

# MWC 2022

## AI Convergence: The Next Telco Frontier

**Orange** Innovation  
Data and AI strategy



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# Data and AI central to our Engage 2025 strategic plan

## Ambition #3

Place data & AI at the heart of our innovation model

## Key priorities

Smarter Networks

Reinvented Customer Experience

Greater Operational Efficiency

Responsible and Sustainable Data and AI



**Use Cases &  
Governance**

**Infrastructure &  
Tools**

**Skills &  
CULTURE**

# Data and AI are a common wealth

**Drive value**

*Set up common value measurement and Deliver strategic use cases*

**Break silos and  
democratize data and AI**

*Accelerate transition to public cloud and  
Operationalize data governance*

**Scale adoption**

*Extend our industrial AI strategy,  
Adapt our org structure, and  
Continuously Hire/Reskill/Upskill*



Google Cloud

# Google Data and AI partnership

## Why?

- Scale valuable use cases for smart networks, operational efficiency, and customer experience
- Demand-based compute, decoupled storage
- Focus on value generation and competitive advantage versus maintaining on-prem infrastructure

## How?

- With **Google's GoTransform program**, we have expert support for our technical and cultural transformation

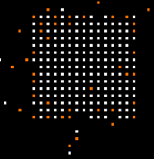


## Smarter networks

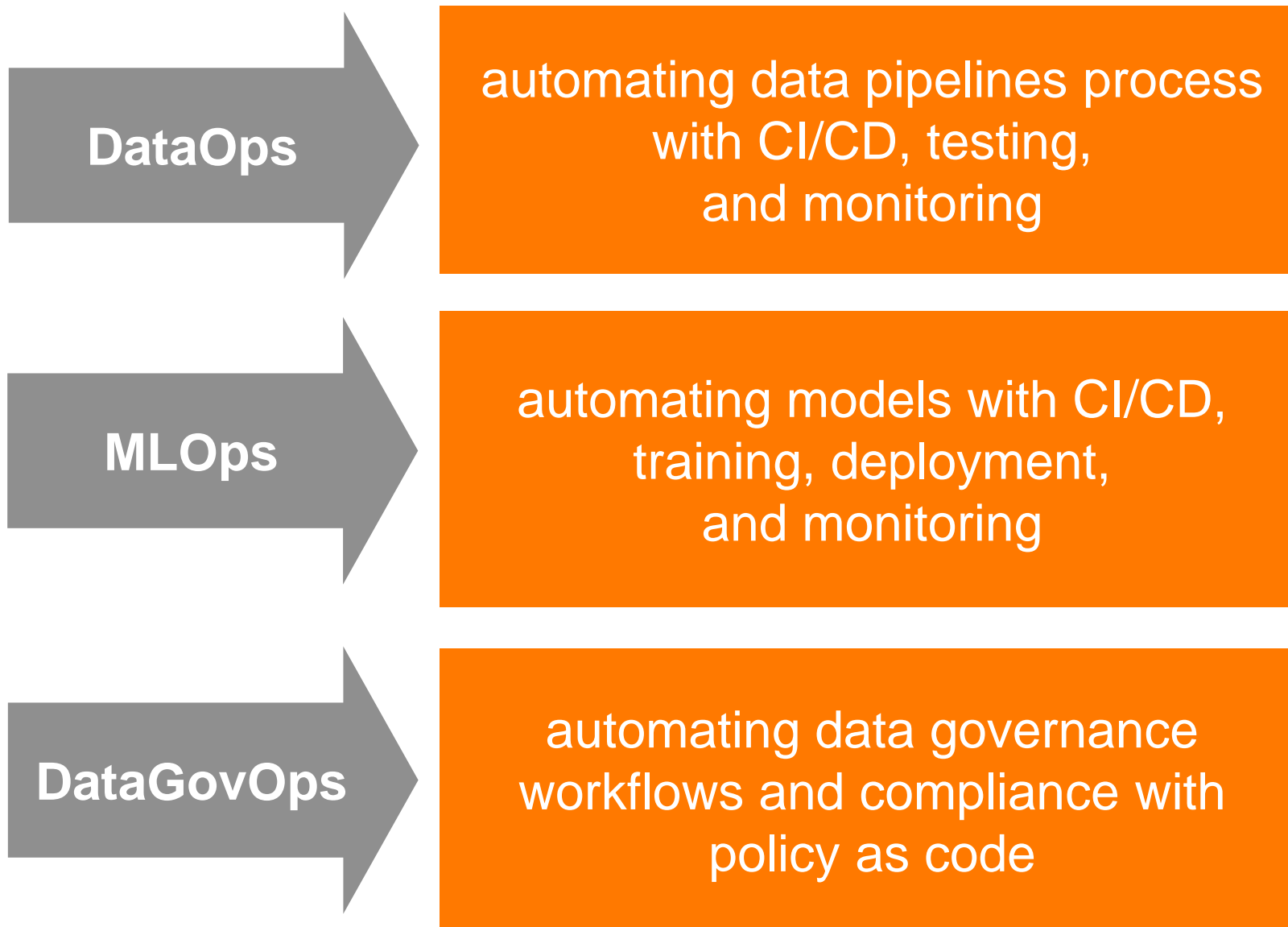
More personal, adaptive, efficient, resilient, sustainable, and secure with AI

## Key initiatives

- **Network traffic congestion prediction**  
Algorithms to improve efficiency of our Radio Access Network and avoid traffic overloads
- **Network security**  
AI fraud detection system identifying suspicious behaviours on our international mobile network
- **Network planning**  
Fixed and mobile AI network planning tools and analytics to increase CAPEX efficiency
- **Intelligent management of network resources**  
Systems to guarantee QoS, while optimizing resource allocation and power consumption



# DataOps + MLOps + DataGovOps = Data Democracy



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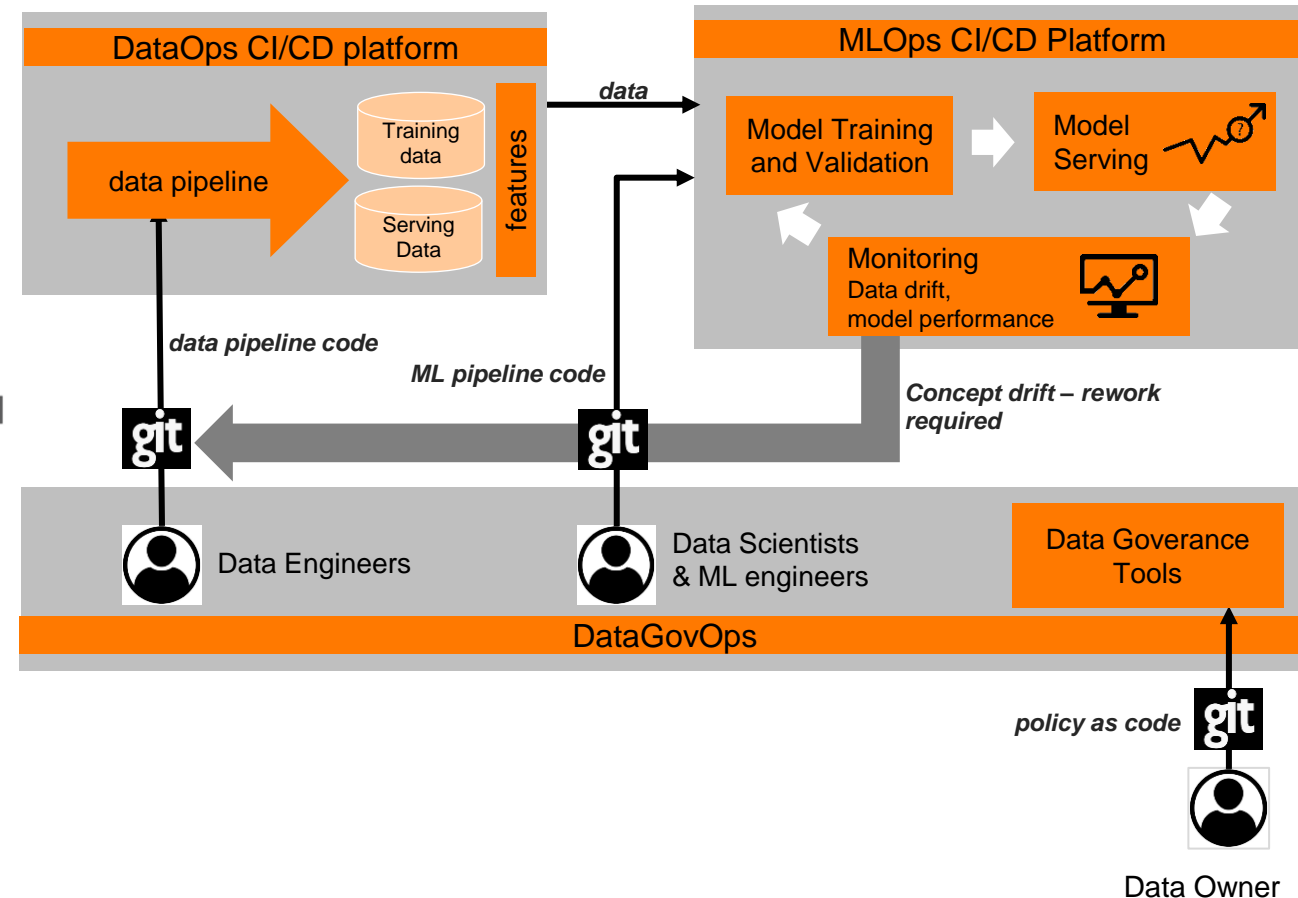
## Data Democracy is not Data Anarchy...

### Data Governance Focus

1. Business Glossary & Data Catalog
2. Data Lineage
3. Data Quality Definitions
4. Data Security
5. Defined Roles and Responsibilities

### DataGovOps Focus

1. Business Glossary & Data Catalog As Code
2. Process Lineage
3. Automated Data Testing
4. Self Service Sandboxes and Test Data Management
5. Agility in Defined Roles and Responsibilities



Thank you

