

12:45 - 13:45

# **(Re)create the Future of Intelligent Digital Services**

Chema Alonso - Chief Digital Officer, Telefónica

Lang Lang - Pianist

Jason Zander - President, Strategic Missions and Technologies, Microsoft

Vala Afshar - Chief Digital Evangelist, Salesforce

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100 Years  
Leading Change



# (Re)create the future of Intelligent Digital Services

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# Driving the next wave of innovation disruption

Rules are not written yet

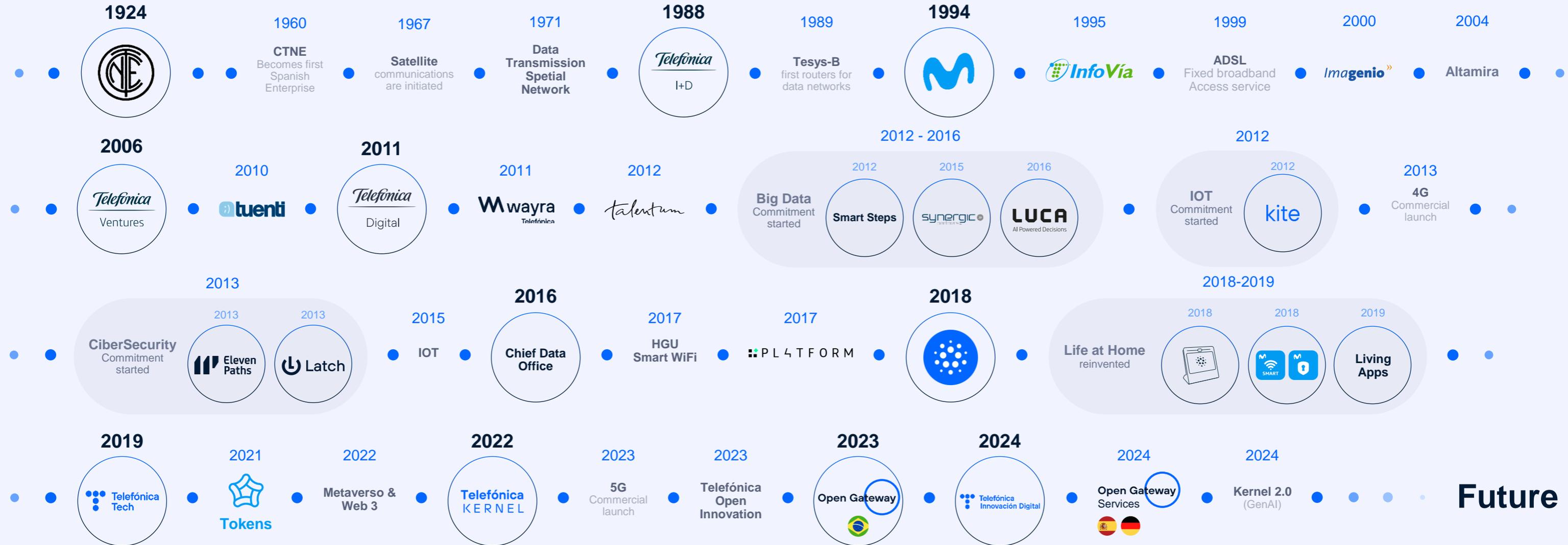
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# Lang Lang

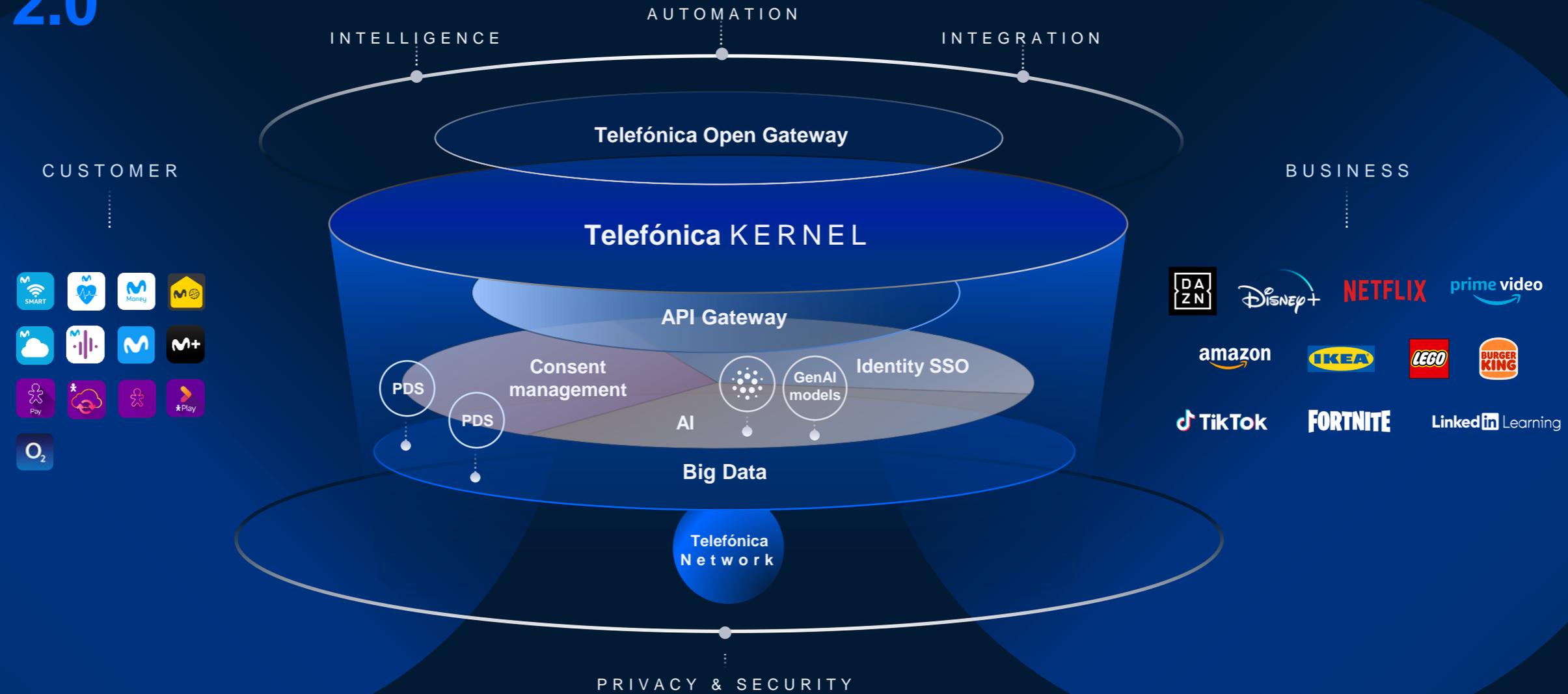
PIANIST



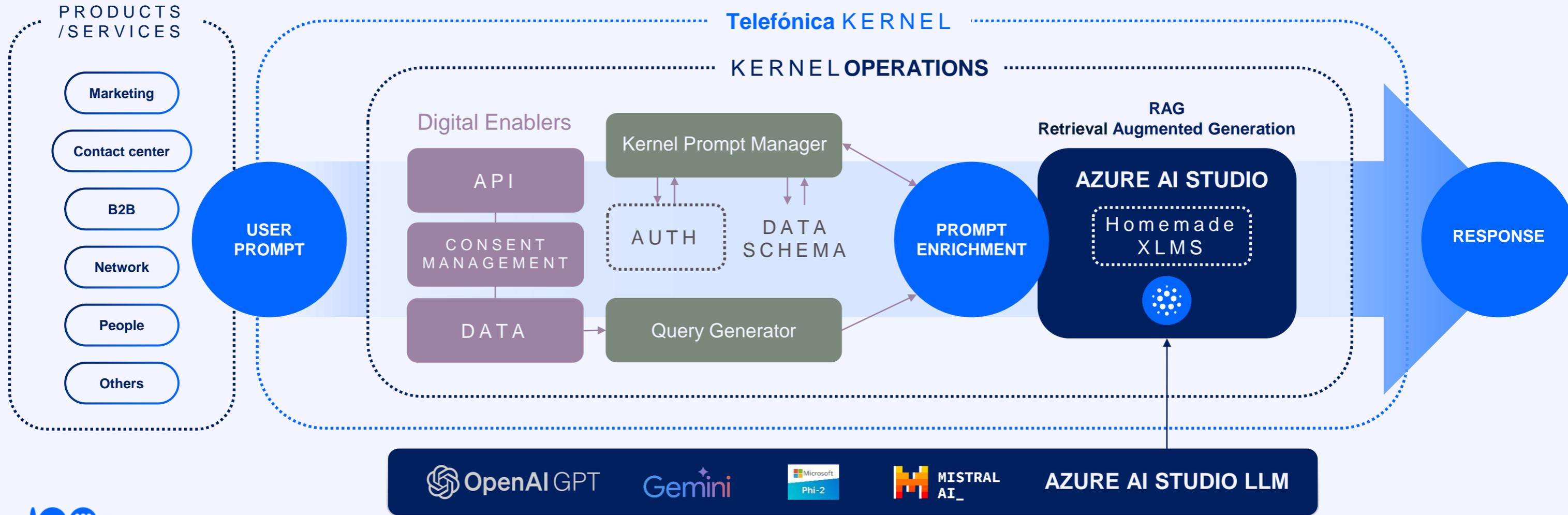
# Delivering innovation to build the next 100 years



# The platform for new intelligent Digital Services: Kernel 2.0



# Kernel 2.0: Harnessing the value of Gen AI



# Kernel 2.0: Aura Copilot



Hello I'm Aura Copilot!  
I can augment a user prompt by retrieving reliable and compliant data from Kernel and other sources, and generate a response in natural language.

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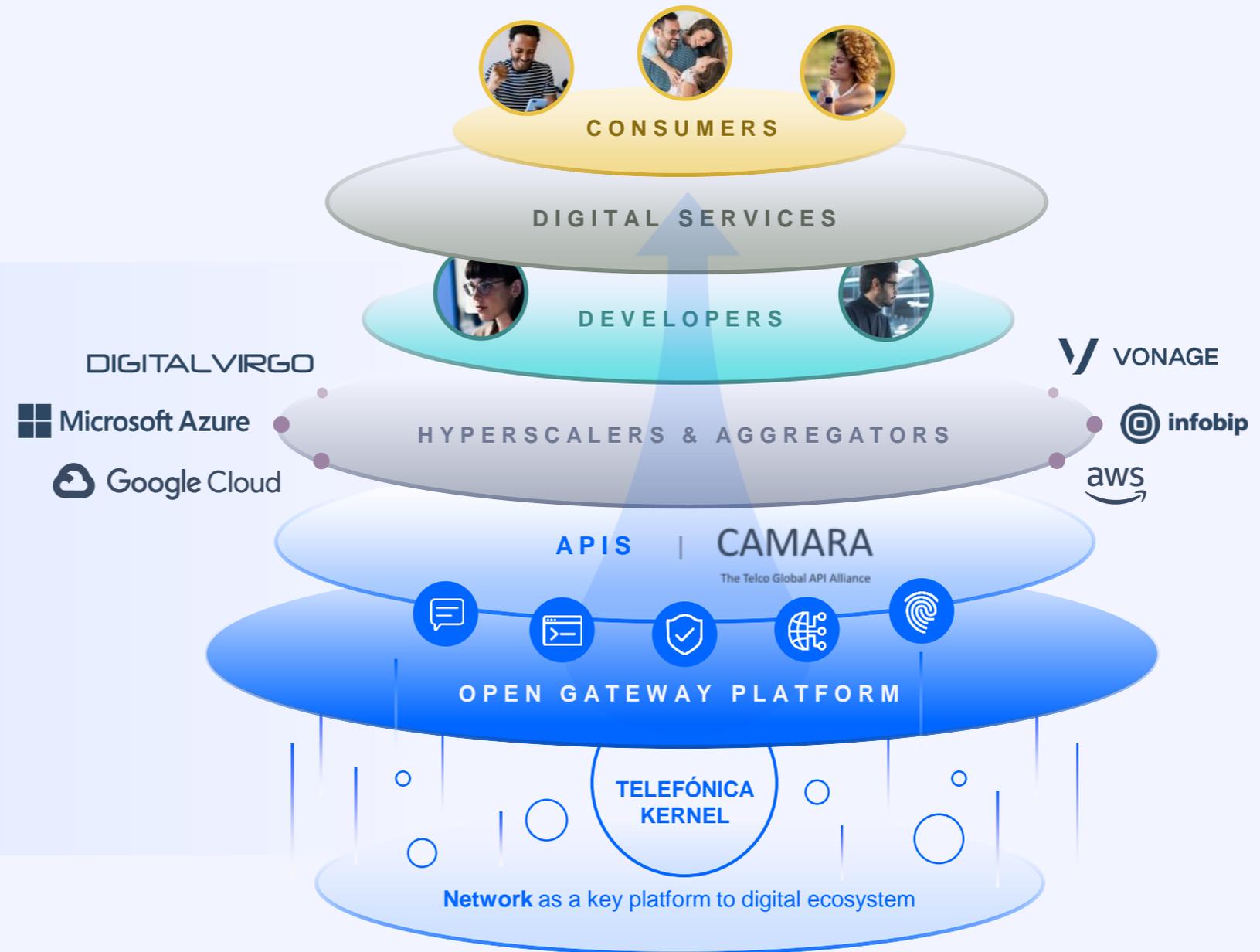
# Open Gateway digital services

JOIN US & ENROLL IN OUR

Developer Hub



Partner Program



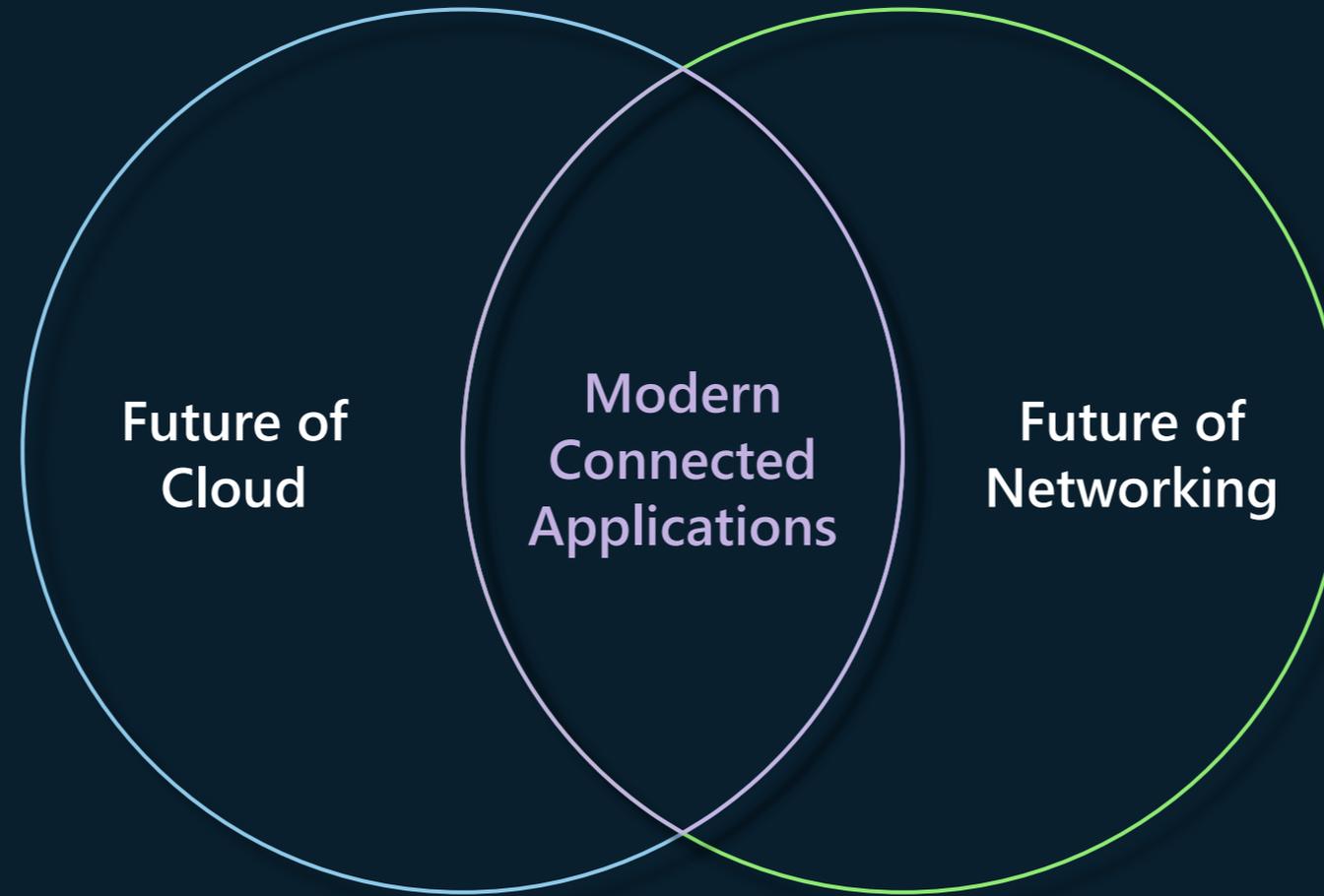
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# Jason Zander

PRESIDENT, STRATEGIC MISSIONS AND TECHNOLOGIES, MICROSOFT



# Operators and the Future of Cloud



# AI will increase global GDP

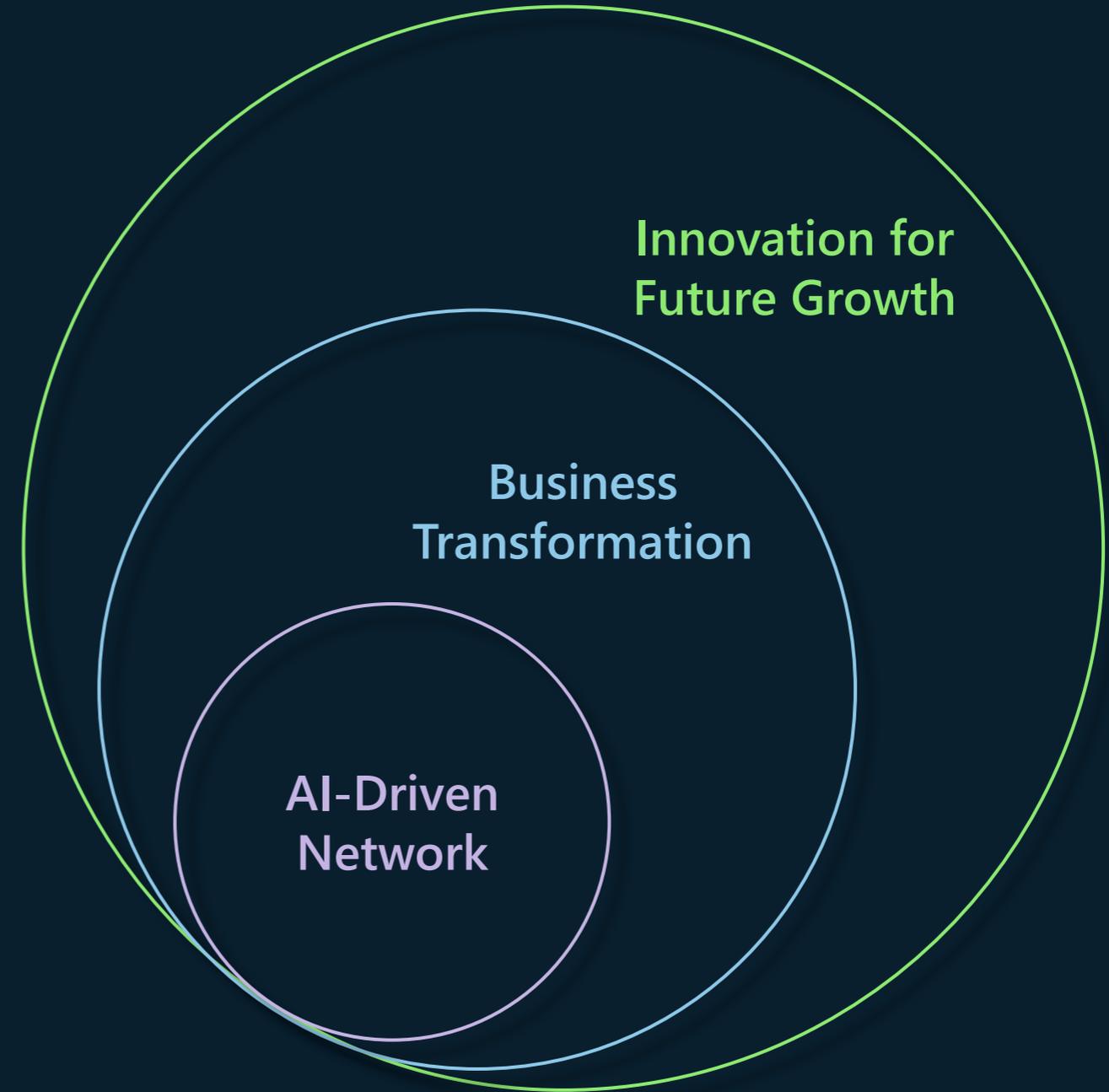
+\$7T-10T

\$100T

Global GDP

Source: Internal analysis

# Three shifts shaping the future of Operators in the era of AI



# AI-driven network

## Redefine network operations with AI

Carrier-grade hybrid cloud for network workloads with Azure Operator Nexus

New levels of insights, intelligence and automation with Azure Operator Insights

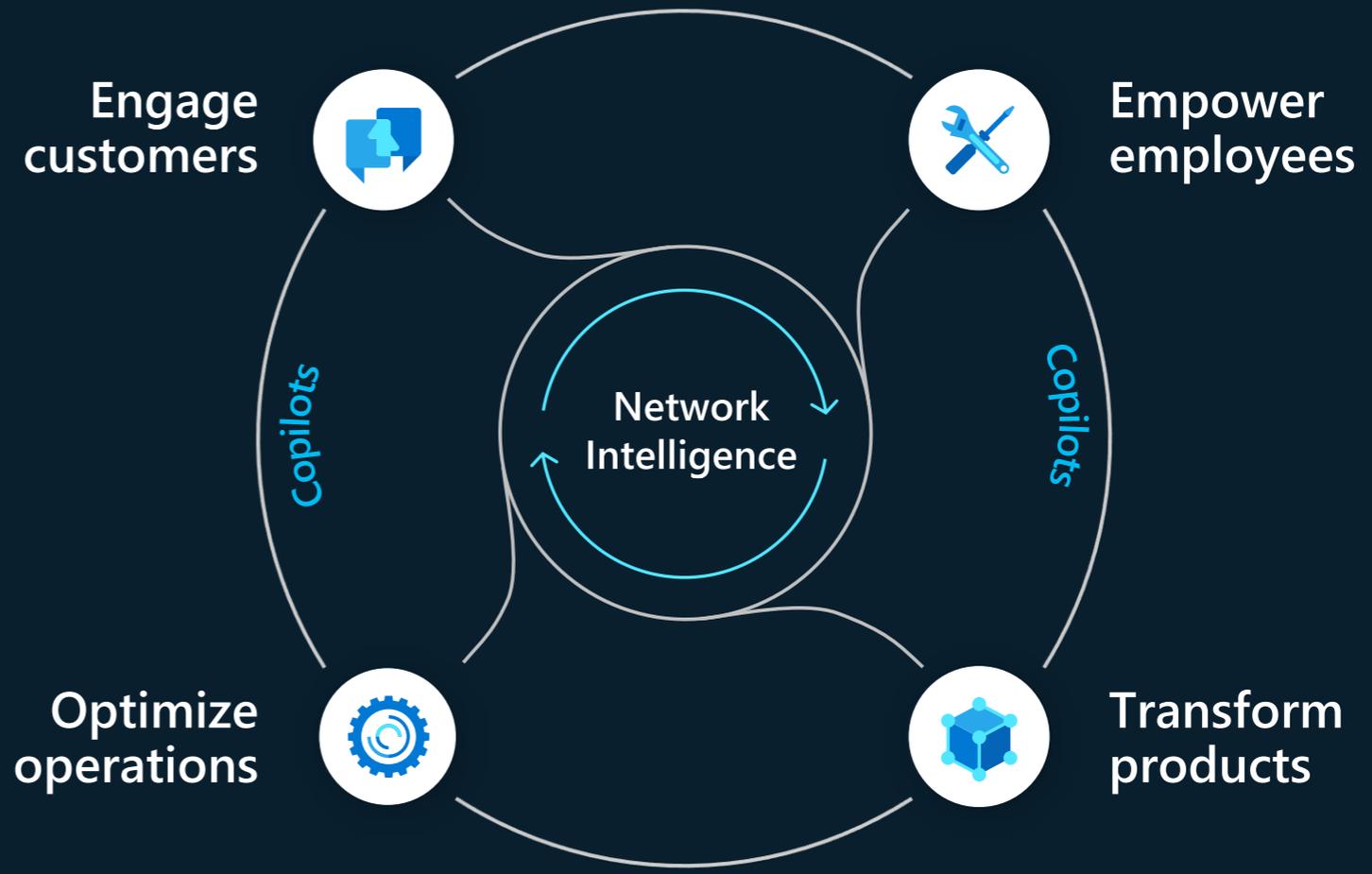
# Business transformation

Implement AI at scale across  
the business

Leverage network insights to augment  
the business

Transform the organization with copilots  
for every business function

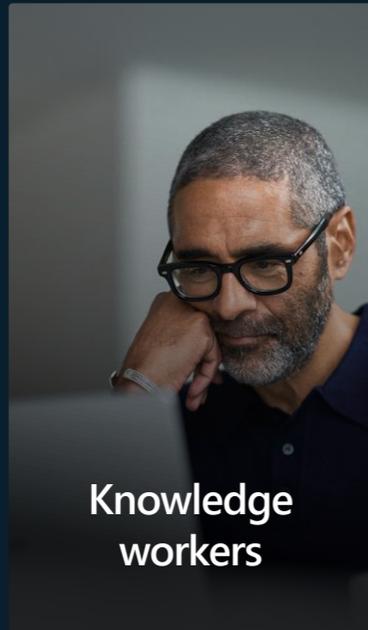
# Transforming every function in an Operator



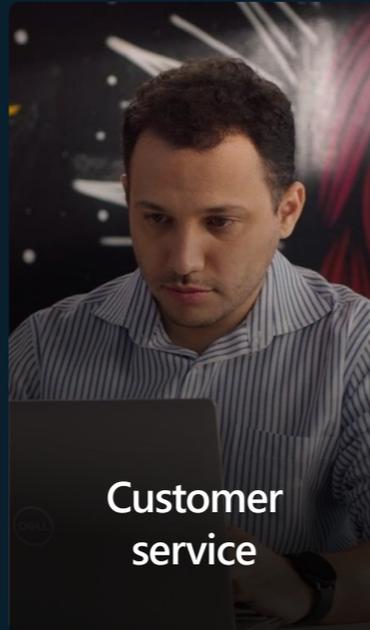


# Microsoft Copilot

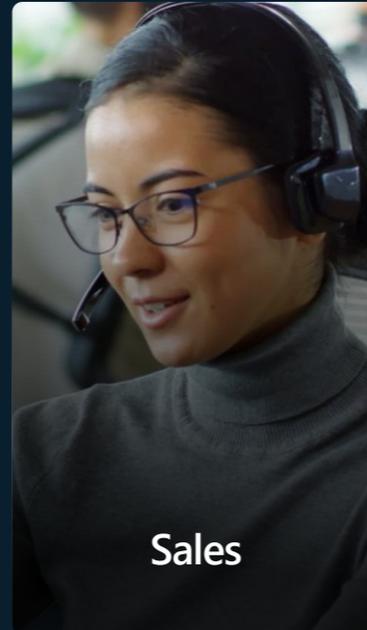
Empowering every user



Knowledge  
workers



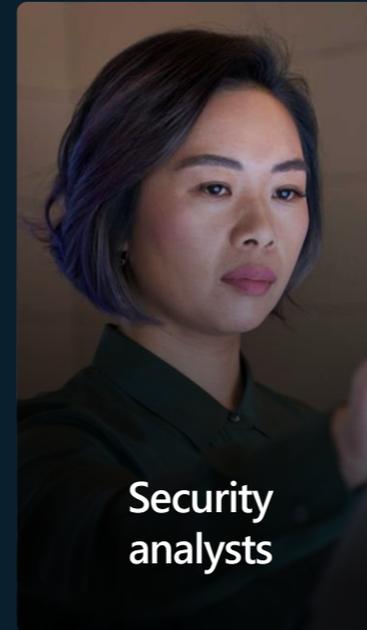
Customer  
service



Sales



IT  
professionals



Security  
analysts



Developers

# Innovation for future growth

Enable **customer innovation**  
for future growth

Infuse AI into the network to bring **innovative products** to market

Seamless network access with **Open Gateway**  
and **Azure Programmable Connectivity**

Announcing

# Azure Programmable Connectivity

PUBLIC PREVIEW



## Operators

Light up capabilities  
Monetize investments  
Deliver differentiated  
value

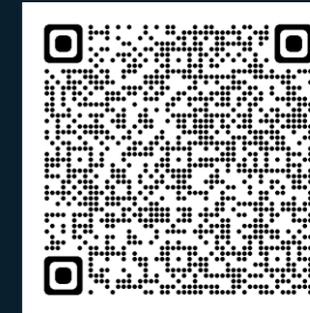


## Azure Programmable Connectivity



## Developers

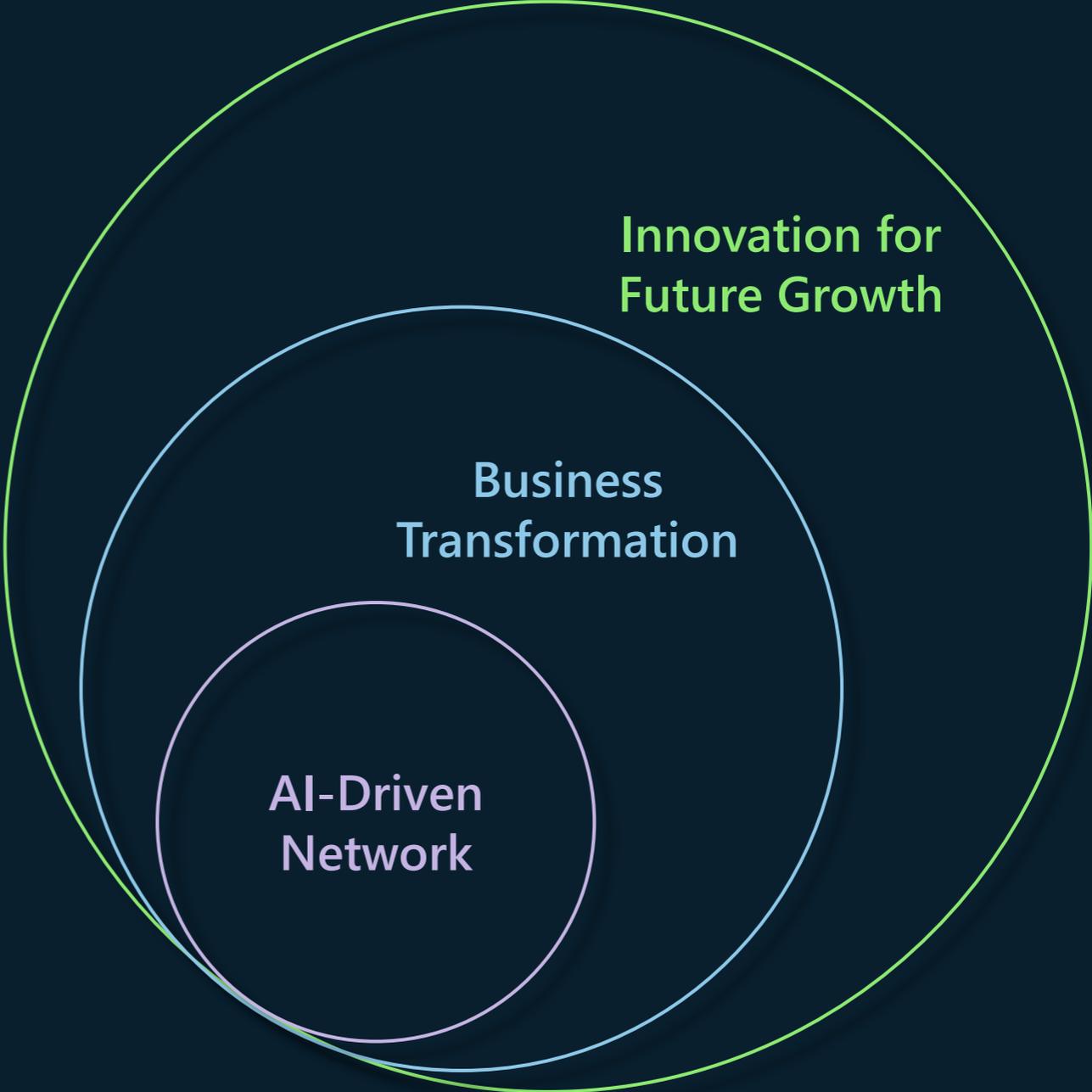
Unified connectivity  
Simplified lifecycle  
Complexity abstraction



Get started with *Azure Programmable Connectivity* today

[aka.ms/APC\\_MWC24Blog](https://aka.ms/APC_MWC24Blog)

# Modernize and Monetize





# Open Gateway

Multitelco initiative led by GSMA

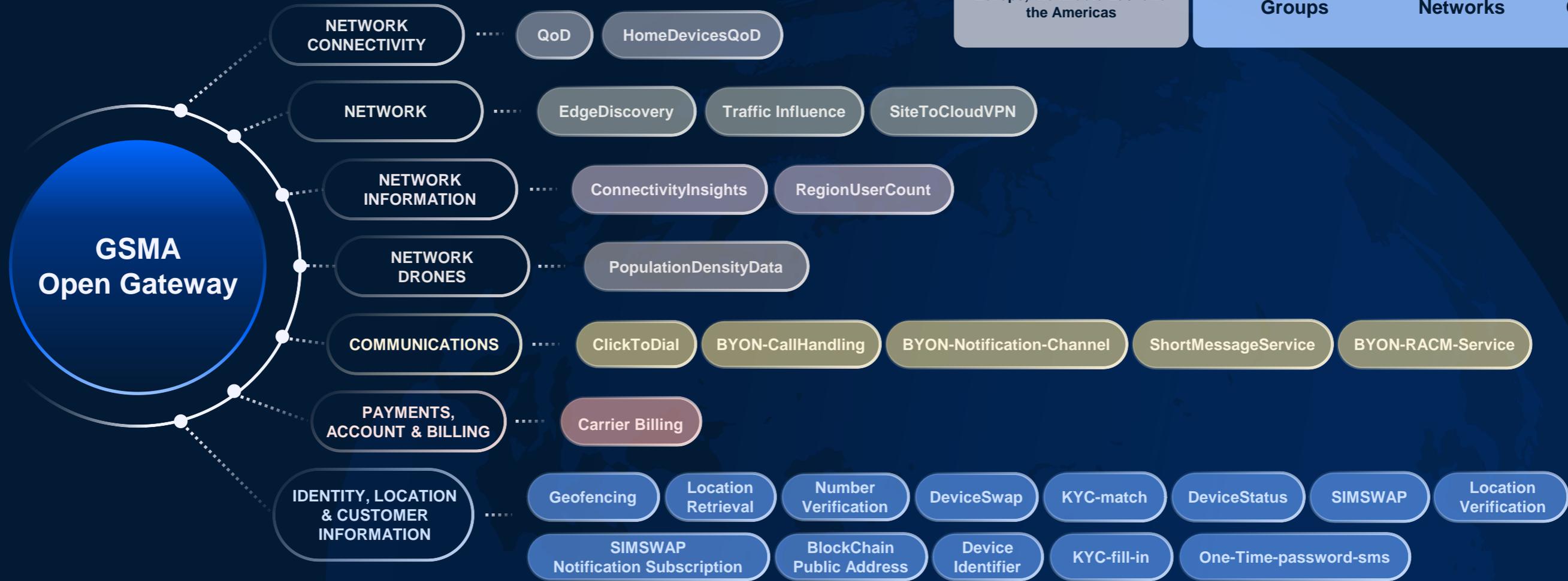
# GSMA Open Gateway in the world

**21 Markets**  
across Asia-Pacific, Africa, Europe, the Middle East and the Americas

**47**  
Mobile Operator Groups

**239**  
Mobile Networks

**65%**  
of Global Connections



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# Telefónica Open Gateway

Unlock network power with telco APIs

# Solutions for all industries

Boosting business with new market opportunities for all sectors



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# Telefónica Open Gateway Brazil



## TELCOS



## REACH

145 Million  
Mobile customers

## AGGREGATORS /CHANNELS



## TOP REFERENCES



## TELEFÓNICA APIs

- Device Location
- SIM SWAP
- Number Verification
- Device Status Roaming
- QoD Mobile
- QoD Home Devices
- OTP SMS SBA
- Know Your Customer



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# Antifraud solutions for secure and efficient transactions



 API SIM Swap



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# SIM-based security layer for new sign-ups in fintech

BancoDaycoval

 infobip



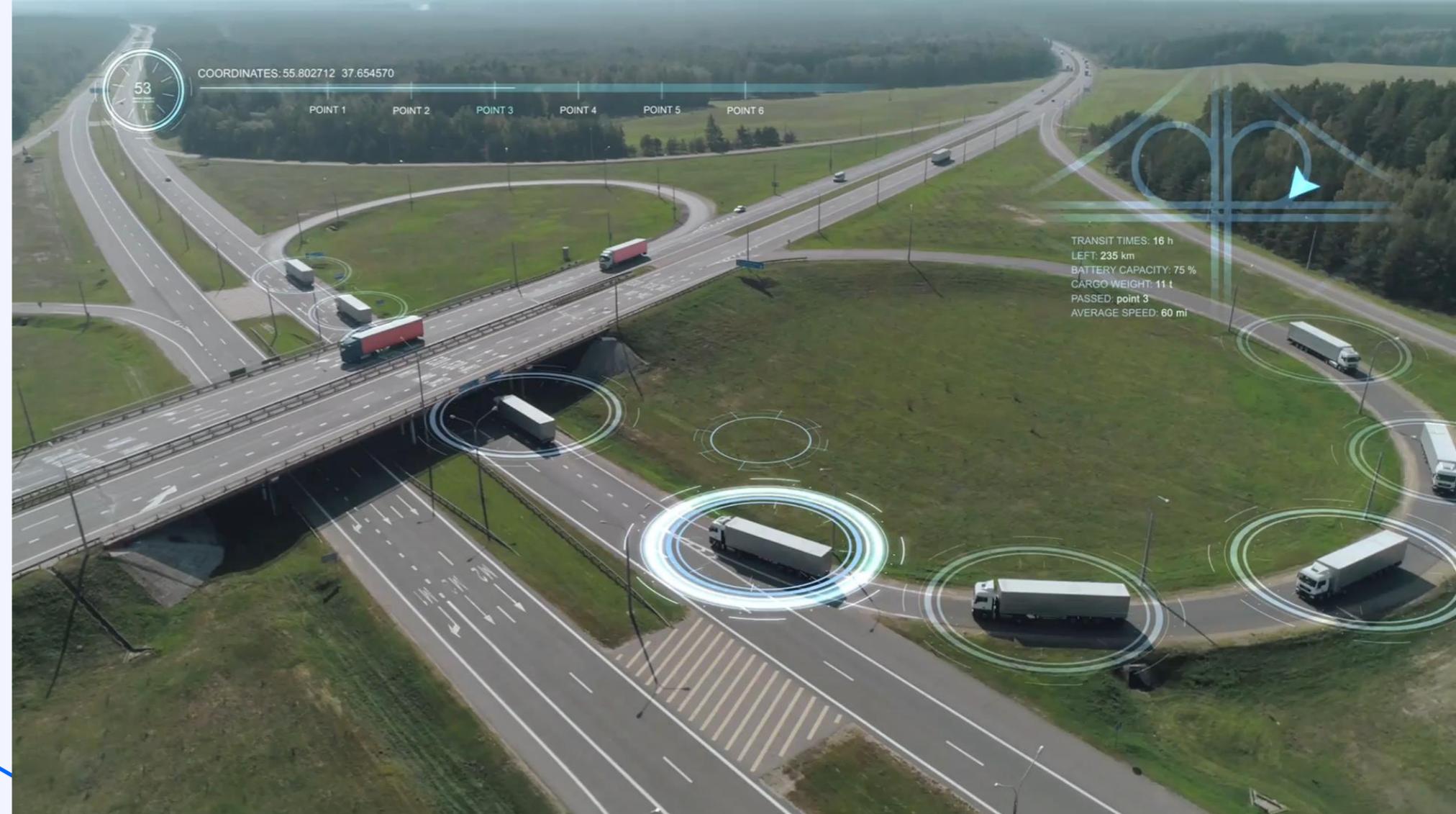
API SIM Swap



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# More secure employee onboarding for freight transport

 frete.com



API Know Your Customer



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# Extra layer of security for smart contracts



 API SIM Swap



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# Easier log-in by using the phone number



 API SIM Swap



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# Telefónica Open Gateway Spain



## TELCOS



## REACH

**34 Million  
Mobile customers**

## AGGREGATORS /CHANNELS



DIGITALVIRGO

Deloitte.

## TOP REFERENCES



## TELEFÓNICA APIS

- SIM SWAP
- Number Verification
- Device Location Verification
- QoD Mobile
- Carrier Billing
- Device Roaming Status
- Home Devices QoD
- Know Your Customer - Match

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# Revolutionized FAN experience in sports events



DIGITAL VIRGO



 API Device Location

 API QoD Mobile

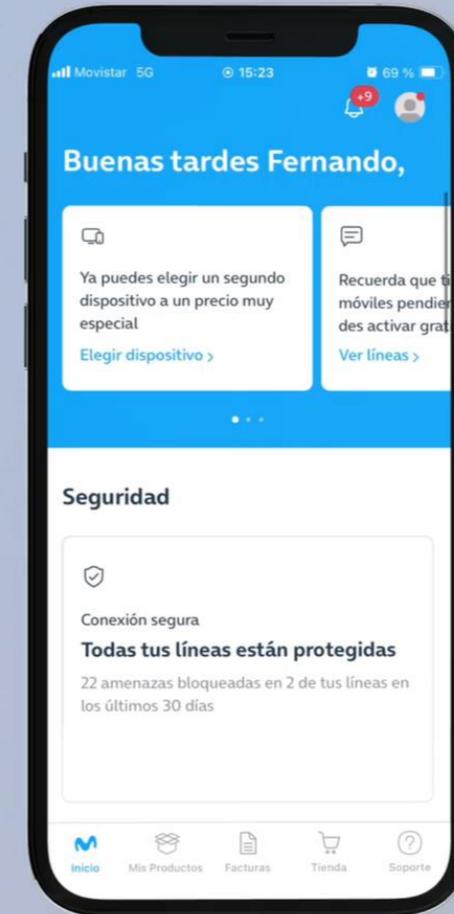
 API QoD WiFi

 API Carrier Billing



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# Enhanced quality connectivity using tokens



 API QoD Mobile

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# Secure and expeditious access to drone u-space

U-space ENAIRE = itg



API Population Density Data



API Dynamic Airspace Connectivity Data



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# Easy and safe Authentication for Wallet payments

 bit  me  mastercard.



API Blockchain Public Address

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# Telefónica Open Gateway Germany



## TELCOS



## REACH

**169 million**  
**Mobile customers**

## AGGREGATORS /CHANNELS



## TOP REFERENCES



## TELEFÓNICA APIS

**Number Verification**  
**SIM SWAP**



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# Simplify authentication processes

Vinted V VONAGE



API Number Verification







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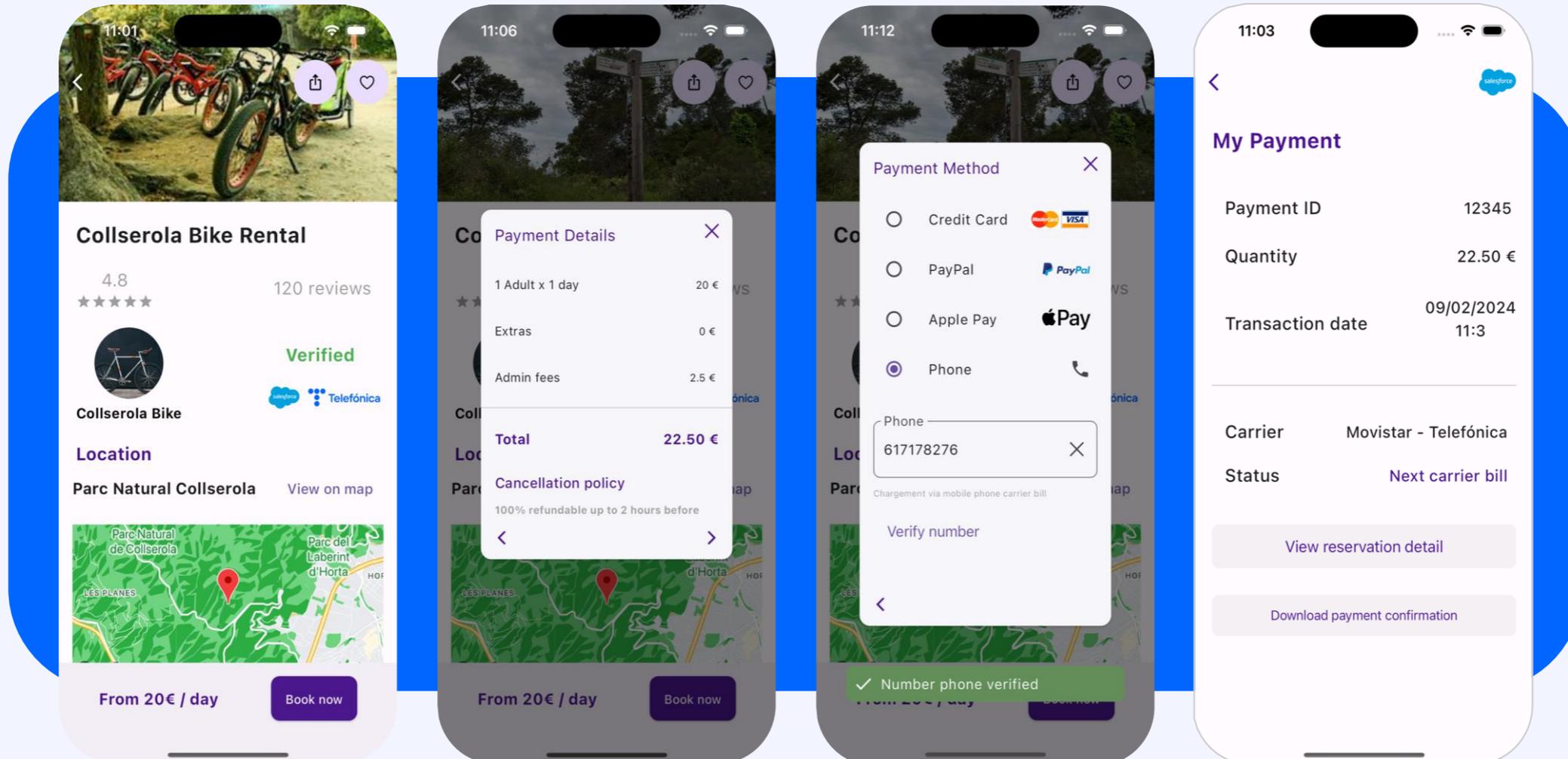
# Vala Afshar

CHIEF DIGITAL EVANGELIST FOR SALESFORCE



# Open Gateway Advantage

Being sure you can trust in a SMB merchant while travelling abroad

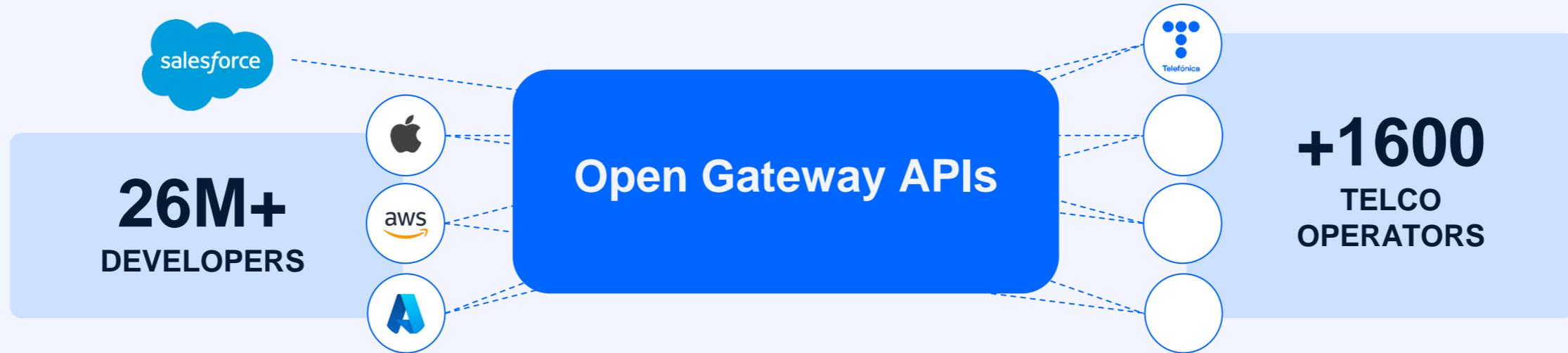


# The need for an Integrator

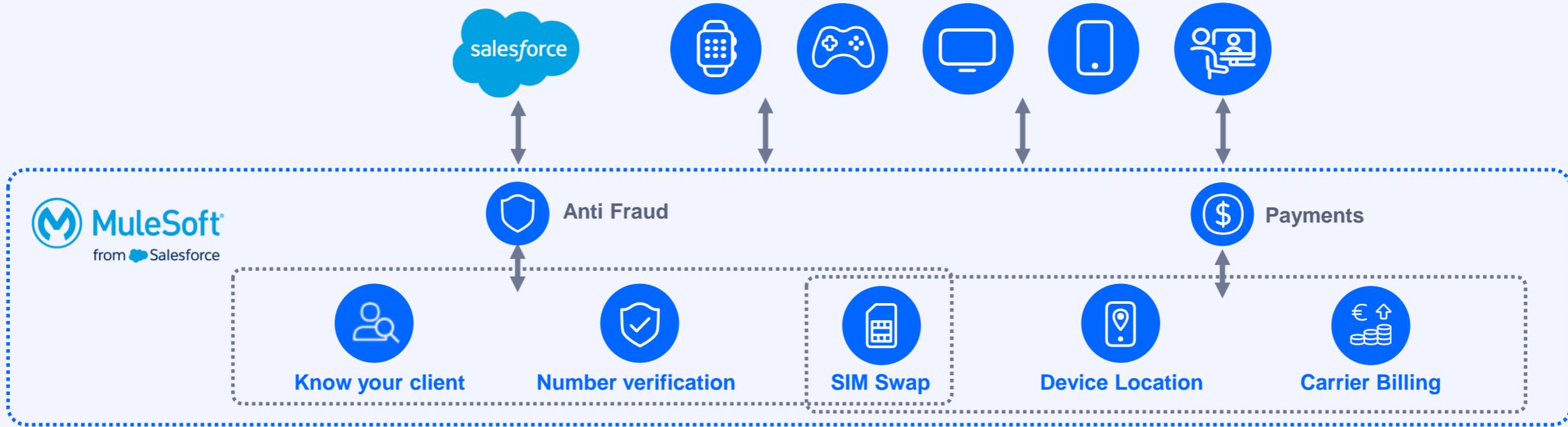


Jackie is a developer. She's working on the next killer App. She looked at Open Gateway as an easy way to onboard (KYC), authenticate (Number Verify), locate (Device Location) and bill her customers (Carrier Billing).

But she doesn't know which Telco providers her customers will belong to.



# Integrator in a nutshell



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# GSMA DevCon

Open Gateway 4devs



Devs  
<love>  
Nets

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# Open Gateway 4startups

Wayra's Disruptive Solutions

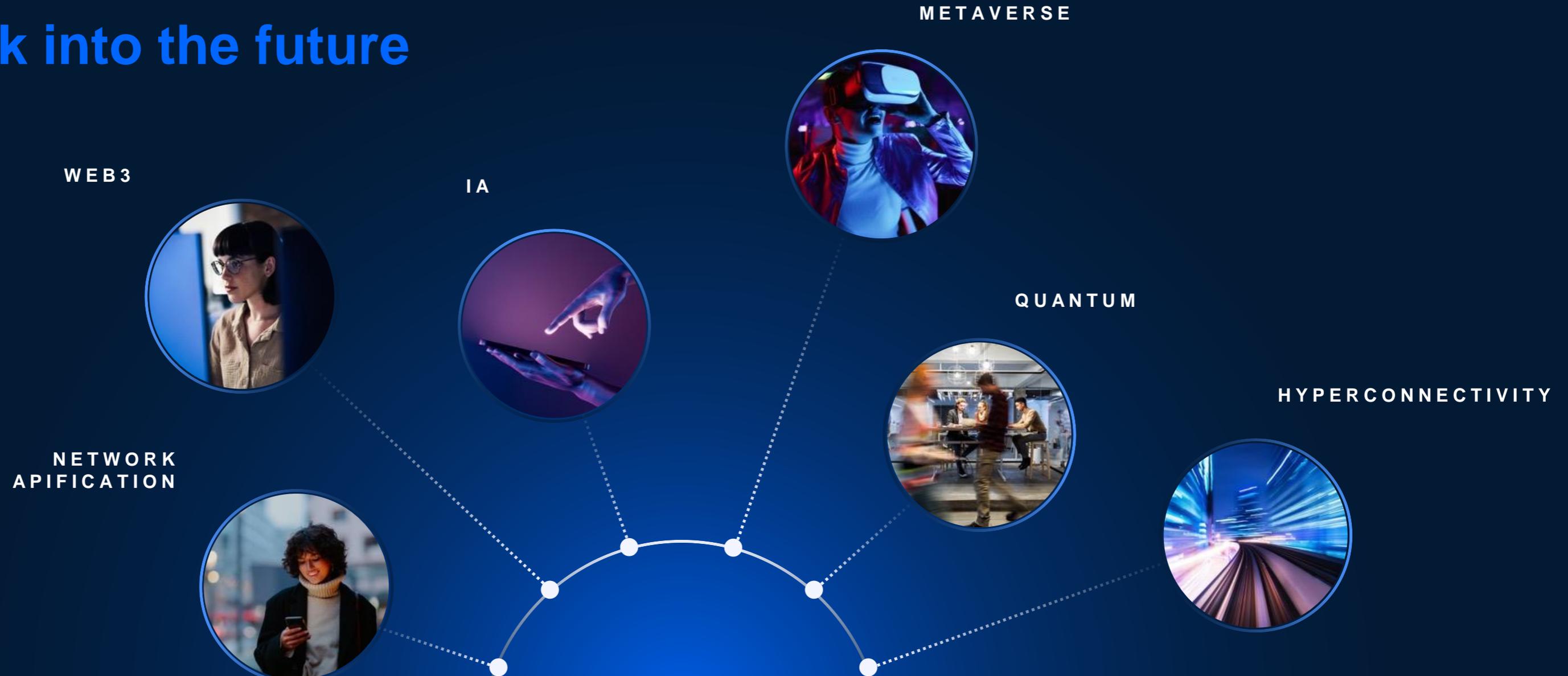
4Y  
FN

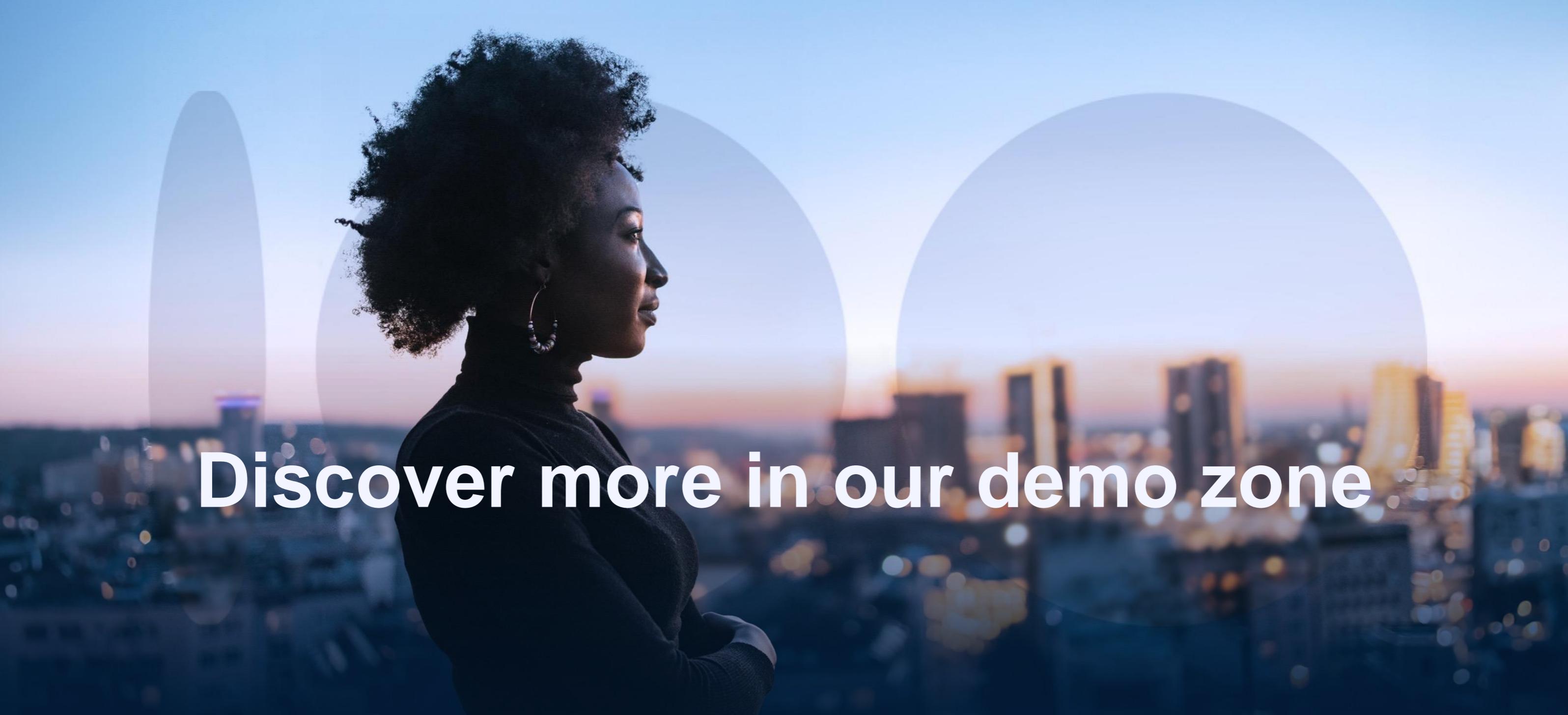
wayra  
Telefónica



DISCOVER MORE  
AT 4YFN

# A look into the future

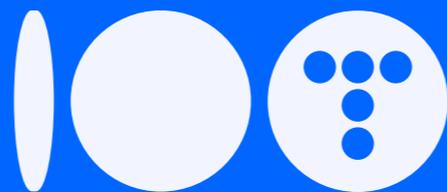


A woman with dark, curly hair is shown in profile, looking out over a city skyline at sunset. She is wearing a dark turtleneck and large hoop earrings. The background features a cityscape with illuminated buildings and a sunset sky. Three large, semi-transparent circles are overlaid on the background, creating a layered effect. The text "Discover more in our demo zone" is centered in the lower half of the image.

**Discover more in our demo zone**

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**Innovation is a path  
that leads to the  
future and our aim  
is to invent it**



**Telefónica**  
since 1924