

# Join us upstairs at MWC24 and experience the next level

Discover the next level of communications. Interact with innovative demonstrations, be inspired at one of our many leadership sessions, or request a more personal meeting with us onsite.

Upper walkway, south entrance at the Fira Barcelona Gran Via  
26 February – 29 February, 2024



Request a meeting with an AWS expert now >

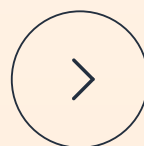
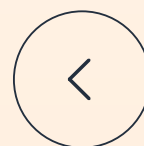
# Welcome to the next level



The AWS for Telecom team are excited to meet with our customers and AWS Partners at MWC Barcelona 2024. Join us for our thought leadership sessions with AWS experts taking the stage, experience our new demos at the [AWS next level](#) and once again the AWS studio has returned with a packed agenda bringing telecom operators and partners together to discuss future trends, innovation projects, and best practice use cases.

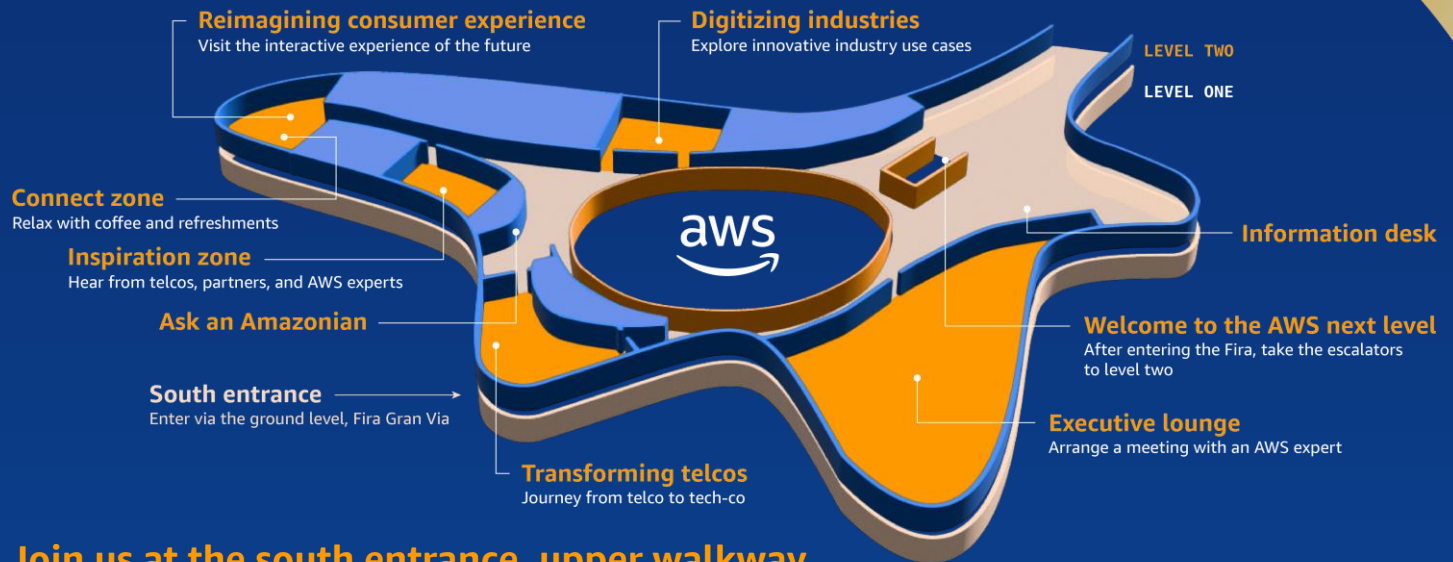
At our executive reception this year we will celebrate the diversity of talent powering the telecom industry.

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





# AWS next level demos



## Join us at the south entrance, upper walkway

Start your demo tour at the Ask an Amazonian desk where you will be greeted by our generative AI avatar experience. The immersive Proto holographic spatial display features a conversational avatar who will engage with attendees through the AWS next level showcase and identify demonstrations that best match your interests using AWS generative AI.



Click a section below to uncover more detail about our demo experiences.



### Transforming telcos - Journey from telco to tech-co

[Learn more >](#)



### Digitizing industries - Explore innovative industry use cases

[Learn more >](#)



### Reimagining consumer experience - View the interactive home of the future

[Learn more >](#)



### AWS studio sessions - Be inspired at one of our many leadership sessions

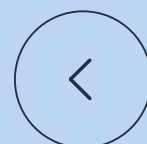
[Learn more >](#)

# Race to the next level

Complete the **Race to the next level** on our kiosk located next to the Ask an Amazonian desk, **collect 4 next level expert stickers to get special AWS swag.**

Stickers can be collected after seeing a demo on one of the key focus areas (generative AI, Network APIs, Network, SaaS), a relevant studio session, and / or engaging with an AWS expert on one of these areas.

Our experts will be wearing expert pins and will hand over the stickers.



## Transforming telcos

The demos in this room will focus on the network cloudification journey of CSPs (across RAN, Core, IMS and OSS/BSS) through unified automation, orchestration and generative AI toolchain, resulting in new growth opportunities, reduced OPEX, increased sustainability, and enhanced resiliency.

### Join the journey from telco to tech-co

RAN

#### Samsung Cloud RAN

Increasing deployment flexibility, energy efficiency, and network assurance in virtualized Telco networks.



RAN

#### T-Mobile RAN optimization

Improving operational productivity, network efficiency and service continuity of 5G radio networks via AWS generative AI.



RAN

#### Nokia Cloud RAN

Enhancing optimization for 4G and 5G Cloud RAN.



RAN

#### Ericsson Language Intelligence on AWS

Empowering innovation with telecom specific LLM for natural language processing.



## Transforming telcos continued

### CORE

#### Self-driven automated networks

Automatic configuration of a network following a trigger from an edge-application.

**intel**

### CORE

#### LG U+ smart-scaling of 5G core network

Predicting the necessary network capacity and responding to instantaneous changes by harnessing AWS AI/ML services.

**SAMSUNG**

### CORE

#### Roaming edge on the AWS Cloud

Improving download speed and reducing latency by deploying roaming edge on AWS global infrastructure.

**SAMSUNG**

### IMS

#### Telstra IMS on AWS

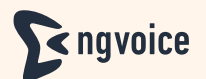
Enabling multi-vendor hybrid IMS resiliency with Nokia on AWS.

**NOKIA**

### IMS

#### Generative AI for cloud-native IMS operations, with TELUS

Optimizing closed loop IMS network operations using generative AI and agents.



### BSS/OSS

#### Amdocs Intelligent Networking Suite on AWS

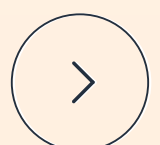
Network lifecycle management from field to NOC/SOC using ML and generative AI.



### BSS/OSS

#### Generative AI-powered billing experiences

Improving customer experience by predicting and detecting billing anomalies using generative AI.





## Digitizing industries

These demos will showcase innovation from AWS and leading telcos helping to digitize industries including healthcare, manufacturing, travel, financial services and ports by reinventing connectivity and introducing new business models (via private network solutions, network APIs, public MEC, and partnerships with Amazon Kuiper and others).



### Explore innovative industry use cases

#### FINANCIAL SERVICES

##### Secured digital identity using network APIs

Seamless identity management experience with network APIs, for credit approvals through the Sinergi API platform, and live content streaming with Claro Brasil



#### AGRICULTURE

##### Transforming Agriculture with 5G and MEC

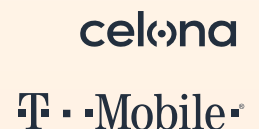
Improving farm productivity via 5G powered by generative AI solutions.



#### HEALTHCARE

##### Connected hospital powered by Celona's IPW

Empowering staff collaboration with T-Mobile, Celona, and Integrated Private Wireless on AWS (IPW).



#### MANUFACTURING

##### Smart defect detection in manufacturing

Enhancing quality control with 5G and machine learning.



## Digitizing industries continued

### PORTS

#### Monetizing surveillance in a port's private 5G network

Enabling safety while unlocking monetization opportunities with Verizon Private 5G Network.



### TRAVEL

#### Smart network operations in airports

Synergizing smart network operations with digital twins and generative AI.



### HEALTHCARE

#### Transforming healthcare with immersive gaming

Accelerating learning of medical practices through immersive gaming technology at the edge.





## Reimagining consumer experience

The demos in this area showcase some of the innovative solutions AWS is developing with telcos and leading ISVs to engage consumers in a more exciting, personalized, and smart way.



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### Enhancing consumer interaction with generative AI

Improving customer experience for device care and network support using a generative AI chatbot.



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### Visit the interactive home of the future

Making seniors' lives easier with a smart and personalized smart home experience.





## AWS studio

The AWS studio is open Monday 26 to Wednesday 28 from 09:00 - 17:00 and Thursday 29 from 09:00 - 12:00.

In the AWS studio at MWC 2024 we are bringing telecom operators and partners together to discuss future trends, innovation projects and the best practice use cases that really matter.

Review the online-schedule to plan for your attendance and join us to hear from partners including Amdocs, CSG, Excelacom, Intel, NVIDIA, Nokia, Prodapt, Redhat, Snowflake and Totogi, and telecom operators including BICS, NTT Docomo, Telecom Argentina, Telefonica, Telus, Vodafone and many others.

[View studio schedule >](#)



Topics covered will include generative AI for telcos, industry transformation with IoT, private networks and 5G. Operators will showcase their transformation and cloud journey with a focus on core and radio access network (RAN) infrastructure. And our AWS Partners will discuss how monetization of data unlocks potential for optimization and growth for the telco sector.

## AWS studio – Monday, 26 February 2024

MWC24-S057	Monday, 26 February 2024, 08:30 - 09:00	<b>A roadmap to network cloudification</b>	Nazim Benhadid, SVP Networks, TELUS Sameh Naguib, Head of Business Development, Telco Networks, AWS
MWC24-S106	Monday, 26 February 2024, 09:00 - 09:30	<b>Accelerating IT transformation for agile telecoms through partnerships</b>	Abhishek Shankar, President Americas, Tech Mahindra
MWC24-S083	Monday, 26 February 2024, 09:30 - 10:00	<b>Developing generative AI Large Language Models for the telco sector</b>	Neerav Kingsland, Business Development, Anthropic Sameer Vuyyuru, Director Business Development Telecom , AWS
MWC24-P001	Monday, 26 February 2024, 10:30 - 11:00	<b>Smart Network operations with generative AI enabled digital twins</b>	Fawad Qureshi, CTO, Snowflake Guy Ben Baruch, Principal Solutions Architect, AWS
MWC24-P005	Monday, 26 February 2024, 11:00 - 11:30	<b>Reshaping the telecom market through SaaS and generative AI</b>	Avishai Sharlin, President Technology Division, Amdocs Ishwar Parulkar, Chief Technologist Telecom, AWS
MWC24-S015	Monday, 26 February 2024, 11:30 - 12:00	<b>Emerging trends on AI/ML in the telecom industry</b>	Hesham Fahmy, CIO, TELUS Mo Zoualfaghari, Global Technology Lead Telecom, AWS Hadi Nejatian, Senior Solutions Architect, AWS
MWC24-S086	Monday, 26 February 2024, 12:30 - 13:00	<b>AI/ML-based Cognitive network and service operations with Network Genius</b>	Elisabeth Py, VP Green and Radio Network, Orange Imen Grida Ben Yahya, Principal Specialist Architect AI/ML, AWS
MWC24-S136	Monday, 26 February 2024, 13:00 - 13:30	<b>Realizing business to business growth opportunities with generative AI</b>	Onur Kasaba, Director of Sales, Tele2 IoT Ajay Rane, Head of IoT go-to-market for Telecom, AWS
MWC24-S061	Monday, 26 February 2024, 13:30 - 14:00	<b>Modernize your telco operations with hybrid cloud capabilities</b>	Salvatore Traina, Group CTO, Beyond One Antonello Arpino, Head of Operations Simplified, AWS
MWC24-S118	Monday, 26 February 2024, 14:00 - 14:30	<b>Generative AI: Why and how should Telcos skill up for success</b>	Tilly Gilbert, Director Consulting and Edge Practice, STL Partners
MWC24-S134	Monday, 26 February 2024, 15:30 - 16:00	<b>Increasing developer productivity with generative AI</b>	Deepika Adusumilli, Chief Data and AI Officer, BT
MWC24-CTA08	Monday, 26 February 2024, 16:00 - 16:30	<b>Setting intentional actions as leading women in telco</b>	Danielle Royston, TelcoDR Anna Yip, Singel Shelley Zalis, the Female Quotient Geeta Chaudhary, AWS
MWC24-CTA09	Monday, 26 February 2024, 16:30 - 17:00	<b>Making your mark in a gender-imbalanced industry</b>	Debika Bhattacharya, Verizon Shelley Zalis, the Female Quotient Tammy Whyman, AWS



## AWS studio – Tuesday, 27 February 2024

MWC24-S082	Tuesday, 27 February 2024, 09:30 - 10:00	<b>Taking a long term innovation outlook on generative AI</b>	Neerav Kingsland, Business Development, Anthropic Ross McWalter, Head of Telco Applications, AWS
MWC24-S135	Tuesday, 27 February 2024, 10:00 - 10:30	<b>Creating data lake foundations for generative AI use cases</b>	Charlotte Kepadisa, Head of Big Data & AI, Safaricom
MWC24-S119	Tuesday, 27 February 2024, 11:00 - 12:00	<b>Accelerate network application programming interfaces through cloud</b>	Laurent Leboucher, Group CTO, Orange Jeremy Giese, VP Business Development, Verizon Alexandra Reichl, Director Mobile Strategy and Innovation, Liberty Global David del Val, Global Director Open Gateway, Telefonica Dr. Ishwar Parulkar, Chief Technologist Telecom, AWS
MWC24-S037	Tuesday, 27 February 2024, 12:00 - 12:30	<b>Improving the roaming experience for mobile users globally</b>	Ievgen Martsin, Head of Product Digitalization & Cloud Adoption, BICS Kenneth Hardat, Senior Product Manager 5G, BICS Sameh Naguib, Head of Networks for Telecom, AWS Catherine van Aken, Account Director, AWS
MWC24-S080	Tuesday, 27 February 2024, 13:00 - 13:30	<b>Next Generation Broadcasting at the Edge</b>	Michael Zirkle, VP MEC Commercialization, Verizon Pankaj Kumar, Partner & AWS Practice Leader, US Communication Industry; and Dan Kusel, GM & Managing Partner, US Telecommunication Industry Leader, IBM Consulting Amir Rao, Director Product Management Telecom, AWS
MWC24-S133	Tuesday, 27 February 2024, 14:30 - 15:00	<b>Enabling innovation for industry customers with 5G based edge services</b>	Carlos Carazo, CTO, Telefonica Tech Jorgina Diaz Torres, Business Development Director, Alisys Robotics
MWC24-S131	Tuesday, 27 February 2024, 15:00 - 15:30	<b>Leveraging SaaS to accelerate a data-based telco transformation</b>	Matt Bain, CMO, Spark Fawad Qureshi, CTO, Snowflake Ajay Rane, Head of IoT go-to-market for Telecom, AWS
MWC24-S016	Tuesday, 27 February 2024, 15:30 - 16:00	<b>Building a Unified Agriculture Technology Ecosystem</b>	Jayne Landry, SVP of Industry Solutions, TELUS Business and Agriculture Essi Ahnlund, Head of Sales US / Canada, Telecom, AWS Hadi Nejatian, Senior Solutions Architect, AWS
MWC24-S074	Tuesday, 27 February 2024, 16:00 - 16:30	<b>Neutral Host network deployment for Stanford Medical</b>	Christian Lindmark, CTO, Stanford Medical Rajeev Shah, CEO, Celona Chris McKenna, Head of Private Networks, AWS
MWC24-P007	Tuesday, 27 February 2024, 16:30 - 17:00	<b>Accelerate telecom transformation with Software as a Service</b>	Danielle Royston, CEO, Totogi Leandro Rzezak, CEO, Intraway Mounir Ladki, President and CTO, MYCOM OSI Kishore Sannidhanam, VP Industry Advisors Communications and Media, Salesforce Chivas Nambiar, Managing Director Telecom, AWS
MWC24-S130	Tuesday, 27 February 2024, 17:00 - 17:30	<b>Building an MVNE on SaaS and cloud for accelerated growth</b>	Calvin Collett, Founder and CEO, Melon Mobile Yossi Elia, Head of Business development and customer success, Amdocs

## AWS studio – Wednesday 28 February 2024

MWC24-S006	Wednesday, 28 February 2024, 09:00 - 09:30	<b>AI, Automation, and Elasticity: The Winning Combination for Telcos</b>	Mark Duesener, EVP Mobile, Swisscom Josua Hiller, Director mobile data service, Swisscom Ruben Merz, AWS
MWC24-S059	Wednesday, 28 February 2024, 09:30 - 10:00	<b>Fast paced innovation and collaboration in the telecom sector</b>	Neel Mehta, Director IT Architecture & Delivery, Bell George Glass, CTO, TM Forum Visu Sontam, Lead Solution Architect, AWS
MWC24-S078	Wednesday, 28 February 2024, 10:00 - 10:30	<b>How Telcos are creating value by migrating apps to the cloud</b>	Dan Hallengren, Head of IT Strategy and Enablement, Telenor Juergen Donnerstag, CTO TMT, DXC Diego MacKee, VP TMT Europe, DXC
MWC24-S035	Wednesday, 28 February 2024, 10:30 - 11:00	<b>Bi-directional APIs enabling orchestration of cloud and network resources</b>	Raghuram Parvataneni, Senior Manager Technology Strategy and Planning, Verizon Jennifer Dedoni, Head of Cloud, Edge and MPN, Vodafone Michal Szakala, Head of Platforms, Matsuko
MWC24-S120	Wednesday, 28 February 2024, 11:00 - 11:30	<b>Scaling generative AI for telecom operators through collaboration</b>	Neerav Kingsland, Business Development, Anthropic Chris Featherstone, Telecom Data and AI/ML lead, AWS
MWC24-S117	Wednesday, 28 February 2024, 11:30 - 12:00	<b>Scaling Voice Networks on AWS cloud</b>	Shailin Sehgal, EVP Network Applications and Cloud, Telstra Vishal Singh, SVP Cloud and Network Services, Nokia Umer Chaudhary, Senior Manager Telco core networks, AWS
MWC24-S048	Wednesday, 28 February 2024, 12:00 - 12:30	<b>Enabling network data analytics through generative AI</b>	Marc Rouanne, Chief Network Officer, DISH Omer Geva, VP Business Development, Radcom Aygul Aytuglu, Business Development OSS/BSS, AWS
MWC24-S081	Wednesday, 28 February 2024, 14:00 - 14:30	<b>A roadmap to successful O-RAN deployment on cloud</b>	Masafumi Masuda, General Manager of RAN Technology Promotion Office, NTT DOCOMO Katsumi Tanoue, General Manager Global Mobile Solution Department, NEC Corporation Gerardo Giaretta, VP & GM of 5G RAN Infrastructure, Qualcomm Arno van Hussteen, CTO - Global Service Provider, Canonical Tetsuya Nakamura, Senior Manager Solution Architects, AWS
MWC24-S122	Wednesday, 28 February 2024, 15:30 - 16:00	<b>Accelerating innovation in the telecom industry through cloud partnerships</b>	Shimie Hortig, President Americas, Amdocs Chivas Nambiar, Managing Director Telecom, AWS
MWC24-S132	Wednesday, 28 February 2024, 16:00 - 16:30	<b>Enhancing digital end user experiences with SaaS platforms</b>	Toshiro Akiyama, CEO, KDDI Digital Life Bart Weijermars, CEO, Circles MVNE
MWC24-P006	Wednesday, 28 February 2024, 17:00 - 17:30	<b>Modernizing BSS platforms through fast-paced SaaS adoption</b>	Sean Casey, SVP Product Management, CSG

AWS studio – Thursday 29 February 2024

MWC24-S070	Thursday, 29 February 2024, 09:00 - 09:30	<b>Reducing enterprise application to person messaging fraud exposure</b>	<div>Katia Gonzalez, Head of Global Transactional Security, BICS</div> <div>Ievgen Martsin, Head of Product Digitization and Cloud Adoption, BICS</div> <div>Catherine van Aken, Account Director, AWS</div>
MWC24-S026	Thursday, 29 February 2024, 10:00 - 10:30	<b>Fraud protection solution combining communication and network APIs with generative AI</b>	<div>Savinay Berry, EVP Product and Engineering, Vonage</div> <div>Ishwar Parulkar, Chief Technologist Telecom, AWS</div>



## Thought leadership sessions

Hear from AWS experts as they join sessions across the MWC24 agenda:

### 5 years of 5G: Lessons for the next 5 years

MONDAY 26 FEBRUARY | 14:15 - 15:15 | BY INVITATION



**Jay Nagarajan**

Head, APJ, AWS for Telecom

### Gateway to API Heaven

MONDAY 26 FEBRUARY | 16:30-17:15 | HALL 6 | MWC STAGE B



**Dr. Ishwar Parulkar**

Chief Technologist, AWS for Telecom

### How to build a more diverse, equitable and inclusive workplace

TUESDAY 27 FEBRUARY | 09:40-10:10 | HALL 6 | MWC DEBATE STAGE



**Essi Ahnlund**

Senior Telco Sales Leader, AWS for Telecom

### Revolutionizing enterprise wireless, exploring next-gen technologies

TUESDAY 27 FEBRUARY | 12:00-13:00 | HALL 7, EXECUTIVE MEETING ROOM 7A22EX



**Chris McKenna**

Head of Business Development, Private Networks, AWS for Telecom

### Telecom TV panel discussion

TUESDAY 27 FEBRUARY | 18.15 - 19.00 | HALL C BOOTH 2C40



**Tammy Whyman**

Global Partner Lead, AWS for Telecom



**From data points to emotional connections: leveraging AI for true customer centricity**

TUESDAY 27 FEBRUARY | 17:00-17:45 | HALL 8 | THEATRE 5



**Antonello Arpino**

Head of Operations Simplified, AWS for Telecom

**Fintech and Mobile commerce summit –  
Next-generation payments and the era of connected experiences**

WEDNESDAY 28 FEBRUARY | 10:00-10:30 | HALL 4 | CONNECTED INDUSTRIES



**Sameer Vuyyuru**

Head of Business Development, AWS for Telecom

**Analyst Insights: Unveiling the 2024 global trends report**

WEDNESDAY 28 FEBRUARY | 10:30-11:30 | CC8.16 GSMA KNOWLEDGE ZONE |  
HALL 8.1 -4YFN



**Ross McWalter**

Head of Telecom Applications BD & GTM,  
AWS for Telecom

**Generative AI applications for Telcos: Airtel-AWS-BCG Panel**

WEDNESDAY 28 FEBRUARY 16:30-17:00 | BY INVITATION



**Jay Nagarajan**

Head APJ, AWS for Telecom

**Is your dream smart factory worth the cost?**

WEDNESDAY 28 FEBRUARY | 16:15-17:15 | HALL 6 | MWC STAGE A



**Tammy Whyman**

Senior Partner Manager, AWS for Telecom

**Embarking on our epic journey beyond Earth**

THURSDAY 29 FEBRUARY | 11:15-12:00 | HALL 6 | MWC STAGE B



**Clint Crosier**

Director, Space and Satellite, AWS



## Networking opportunities

### Green Morning Gathering

TUESDAY 27 FEBRUARY | 10:30-11:45 CET | HALL 3, STAND 3G10



Join us for a morning of ESG innovation with Amdocs, Vodafone, and Snowflake at the Green Morning Gathering as we showcase the Digital Carbon Footprint Optimization solution – winner of the Best Energy Challenge Moonshot at TM Forum's 2023 DTW event.

[RSVP here >](#)

### Snowflake Happy Hour (sponsored by AWS)

TUESDAY 27 FEBRUARY | 5:00PM CET | HALL 5 STAND 5A31

Join us for some delicious muffins and insightful networking at the Snowflake Happy Hour.

### Data for good: cutting scope 3 emissions for CSPs

WEDNESDAY 28 FEBRUARY 2:00 - 2:20PM CET | HALL 5 STAND 5A31



The Digital Carbon Footprint Optimization Catalyst empowers CSPs to tackle Scope 3 emissions effectively. By integrating real-time data and AI into product catalogs, it offers a transparent view of each product's carbon footprint, encouraging greener consumer choices. Join this session with Snowflake and AWS to learn how to reduce your carbon footprint and lead the way in environmental responsibility. Come hear about this great project at the Snowflake Data for Good event.

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