

# Experience the next level of communications at TMF DTW

 Join us upstairs on the mezzanine level

 19 – 21 September, 2023

[Request a meeting with an AWS expert now >](#)





# Welcome!

At AWS, we're raising the bar on what's possible for CSPs. Harnessing our robust, mature, proven platform, we deliver innovative use cases that are digitizing industries, transforming telcos, and reimagining the consumer experience. With the power of a cloud infrastructure that's architected to be flexible and secure, let us help take your business to the next level.

Don't miss the opportunity to hear from our experts, explore AWS demonstrations and meet our team in the AWS area upstairs on the mezzanine level from the main entrance from 19 to 21 September.

**We look forward to seeing you there.**

## The AWS Next Level

This guide is designed to help DTW23 Ignite attendees plan their experience at the AWS Next Level, including the speaker sessions, as well as experiential demos in our dedicated area - transforming telcos, digitizing industries and reimagining the consumer experience.



# DTW23 - Ignite Mainstage Sessions

## Opening headliners

08:30 - 10:30 | TUESDAY, 19 SEPTEMBER  
STUDIO STAGE |  ADD TO CALENDAR

Join this session to explore how telecom operators accelerate the digital transformation journey by using the cloud for collaboration, modernization, monetization, and new innovation (for example, through generative AI).



**Adolfo Hernandez**  
VP Global Telco Industry, AWS

## Loft session: Techco DNA for 5G/MEC

10:30 - 11:20 | TUESDAY, 19 SEPTEMBER  
LOFT STAGE |  ADD TO CALENDAR

Accelerating 5G/MEC adoption has been central to sparking growth and ensuring 5G monetization in the B2B space. This panel looks at ways CSPs can go to market faster in key industry verticals to meet customer demand.



**Ryan Sowell**  
Senior Manager, GSI Partner Development  
WW CMT, AWS

## Platforms and partners: co-creating and co-innovating

11:00 - 12:30 | TUESDAY, 19 SEPTEMBER  
STAGE D |  ADD TO CALENDAR

In this session, AWS and AWS partner NVIDIA look at how CSPs can combine advanced AI and ML capabilities with 5G connectivity and edge computing (MEC) to create new services for business customers.



**Sameer Vuyyuru**  
Global world-wide lead,  
Telco Business Development, AWS

## Becoming cloud native for growth and flexibility

14:00 - 15:30 | TUESDAY, 19 SEPTEMBER  
STUDIO STAGE |  ADD TO CALENDAR

In this session, AWS and AWS customer Deutsche Telekom discuss what defines a successful cloud transformation journey, their key learnings and achievements, and the focus on innovation.



**Fabio Cerone**  
Managing Director EMEA,  
Telecom Industry, AWS

## Trusted AI everywhere – Moving data & AI to the public cloud

14:00 - 15:30 | TUESDAY, 19 SEPTEMBER  
STAGE E |  ADD TO CALENDAR

In this session, AWS and AWS Partner Cloudera discuss how important it is for CSPs to generate business value from telco data and define the right data and analytics strategy to transform into data-driven organizations.



**Jon Penrose**  
Business Development Manager,  
Telco Data & Analytics, AWS

## Rethinking partnerships to drive innovation

14:00 - 15:30 | TUESDAY, 19 SEPTEMBER  
STAGE D |  ADD TO CALENDAR

In this session, AWS and AWS partner Beyond Now focus on how to use marketplace models to accelerate 5G monetization between the cloud and CSPs.



**Mohammad Zoualfaghari**  
Global Technology Lead Telecom, AWS



# DTW23 - Ignite Mainstage Sessions

## AWS introducing Open Digital Architecture (ODA) Canvas

16:00 - 16:20 | TUESDAY, 19 SEPTEMBER  
TECH DEMO STAGE

This session introduces the Open Digital Architecture (ODA) Canvas. Learn how this solution helps CSPs and telecom operators align with TM Forum frameworks while on AWS.



**Mohammad Zoualfaghari**  
Global Technology Lead Telecom, AWS

## Driving KPI efficiency through generative AI

16:00 - 16:10 | WEDNESDAY, 20 SEPTEMBER  
LOFT STAGE | ADD TO CALENDAR

This demonstration with Tech Mahindra explores how organizations can leverage the power of generative AI to improve operational time-to-resolve KPIs by harnessing their available knowledge base.



**Krishna Bellamkonda**  
Principal, Telco Solutions, AWS

## Diversifying beyond connectivity

11:00 - 12:30 | WEDNESDAY, 20 SEPTEMBER  
STAGE D | ADD TO CALENDAR

In this session, explore how TELUS used the AWS Cloud to create a groundbreaking B2B2C platform for smart home devices by adopting TM Forum's frameworks and open APIs, unlocking growth beyond IoT connectivity for CSPs.



**Mohammad Zoualfaghari**  
Global Technology Lead Telecom, AWS

## Generative AI demo: Unlocking Network Insights with AI

11:30 - 11:50 | WEDNESDAY, 20 SEPTEMBER  
MINI DEMO STAGE

This demonstration session showcases generative AI to ingest, enrich, and unify data from diverse sources to unlock network insights, and to provide intelligent responses by analyzing the integrated data, identifying problems, and suggesting potential solutions.



**Ross McWalter**  
Head of Telecom Applications, AWS

## Enabling the AI powered telco

14:00 - 15:30 | WEDNESDAY, 20 SEPTEMBER  
IMPACT STAGE | ADD TO CALENDAR

In this session, AWS and AWS customer Telia focus on how CSPs can build the foundations of a truly data-driven company by seizing the AI opportunity to create value and tangible outcomes.



**Ishwar Parulkar**  
Chief Technologist, Telecom, AWS

## The future ready techco: Quantum and beyond

09:00 - 10:30 | THURSDAY, 21 SEPTEMBER  
IMPACT STAGE | ADD TO CALENDAR

Advanced quantum computing calls for new security considerations. In this session, learn how quantum processing units (QPUs) can be used to help solve optimization problems, and find out how developments in quantum algorithms and hardware can help CSPs harness this new technology's full power.



**Jon Hammant**  
EMEA Head of Compute, AWS



# AWS DTW Demos

## Transforming Telcos



### New ways to monetize with AI-powered Charging-as-a-Service

How to drive simplification, openness, and faster time to market with charging as a service.

**CUSTOMER:**



**PARTNER:**



### Simplify your network operation with an advanced data platform and generative AI

How a network operation center (NOC) can use Snowflake and DigitalRoute solutions on AWS, to research the network and its supporting systems, with simple generative AI chat tools.

**PARTNERS:**



### Expedite your time to market with an E2E MVNE stack

Leveraging AWS and partner SaaS solutions from CSG and WG2, this demo will showcase how a Telco can build an E2E MVNE stack, including BSS and Core Network components, to drive simplification, agility, and faster time to market – all in a cost-effective manner.

**CUSTOMER:**



**PARTNERS:**



### Improve your insights and productivity with generative AI for telecom contact centers

This demo showcase how contact-center intelligence and generative AI, are supporting key telecom use cases such as revenue assurance and employee dispatching, and empowering customer service agents with real-time and meaningful insights.

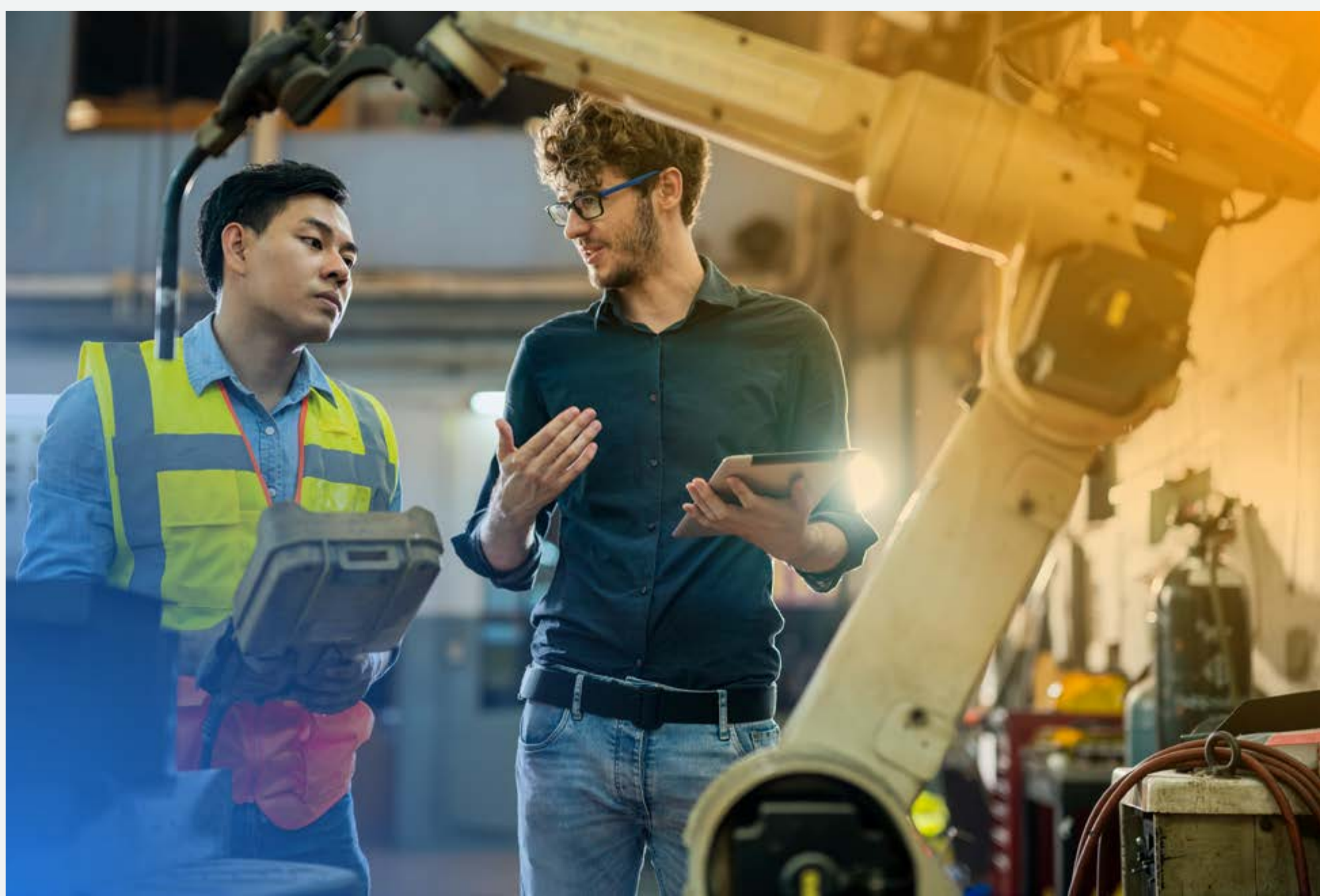
**PARTNER:**





# AWS DTW Demos

## Digitizing industries



### Enable smart factories with 5G-driven machine vision

Leveraging real-time digital video, artificial intelligence (AI), and edge-to-cloud technologies across a private 5G wireless network to enable computer vision to drive machine learning models on manufacturing floor.

CUSTOMER:

**HITACHI**

PARTNER:

**ERICSSON** 



### Enhance monitoring via AI-driven security and autonomous robotics

This demo illustrates AI-Driven Security surveillance using drones and leveraging the power of standalone 5G, cloud, edge computing and computer vision applications to bring greater efficiency and safety to industrial shipping practices across the world.

CUSTOMER:

 **Port of Antwerp**

PARTNERS:

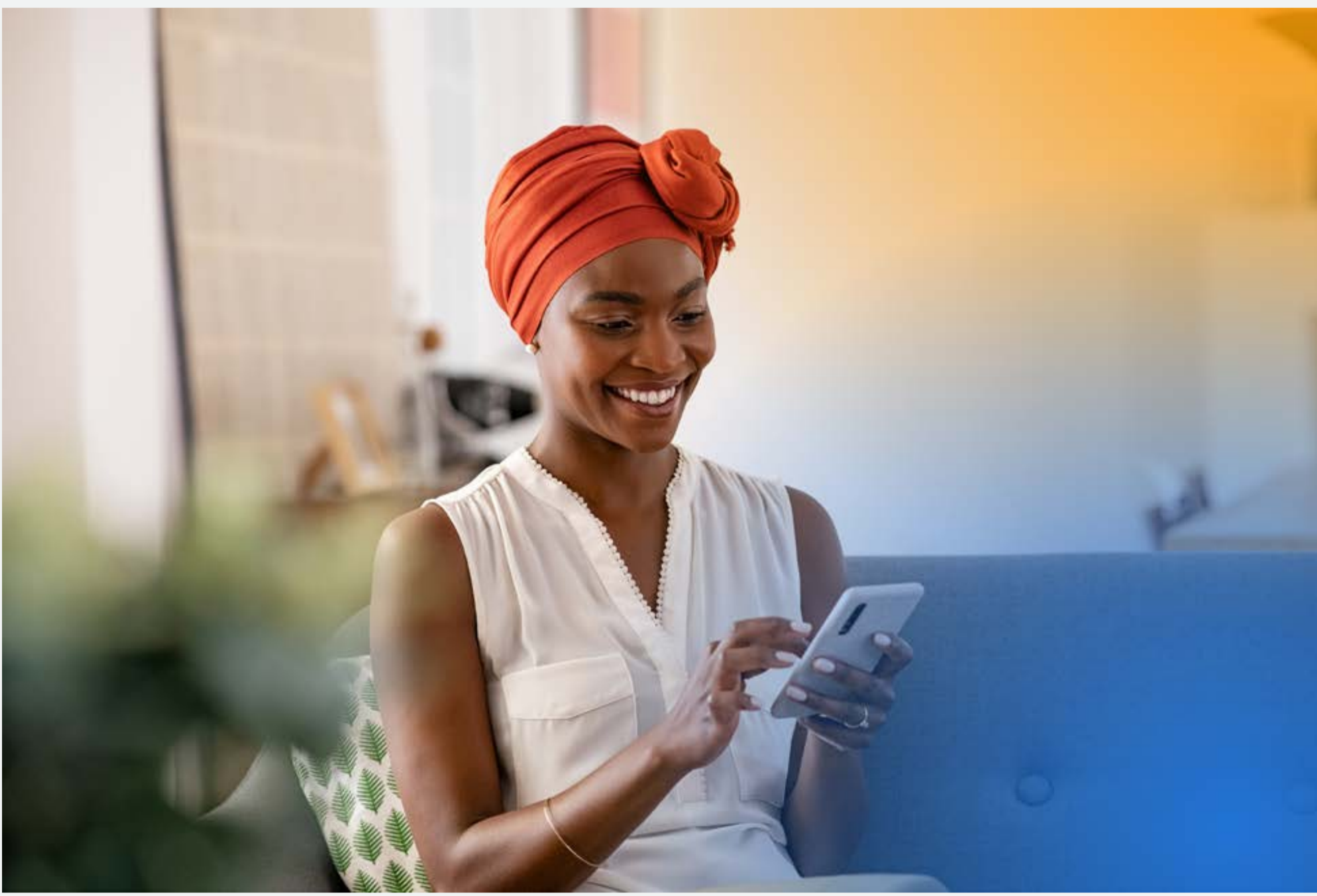
**UNMANNED LIFE**

 **telenet**



# AWS DTW Demos

Reimagining consumer experience

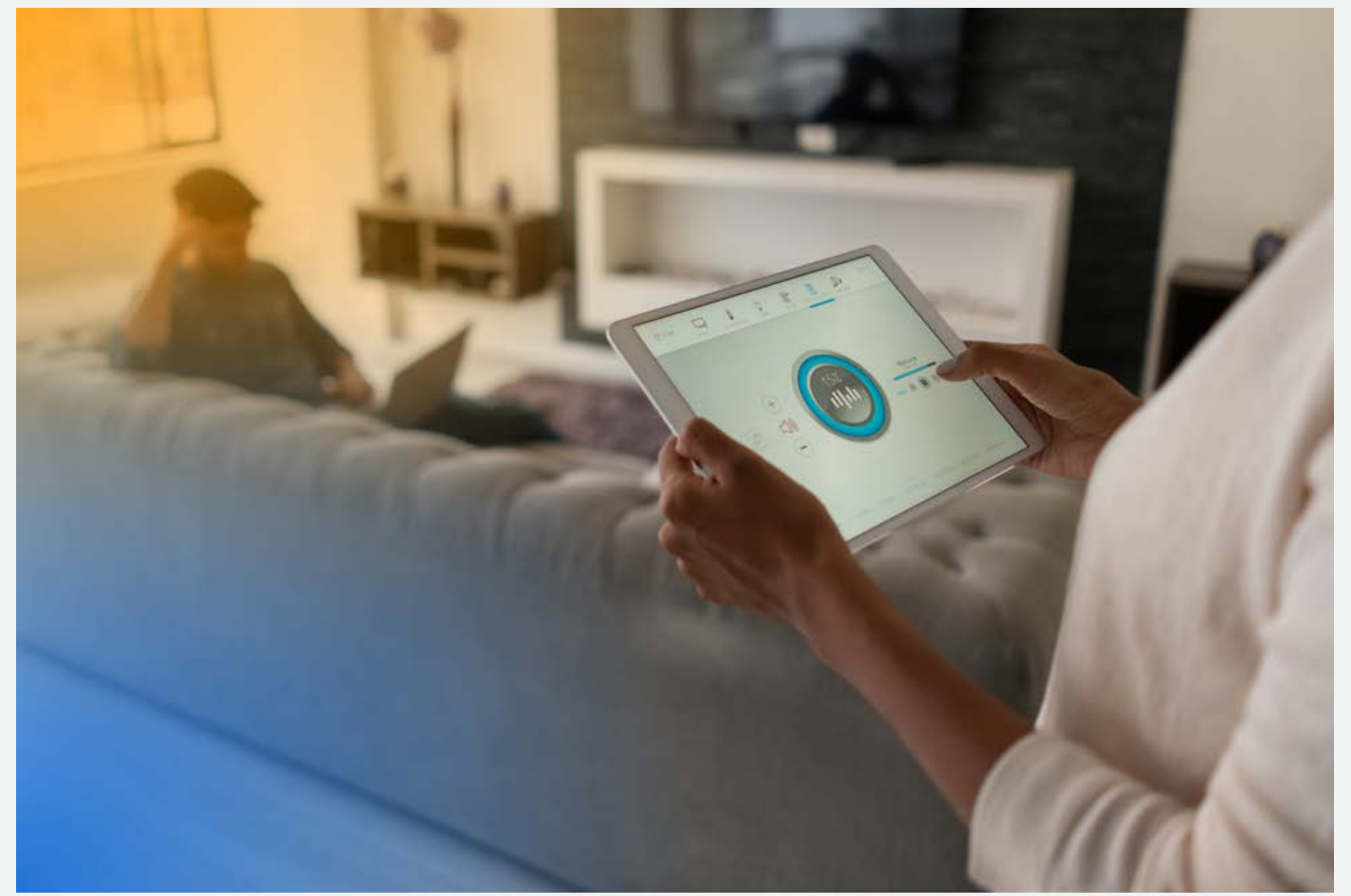


## Engage customers through a unified digital subscription hub

This demo showcases how Optus SubHub enables a frictionless OTT and digital consumer services experience, and monetization. It also explores how generative AI techniques could be used to further enhance the consumer experience.

**CUSTOMER:**

**OPTUS**



## Hyper-personalize the smart home experience with generative AI

Harnessing with power of Generative AI for simplified, personal, and unified smart home experience

**PARTNER:**

**TELUS**



# AWS Catalysts



## Digital Business Marketplace – Phase 6

[Learn more >](#)

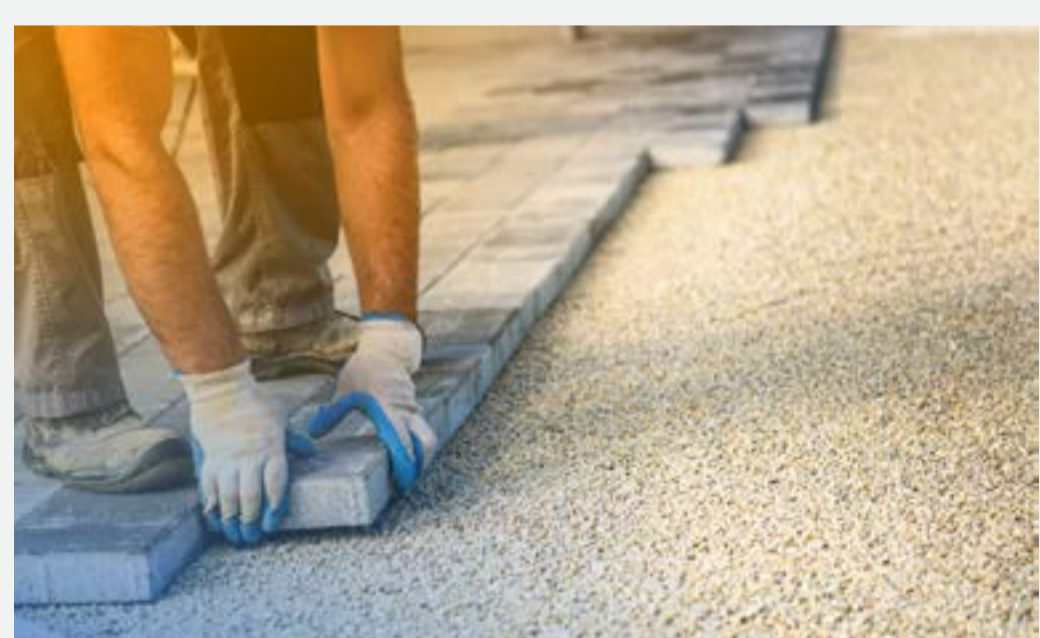
PARTNERS:



## Zero-touch Digital Services Marketplace – Phase 5

[Learn more >](#)

PARTNERS:



## Paving way for dynamic network sharing

[Learn more >](#)

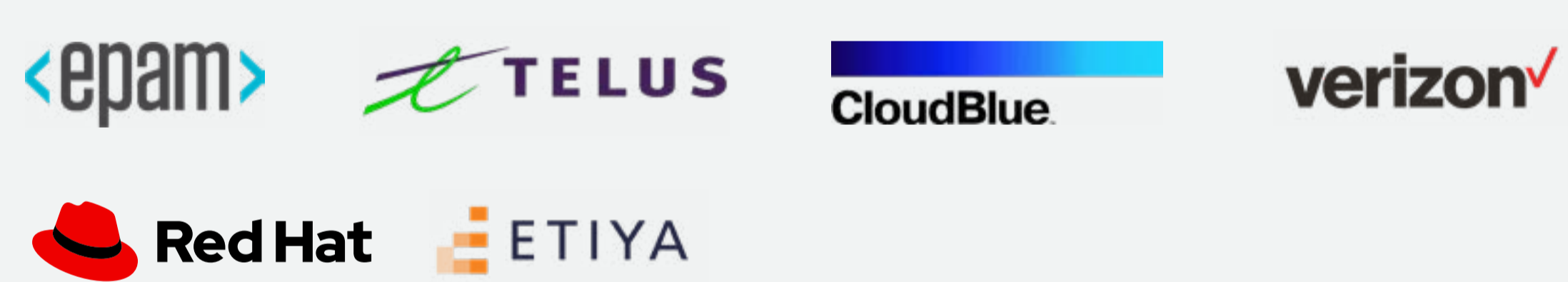
PARTNERS:



## Intelligent edge for sustainable agriculture – Phase 2

[Learn more >](#)

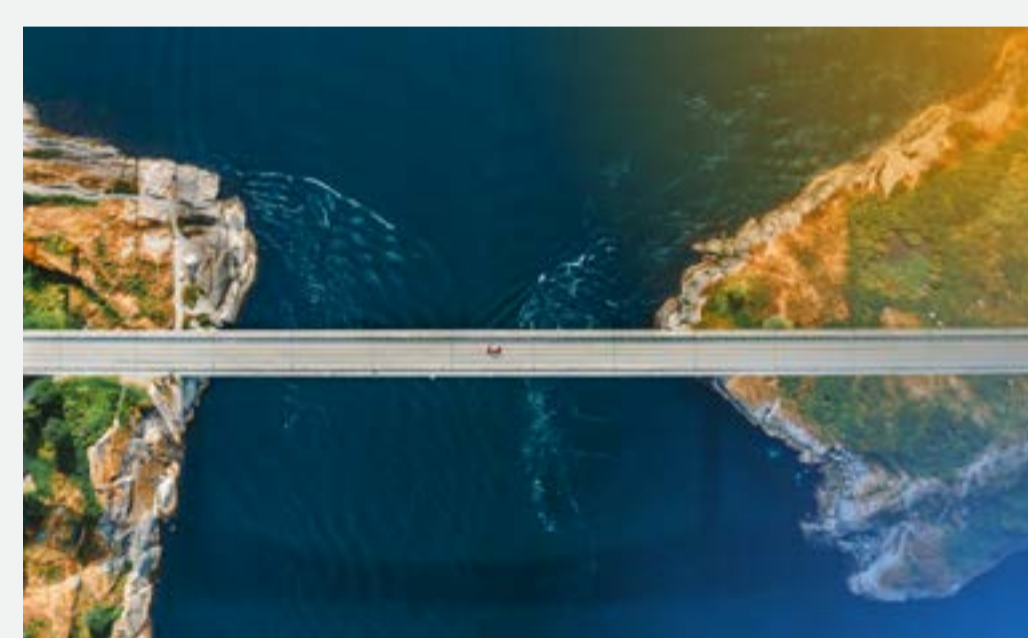
PARTNERS:



## Digital Carbon Footprint Optimization

[Learn more >](#)

PARTNERS:



## Closing the metaverse chasm: Monetizing the ecosystem

[Learn more >](#)

PARTNERS:



## POP! CSPs curating markets at the edge

[Learn more >](#)

PARTNERS:





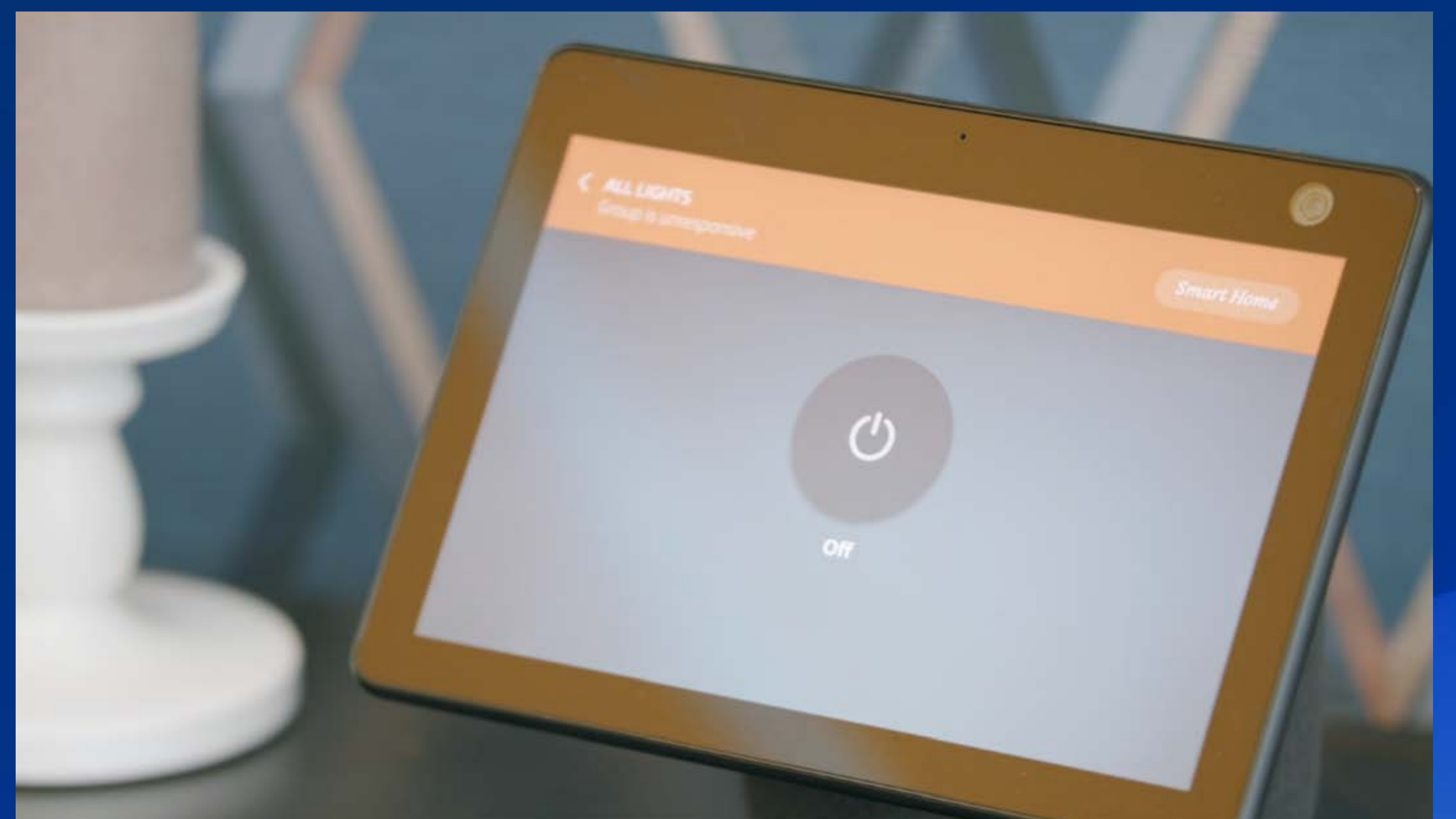
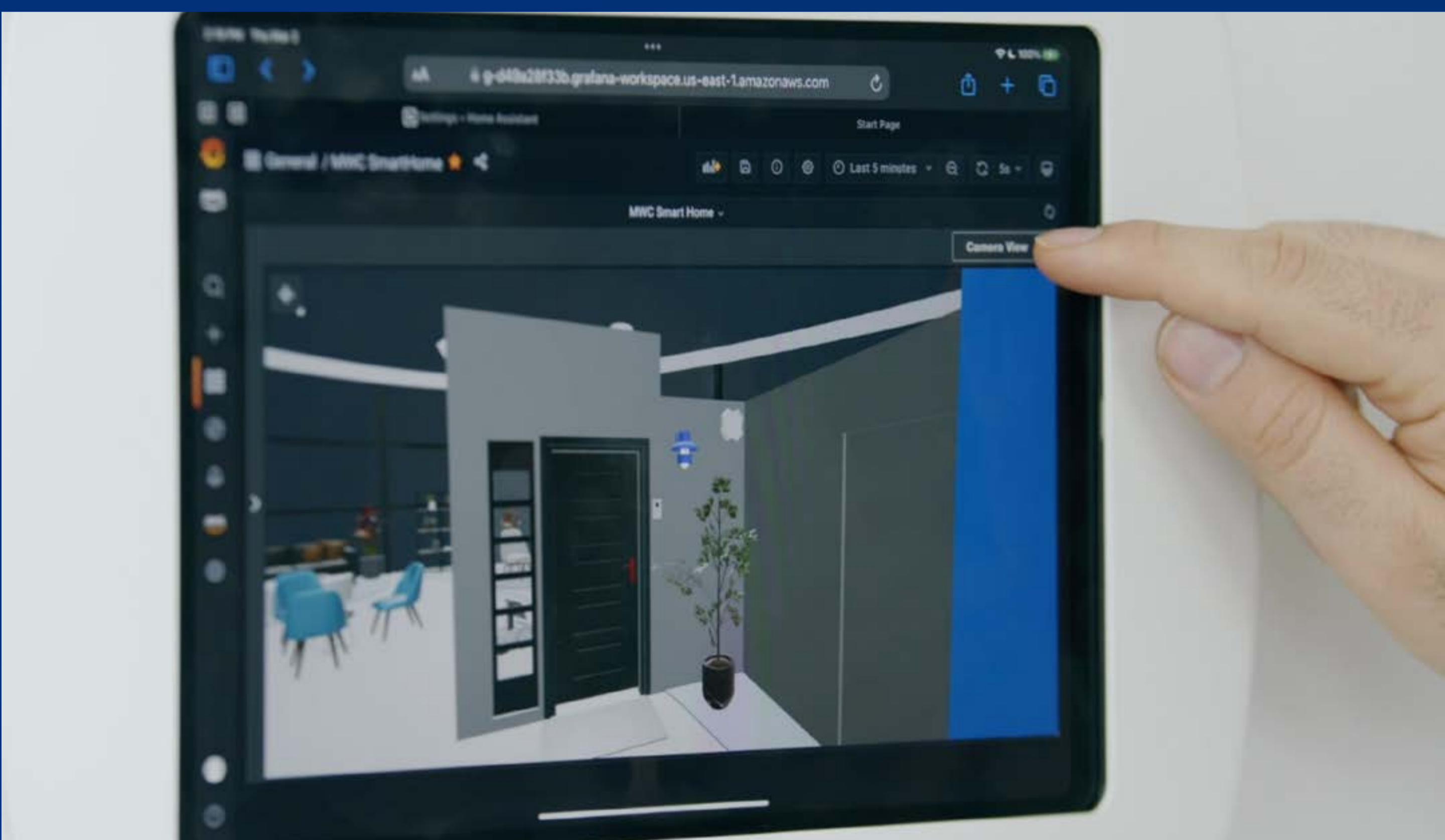
# Excellence Awards

AWS and TELUS are finalists in the TM Forum excellence awards. By implementing one of the world's first TMF ODA's open B2B2X ecosystems with an innovative smart home solution, harnessing cutting edge technologies offered by AWS.



## Watch now

Discover how AWS & TELUS have demonstrated 'Excellence in Market Innovation' using an innovative smart home solution.





# See you soon

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