

Vom Hype zur Praxis: KI in der Telekommunikation – Projekte und Showcases

David B. Hofmann

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valantic



Who is talking?



David B. Hofmann

- Partner & Managing Director – Division Lead & TelCo Expert
- 20y Consulting Experience in Strategy Consulting & Digital Transformation in telco sector



valantic

- Europe's fastest growing digital consulting & solutions firms
- >4,000 experts in digitization from strategy to delivery, including 500 Data & AI experts



TelCo practice

- "Bester Berater" (Top-3) in GER for Technology & Telecommunications
- >25y Experience, more than >300 telco projects in Germany, Austria, Switzerland

We make data & AI work with proven methods, demonstrated thought leadership and 500+ Data & AI practitioners

Clear value proposition

make digital happen.
make data and AI work.

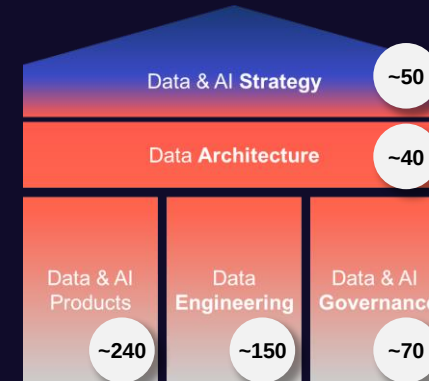


From strategy to execution:

We ensure our clients' successful transformation towards a **data driven organisation**.

We help to identify, prioritize, and launch **AI use cases and solutions to enhance our clients' capabilities**.

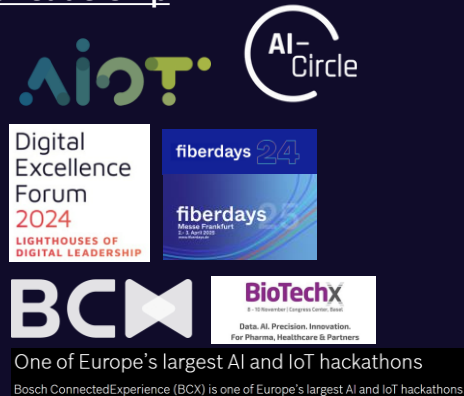
Strong ability to deliver



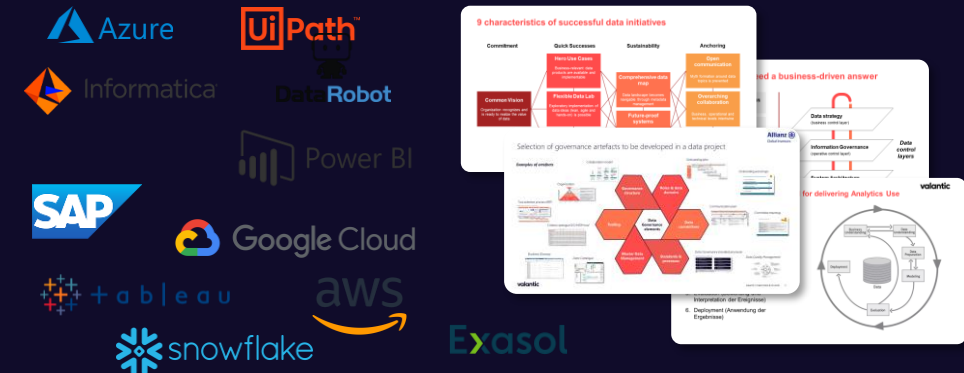
500+
valantic Data & AI experts

Demonstrated Data & AI Thought Leadership

- Founded AIoT user group, AI Circle BW
- AI Track at valantic Digital Excellence Forum '24
- Keynotes & hackathons at leading industry events

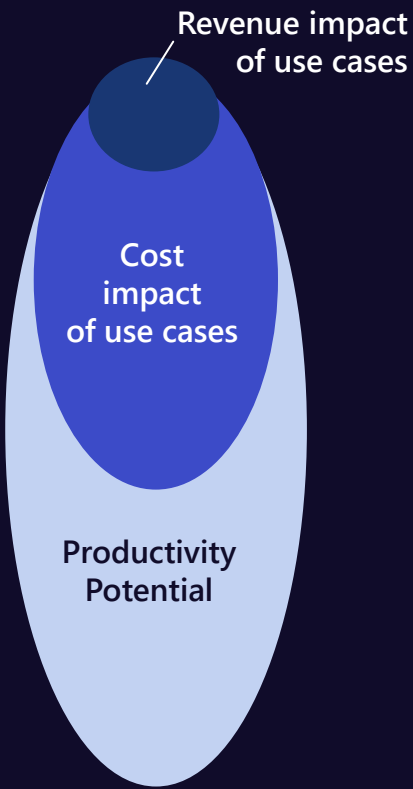


Proven methods and technologies

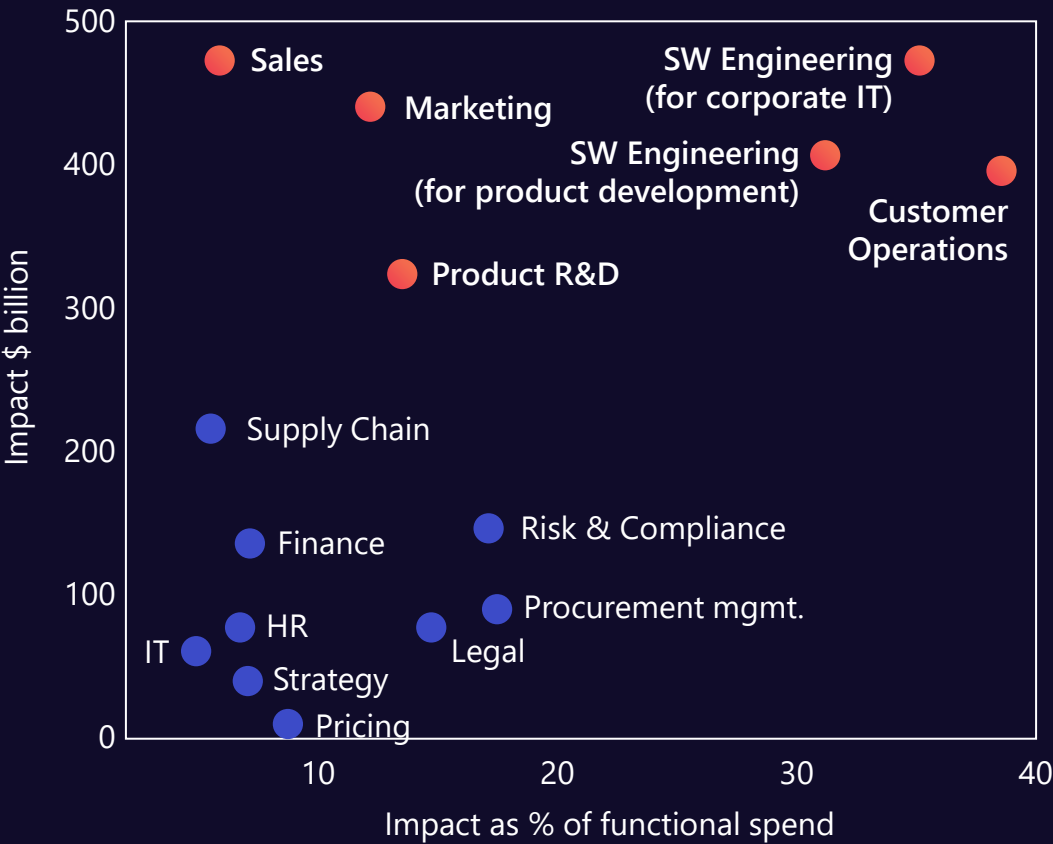


Economic potential of GenAI: Global impact of USD 2.6-4.4 trillion annually delivered from 63 use-cases spanning 16 business functions

Value Driver

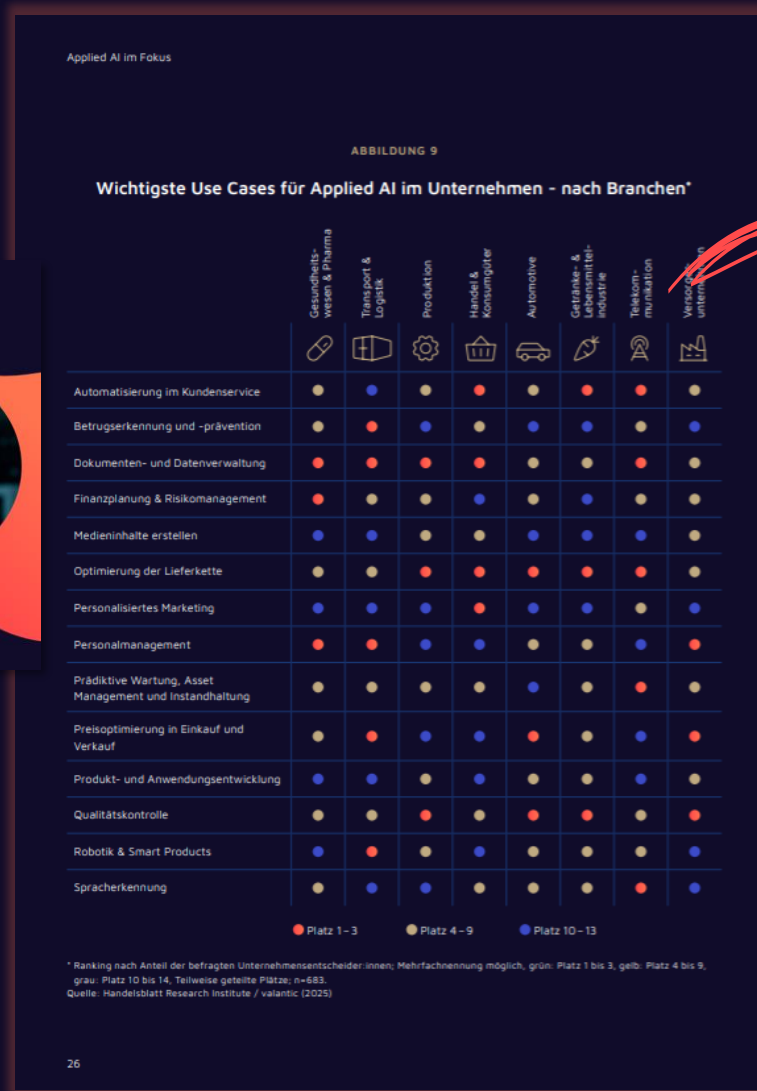


Functions & Use-Cases ● ~75% of impact



Industries (sorted by value impact)

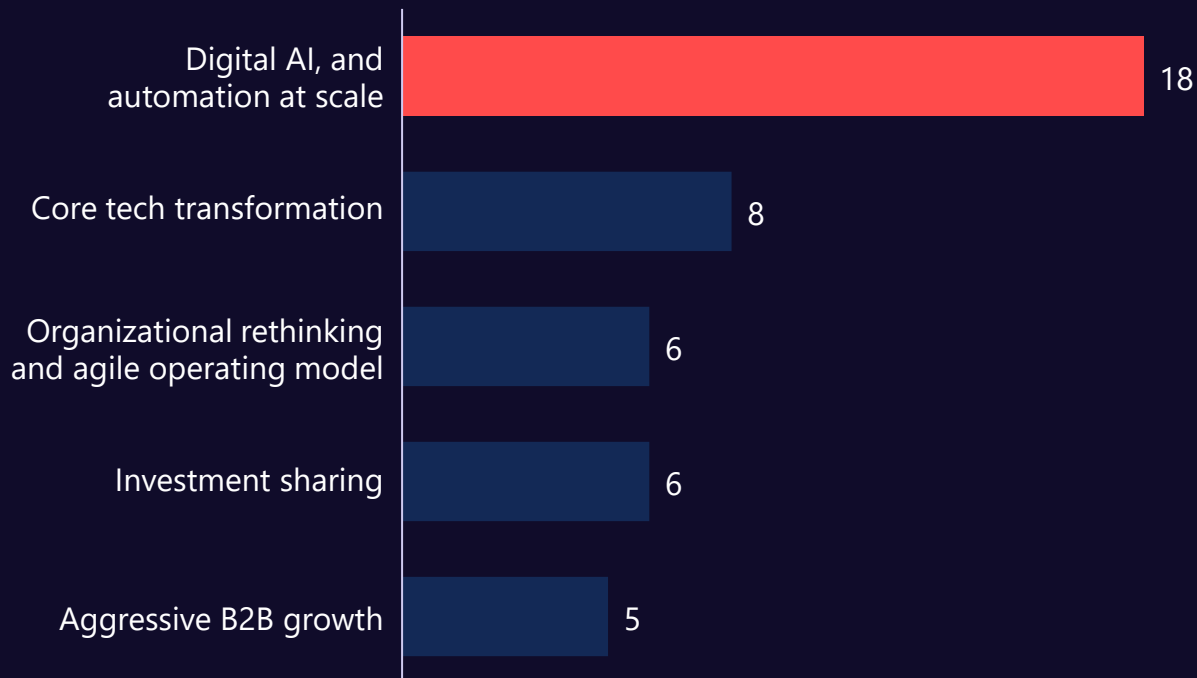
- 1) High Tech & Telecommunications
- 2) Retail
- 3) Banking
- 4) Travel, transport, logistics
- 5) Advanced Manufacturing
- 6) Consumer Packaged Goods
- 7) Healthcare
- 8) Admin & Professional Services
- 9) Energy
- 10) Education



Only **27%** of telco executives
in Germany rate their sector as
leading in AI compared to
other industries...

...but (Gen)AI is seen as the most important lever for value creation, cost efficiency and growth in telco

Share of telco C-suite executives citing lever as most important for value creation (Top 5, in %)



64%

Focus on scaling (Gen)AI

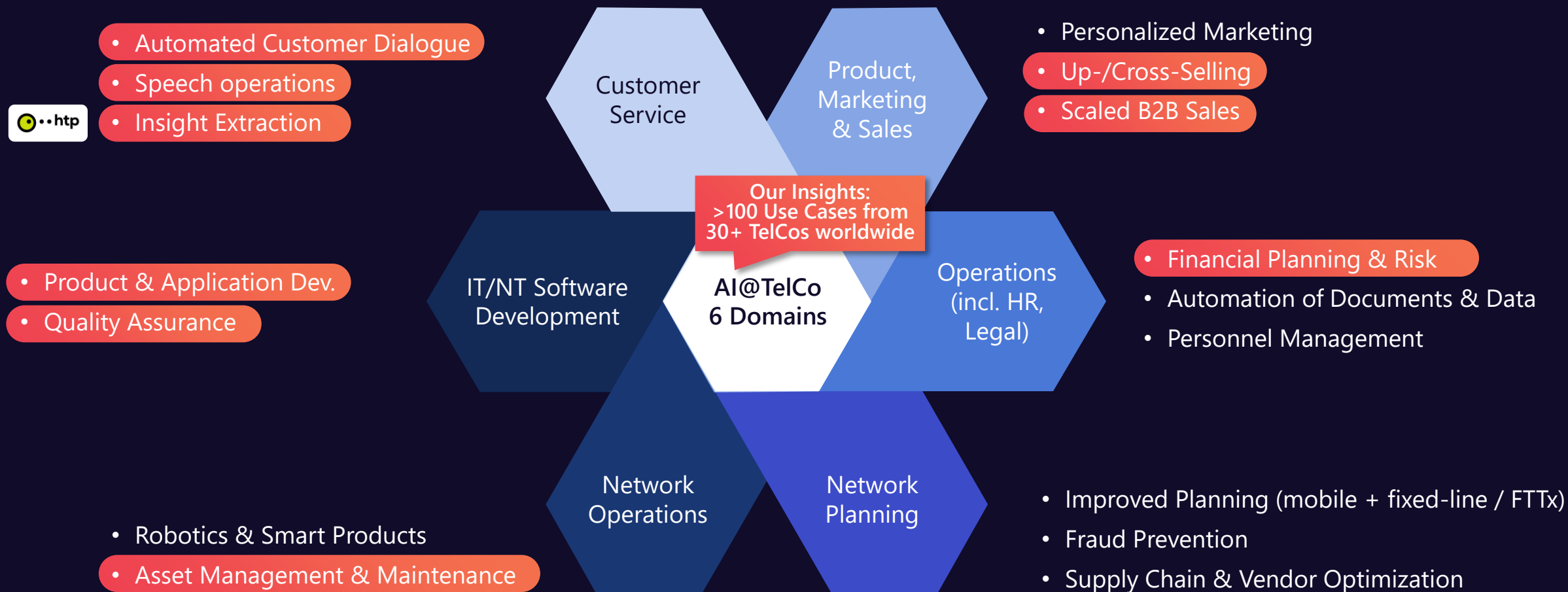
50%

currently capturing impact from (Gen)AI

75%

have already achieved more than 20% of their expected ROI from AI projects

Today, AI enabled telcos are scaling use-cases in 14 different application clusters:



Traditional ML vs. GenAI for Classification Tasks

E-Mail-Klassifizierung

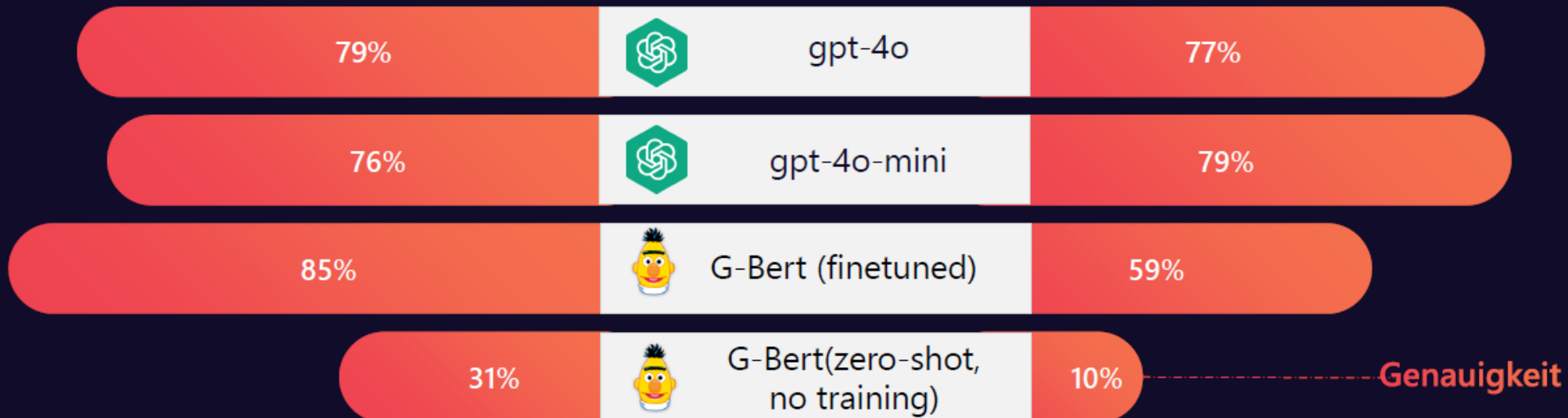
Kategorisierung in eine von sechs Klassen:

- **Cancellation**
- **Bandwidth**
- **Disruption**
- **Customer Inquiry**
- **Payment**
- **Double Payment**

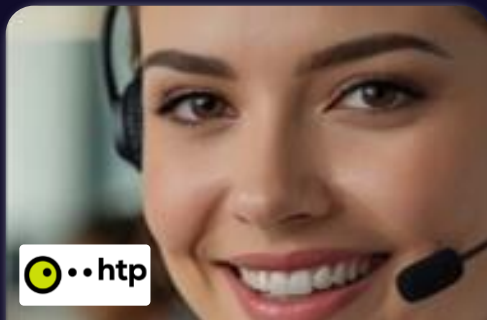
Sentiment-Klassifizierung

Kategorisierung in eine von drei Klassen:

- **Neutral**
- **Dissatisfied**
- **Angry**



TelCo Applied-AI Use-Cases #1-4



AI empowered voice bot and complaint mgmt.

Ensure 24/7 availability in Customer Service and improve intent classification >85%

Customer Service

Automated Cust. Dialogue

Productivity + Costs



Conversational AI for customers+employees

From Magenta TV voice control to AskT to FTTH chatbot for field service

Customer Service | Operations

Speech Operations

Productivity + Costs



GenAI scaled NE4-Ausbau

Support B2B sales teams to be more productive in cations with building owners and suppliers

Product, Marketing & Sales

Scaled B2B Sales

Productivity



GenAI empowered Requirements Engineer.

Save ~50% of time translating business requirements into SW features including QA

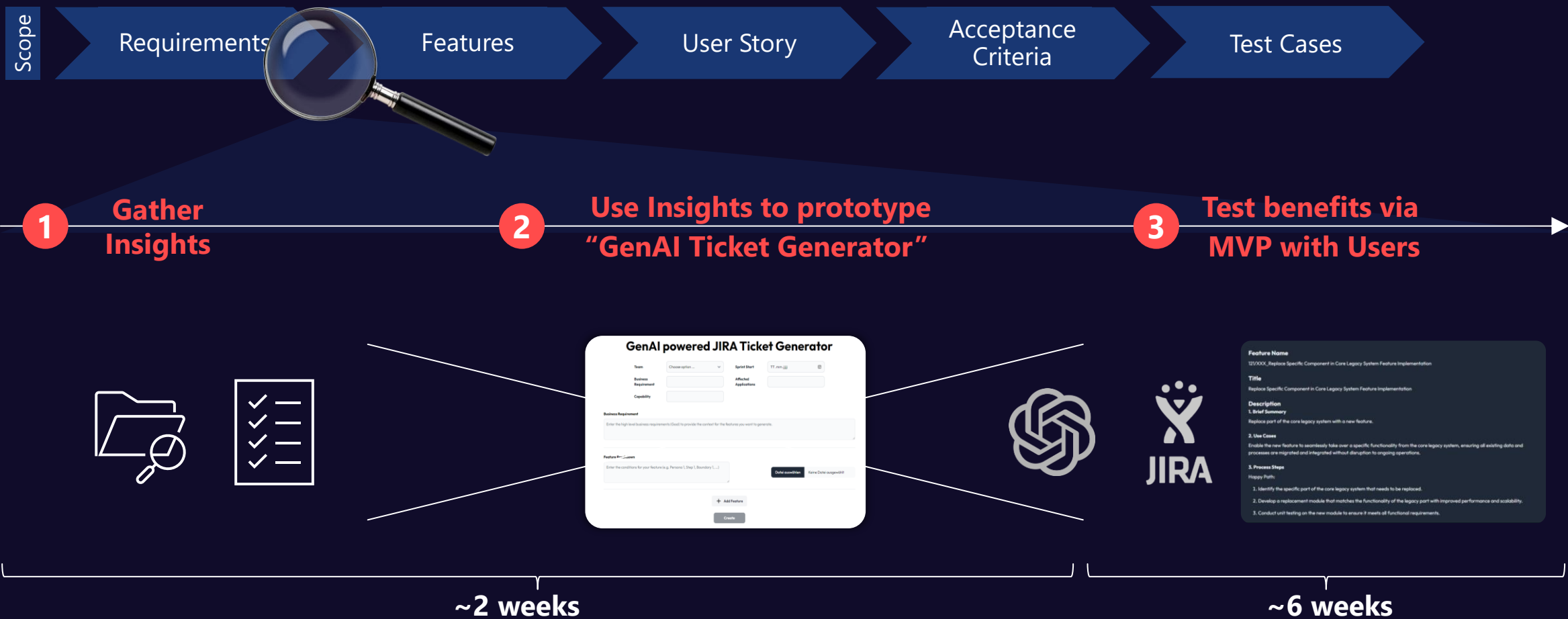
IT/NT Software Development

Product & Application Dev.

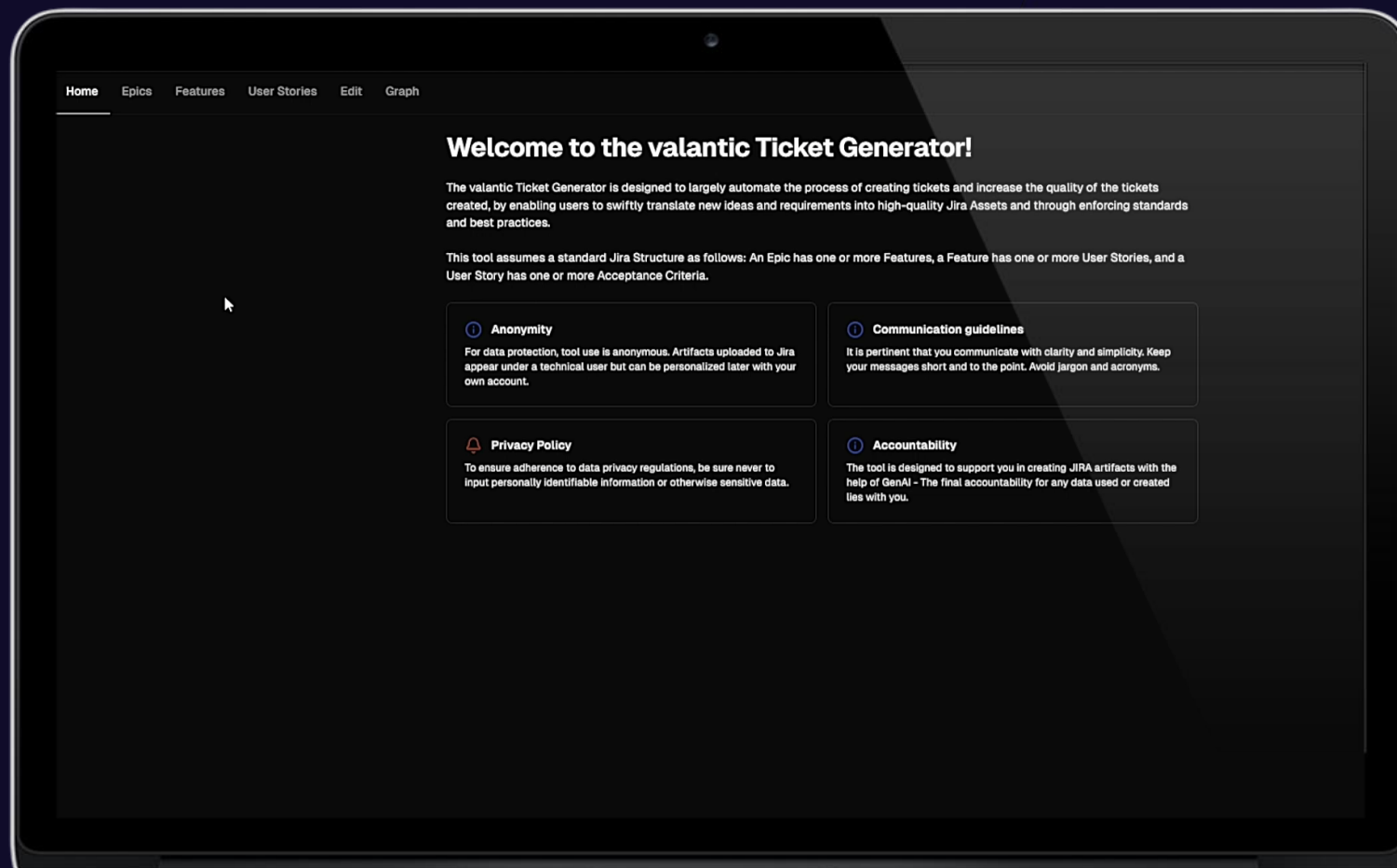
Productivity + Costs

Deep Dive

Deep Dive – GenAI empowered IT Requirements Engineering (1/3): Increase productivity of requirements engineers and quality of output



Deep Dive – GenAI empowered IT Requirements Engineering (2/3): Despite limited functionality MVP#1 already exceeded expectations

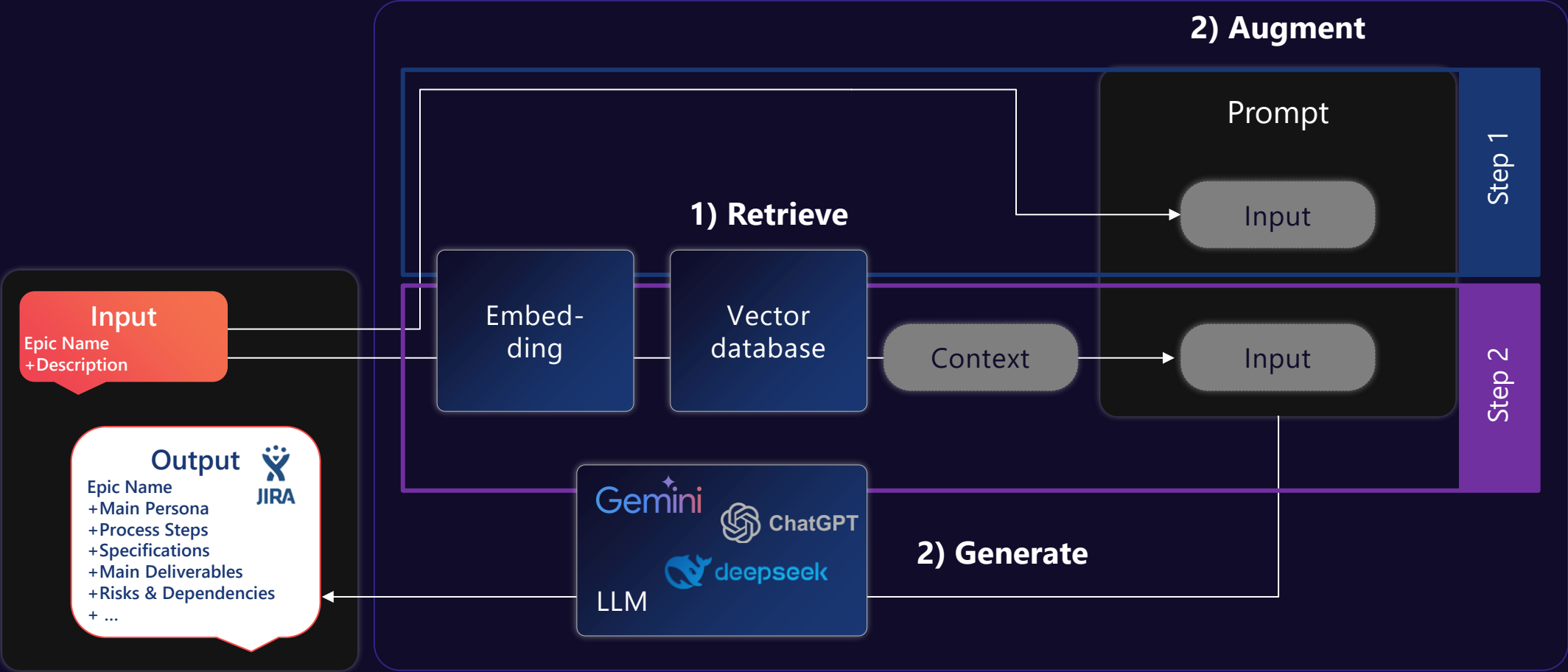


Results MVP#1 (2 months, 6-8 User):

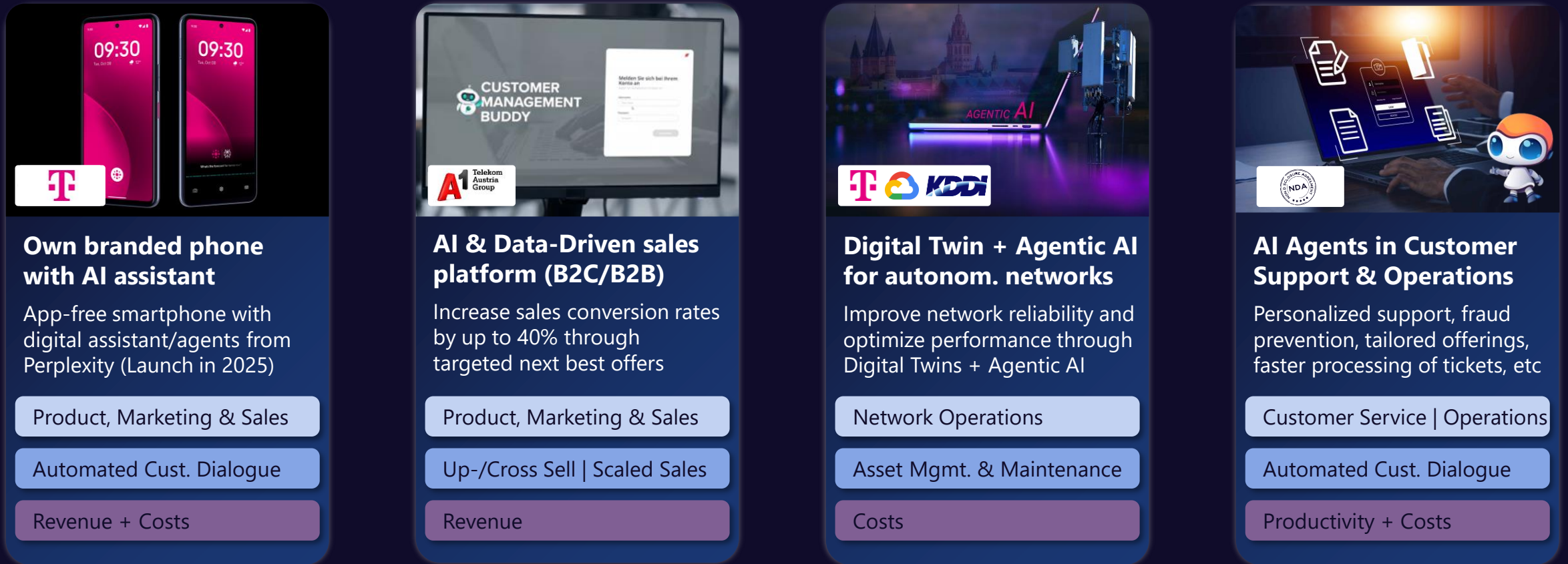
2x Productivity gain:
~50% of time to translate
requirements into features

30% less defects
SW Engineers and Testers estimate
30-40% defect reduction, if all
features have this quality

Deep Dive – GenAI empowered IT Requirements Engineering (3/3): In the future, the added value can be significantly increased via RAG*

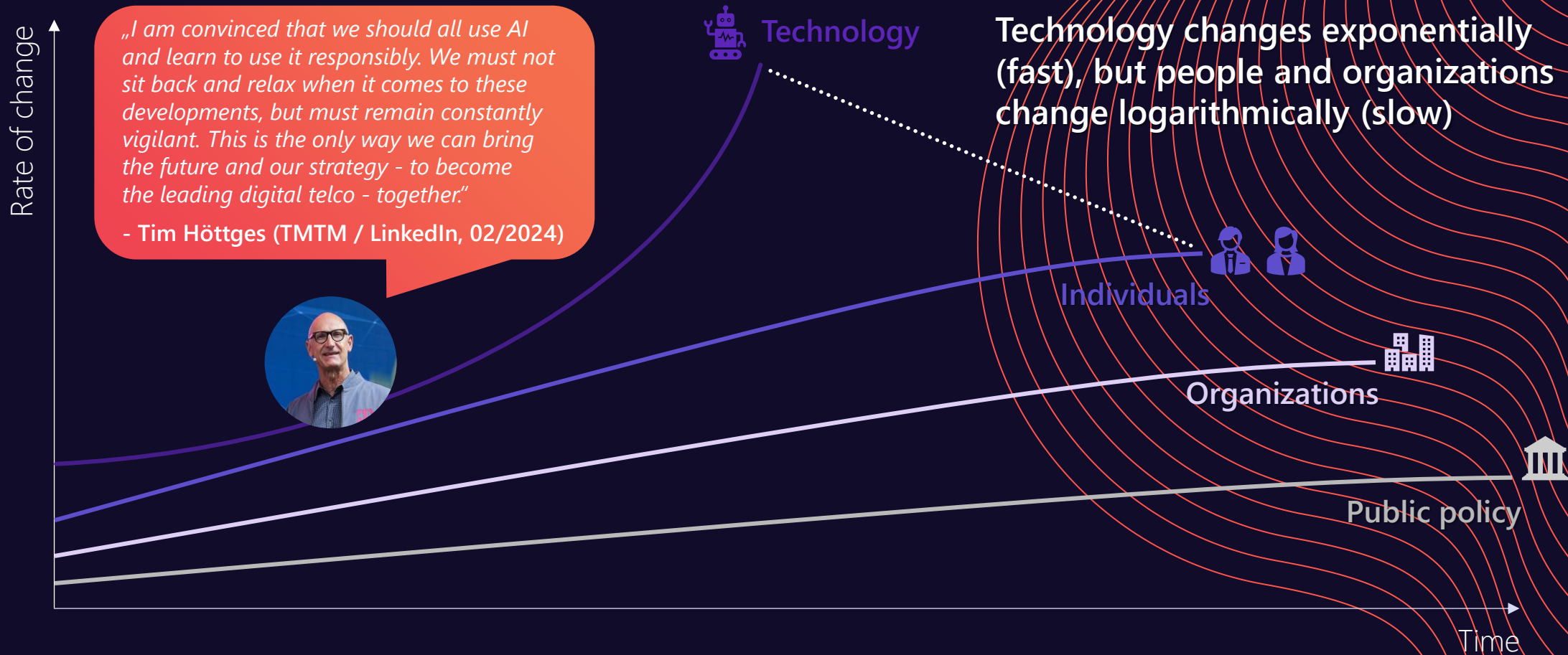


TelCo Applied-AI Use-Cases #5-8

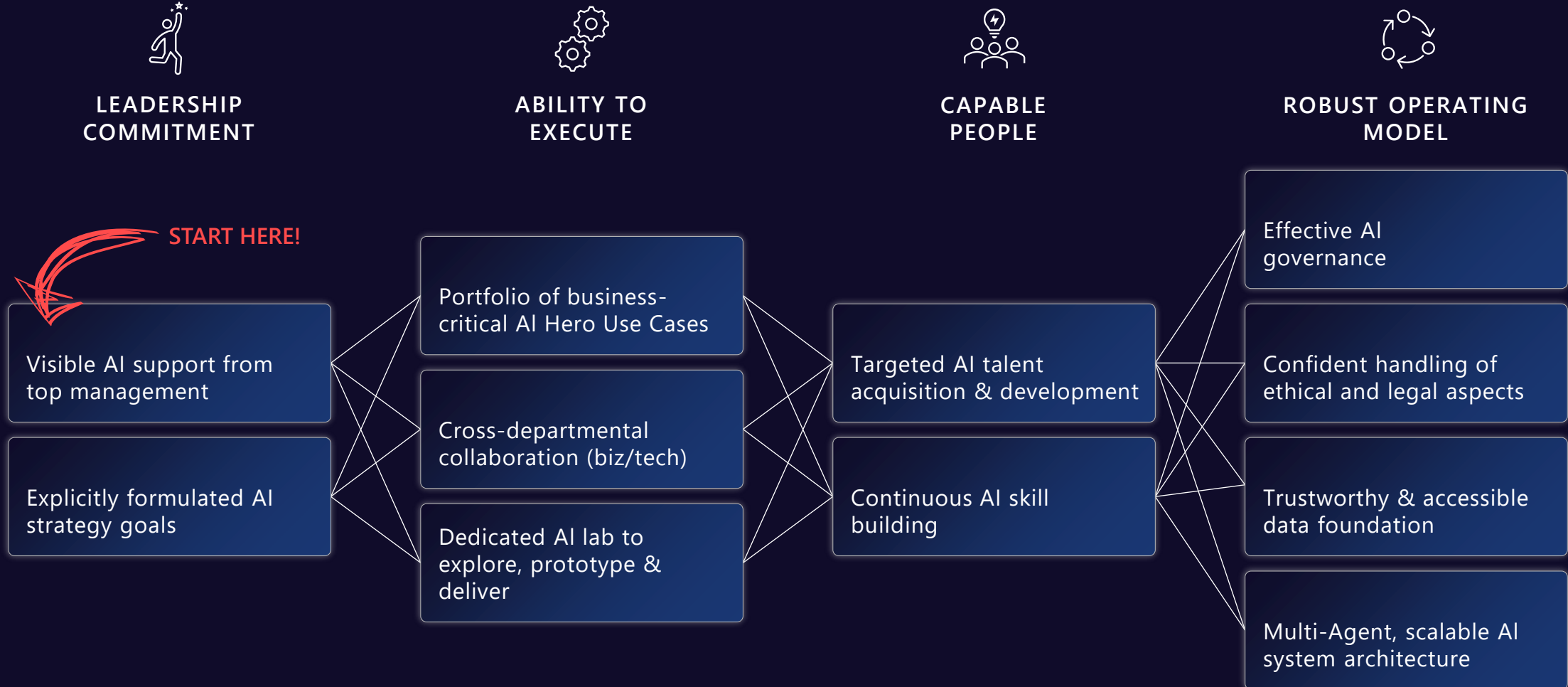


Law of technology disruption and organizational change:

Take it seriously, be willing to experiment and ready to scale success stories



What we believe in: 11 success factors of AI enabled organizations



Our valantic service offerings help you in every step of your (Gen)AI journey

Empower your teams with AI capability building

Value proposition

- Make diverse teams of knowledge workers perform better using GenAI
- Train/build prompt engineering skills
- Discover daily business applications for (Gen)AI to increase efficiency
- Engage in group discussions to reflect on profitable experiences

Deliverables

- Hands-on workshop experience for up to 100 participants
- A handy prompting cheat sheet for text and image creation

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Our service offering

- Initial AI skill assessment through a simple questionnaire
- Customized training designed for your team's needs



PRICING
From 5.000,-€

DURATION
Min. 2h workshop

Enable
(Gen)AI

Craft your (Gen)AI vision in our Masterclass

Value proposition

- Understand the significance of (Gen)AI for your organization
- Craft a visionary (Gen)AI strategy with impactful use cases
- Expand horizons with external expert perspectives
- Tailormade practical exercises and discussions

Deliverables

- Your individual high-level (Gen)AI strategy (vision statement and business goals)
- Longlist of potential use cases
- Common strategic top-down starting point

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Our service offering

- Preparation of workshop incl. 2-3 pre-interviews
- Implementation of hands-on onsite workshop
- Documentation and processing of results



PRICING
From 10.000,-€

DURATION
4h workshop
(+ preparation & documentation)

Envision
(Gen)AI

Identify your (Gen)AI hero use cases

Value proposition

- Explore (Gen)AI use cases to optimize core processes and daily tasks and discover new possibilities for your company
- Prioritize GenAI projects to focus on the ones that will bring the most benefits and can be successfully implemented in your workplace

Deliverables

- High-level maturity assessment
- A longlist of (Gen)AI use case ideas
- A prioritized shortlist of well-described (Gen)AI hero use case incl. concepts

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Our service offering

- Preparation with interviews and surveys
- 2-day workshop to evaluate and prioritize the use cases
- Synthesis with high-level recommendations



PRICING
From 25.000,-€

DURATION
2-4 weeks preparation +
2 days use case ideation
workshop
+ synthesis/documentation

Explore
(Gen)AI

Prototype & validate your (Gen)AI use case

Value proposition

- Get advice on whether to do a (Gen)AI project
- Assess (Gen)AI ideas for their profitability, user appeal, and feasibility to ensure they're worth your investment
- Use customized evaluation techniques like cost-benefit analysis, user testing and proof-of-concept prototyping

Deliverables

- Business viability, technological feasibility and user desirability assessment (incl. business case, clickdummy, prototype)
- Decision document for Go / No-Go decision

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Our service offering

- 2 weeks validation sprint, incl. preparation
- Development of a proof of value prototype, incl. UX / UI concept / clickdummy
- Business Case development



PRICING
From 30.000,-€

DURATION
1 week use case understanding +
2 weeks prototyping & validation
sprint
Additional sprints as needed

Evaluate
(Gen)AI

Develop fully functional (Gen)AI solutions

Value proposition

- Turn AI ideas into working solutions that enhance your business flow
- Get full AI development and integration from our agile GenAI team
- Customize AI to tackle your business challenges and deliver fast results

Deliverables

- A cross-functional team of AI specialists, including UX / UI, data scientists, developers, and project managers
- Production-ready AI solutions that are scalable, reliable, and aligned with your strategic goals

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Our service offering

- Crafting project timelines and success milestones
- Integrating AI seamlessly with existing systems
- Building tailored AI solutions with a cross-functional team



PRICING
Pricing on request

DURATION
Multiple of 2-week sprints -
following agile development
cycles

Deliver
(Gen)AI

Develop customizable GenAI chatbots like vally

Value proposition

- Enhance company productivity with an AI assistant that organizes daily tasks, distills insights from documents, and automates form-filling for streamlined operations.
- Access information effortlessly with AI that integrates with your data systems, improving decision-making across all business areas.

Deliverables

- Customized version of valantic GenAI product 'vally' (ChatGPT frontend)
- Available as SaaS / Managed Service / 'Built for you'-option

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Our service offering

- Scalable Azure-based GPT-4 access with LLM interchangeability
- GDPR-compliant data security with Europe-only storage
- Tailored user experiences for enhanced adoption and customizable front-end
- Rapid deployment with adaptable pricing options



PRICING
From 50.000,- €
depending on the
implementation setup

DURATION
Multiple of 2-week sprints -
following agile development
cycles

Deliver
(Gen)AI

Get in touch!

David B. Hofmann
david.hofmann@nxt.valantic.com
+49 151 51455033



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