Innovating in future solutions based on 5G, AI, and automation

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Telefónica y NTT DATA Telefónica and NTT DATA collaborate closely in the development of innovative applications for the deployment of solutions based on 5G, Artificial Intelligence (AI), Machine Learning, automation, and data analytics. Companies in the telecommunications sector are currently facing a major challenge due to the widespread deployment of 5G, where it is relevant to develop all the potential and possibilities that this technology enables beyond the first tools that already exist, so large corporations are already working intensively and jointly with different technology companies to be able to add value to the new ecosystem.

In the context of the DTW (Digital Transformation World) organized by TM Forum, NTT DATA presented different solutions for the Spanish telecommunications company, through two Catalyst Projects, proofs of concept that are carried out in collaboration with other companies in response to a challenge presented by a “champion”, in this case, Telefónica.

The requirements were based on the need to provide diversified connectivity sales models, such as the established zero touch – a cloud network model that does not require intervention, but rather takes care of itself – which makes the sales cycle more efficient and operational, all driven by 5G in combination with Artificial Intelligence, data analysis, and automation. From this premise stems one of the two solutions presented at the forum.

On the one hand, together with Verizon and American Towers as “champions”, Telefónica poses a challenge to telecommunications companies in the evolution of their sales models towards the integration of these into the ecosystems of business partners. Using a zero-touch model – powered by 5G solutions for smart spaces that enable the deployment of Edge-computing technology- the Edge Smart Spaces beyond 5G project enables ecosystem management through unattended vending systems. Airports were chosen as an example – as they are commercial environments with a wide range of offerings,

high traffic, and a high number of transactions – for the application of these new commercial models. Thus, the test consists of the installation of a “Grab&Go” or unassisted purchase system, in which offers are implemented in an integrated ecosystem, monetizing the process by implementing the technology and the operation of the aforementioned ecosystem, paying per use and per transaction.

According to Javier García Jiménez, Head of Architecture in Telefónica’s Global team, “the combination of 5G, FTTH, and Edge technologies allows us telcos to significantly enrich our service offerings in the B2C, B2B, and B2B2X areas. In this Catalyst project, we have been able to explore, together with the rest of the industry, the challenge of exposing network capabilities and adapting business support systems (BSS) and operation systems (OSS). The ultimate goal has been to digitally and automatically enable the management of these service provisioning, delivery and monetization relationships with different players in the value chain within a marketplace.”

On the other hand, telecom operators have the need to anticipate network problems and failures that consumers may experience, and for this purpose data analytics, AI and automation play a big role. Thanks to information gathering driven by customer care automation in another project sentence, the solution presented in the Autonomous customer experience index for the zero-touch 5G network project is based on the creation of a Customer Experience Index (CEI) with a higher quantity and quality of data, which will help anticipate customer issues, and which will add more use cases based on AI and Machine Learning techniques that will accelerate the deployment of reliable and automated network processes.

According to Teodoro Lopez Palacios, partner of the Telecommunications Sector at NTT DATA, “the 5G deployment is creating a perfect moment for operators to extend their role beyond connectivity, allowing them to implement value solutions that will undoubtedly transform society and contribute to the sustainability of the different vertical industries. With the example of this project, one of the key aspects being addressed is the management of the ecosystem and the implementation of business models that allow obtaining value for all members of the different ecosystems. NTT DATA is committed to joint innovation with Telefónica to accelerate the realization of the benefits that 5G will enable.”

These solutions make it possible to take advantage of all the capabilities of the effective 5G deployment, which in its most evolved version helps companies to continue contributing social value and to the business ecosystem. The interconnectivity that this deployment makes possible the help to co-create joint solutions throughout this ecosystem, generating value and making the business remain sustainable and profitable over time, and driving an improvement in services for all users.

Note to the editor: Both projects, presented during the event, were developed with the participation and contribution of companies such as Nokia, Optare Solutions, Celfocus, Compax Digital, Red Hat, Pega, and Matrixx.

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