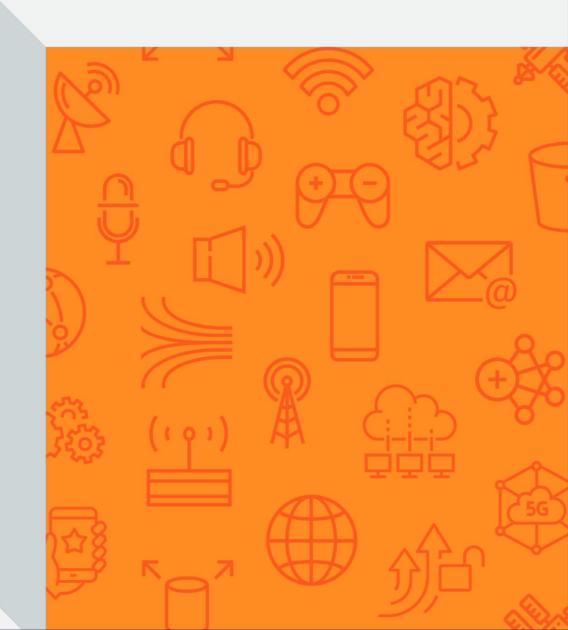


M W C 2 0 2 2

AWS Village Attendee Guide

View in landscape mode for the best experience



Reinventing Communications, Together

Welcome to Barcelona

AWS is how communications service providers (CSPs) are reinventing communications.

AWS brings the most advanced and secure cloud services, deepest telecom partner ecosystem, and fastest rate of innovation, enabling communications service providers (CSPs) to cloudify their business and differentiate at every stage of the customer journey. Together, we are building secure and scalable software-driven networks, simplifying operations, and reimagining the customer experience to accelerate the innovations that will unlock tomorrow's growth and monetize 5G.

Come explore the AWS Village at one of the largest telecommunications events in the world. Mobile World Congress attracts some of the most influential decision makers around the globe. Here, attendees can connect, network, share, and learn about the evolution of the telecommunications industry as it braces for digital transformation with innovations in 5G, edge computing, AI/ML, and IoT.

We look forward to seeing you there.



Using the AWS Village Guide

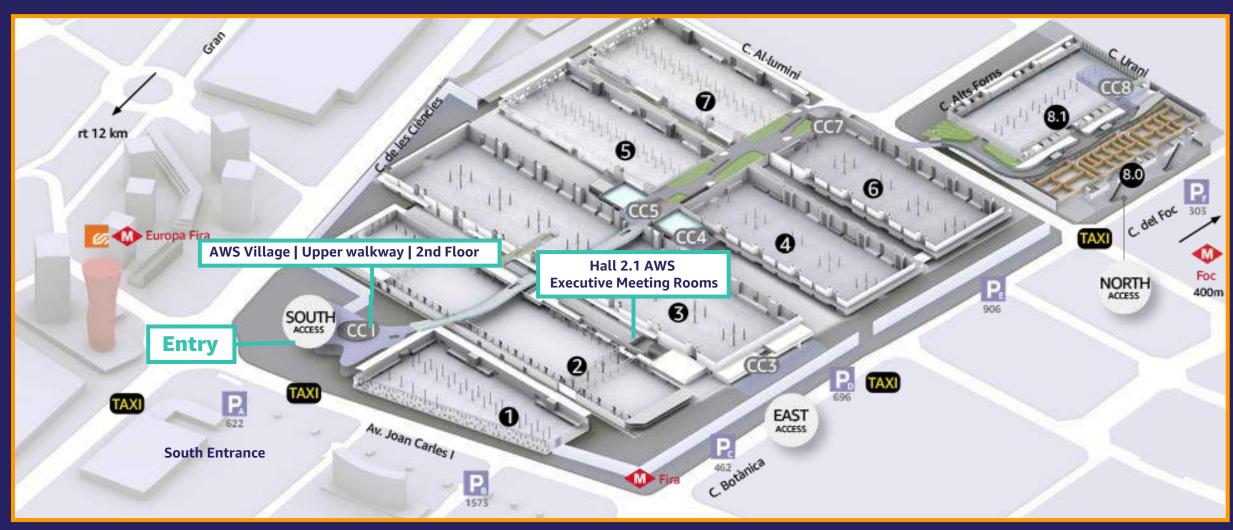
Reinventing communications, together

This guide is designed to help MWC attendees plan their experience at the AWS Village, including the many sessions from our customers and partners, as well as experiential demos in our demo rooms

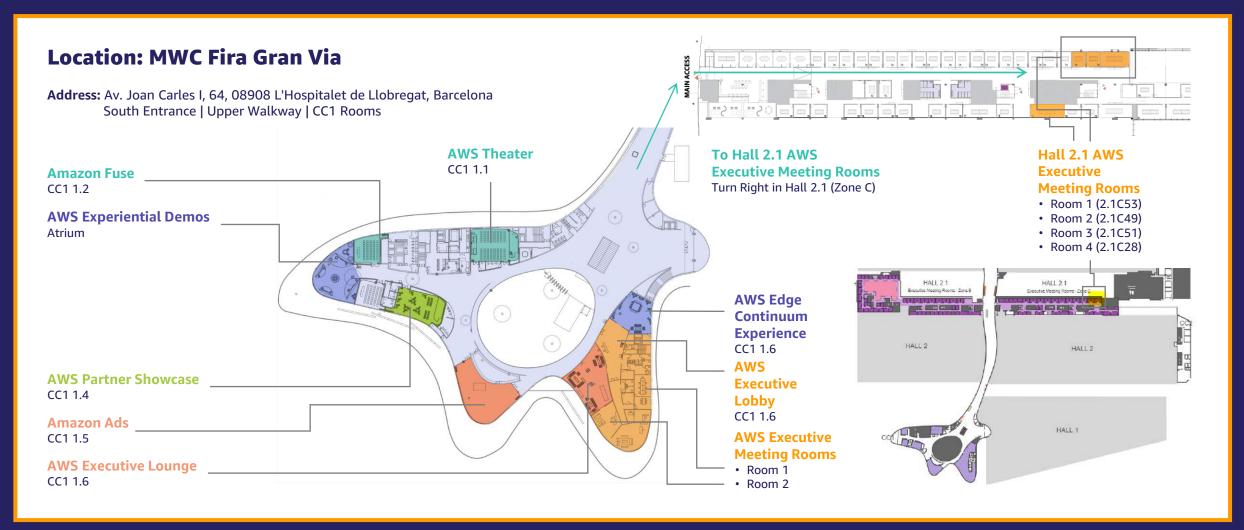
- AWS Village Map
- GSMA Keynote Sessions
- AWS Village Theater Sessions
- AWS Atrium Demos
- AWS Village Partner Lightning Talks



MWC 2022 Event Venue - Fira Gran Via, Barcelona



AWS Village: South Entrance | Upper Walkway | CC1 Rooms





GSMA Mainstage **AWS** Accepted Keynotes and Panels



CEO Keynote: Delivering a New World

1 MAR 9:30 - 11:00 | MWC KEYNOTE STAGE, HALL 4



Adam Selipsky
Chief Executive Officer



We are privileged to be living in a time where science and technology can enhance our daily lives. It's incredible to think how far mobile has come since the inception of GSM specification in 1987, as the technology we have been accustomed to since, has paved the way for digital to advance more rapidly than any other innovation in history. Armed with cloud capabilities and intelligent networks, it's time to plug into the tools, technology and talent available, and experience where the real innovation lies.

Panel: Is Cloud Key for MNO Digital Transformation?

2 MAR 14:30 - 15:30 | MWC STAGE B, HALL 5



Adolfo Hernandez

VP Telecom Industry
Business Unit



Cloud is considered a key element of enterprise network transformation and hyperscalers are leading this digital transformation. For mobile operators, cloud is starting to be adopted across the world, primarily driven by the rise of cloud-native 5G technology. Unexpected spikes in data traffic due to the global pandemic and a surge in broadband services has increased customer demand. Despite a surge in deployments, some operators are increasingly frustrated by the results. This panel will explore various operators digital transformation and their efforts to improve operational efficiency and generate new business opportunities through the use of cloud-native networks.

On the panel moderated by Adolfo: Claudia Nemat, CTO Deutsche Telekom; Ruza Sabanovic, CTO Telenor Group; Scott Petty, CDIO Vodafone Technology; Marc Rouanne, CNO Dish Networks



Keynote: Is it the Time to Embrace Collaboration with the Cloud?

WED, 2 MAR, 16:00 - 17:00 | H5, STAGE B



Ishwar Parulkar

Chief Technologist for Telecommunications

aws

With the cloud as a foundation of their network and data strategies, telecom operators can reinvent connectivity services they can offer to businesses and consumer subscribers to open up opportunities for new services. This session will show the potential of cloud technology for telecoms to harness their data assets and their 5G network infrastructure to deliver new value and experiences to their customers.



Panel: The Data Opportunity - Making Mobility Smart

28 FEB, 17:25 - 18:00 | H4, INDUSTRY CITY STAGE



Wendy Bauer

General Manager, AWS Automotive



With the automotive and transport industries becoming more connected by the day, the amount of mobility data generated from vehicles, transport, roadside infrastructure and people is growing exponentially. In this session, leading experts will discuss the role of data and information in creating smarter travelling experiences and how data can be turned into knowledge to create truly Smart Mobility. While connected cars have the potential to save 11,000 lives and 400,000 tonnes of CO2 emissions annually by 2025, the mobility services market is forecast to be worth \$542 billion by 2030 (Sources: Accenture, 2020 | Bosch, 2017). The impact of Smart Mobility is undeniably vast, creating not only safer, greener and more efficient travel experiences, but also ample opportunity for industry players to offer value-added services and establish new revenue streams. The revolution of Smart Mobility is shaped and expedited by pivotal technological innovation, including 5G connectivity, autonomy, shared mobility and electrification. These industry trends, combined with intelligence gained from immense data volumes, are aiding the establishment of an information society and are radically transforming every aspect of travel, from life-saving safetycritical applications, to new and innovative entertainment and infotainment services, to seamless multi-modal transport experiences.



Panel: 5G IoT Summit

2 MAR 15:00 - 19:00 | H7, THEATER 3



Sameer Vuyyuru

Head of WW Business
Development for Communication
Service Providers



Reinventing the World with IoT in the 5G Era

The Internet of Things (IoT) technologies have enabled connections between technology and people. With IoT fully embracing the benefits of 5G and Licensed LPWA technologies (LTE-M & NB-IoT), mobile operators continue to provide always-on, secure, highly scalable connectivity and services, enabling a wide range of IoT solutions and applications for consumers and businesses across multiple industry verticals, including aviation, healthcare, Industry 4.0, smart mobility, cities & transportation, utilities and more.

The GSMA flagship IoT event at MWC Barcelona 2022, 5G IoT Summit previously known as Mobile IoT Summit, will gather the most knowledgeable IoT industry experts to share the growth, development, mega trends, successes, and opportunities of Massive IoT in the 5G Era, Critical IoT with Big Data and Edge, and the business landscape of eSIM in the market.



Keynote: Evolution & Reach of 5G Gaming

2 MAR, 11:00 - 12:00 | H5, STAGE A



Umer Chaudhary

Senior Manager, Product Management Edge



With the deployment of 5G allowing gamers to play anytime, anywhere, gaming is now seen as a business opportunity not to be missed. It is also becoming so much more. With close to 3 million gamers worldwide, it is estimated that in 2021, the gaming industry will generate revenues of around \$175.8 billion, and is set to grow with an expected CAGR of 8.7 percent. This demand is inspiring innovation in gaming software and technology that is spilling over into other industries such as healthcare and education. From virtual reality gaming headsets being used to detect signs of Alzheimer's and being used to train surgeons in virtual Theaters, to specially designed gaming controllers being used in rehab centers, the possibilities are endless in gaming technology application outside of the gaming world.

In this session, Umer will explore how to harness the power of 5G and Edge Compute to Innovate.

Panel: Public Cloud - The Key Questions

2 MAR 11:00 - 12:00 | H5, STAGE B



Amir Rao

Director, Product Management,
EC2 Edge & Telco

aws

Cloud is a critical mandate at the heart of business and network innovation today. When Dish announced its strategic collaboration with AWS and Nokia to build a cloud-native 5G Network in the public cloud, it was an industry first. However, there is no one-size-fits-all approach to a cloud-native journey and achieving the right blend of scale and speed is critical. This session will outline cloud adoption and examine what is needed to maximize its value for future networks in the public cloud.

Keynote: Public Cloud - The Key Questions

2 MAR 11:00 - 12:00 | H5, STAGE B



Chris McKenna
Senior Product Manager,
AWS Edge Services

aws

Cloud is a critical mandate at the heart of business and network innovation today. When Dish announced its strategic collaboration with AWS and Nokia to build a cloud-native 5G Network in the public cloud, it was an industry first. However, there is no one-size-fits-all approach to a cloud-native journey and achieving the right blend of scale and speed is critical. This session will outline cloud adoption and examine what is needed to maximize its value for future networks in the public cloud.



Panel: The Power of Partnerships

2 MAR 14:30 - 15:30 | H5, STAGE A



Fernanda Mendez

Senior Segment Leader for NFV, Networks, Partnerships

aws

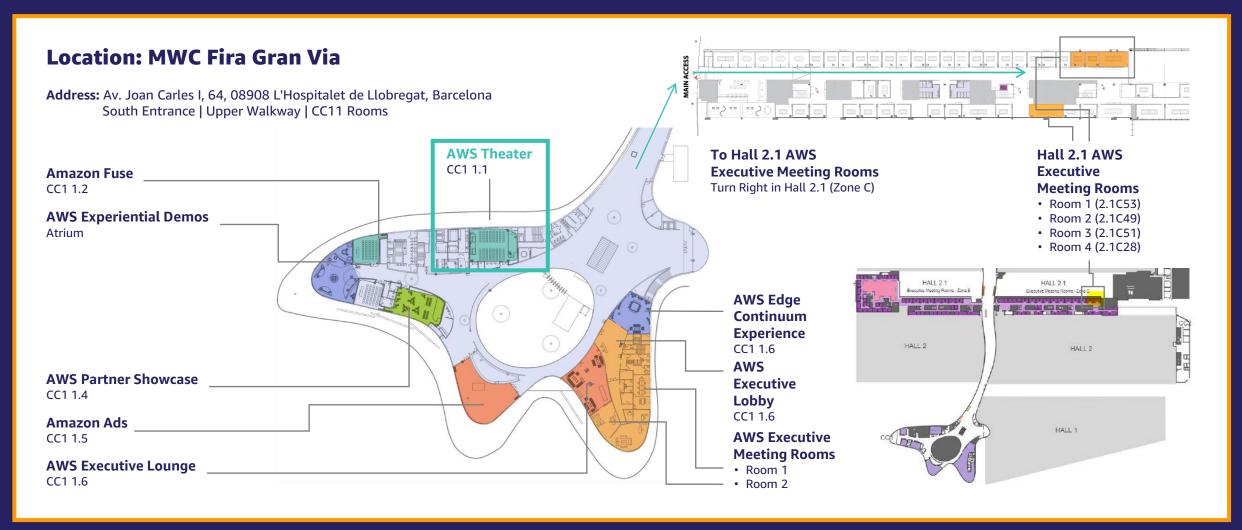
As 5G deployment intensifies, businesses will look to utilize technology to reduce costs, increase ROI and provide services and solutions for highly diverse global needs. This can no longer be done by any single company and can only be achieved with a more collaborative partnering of companies to foster innovations and share information on roll-outs and use cases. This session will discuss these deeper, wide-ranging partnerships and show how collaboration is the only way forward.



AWS
Village
Theater
Sessions
Location: CC1 1.1



MWC 2022 AWS Village – Theater



AWS Village Theater Sessions

24 EXECUTIVE SPEAKERS



Agostino Ruberto, CTO, CKH Innovations Opportunities Development



Ajay Ravindranathan, Principal Telco Solutions Architect, AWS



Anand Oswal, SVP Palo Alto Networks



Andy Burrell, Head of Portfolio Marketing CNS Business Applications, Nokia



Erland Prestgard, CEO, Working Group Two



Fabio Cerone, Telecom Director for EMEA Region, AWS



George Njuguna, CIO, Safaricom



Hanif Datoo, VP of Global Solutions, TFI US



Ishwar Parulkar Chief Technologist, Telecom IBU, AWS



Ivo Rook, COO, 1NCE



Joe Parker, CEO, CKH Innovations Opportunities Development



Kashif Mahmood, Senior Research Scientist, Telenor Group



Mark Düsener, Head of Mobile & Mass Market Communication—IT, Network, and Infrastructure Division, Swisscom



Mats A Karlsson, VP & Head of BSS Solution Area, Ericsson



Michael Singer, Director, North America Telecommunications at AWS



Mounir Ladki, President and CTO, MYCOM OSI



Naveen Suri, Head of Communications Industry Solutions, Cognizant



Oren Betzaleli, General Manager of Amdocs Cloud



Patrick Waldemar, Vice President and Head of Technology for Telenor Research, Telenor Group



Scott Kewley, VP of Advanced Advertising and Data Products, Synamedia



Sofia Regojo, SVP of Global Sales for Media and Telecom, Kaltura



Terje Jensen, SVP Network Architecture, Telenor



Tomas Carfalk, CTO, WirelessCar



Xavier Leclercq, VP of Business Development, Broadpeak



AWS Village Theater Schedule >24 EXECUTIVE SPEAKERS | AWS THEATER | CC1 1.1

| Time (CET) | Customer/Partner | Customer/Partner Name and Title | Session ID | Title |
|-------------------------|--|---|------------|--|
| 10:00 | AWS | Fabio Cerone, Director, EMEA Telecommunications , AWS | MWC-S47 | Reinventing communications, together |
| 12.00 | Safaricom | George Njuguna, Director, Information Technology (CIO), Safaricom | MWC-S48 | Transforming agriculture through cloud-based platforms for farmers |
| 13:00 | TELUS | Hanif Datoo, VP, Global Solutions, TELUS | MWC-S41 | Spectrum monetization: Deploying serverless 4G/5G core on AWS |
| 14:00 | 1NCE | Ivo Rook, COO, 1NCE | MWC-S35 | How IoT is changing from a networks to a software business |
| 15:00 | Ericsson | Mats A Karlsson, VP & Head of Solution Area BSS, Ericsson | MWC-S43 | Monetizing 5G: The opportunity, the challenge & the critical role of BSS |
| 16:00 | Synamedia | Scott Kewley, VP Advanced Advertising and Data Products, Synamedia | MWC-S53 | Monetize TV services with server-side ad insertion |
| 9:00 | AWS | Ishwar Parulkar, Chief Technologist, Telecom Industry Business Unit, AWS | MWC-S54 | Embracing the cloud: Technology predictions for 2022 and beyond |
| 11:00 12:00 | AWS, WG2, Telenor, CKHIOD | Donatello Gassi, Head of Solutions Architecture EMEA, Telco Business Unit, AWS Agostino Ruberto, CTO CKHIOD Joe Parker, CEO CKHIOD Terje Jensen, SVP Network Architecture Telenor Erlend Prestgard, CEO WG2 | MWC-S52 | Benefits of transforming mobile core networks with the cloud |
| 12:00 | Palo Alto Networks | Anand Oswal, SVP, Palo Alto Networks | MWC-S38 | How DISH Wireless built automated 5G-native security on AWS |
| 13:00 | Nokia & Telenor | Andy Burrell, Head of Portfolio Marketing CNS Business Applications, Nokia, Kashif Mahmood, Senior Research Scientist, Telenor | MWC-S46 | Realizing the potential of 5G with automated service orchestration |
| 14:00 | Swisscom | Mark Düsener, Head of Mobile & Mass Market Communication at Swisscom's IT, Network and Infrastructure Division, Swisscom | MWC-S40 | The journey to cloud-native 5G |
| 15:00 | Amdocs | Oren Betzaleli, GM, Amdocs Cloud | MWC-S55 | To the cloud and beyond: CSP cloud adoption progress & challenges |
| 16:00 | Kaltura | Sofia Rogojo, SVP Global Sales, Media and Telecom, Kaltura | MWC-S51 | Launching Sooka: How Astro engages Millennials with Cloud TV |
| 10:00 | Cognizant | Naveen Suri, Head of Communications ISG, Cognizant Ajay Ravindranathan, Principal Telco Solutions Architect, AWS | MWC-S36 | Monetize your 5G investments using Cognizant's DSM on AWS |
| 11:00 12:00 13:00 | Telenor | Patrick Waldemar, Vice President, Head of Technology in Telenor Research at Telenor ASA Kashif Mahmood, Senior Research Scientist at Telenor Group | MWC-S50 | How Telenor and AWS are innovating with private 5G networks |
| 12:00 | WirelessCar | Tomas Carlfak, CTO, WirelessCar | MWC-S42 | Commoditizing connected vehicle |
| 13:00 | BroadPeak/PPF | Xavier Leclerq, VP Business Development, Broadpeak/PPF | MWC-S44 | Smart multi-CDN in an edge environment |
| 15:00 | MyCom OSI / Magenta Austria azon Web Services, Inc. or its affiliates. All i | Mounir Ladki, President and CTO - Mycom OSI | MWC-S49 | How MYCOM OSI & AWS helped Magenta Telekom modernize their OSS landscape |

Day 1 Sessions: Monday, 28 February

Reinventing communications, together



Michael Singer, Director, North America Telecommunications at AWS



Fabio Cerone, Managing Director EMEA Telco Business Unit at AWS

10:00 (CET)



AWS is helping communications service providers (CSPs) reinvent communications. CSPs are building secure and scalable software-driven networks, simplifying operations, and reimagining the customer experience to accelerate innovations designed to unlock tomorrow's growth and monetize 5G. In this session, learn how AWS is accelerating business value in multiple use cases, working with industry-leading CSPs and an extensive network of AWS Partners to build and orchestrate cloudnative 5G networks, transform business operations, manage data to personalize AI/ML interactions, and accelerate innovation for enterprise transformation.

Transforming agriculture through cloud-based platforms for farmers



George Njuguna, Director, Information Technology (CIO)

12:00 (CET)



DigiFarm is a cloud-based Safaricom service that offers farmers convenient, one-stop access to quality farm inputs at discounted prices, input loans, educational content on farming, and digital access to markets. This session from Safaricom explores how the application of modern AWS Cloud technology for marketplaces, content, and education, as well as call center-based consulting, is driving the modernization of agriculture in Africa.

Spectrum monetization: Deploying serverless 4G/5G core on AWS



Hanif Datoo, VP of Global Solutions, TELUS

13:00 (CET)



In the 4G and 5G world, business value is derived from an operator's ability to customize network slices for specific customer needs, achieving best-in-class resiliency and security while reducing cost. At TELUS, we've developed the Cloud Control Plane, a geo-redundant serverless framework built on an AWS BSS solution to unlock unique business value for customers globally. Join this session to learn how TELUS has been able to achieve unprecedented elasticity while reducing the cost of connection to just cents and mitigating security threats in near-real time. We're excited to share our journey of running TELUS NFV on serverless AWS domains and its key use cases.

Day 1 Sessions: Monday, 28 February

How IoT is changing from a networks to a software business



Ivo Rook, COO, 1NCE

14:00 (CET)



Messaging was invented by operators and made big by software players. Unified communications was invented by operators and then successfully scaled by software players. The same trend is happening with IoT. Join this session with 1NCE to explore customer use cases that illustrate the transformation of IoT and the role of 1NCE and AWS in supporting this change. Dive deep into customer examples of IoT for the automotive industry and the smart city and utility sectors.

Monetizing 5G: The opportunity, the challenge & the critical role of BSS



Mats A Karlsson, VP & Head of BSS Solution Area, Ericsson

15:00 (CET)



5G offers an unprecedented opportunity to deliver innovative products and services. Capturing this opportunity requires a step change in customer experience, the removal of barriers to service innovation, and the ability to dynamically charge and monetize services. How is telecom BSS evolving to provide new expectations of digital flexibility, agility, and functionality? How are CSPs addressing this evolution in the context of their journey to the cloud? Join this session to hear how Ericsson Digital BSS serves over 300 organizations and touches the lives of billions of customers. Explore what insights this can provide to quide your way.

Monetize TV services with server-side ad insertion



Scott Kewley, VP of Advanced Advertising and Data Products, Synamedia

16:00 (CET)



Telecom operators are now capable of adding advanced monetization capabilities based on highly targeted advertising. This session explains how the Synamedia Iris solution has been deployed to offer a complete advertisement stack that places targeted ads to their subscribers. Explore how this allows subscribers to be better served with more personalized advertising. Additionally, hear how advertisers are finding in this kind of solution a much better return on investment and much more effective ways of generating awareness of their offerings.



Day 2 Sessions: Tuesday, 1 March

Embracing the cloud: Technology predictions for 2022 and beyond



Ishwar Parulkar Chief Technologist for Telcom IBU, AWS

9:00 (CET)



After AWS pioneered cloud technology more than 15 years ago, it has evolved to a point where the cloud is reaching everywhere on the planet—and even into space. The telecommunications industry has been fundamental to connecting individuals and empowering businesses to be productive and successful. However, we are at an inflection point. As telecommunication providers look to modernize their infrastructure and reinvent themselves as digital service providers, the cloud is starting to play a central role in that transformation. In this session, hear about key technology predictions for 2022 and beyond that are anticipated to shape the next generation of this industry.

Benefits of transforming mobile core networks with the cloud



Donatello Gassi, Head of Solutions Architecture EMEA, Telecom BU, AWS



Agostino Ruberto, CTO, CKH Innovations Opportunities Development



Joe Parker, CEO, CKH Innovations Opportunities Development



Terje Jensen, SVP Network Architecture, Telenor



Erland Prestgard, CEO, Working Group Two

11:00 (CET)

In this panel discussion, executives from CKH Innovations Opportunities Development, Telenor, Working Group Two, and AWS illustrate the advantages and benefits of leveraging the AWS Cloud for core network transformation. Building on the example of the Working Group Two solution, they explore transformation use cases that implement the most recent developments. Learn as they outline strategies mobile network operators can take to accelerate cloudifying networks to bring new and innovative services to end users.

How DISH Wireless built automated 5G-native security on AWS



Anand Oswal, SVP Palo Alto Networks

12:00 (CET)



Security is a main driver for today's 5G networks. Additionally, cybersecurity speed must match the rapid launch of new services, and service providers require next-level security automation to protect their infrastructure and their customers' business-critical applications from evolving cybersecurity threats. Join this session to hear how DISH Wireless automated and fully integrated 5G-native security into the US's first cloudnative 5G network running on AWS. They used Palo Alto Networks VM and CN-Series firewalls and Prisma Cloud Compute to protect network interfaces and functions and gained granular visibility into enterprise 5G traffic while reducing time to market and operating expenditures.

Day 2 Sessions: Tuesday, 1 March

Realizing the potential of 5G with automated service orchestration



Andy Burrell, Head of Portfolio Marketing CNS Business Applications, Nokia



Kashif Mahmood, Senior Research Scientist, Telenor Group

13:00 (CET)

NOKIA

Network slicing as a service is key to communications service providers fully realizing the promise and potential of 5G to deliver new enterprise services and create additional revenue streams. Join this session to hear how Telenor and Nokia are collaborating within the 5G Verticals INNovation Infrastructure (5G-VINNI) consortium, proving that it's possible to simplify slicing using zero-touch orchestration running on the AWS Cloud. Explore how 5G can meet key performance indicators for industry-specific use cases and how the B2B2X business model can generate new revenue streams.

The journey to cloud-native 5G



Mark Düsener, Head of Mobile & Mass Market Communication—IT, Network, and Infrastructure Division, Swisscom

14:00 (CET)



Swisscom's ongoing collaboration with AWS is aiming to cloudify Swisscom's 5G network by leveraging AWS best practices and native tools. This session covers different aspects of this collaboration, including continuous integration and continuous deployment (CI/CD), continuous testing, orchestration, observability, and data analytics.

To the cloud and beyond: CSP cloud adoption progress & challenges



Oren Betzaleli, General Manager, Amdocs Cloud

15:00 (CET)



Where are CSPs on their cloud adoption journey? How much longer will that journey take? What strategies have helped CSPs succeed? What are the toughest challenges going forward? To whom are they looking for help? Join this session to hear Oren Betzaleli, General Manager of Amdocs Cloud, present insights from new global analyst research commissioned by Amdocs on the often widely differing approaches and opinions of CSPs as they mature from adopting to operating on the cloud.

Day 2 Sessions: Tuesday, 1 March

A TV modernization journey with a PayTV operator



Sofia Regojo, SVP of Global Sales for Media and Telecom, Kaltura

16:00 (CET)



Sooka, a new streaming service by Malaysian leading telco Astro, became the #1 entertainment app on Google Play within two weeks of launch. Join this session to learn how Astro created a successful Cloud TV service in under six months, tailoring a new D2C imprint precisely to the needs of their target audience- the Millennials. Discover how the Kaltura TV platform enabled launching sooka as mobile-first, freemium service, focused on live sports and local content. Learn how Cloud TV enables Astro to unlock new revenue streams by addressing an audience segment less enticed by its existing Pay-TV offering



Day 3 Sessions: Wednesday, 2 March

Monetize your 5G investments using Cognizant's DSM on AWS



Naveen Suri, Head of Communications Industry Solutions, Cognizant



Ajay Ravindranathan, Principal Telco Solutions Architect, AWS

10:00 (CET)

Cognizant

CSPs are looking to monetize their investments in 5G through innovative partnership-driven ecosystems. Cognizant and AWS are working together to build a scalable cross-industry marketplace to configure, buy, order, activate, and monetize digital products and advanced connectivity offerings for any industry vertical. This session provides an overview of the business benefits of Cognizant's Digital Services Marketplace (DSM) and takes a deep dive into one of the industry use cases: a 5G-powered smart stadium.

How Telenor and AWS are innovating with private 5G networks



Patrick Waldemar, Vice President and Head of Technology for Telenor Research, Telenor Group



Kashif Mahmood, Senior Research Scientist, Telenor Group

11:00 (CET)



Telenor and AWS are working together to innovate on several private 5G network use cases. Most notably, as part of the EU-funded FUDGE-5G project, both parties worked with the Norwegian Army, Norwegian Air Ambulance (NLA), and the Norwegian Broadcasting Corporation (NRK) to create and demonstrate a 5G-powered search-and-rescue operation using drones, based on a standalone private 5G network running on an AWS Snowball Edge device. Join this session to hear details of this use case as well as how Telenor and AWS complement each other to empower the future of cloud-native private 5G networks.

Commoditizing connected vehicle



Tomas Carfalk, CTO, WirelessCar

12:00 (CET)

WirelessCar

For over twenty years, WirelessCar has turned connected car data into insights and digital services. In this session, learn about their goal of connecting 100 million vehicles to their platform by leveraging their collaboration with AWS, offering purpose-fit, cloud-based products, and developing new services. Explore how they aim to shorten time to market, accelerate service creation, decrease cost per car, and commoditize connected vehicle services for OEMs by leveraging the flywheel effect and cost optimization efforts. Hear about their OEM value proposition: commoditized products and customizable solutions offerings, end-to-end solution integration, a competitive and continuously updated product portfolio, and professional and innovative discovery services.



Day 3 Sessions: Wednesday, 2 March

Smart multi-CDN in an edge environment



Xavier Leclercq, VP of Business Development, Broadpeak

13:00 (CET)



Smart multi-CDN allows operators to easily deploy an effective video delivery pipeline that leverages the best of the on-premises and cloud CDN offerings. PPF adopted Broadpeak's CDN capabilities in a greenfield multi-tenant project to launch a new multi-country TV service. How MYCOM OSI & AWS helped Magenta Telekom modernize their OSS landscape



Mounir Ladki, President and CTO, MYCOM OSI

15:00 (CET)

mycomosi

Magenta Telekom decided to replace a number of existing on-premises, domain-specific assurance systems in their network with a single end-to-end assurance system in the cloud. They chose MYCOM OSI's performance management system operating on AWS to consolidate all their mobile- and fixed-network performance management capabilities into an advanced, unified SaaS platform that is ready to scale. This modernization and migration to SaaS has allowed Magenta Telekom to meet the demand for providing advanced digital services in the 5G era. Magenta Telekom is one of Europe's first operators to launch 5G services.





AWS Village Experiential Demos

Location - Atrium



MWC 2022 AWS Village – AWS Experiential Demos



AWS Experiential Demos: Networks, Cloudified

LOCATION: ATRIUM

5G network transformation including hybrid and multi-cloud solutions

- 1. Using AWS Outposts to roll out cloud-native 5G networks
- 2. AWS mobile private networks
- 3. End-to-end security for public 5G networks using AWS security services
- 4. End-to-end observability for public 5G networks with AWS monitoring services
- 5. Automated deployment of public 5G networks using AWS DevOps tools



AWS Experiential Demos: Operations, simplified

LOCATION: ATRIUM

BSS, OSS, and enterprise IT innovation

- 1. Improving agility & efficiency using next-generation cloud-native billing
- 2. Serverless OSS on AWS for near-realtime network performance and insights
- 3. Redefining digital & operational abilities with serverless BSS/OSS on AWS
- 4. Monetizing 5G enterprise use cases with cloud-native digital commerce on AWS
- 5. Accelerating the DSP journey using BSS orchestration on ROSA
- 6. Unifying 5G service orchestration from network edge to the cloud using AWS



AWS Experiential Demos: Customer experience, reimagined

LOCATION: ATRIUM

Data, AI/ML, customer experience, Communication as a Service (CaaS), Amazon Connect

- Drive viewer engagement using personalized content discovery and insights
- 2. Accelerating data-driven outcomes via a telecom data mesh
- 3. Transforming customer experience using 5G customer insights
- 4. Using ML-based analysis on AWS to optimize 5G RAN
- 5. Simplify operations and use ML to monetize media workloads with AWS



AWS Experiential Demos: Growth, unlocked

LOCATION: ATRIUM

Innovation factory: IoT, Wireline & Cable, Private Networks, Edge, and Digital Innovation

- 1. Mobile edge computing with AWS Wavelength
- 2. Revolutionizing industrial automation with robotics and private 5G
- 3. Private mobile networks for predictive maintenance and computer vision use cases
- 4. Secure Access Service Edge (SASE) for the modern telco
- 5. Monetize TV services with subscriber-targeted advertising

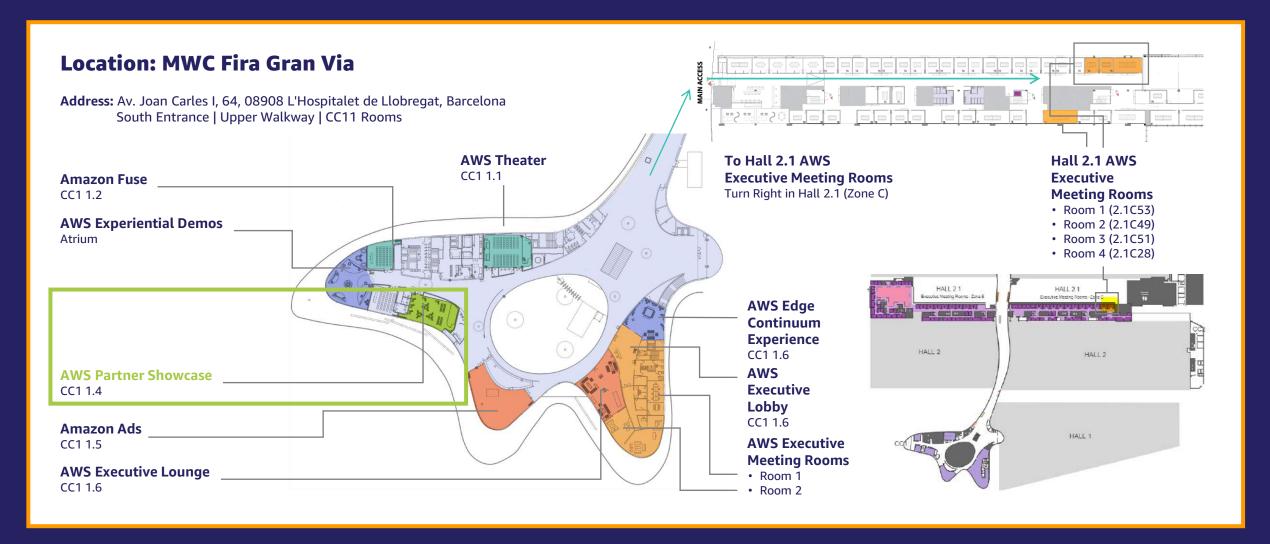




Partner Expo Location CC1 1.4



MWC 2022 AWS Village – AWS Partner Showcase



AWS Partner Showcase – Explore their solutions





blueplanet^{*}











































AWS Partner Showcase Schedule

21 PARTNER LIGHTNING TALKS | AWS PARTNER SHOWCASE | CC1 1.4

| 00 | Time (CET) | Partner | Speaker Name and Title | Title | | | | | |
|------------|------------|--------------------|--|--|--|--|--|--|--|
| ry 2 | 9:30 | Amdocs | Shahar Dumai, Head of Marketing, Digital Brands, Amdocs | Accelerate business agility with SaaS BSS | | | | | |
| rua | 10:30 | Summit Tech | Ron Nessim, Chief Process Officer, Summit Tech | Hyper-personalized live streaming 360 video with Odience | | | | | |
| , Feb | 11:30 | Kaltura | Michael D'Oliveiro, Director of Account Management for Media & Telecom, APAC, Kaltura | Tapping millennials with Kaltura Cloud TV Platform: Astro's sooka success | | | | | |
| day | 12:30 | Wavelo | Justin Reilly, CEO, Wavelo | Optimizing value starts with purpose-built software stacks | | | | | |
| lo n | 14:30 | Tech Mahindra | Manish Mangal, Global Head of Business NS & 5G | Accelerating Telco Cloud Transforming Using Netops.AI powered by AWS | | | | | |
| 2 | 15:30 | JMA Wireless | Akhil Gokul, VP of Product Management, JMA Wireless | Innovating private network deployment models with JMA Wireless & AWS | | | | | |
| | 16:30 | MYCOM OSI | Mounir Ladki, President and CTO, MYCOM OSI | How MYCOM OSI's Assurance solution on AWS benefits 5G service providers | | | | | |
| | 9:30 | Netcracker | Ari Banerjee, SVP Strategy, Netcracker | Maximizing digital business agility with cloud BSS/OSS | | | | | |
| 는 | 10:30 | Broadpeak | Yann Bégassat, Business Development Director, 5G & Edge, Broadpeak | Delivering engaging 5G streaming experiences with AWS Wavelength | | | | | |
| Σ | 11:30 | Ericsson | John Nye, VP of Technology Alliances & Partnerships, Ericsson | Private 5G/LTE networks with IoT edge compute using AWS IoT Greengrass | | | | | |
| iesday, | 12:30 | Working Group Two | Erlend Prestgard, CEO and Co-Founder, Working Group Two | How Working Group Two and AWS give operators cost and innovation superpowers | | | | | |
| les | 14:30 | CSG | Chad Dunavant, Chief Product and Strategy Officer, CSG | CSG Ascendon on AWS: A game changer for digital commerce | | | | | |
| | 15:30 | Mavenir | Aykut Demirkol , Solution Manager for Converged Packet Core, Mavenir | Mavenir Converged Core going live on AWS in minutes's | | | | | |
| | 16:30 | Blue planet | Kailem Anderson, Vice President, Portfolio & Engineering, Blue Planet inc | Accelerating end-to-end 5G automation in the cloud with AWS & Blue Planet | | | | | |
| 2 | 9:30 | Federated Wireless | Deepak Das, PhD, VP of Solutions, Federated Wireless | Modernizing defense logistics with private 5G | | | | | |
| March | 10:30 | Beyond Now | Andrew Thomson, SVP of Digital Platforms, Beyond Now | Operating anything as a service: Offerings and new business models | | | | | |
| | 11:30 | SK Telecom | Kidong Lee, Senior PreSales Manager, SK Telecom | What do you want for the edge? AWS Wavelength expectations & applications | | | | | |
| Wednesday, | 12:30 | Rimedo Labs | Adrian Kliks, Chief Architect & Board Member, RIMEDO Labs | Near real time RAN intelligent controller on AWS leveraging Amazon Sagemaker for xAPPs | | | | | |
| Ines | 13:30 | Versa Networks | Yusuf Fidvi, Senior Solutions Architect, Versa Networks | Simple, secure & scalable: Mitigating risks in the hybrid cloud enterprise | | | | | |
| Wed | 14:30 | Nokia + Qvantel | Hamdy Farid, SVP Business Applications, Cloud and Network Services, Nokia Tony Regan, VP for Europe, Qvantel | No-code 5G monetization with Nokia, Qvantel, and AWS | | | | | |
| | 15:30 | Think Analytics | Richard Dowling, Founder & SVP of Consulting, ThinkAnalytics | Use personalized content discovery to drive viewer engagement | | | | | |

Day 1 Sessions: Monday, 28 February

Accelerate business agility with SaaS BSS

Shahar Dumai, Head of Marketing, Digital Brands, Amdocs

09:30 (CET)



Digital brands and similar lean operators are expected to perform with extreme agility but without the tax associated with complex IT. In this session, explore how you can easily adopt a SaaS business support system (BSS) on AWS to scale quickly, easily, and with expedited time to market while also benefitting from the economies and efficiencies of a shared cloud-native platform that uses the latest AWS technologies. Learn how this is achieved through a prebuilt suite for digital care, commerce, ordering, and monetization and how it uses AWS best practices to efficiently deploy in the cloud.

Hyper-personalized live streaming 360 video with Odience

Ron Nessim, Chief Process Officer, Summit Tech

10:30 (CET)



Odience is an ultra-low latency, two-way live streaming service that uses AWS Wavelength to deliver live, high-resolution (8K+) 360-degree AR and VR video streams to users on mobile devices, tablets, and HMDs. Odience live streams embed ecommerce, microservices, and personal communication into use cases such as entertainment, sports, and remote participation retail and conference venues. These applications offer a real-time, high-end experience that is unmatched in the market by including in-stream applications that allow users to interact with the video content. Odience bridges the gap between immersed participants and physically present users through video wall integration. The solution is immersive, two-way, and cool as ever.

Tapping millennials with Kaltura Cloud TV Platform: Astro's sooka success

Michael D'Oliveiro, Director of Account Management for Media & Telecom, APAC, Kaltura

11:30 (CET)



Astro is Malaysia's leading content and entertainment company, serving 72 percent of Malaysian households and running the streaming service sooka for mobile-first millennials. This session unveils how Astro benefits from the Kaltura Cloud TV Platform and a freemium business model to attract younger audiences. Using Kaltura and AWS solutions, Astro launched their streaming platform in under six months, right in time for the UEFA Euro 2020. Learn more about how the Kaltura Cloud TV Platform powered sooka's success and their debut as the top entertainment app on Google Play within two weeks of launch.



Day 1 Sessions: Monday, 28 February

Optimizing value starts with purpose-built software stacks

Justin Reilly, CEO, Wavelo

12:30 (CET)



To fully realize the value from existing infrastructure, operators need purpose-built software. This is what Wavelo's event-driven, cloud-native software provides. In this session we will discuss how DISH and Ting Internet have integrated Wavelo's software, and how it has simplified their operations and benefited hundreds of other customers over the years. This talk will also highlight how Wavelo will be run on AWS in the future.

Accelerating Telco Cloud Transformation Using Netops.AI powered by AWS

Manish Mangal, Global Head of Business NS & 5G

14:30 (CET)

Tech Mahindra

Enterprises are increasingly looking for a high-performing, reliable, and secure networks on their premises to drive the next level of automation and efficiency. They need a fully managed private network service that delivers not only the required network performance but also the highest level of flexibility to customize enterprise-specific applications to operate efficiently on this private network. In this session, hear how TechM is working with AWS to transform the way networks are built and managed—the hyperscaler way.

Innovating private network deployment models with JMA Wireless & AWS

Akhil Gokul, VP of Product Management, JMA Wireless

15:30 (CET)



JMA Wireless, a leading provider of a fully virtualized, carrier-grade Open RAN solution, is collaborating with AWS to create a best-in-class private networking solution that uses AWS services to offer multiple deployment models across on-premises and hybrid cloud workloads for 4G and 5G technologies. The solution provides a seamless customer experience and offers ease of deployment across a range of organizations, including factories, warehouses, and educational campuses, without compromising on performance and longevity.



Day 1 Sessions: Monday, 28 February

How MYCOM OSI's Assurance solution on AWS benefits 5G service providers

Mounir Ladki, President and CTO, MYCOM OSI

16:30 (CET)

mycomosi

On-premises service assurance systems are not designed for the resource dynamism required by 5G to support enterprises. An agile cloud environment best ensures the necessary infrastructure, network, and services are available at high speed and scale with the ability to remediate dynamically. Additionally, the most profitable way to run AIOps at scale is through cloud offerings. In this session, MYCOM OSI discusses how they use the AWS Cloud to differentiate their Assurance solution, allowing them to provide value for Magenta Telekom by supporting faster time to market, increased agility, and lower TCO. Explore how MYCOM OSI integrates with AWS Telco Lake for their AIOps solutions powered by AWS services.



Day 2 Sessions: Tuesday, 1 March

Maximizing digital business agility with cloud BSS/OSS

Ari Banerjee, SVP Strategy, Netcracker

09:30 (CET)



The combination of distributed public cloud and cloud BSS/OSS is anticipated to play a vital role in helping CSPs become more agile, digital, and innovative, while also significantly reducing costs. By moving modern BSS/OSS systems to the cloud, CSPs can deliver and scale ondemand digital services, automate operations from core to edge, and monetize their 5G investments. Join this session to hear how Netcracker and AWS are helping CSPs across the globe make this important transition. Learn about cloud BSS/OSS migration strategies based on real CSP deployments and the importance of using a cloud-native architecture with an agile/DevOps approach to take full advantage of cloud benefits.

Delivering engaging 5G streaming experiences with AWS Wavelength

Yann Bégassat, Business Development Director, 5G & Edge, Broadpeak

10:30 (CET)

broadpeak

Ensuring pristine quality of experience on any device is essential in an OTT streaming market that has become highly competitive. Join this session to learn how content providers can use AWS Wavelength to easily stream their content from the 5G edge. Hear how using AWS Wavelength significantly reduces the risk of network congestion, leading to more deterministic network behavior and a better user experience. This is key to delivering bandwidth-intensive, time-sensitive content to big audiences, like those for live sports. Dive deep into how Broadpeak Advanced CDN deployed on Verizon public MEC on AWS Wavelength serves 5G/mobile users from the closest cache.

Private 5G/LTE networks with IoT edge compute using AWS IoT Greengrass

John Nye, VP of Technology Alliances & Partnerships, Ericsson

11:30 (CET)



Private LTE cellular networks and private 5G network deployments are accelerating across the globe. In this session, hear about Cradlepoint's (part of Ericsson) advanced user equipment solutions that support LTE and 5G to deliver improved



Day 2 Sessions: Tuesday, 1 March

How Working Group Two and AWS give operators cost and innovation superpowers

Erlend Prestgard, CEO and Co-Founder, Working Group Two

12:30 (CET)



Working Group Two built a mobile core by natively leveraging the capabilities of AWS. In this session, learn how this not only provides radical simplicity and TCO savings but also allows you to leverage new business models when you can deploy a globally consistent mobile core delivered as a service. Explore how the next-generation operator enhances the very value of connectivity by making the mobile core easy to integrate with and build on top of. Building on AWS allows Working Group Two to bring the ecosystem dynamics seen in the smartphone space into networks.

CSG Ascendon on AWS:
A game changer for digital commerce

Chad Dunavant, Chief Product and Strategy Officer, CSG

14:30 (CET)

"ICSG

5G and the new digital economy are here. How do you bridge your 4G and 5G networks to monetize innovative digital services? CSG and AWS are working together to deliver innovative solutions for converged rating and charging. CSG Ascendon is an AWS Cloud-based microservices SaaS offering that can power your new 5G applications while maximizing the return on your current infrastructure.

It's real, it's here: The first public cloud deployment of 5G SA FDD

Aykut Demirkol , Product Line Manager, Mayenir

15:30 (CET)

MAVENIR

The world's first fully virtualized, 5G SA network that is fully automated and leverages the public cloud is now a reality! Join Mavenir and AWS to discuss the benefits, success factors, and lessons learned from this historical deployment of 5G SA utilizing an Open vRAN architecture and the public cloud. The deployment has created the foundation for an innovative cloud-native network with flexibility, intelligence, and scalability to deliver applications that redefine the wireless industry.



Day 2 Sessions: Tuesday, 1 March

Accelerating end-to-end 5G automation in the cloud with AWS & Blue Planet

Kailem Anderson, Vice President, Portfolio & Engineering, Blue Planet inc

16:30 (CET)

blueplanet^{*}

End-to-end automation is imperative for 5G. This session showcases how Blue Planet's open and cloud-based automation, integrated with Amazon EKS, can help network operators accelerate every step in their 5G journey—from implementation to monetization. This includes proven, vendor-agnostic automation solutions for simplifying 5G auto-discovery and planning as well as end-to-end service lifecycle automation (orchestration and assurance) that helps expedite the path towards zero-touch network slicing across the RAN, transport, and core.



Day 3 Sessions: Wednesday, 2 March

Modernizing defense logistics with private 5G

Deepak Das, PhD, VP of Solutions, Federated Wireless

09:30 (CET)



Learn how the U.S. Department of Defense is using private wireless to enable its 5G smart warehouse testbed at the Marine Corps Logistics Base in Albany, Georgia. The deployment supports 5G-enabled IoT applications for use cases like robotics, barcode scanning, and holographic augmented and virtual reality. This successful launch serves as a reference architecture in a larger multi-year initiative to test, refine, and validate emerging 5G-enabled technologies. This session zooms in on how smart warehouses and smart manufacturing use cases are made possible by secure, ultra-reliable, low-latency, private wireless.

Operating anything as a service:
Offerings and new business models

Andrew Thomson, SVP of Digital Platforms, Beyond by BearingPoint

10:30 (CET)



What do a global cloud provider, an enterprise telecom operator, a digital-attacker telco brand, a mobility services provider, a global IoT connectivity provider, a global IT kit provider, a wholesale telecom provider, and a utility multi-services provider have in common? They are all using the same Infonova Digital Business Platform as a cloud service on AWS—but for different purposes. Different industries often require different business models but consistently want rapid onboarding and end-to-end business processing, where every functionality is available via the API. In this session, learn how the Infonova Digital Business Platform delivers these functionalities while also running marketplaces for Industry 4.0 and smart anything as a service.

What do you want for the edge? AWS Wavelength expectations & applications

Kidong Lee, Senior PreSales Manager, SK Telecom

11:30 (CET)



In this session, learn about the telecom industry's general understanding of mobile edge computing and explore learnings from SK Telecom's customer journey to proof of concept.

Day 3 Sessions: Wednesday, 2 March

Near real time RAN intelligent controller on AWS leveraging Amazon
Sagemaker for xAPPs

Adrian Kliks, Chief Architect & Board Member, RIMEDO Labs

12:30 (CET)



O-RAN Alliance defines disaggregated and Open Radio Access Network elements that enable software and hardware vendors to deliver interoperable solutions. The non-realtime (non-RT) and near-realtime (near-RT) RAN Intelligent Controller (RIC) platforms furthers innovation through AI/ML based RAN optimization use cases. In this session, TIP member Accelleran along with Rimedo Labs demonstrate how Amazon Sagemaker and AWS Cloud technologies can simplify development and deployment of RIC use cases that are prioritized by TIP O-RAN partner MNOs and vendors.

Simple, secure & scalable: Mitigating risks in the hybrid cloud enterprise

Yusuf Fidvi, Senior Solutions Architect, Versa Networks

13:30 (CET)



As enterprises embrace largescale hybrid cloud architectures as part of their digital transformation journey, traditional security practices can leave businesses exposed to a variety of risks. The cloud security model is designed to be a shared responsibility model, which can lead to blind spots in applications, users, devices, things, and infrastructure visibility if not distributed properly. Additionally, cloud engineers and day 2 operations teams can be challenged by the lack of intelligent application-aware networking within the cloud. In this session, Versa, Verizon, and AWS present a unified experience that delivers comprehensive, enterprise-grade security with Zero Trust architecture, optimal application experience, and data privacy.

No-code 5G monetization with Nokia, Qvantel, and AWS

Hamdy Farid, SVP Business Applications, Cloud and Network Services, Nokia **Tony Regan,** VP for Europe, Ovantel

14:30 (CET)

NOKIA

qvʌntel

A no-code approach to monetization systems dramatically reduces the time it takes to make business changes to the system from months to hours and can cut related costs by up to 80 percent. In this session, learn how a no-code approach can deliver new levels of agility to CSPs, enabling them to quickly develop, manage, and launch new and innovative digital and 5G services. Join this session to learn more about the benefits of no-code monetization systems and how Nokia and Qvantel's digital monetization solution powered by AWS can support you on this transformation journey.



Day 3 Sessions: Wednesday, 2 March

Use personalized content discovery to drive viewer engagement

Richard Dowling, Founder & SVP of Consulting, ThinkAnalytics

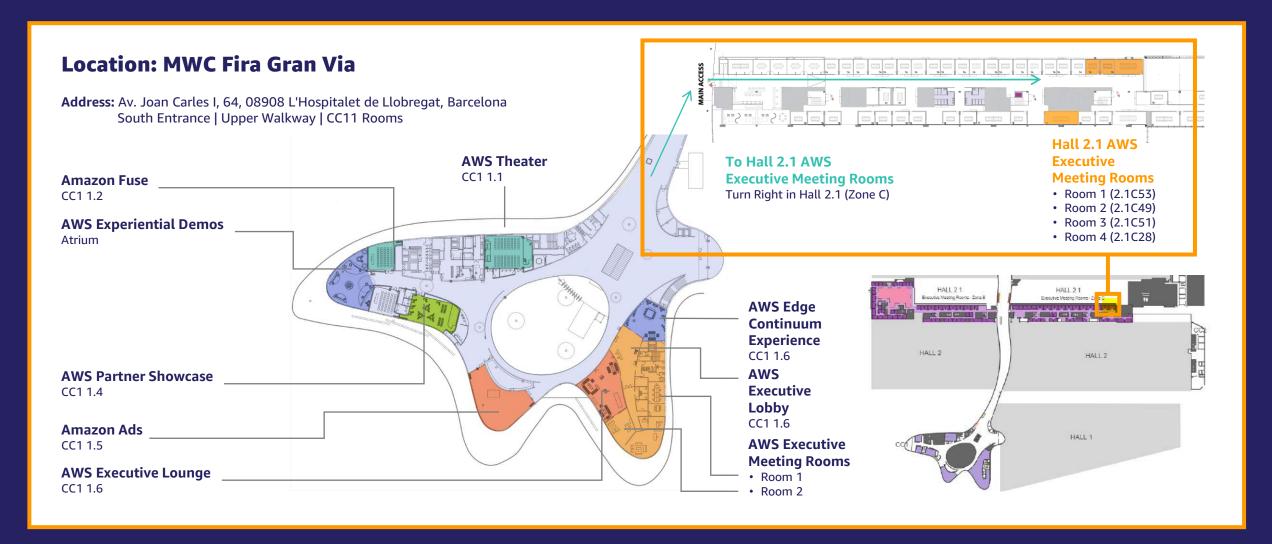
15:30 (CET)

Think Analytics

ThinkAnalytics is a Think360 personalized content discovery and viewer insight platform that runs on AWS. It's designed to power a next-generation user experience with personalized content recommendations and advanced search capabilities. The AI and machine learning platform helps millions of viewers discover content out of massive content catalogs from third-party providers, boosting engagement, loyalty, and retention. Discover how the ThinkAnalytics personalized content discovery solution, supported by Amazon Personalize and over 30 other AWS services, delivers over 7 billion recommendations per day. This allows viewers to easily find and watch more content, increasing engagement and customer loyalty.



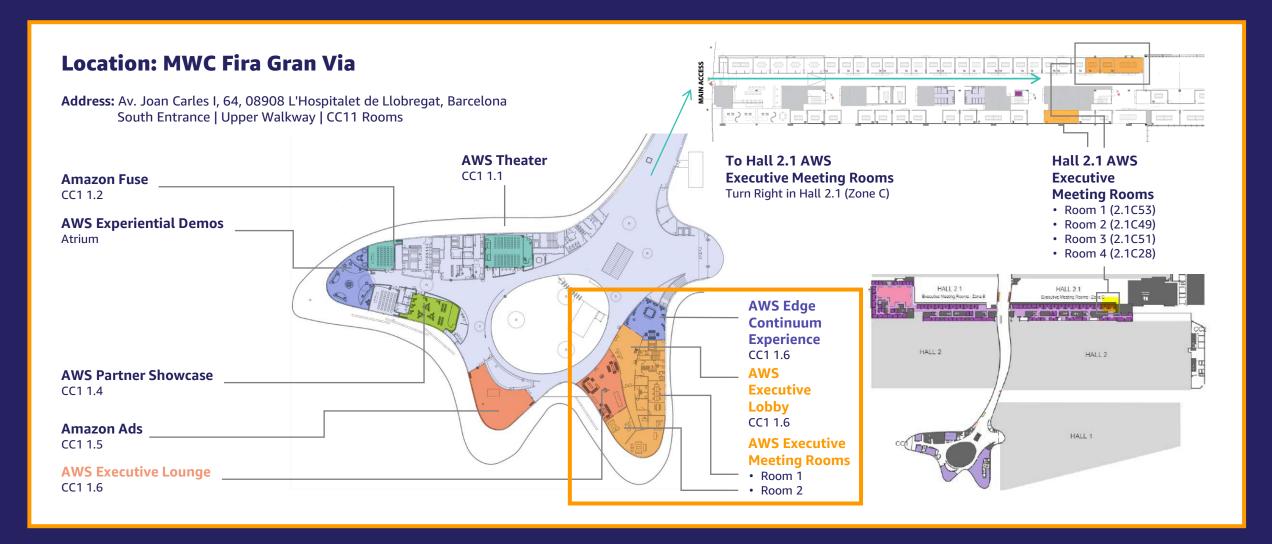
MWC 2022 AWS Village – Executive Meetings



AWS Village
Executive
Experience
Location CC1 1.6



MWC 2022 AWS Village – AWS Executive Experience



AWS Executive Experience

LOCATION: CC1 1.6

Featuring:

Speaker Check-In

Executive Check-In

CC1 Executive Meeting Rooms #1 & #2

Executive Lounge

"Ask an Amazonian" Counter





AWS Edge Continuum Tours Location- CC1 1.6



AWS Edge Continuum Experience

LOCATION: CC1.6

Interactive Edge Continuum

Featuring:

AWS Global Infrastructure

AWS Private 5G (Preview)

AWS Cloud WAN (Preview)

AWS Outposts

AWS Wavelength





AWS Edge Continuum Experience- Book now

SIGN UP FOR A PUBLIC TOUR BELOW

| | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 13:00 | 13:30 | 14:00 | 14:30 | 15:00 | 15:30 | 16:00 |
|------------------------|-----------------|-----------------|-----------------|-------------------------------|-----------------|-------------------------------|-----------------|-------------------------------|-----------------|-----------------|-----------------|-------------------------------|-----------------|-------------------------------|-----------------|-----------------|-----------------|
| Monday, February 28 | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Public Tour Book Now | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour |
| Tuesday, March 1 | Private Tour | Private Tour | Private Tour | Public Tour Book Now | Private Tour | Public Tour Book Now | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Public Tour Book Now | Private Tour | Private Tour | Private Tour |
| Wednesday, March 2 | | Private Tour | Private Tour | Public Tour Book Now | | Public Tour Book Now | | Public Tour Book Now | | Private Tour | | Public Tour Book Now | | Public Tour Book Now | | Private Tour | |
| Thursday, March 3 | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour | Private Tour |



Executive Meetings



AWS Hall 2 Executive Meeting Rooms

LOCATION: HALL 2

Zone C -

Hall 2 Room 1 (2.1C53)

Hall 2 Room 2 (2.1C49)

Hall 2 Room 3 (2.1C51)

Hall 2.1 Room #4 (C28)

- water, coffee, tea available in lounge











See you soon!