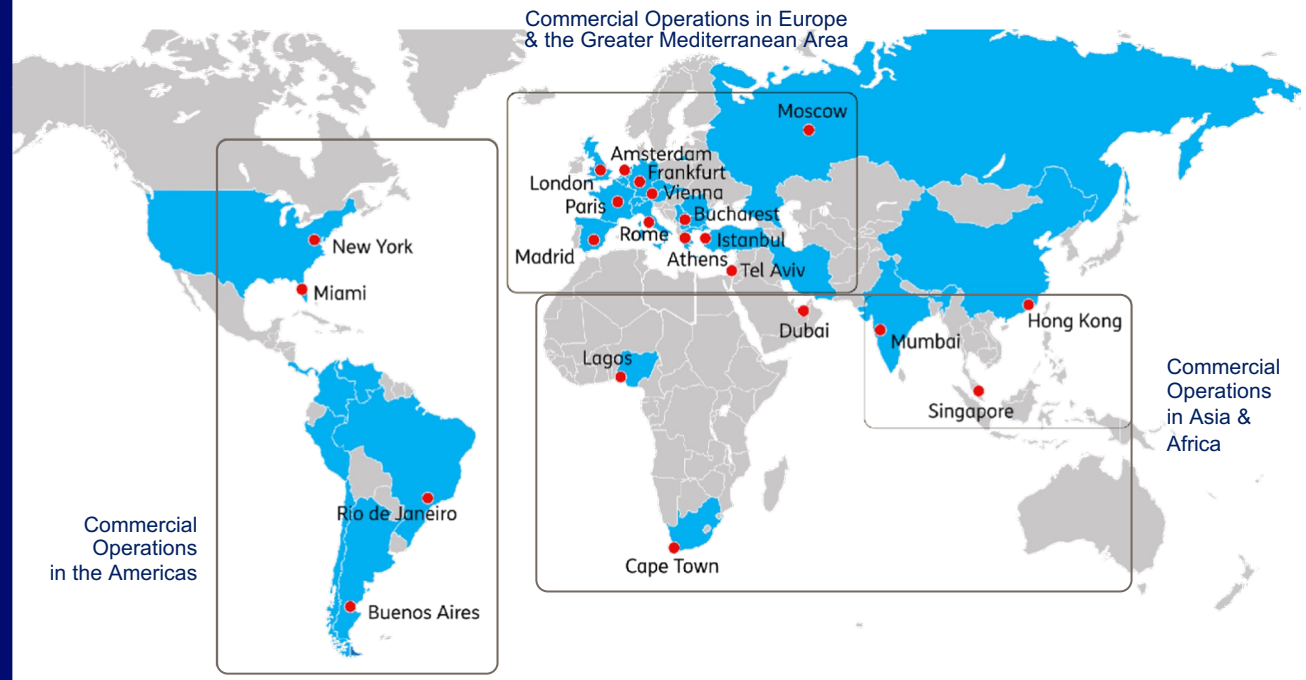
7B minutes

97 Tbps

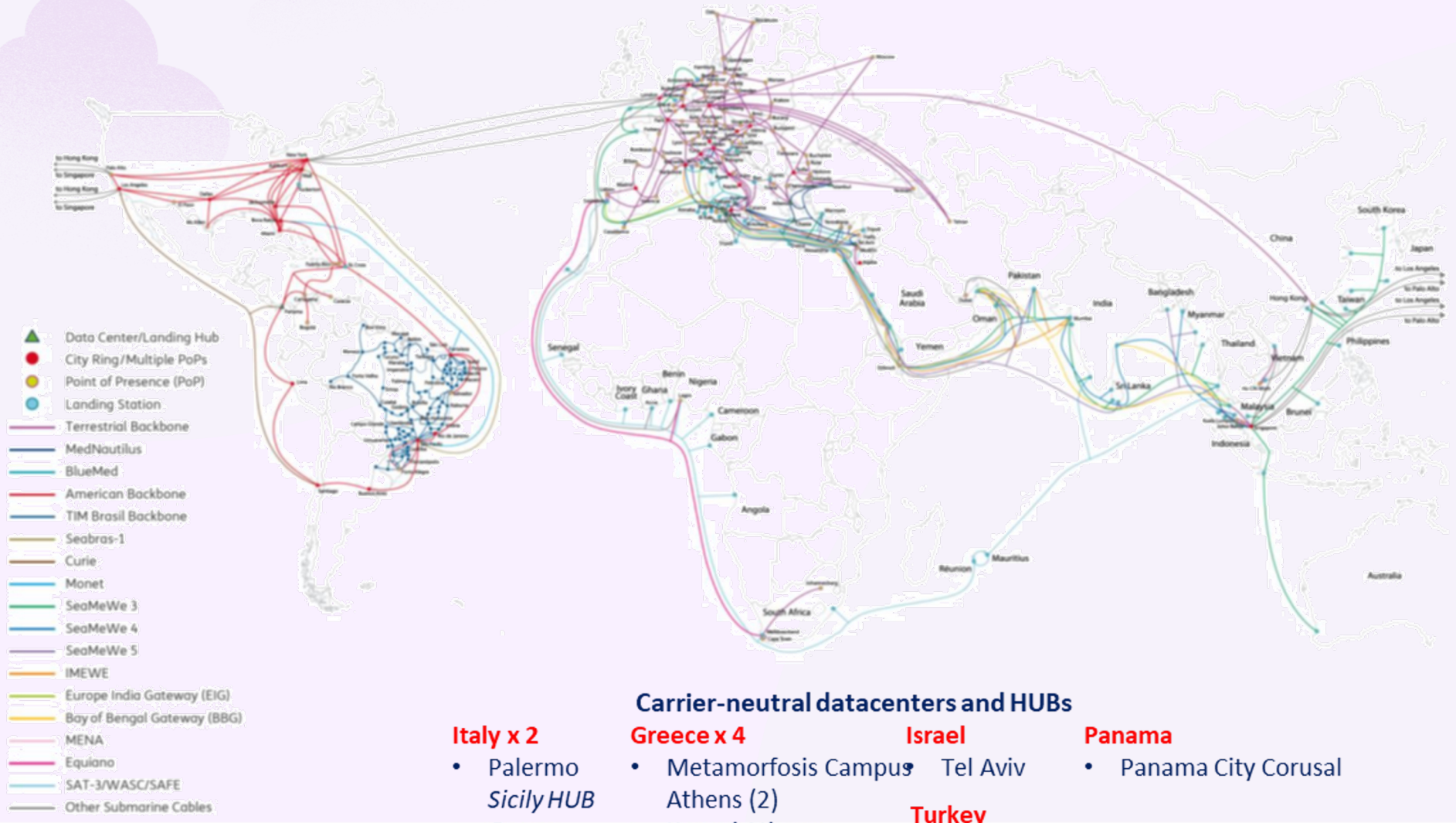
~700 HC

Product Portfolio

Voice & Mobile Solutions	Backbone & Infrastructure Solutions	Sec. Cloud & Networking Solutions
IoT SUITE	IP TRANSIT	SECURITY & IDENTITY
VOICE	CAPACITY	MULTICLOUD
MESSAGING	DATACENTER & HUB	
DATA ROAMING & CONNECTIVITY	INFRASTRUCTURE	NETWORKING



Sparkle Global Network



- 600,000+ km of fiber optics including three major systems in Europe, the Mediterranean and the Americas
- Extensive ownership in major International subsea cables
- 167 Point of Presence spread over 83 cities in 43 countries
- 1000+ PoP through partners
- 4 24x7 Network Operations Centers
- 9 Carrier-neutral datacenters and HUBs

Carrier-neutral datacenters and HUBs

Italy x 2
- Palermo *Sicily HUB*
- Genoa

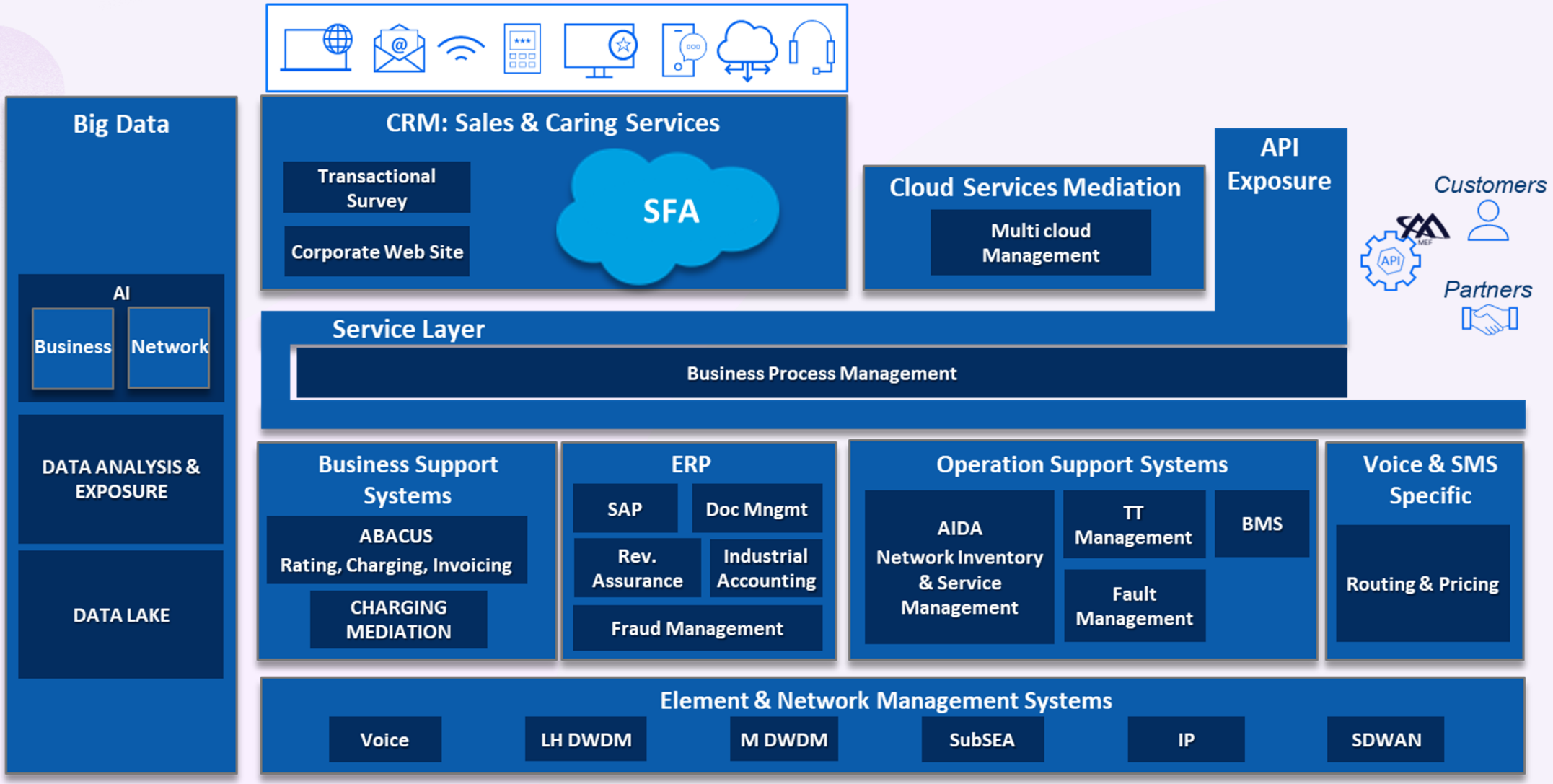
Greece x 4
- Metamorfosis Campus Athens (2)
- Koropi Athens
- Chania (Crete)

Israel
- Tel Aviv

Turkey
- Istanbul

Panama
- Panama City Corusal

Sparkle IT Architecture



Unlock Business Efficiency with Fulfillment Process Automation & Industry Standards

Retail Service Provider

Salesforce for Communications

DATA + AI + CRM + TRUST

- Front Office
- Middle Office
- Back Office

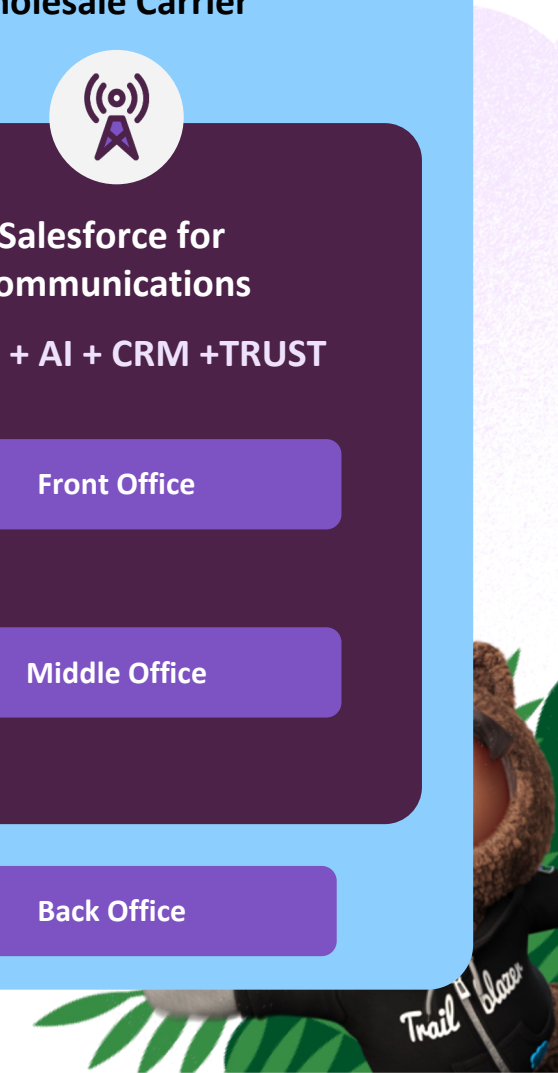
MEF

Wholesale Carrier

Salesforce for Communications

DATA + AI + CRM +TRUST

- Front Office
- Middle Office
- Back Office



Communications Cloud Product Architecture

Communications Customer 360

Communications Cloud

ADD-ONS:

- MuleSoft Direct for Comms
- Loyalty Cloud for Comms
- Communications Cloud Intelligence
- Customer & Partner Communities for Comms

COMMUNICATION CLOUD APPLICATIONS

- **Enterprise Product Catalog**
- **Industries Configure, Price, Quote**
- **Contract Lifecycle Management**
- **B2B & B2C Order Management**
- **Enterprise Sales Management**
- **Multiplay Subscription Management**

COMMUNICATIONS CLOUD AUTOMATION

- OmniStudio
- Business Rules Engine
- Document Generation
- Service Innovations

COMMUNICATIONS CLOUD DATA MODEL

- Sales Cloud
- Service Cloud
- Platform
- Data Cloud
- Einstein

Other BSS / OSS Components

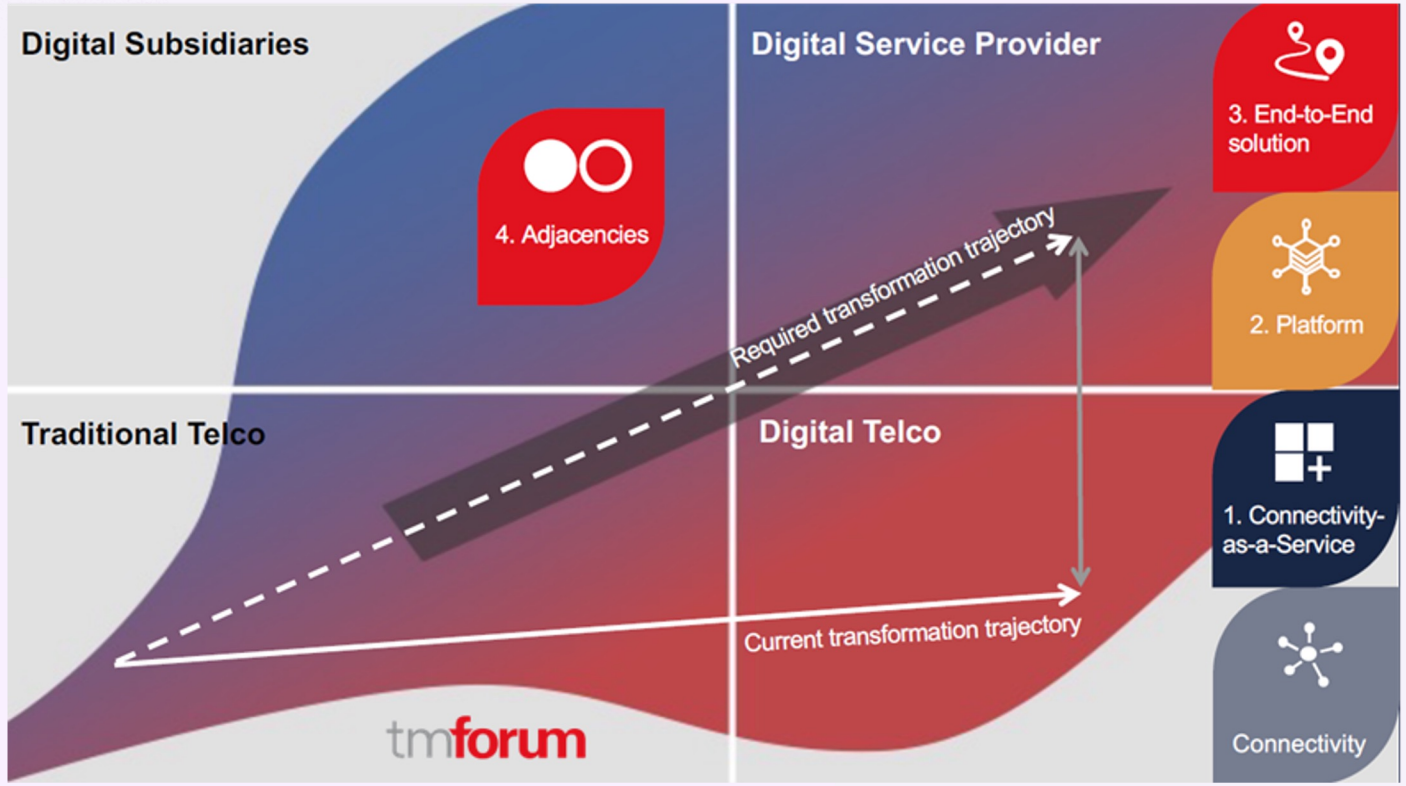
33% reduction in custom development

30% reduction in integration efforts

50% reduction in maintenance LOE

From Digital Telco to Digital Service Provider

Telcos are pushed to transform themselves in Digital Service Providers: entities able to deliver new digital services spanning outside of the boundaries of their proprietary Network Infrastructure, as well as traditional services, with a new digital experience on top.

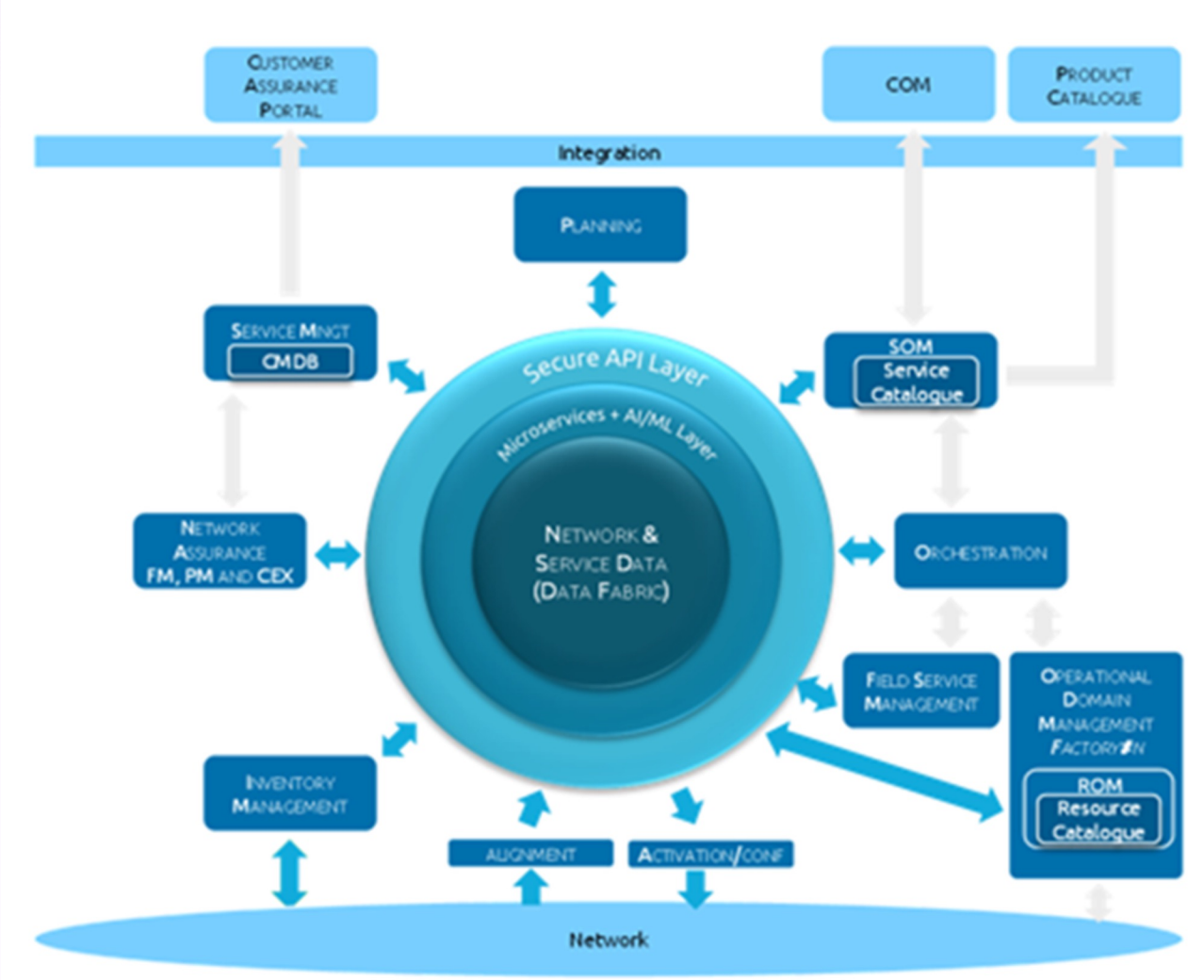


DIGITAL SERVICE PROVIDER

(THE TARGET STATE)

- CSP's assets open to digital players
- Platform Based Business Model
- Ecosystems Participation
- Highly automated
- Digital Channels with customer-controlled interactions
- High Customer Experience
- Cognitive Capabilities to create customer-defined contextual experiences and "as-a-service" for ecosystem partners

Digital Service Provider Architecture



IT role

- Enabling **agile** and **scalable delivery** of digital services;
- Relying on data analytics and **big data technologies** to optimize service management
- Facilitating **seamless integration** with third-party providers and partners, often through open **APIs** and standardized interfaces.
- **Cloud-native** architectures

CSPs will…

increase Gen AI spend **6X** in 2 years

2-6% of total tech spend

altman solon

aws

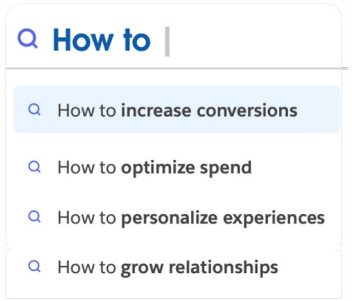
Source:AWS https://bit.ly/3ZGtkyX
September, 2023

AI

Artificial? Augmented? Assistive? Autonomous? Allegorical?

Wave 1

Predictive



Wave 2

Generative

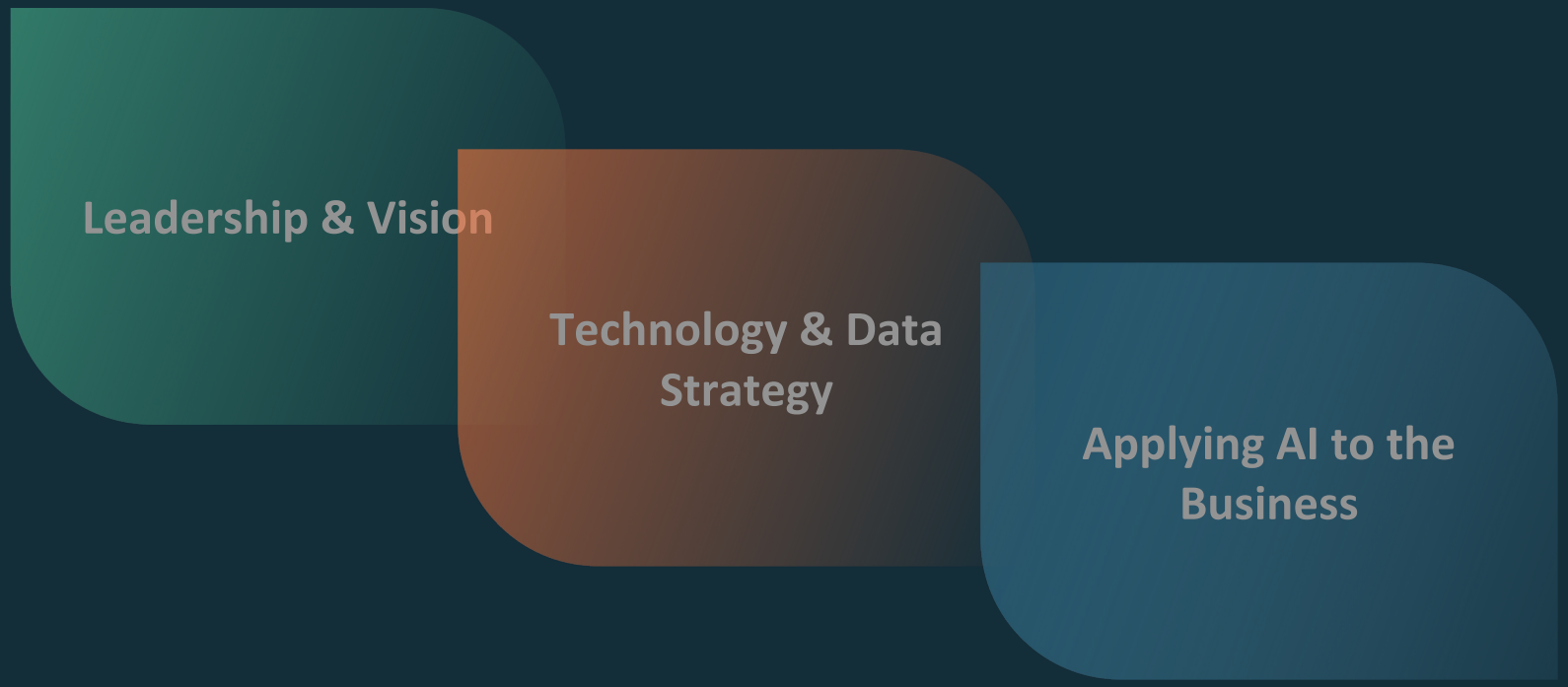
Wave 3

Autonomous & Agents

Wave 4

Artificial General Intelligence

Evolving to an AI-Powered Digital Service Provider



Leadership & Vision

- Leadership commitment to the goals
- Define a clear vision and value proposition internally and externally
- Provide visibility & transparency across the company

Technology & Data Strategy

- Define the strategy for collecting, aggregating and safely storing data
- Establish Data Governance policies to ensure privacy and security compliance
- Cloud infrastructure for scalability and access

Applying AI to the Business

- Talent acquisition and training
- AI strategies for personalized experiences, predictive analysis, chatbots
- Define Key Performance Indicators (KPIs)
- Measure success, iterate and improve

Data, Integration & Automation

- Hygiene
- Harmonising
- Connecting / Avoiding Copying
- Communications Industry Data Model
- Data lake/warehouse/lakehouse

Real-world Use Cases for AI

Market

Sell

Fulfill

Serve

Guardrails

Who's data is it anyway?

Trust

Complia nce

http://sfdc.co/2TPN6

Where is AI being used?
What are the risks?
How are the risks being mitigated?
How is it monitored?
Who is accountable?

Julie Sweet, CEO - Accenture

Salesforce AI Day, June 13, 2023

Thank you!

Global NaaS Event

By MEF