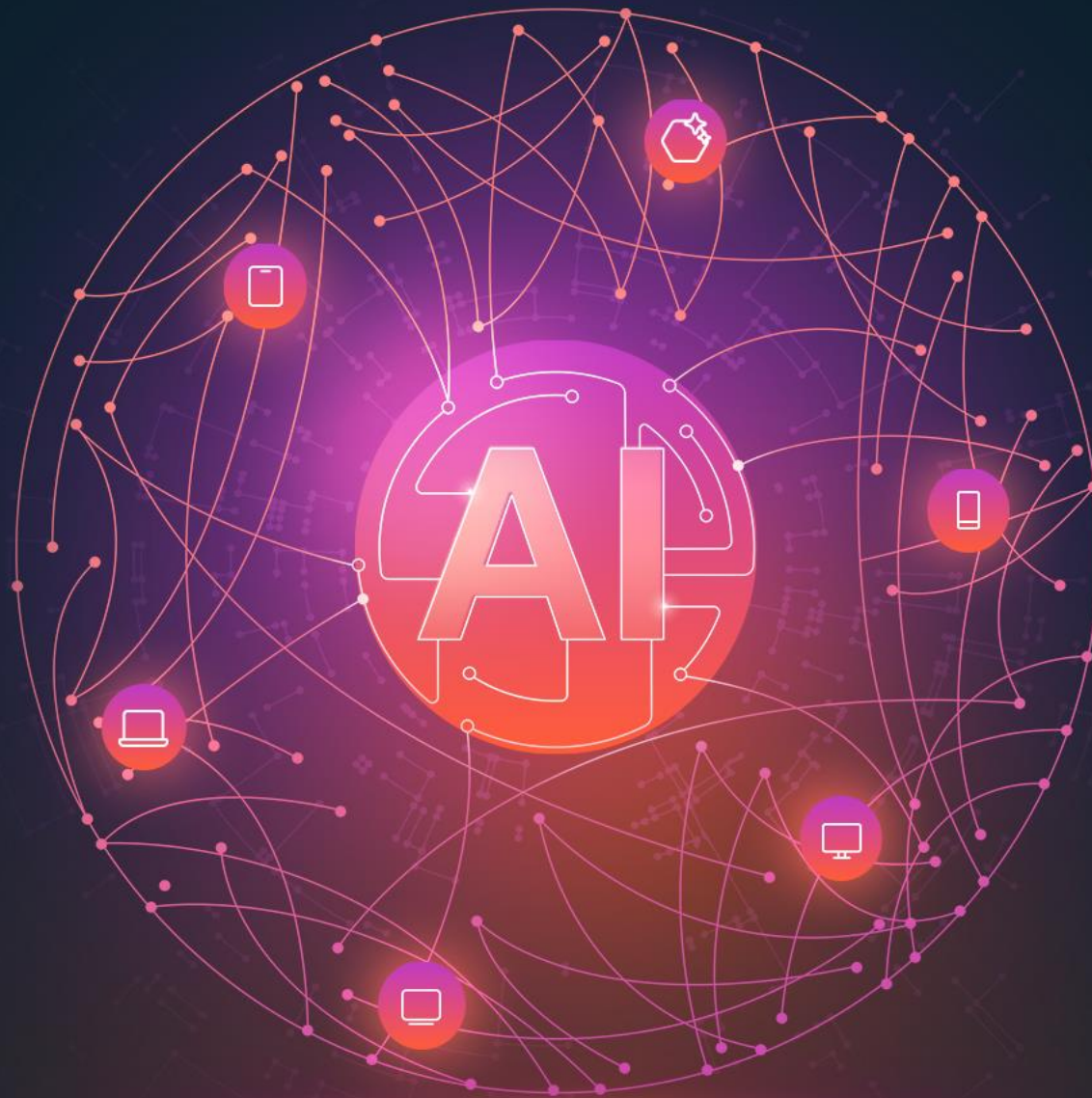




# Transforming Telecom with AI & 5G

Robin Cole, VP Engineering  
Microsoft



AI is reshaping our world.

Not in years. Not in months. Right now.

**Making the impossible now possible.**

Self healing and self organizing networks.

# AI is transforming Telecom and 5G.

From commodity connectivity to competitive differentiator.

# Transforming Telecom and 5G Networks with GenAI



## Network Optimization and Automation

Predict traffic patterns, optimize resource allocation, and reduce downtime



## Improved Operational Efficiency

Streamline fault detection, maintenance, and real-time monitoring, reducing operational costs and enabling faster issue resolution.



## Enhance Customer Service

Increase reliable connectivity, better quality of service, personalized services



## Revenue Diversification

Unlock new business creating tailored, data-driven offerings beyond traditional connectivity services.



## Strategic Insights and Decision Making

Improved strategic planning and investment decisions, helping operators better navigate the competitive 5G landscape.

# Enabling Telecom and Network Operator Developers



## Azure AI Foundry



**Copilot Studio**



**Visual Studio**



**GitHub**



**Azure AI  
Foundry SDK**



### Model Catalog

Foundational  
models

Open-source models

Task models

Industry  
models



**Azure OpenAI  
Service**



**Azure  
AI Search**



**Azure AI  
Agent Service**



**Azure AI  
Content  
Safety**

Evaluations

Customization

Governance

Monitoring

### Observability

# AI Foundry and Copilot - All Devs Are Welcome!

Low Code | No Code | Pro Code



User Friendly  
Development  
Intuitive Interface  
Rapid Prototype  
Agility



Enhanced  
Collaboration  
Unified Platform  
Cross Functional Teams  
Accelerated TTM



Efficient and Scalable  
Reduced Development Costs  
Scalable Solutions  
Flexible Functionality





## Customer Service Enhancement

Ask Telstra and One  
Sentence Summary



## Operational Automation

and Developer  
Productivity



## GenAI Lab and Center of Excellence using amAlz



# Let's Build **TOGETHER**

Power your business transformation with  
Microsoft AI and cloud-based technology

Learn more about our  
announcements here:

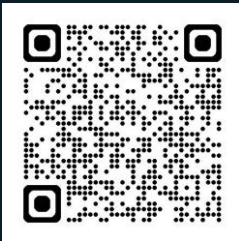
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# Thank you