



**NICE/FRANCE**  
**14-16 MAY/2019**

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**INTELLIGENT  
OPERATIONS  
FOR A 5G WORLD.**

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# INTELLIGENT OPERATIONS FOR A 5G WORLD.

Digital Transformation World 2019 offers three immersive days of inspiration, knowledge sharing and collaboration for business and technology professionals leading and delivering transformation programs in the telecoms and digital industries.

The next decade will be one of opportunity – for those who can move fast enough. As established industries race to digitize, expectations and hype for new technologies such as 5G are sky high. Seizing the opportunity and remaining competitive in existing markets demands a revolution in the operating model – transforming time-to-market from years to days; simplifying and automating across the business; revolutionizing IT and embracing agile ways of working.

## Why attend?



### Connect with 3000+ worldwide senior telecoms executives

across 3 days of networking,  
inspiration and learning



### Five conference tracks

focused on the top challenges  
our members have identified –  
from becoming a 2025 digital  
operator to monetizing the 5G  
opportunity



### 200+ industry leading speakers

offering you key practical next  
steps on transforming to a  
digital business



### 30+ proof-of-concept Catalyst projects

cutting-edge innovative  
solutions collaboratively  
developed by TM Forum  
members using TM Forum  
best practices, tools and  
standards.

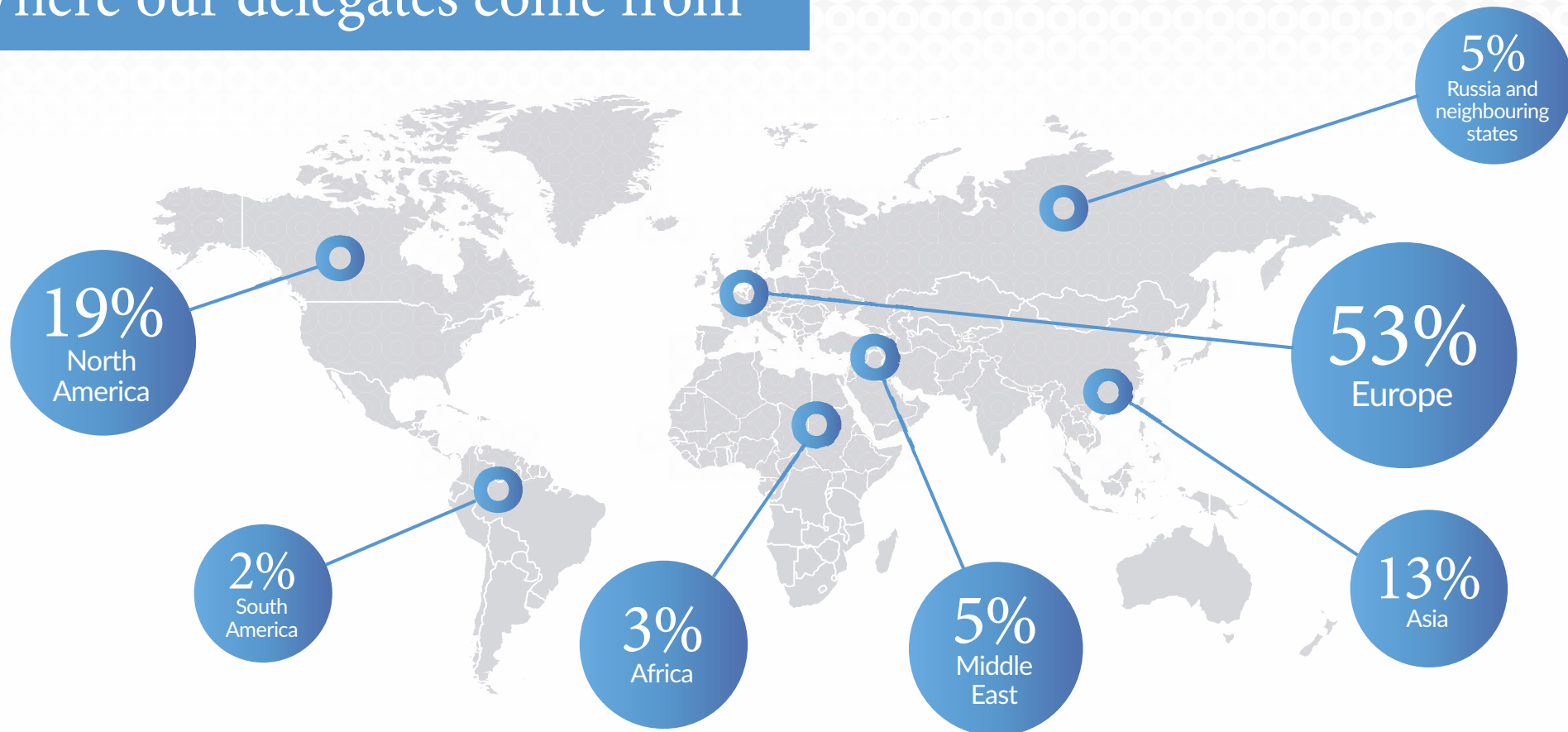


### A reinvented expo

demonstrating the latest  
technology and digital products  
with a live demo theater and  
interactive, open campfire  
sessions



# Where our delegates come from\*



\*2018 figures



**70+**

Exhibiting  
Companies



**234**

Speakers



**3,244**

Tweets during the  
show with  
#TMFDigital



**120+**

Catalyst  
Collaborating  
companies



**148**

CSP CxOs



**100+**

Senior delegates at  
the VIP Gala Dinner



**102**

Countries





# What's new for 2019



**NEW!**

## Start-up Alley:

See what the industry's latest and most innovative start-ups have to offer – all in one dedicated place



**NEW!**

## AI Zone:

Be inspired by how AI is driving digital transformation, with examples from leading suppliers and Catalysts



**NEW!**

## Innovation tours:

Don't miss a thing. These tours take in exhibitors, Catalysts, start-ups, product demos and TM Forum resources



## Digital Leadership Summits

Invitation-only workshops that bring together communication service providers C-Level executives, to share experiences and debate opportunities around digital transformation. The Summits:

- 2025 Operator Summit
- Digital Customer Summit
- Network Transformation Summit
- Cloud-native IT Summit



**NEW!**

## Campfire sessions:

Focused debates on the show floor with a maximum of 25 participants. Learn from your peers in this intimate format



**NEW!**

## Demo Theaters:

See the most innovative and relevant products in action in this interactive setting



**NEW!**

## Global Architecture Summit

An interactive workshop-style experience aimed at architects, designers and technology innovators with a number of speakers, discussion sessions and round tables providing insights into architectural issues and opportunities faced by teams and organizations worldwide



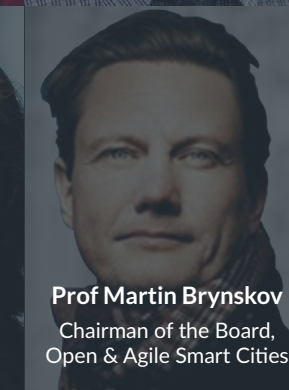
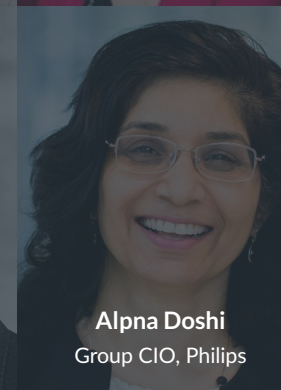
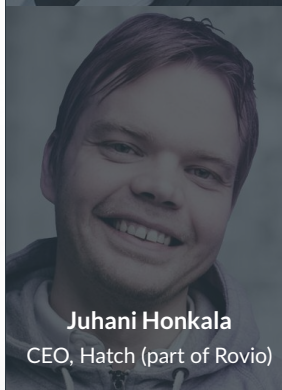
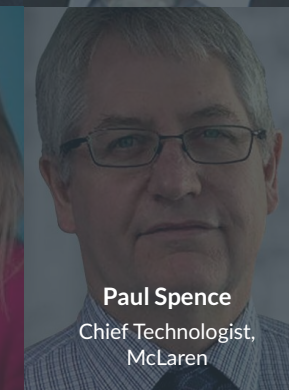
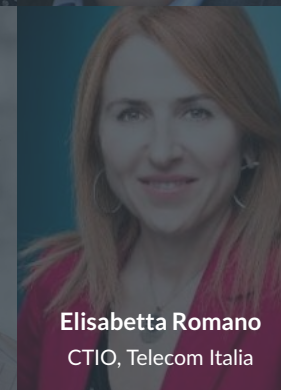
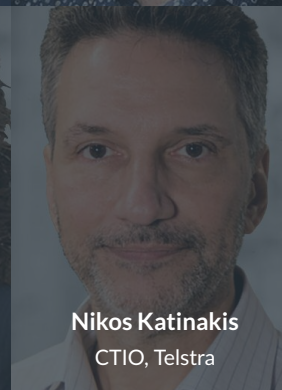
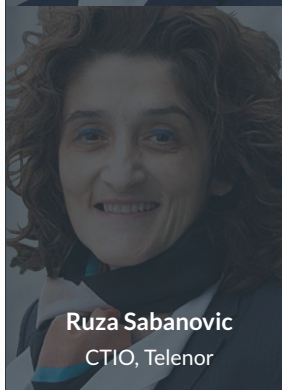
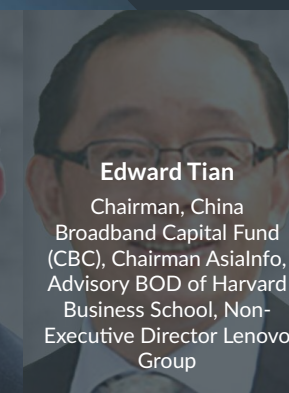
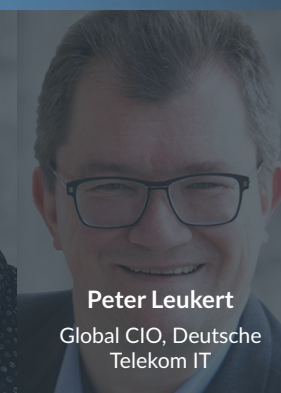
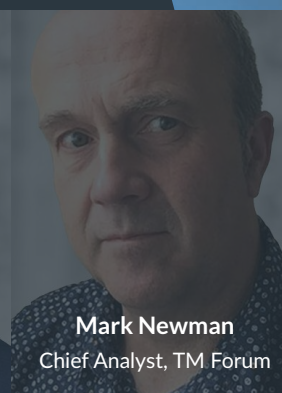
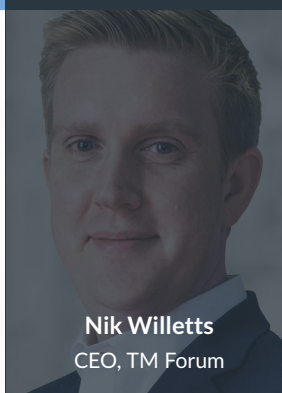


# The general session debate

The next decade will be one of opportunity for the telecoms industry – for those who can move fast enough. A new wave of B2C and B2B digitisation is on the horizon promising considerable industry growth. But at least 70% of 5G business opportunities require an agile zero-touch operating model. How do you build Intelligent Operations for a 5G World, what's the priority, which industries are going to benefit first, and what's the timeframe?

The general session will be a lively debate between technology leaders from communication service providers that, together, serve more than a billion customers worldwide, and five industry vertical technology leaders who have a lot to gain from new 5G capabilities. Gaming and media fit existing B2C business models easily – will this familiarity mean they dominate the 5G debate? Or will the more complex worlds of health, smart cities and automotive offer deeper, longer more strategic opportunities.

Join an amazing line-up of industry leaders to learn about their journeys into the 5G world.



# Agenda at a glance



## 5 conference tracks to inspire the next wave of transformation for the telecoms industry.

Network Transformation Building & Operating Dynamic Flexible Networks				2025 Digital Operator Becoming the Digital Partner for the 5G Era				AI & Data Strategy Identifying Critical Components for Success				Cloud Native IT Cutting through Complexity to Prepare for the 5G Future				Digital Customer Creating Connections for Meaningful Experiences				Global Architecture Summit					
Tuesday - May 14, 2019								Wednesday - May 15, 2019								Thursday - May 16, 2019									
Keynote Perspectives (8:45 am start)								Digital Leadership Summit  Digital Customer				Business Model Innovation & B2B Opportunities		Data Management & Governance		Open Digital Architecture for Agility & Efficiency		Digital Leadership Summit  Network Transformation		Digital Leadership Summit  Cloud Native IT		Becoming a Digital Operator		Design Thinking for Exceptional Digital Experience	
Morning Refreshments												Morning Refreshments										Morning Refreshments			
Building the Network of the Future		Capturing Value from 5G		Driving AI Adoption		Global Architecture Summit						Leveraging Data For Transformation & Growth		Two-Sided Business Models for AI		Open APIs, Microservices & Platform-Enabled IT						Building Cyber Security Capabilities & Trust		AI-Enabled Customer Experience	
Attendee Lunch								Attendee Lunch								Attendee Lunch									
Making Your Infrastructure Cloud Native		Digital Leadership Summit  2025 Digital Operator		Addressing Blockers to AI		Global Architecture Summit		Interactive Expo Experience								5G - Design, Management & Monetization		People & Technology Led Operations & Innovation		Innovating to Keep Customers Forever					
Deploying and Operating Self- Optimizing Networks				Developing your Data Foundation		Global Architecture Summit		Afternoon Refreshments								Afternoon Refreshments									
								Campfire Sessions		Realizing the IoT Opportunity		Early Adopters of AI Case Studies		Legacy Infrastructure Management Strategies		Cloud Native IT - Strategies and Challenges		Cloud-Native IT – Strategies & Challenges		Succeeding at Partner & Ecosystem Management		Innovating with and for the Digital Customer			

## Over 200 speakers, across 5 tracks:

### 2025 Digital Operator:

Capturing value in the 5G era

### Cloud Native IT:

Cutting the complexity to deliver business agility

### Network Transformation:

Building and operating an agile and dynamic virtual network

### AI and Data Strategy:

Making intelligent decisions

### Digital Customer:

Accelerating the digital customer



# 2025 Digital Operator: *Capturing value in the 5G era*

Capturing value in the 5G era requires radical, business-wide transformation. With competition growing from every angle – even for connectivity – the urgency to transform core operating models has never been greater.

The 2025 Digital Operator track brings together business and technology leaders to explore the key challenges facing the industry today, including:

- **Unlocking growth with 5G:**  
identifying and seizing B2B2x growth opportunities
- **Transforming the business model:**  
from pipes to platforms
- **The Digital Operating Model:**  
transformation pathways and lessons learned
- **Security, privacy and trust:**  
Becoming a high-trust digital partner
- **Leveraging data and new technologies:**  
to drive transformation and growth

With thanks to  
our executive producer:



**Chris Lewis,**  
Founding Director,  
**Lewis Insight**

Includes Speakers From:





# Network transformation: *Building and operating an agile and dynamic virtual network*

Flexibility and scalability are two fundamental design principles for the 5G network. Softwarization represents the future for designing, implementing, deploying, managing and maintaining network components. SDN, NFV, MEC (mobile edge computing), cloud and IoT technologies are crucial to capitalizing on benefits such as flexibility, rapid design, and constant development and deployment.

The Network Transformation track brings together business and technology leaders to explore the key challenges to building and operating an agile and dynamic virtual network, including:

- How do you seamlessly migrate customers to new services from legacy services?
- How do you develop an overall network strategy to support new services?
- How do you prepare for the integration of VNFs (virtualized network functions)?
- Can you leverage NaaS (Network-as-a-Service) to create new revenue streams and achieve network efficiencies?
- What are the latest developments in standards including MANO and ONAP?

With thanks to  
our executive producer:



**Guy Lupo,**  
Head of Networks as a Service 2020,  
(Orchestration & Data & API)  
**Telstra**

Includes Speakers From:



# AI & Data Strategy: *Making intelligent decisions*

90% of the world's data has been generated in the last two years, yet only 1% has been processed. With data volumes set to increase exponentially over the next decade, significant challenges are on the horizon. Companies who can extract the value from data and gain new insights and efficiencies using machine learning and artificial intelligence (AI) will be the winners in the 5G era.

The AI and Data Strategy track at Digital Transformation world brings together technology, business and data leaders to explore the key questions on leveraging data and AI, including:

- **Garbage in, garbage out:** AI is only as intelligent as the information it learns from. How can you deliver clean data sets, leveraging industry standards and best practices?
- **Building the business case for AI:** which use cases hold the most potential for AI in communications and digital providers over the next 5 years?
- **The Intelligent Network:** how to leverage AI to enhance and automate network and business operations?
- **The human skills gap:** how do you retrain, reskill or attract the right talent to succeed with AI?
- **Security and ethical challenges:** How do you leverage AI to enhance security? Will societal bias impact AI? Is the future in fact Augmented Intelligence, not Artificial Intelligence?

With thanks to  
our executive producer:



**Utpal Mangla,**  
Vice President & Partner, Global Leader:  
Watson AI & Blockchain, Telecom, Media  
Entertainment Industry,  
**IBM**

Includes Speakers From:



# Cloud Native IT: *Cutting the complexity to deliver business agility*

The world's service providers connect billions of people today, and stand ready to connect trillions of things over the next decade. Yet the complexity of legacy IT, business processes and ways of working are major barriers to future growth. Achieving the time-to-market, cost-base and experience of a true digital operator demands a radical shift in the role, capability and operating model of telco IT.

The Cloud-Native IT track brings together technology leaders, architects and transformation experts to address the key issues facing operators today, including:

- **Delivering transformation successfully:** case studies, experiences and lessons learned from operators around the world – balancing speed, cost and stability
- **Componentization over customization:** the key principles, architecture and standards required to succeed with cloud-native, microservice-oriented, API-centric IT
- **People, skills & culture:** building an IT organization fit for the digital operator
- **Simplification & Automation:** transforming internal ways of working and relationships with vendor partners to support a digital operating model and underpin enterprise-wide automation
- **Intelligence:** delivering real-time business intelligence leveraging the latest technologies.

With thanks to  
our executive producer:



**Bengt Nordstrom,**  
CEO,  
**Northstream**

Includes Speakers From:





# Digital Customer: *Accelerating the digital customer*

Today's customers have clear expectations: simple, digital experiences that put them in the driving seat. Yet for both consumer and enterprise customers, service providers are falling behind other industries in the race for a satisfying digital experience, driving up cost, churn and the threat of disruption.

The Digital Customer Experience track brings together business and technology leaders to explore the key challenges to delivering a digital experience, including:

- How do you design the right experience for the digital customer?
- How do you create better customer lock-in and reduce churn?
- Who owns the customer in an interconnected, complex ecosystem?
- How can you innovate with your customer in the digital world?

With thanks to  
our executive producer:



Isabelle Hajri,  
Founder, **The C-Mood**  
(former CMO, **Dhiraagu**  
**PLC-Batelco Group**)

Includes Speakers From:



# CXO Summit

An invitation-only 48-hour private CXO Summit designed for peer-to-peer exchange and networking.

## Delivering the Operating Model

Capturing value in the 5G era demands a new operating model with three key ingredients: simplification, automation and innovation. Delivering this places unique demands on today's business and technology leaders, and creates the need for industry-level change.

The 2019 CXO Summit at Digital Transformation World brings together leading executives in a private environment to explore how – at an individual, company and industry level – we can deliver a radical shift in speed and efficiency. In particular, we will discuss how leaders can:

- Understand and embrace the requirements of emerging 5G vertical enterprise customers
- Break down the traditional silos of network, IT and business to unlock speed and innovation
- Set a clear target operating model and drive the transformation required to achieve it

Our team has put together a tailored 48-hour program to create the most rewarding 48 hours in Nice for you, bringing together meaningful connections, content and conversations.

Sponsored by: **mycomOSI**

To apply for an invitation visit: [dtw.tmforum.org/cxo-summit](https://dtw.tmforum.org/cxo-summit)



# Your experience

The next decade will be one of opportunity – for those who can move fast enough. As established industries race to digitize, expectations and hype for new technologies such as 5G are sky high.

Flexibility and scalability are two fundamental design principles for the 5G network. Softwarization represents the future for designing, implementing, deploying, managing and maintaining network components. SDN, NFV, MEC (mobile edge computing), cloud and IoT technologies are crucial to capitalizing on benefits such as flexibility, rapid design, and constant development and deployment.

Our new, immersive event offers a choice of event experiences, based on your interest and designed to ensure that you can get the most out of your time with us. For each interest area, we have wrapped up all the networking, content and innovation on offer into one manageable, easy-to-navigate journey.

## The experiences are:

- CXO
- Architect
- IT transformation
- Customer experience
- Data, AI and analytics
- Strategy and business
- Network transformation





# Architect experience

The complexity of legacy IT, business processes and ways of working are major barriers to future growth. Achieving the time-to-market, cost-base and experience of a true digital operator demands a radical shift in the role, capability and operating model of telco IT.

At DTW 2019, we have designed an experience specifically around the needs of the telecoms architect; a tailored program to ensure the most productive and rewarding use of your time in Nice, bringing together meaningful connections, content and conversations. Join this journey to:

- Attend the Global Architecture Summit – a focused series of interactive sessions as part of the Global Architecture Forum
- Engage in campfire debates, demonstrations on the expo floor, Start-Up Alley and an Innovation tour which brings all the aspects of the event together
- Explore the key challenges to building and operating an agile and dynamic virtual network in the Network Transformation conference track
- Celebrate the 'Distinguished Architect award' at the TM Forum Excellence Awards
- Discover how to cut the complexity of legacy IT, business processes and ways of working to deliver increased business agility in the Cloud-native IT conference track



# IT transformation experience

At DTW 2019, we have designed an experience specifically around the needs of the telecoms developer; a tailored program to ensure the most productive and rewarding use of your time in Nice, bringing together meaningful connections, content and conversations. Join this journey to:

- Explore the key challenges to building and operating an agile and dynamic virtual network in the Network transformation conference track
- Discover how to cut the complexity of legacy IT, business processes and ways of working to deliver increased business agility in the Cloud-native IT conference track
- Engage in campfire debates, demonstrations on the expo floor, Start-Up Alley and an Innovation tour which brings all the aspects of the event together
- Discover the latest in innovation with our proof-of-concept Catalyst projects exploring the challenges around IT transformation



# Business & strategy experience

Capturing value in the 5G era requires radical, business-wide transformation. With competition growing from every angle – even for connectivity – the urgency to transform core operating models has never been greater.

At DTW 2019, we have designed an experience specifically around the needs of business leaders and organizational strategists; a tailored program to ensure the most productive and rewarding use of your time in Nice, bringing together meaningful connections, content and conversations. Join this journey to:

- Explore how to unlock growth with 5G, move towards a platform business model and how to leverage data and new technologies to drive transformation in the 2025 Digital Operator conference track
- Participate in smaller, interactive campfire discussions as well as take in demonstrations on the expo floor, Start-Up Alley and an Innovation tour which brings all the aspects of the event together.
- Take advantage of numerous networking opportunities with your peers
- Discover the latest in innovation with our proof-of-concept Catalyst projects exploring the challenges around digital transformation





# Customer experience

Today's customers have clear expectations: simple, digital experiences that put them in the driving seat. Yet for both consumer and enterprise customers, service providers are falling behind other industries in the race for a satisfying digital experience, driving up cost, churn and the threat of disruption.

At DTW 2019, we have designed an experience specifically around the needs of customer-focused executives; a tailored program to ensure the most productive and rewarding use of your time in Nice, bringing together meaningful connections, content and conversations. Join this journey to:

- Explore the key challenges to delivering a digital experience in the Digital Customer Experience conference track
- Take advantage of numerous networking opportunities with your peers
- Participate in smaller, interactive campfire discussions as well as take in demonstrations on the expo floor, Start-Up Alley and an Innovation tour which brings all the aspects of the event together.
- Discover the latest in innovation with our proof-of-concept Catalyst projects exploring the challenges around satisfying the digital customer



# AI & data experience

90% of the world's data has been generated in the last two years, yet only 1% has been processed. With data volumes set to increase exponentially over the next decade, significant challenges are on the horizon. Companies who can extract the value from data and gain new insights and efficiencies using machine learning and artificial intelligence (AI) will be the winners in the 5G era.

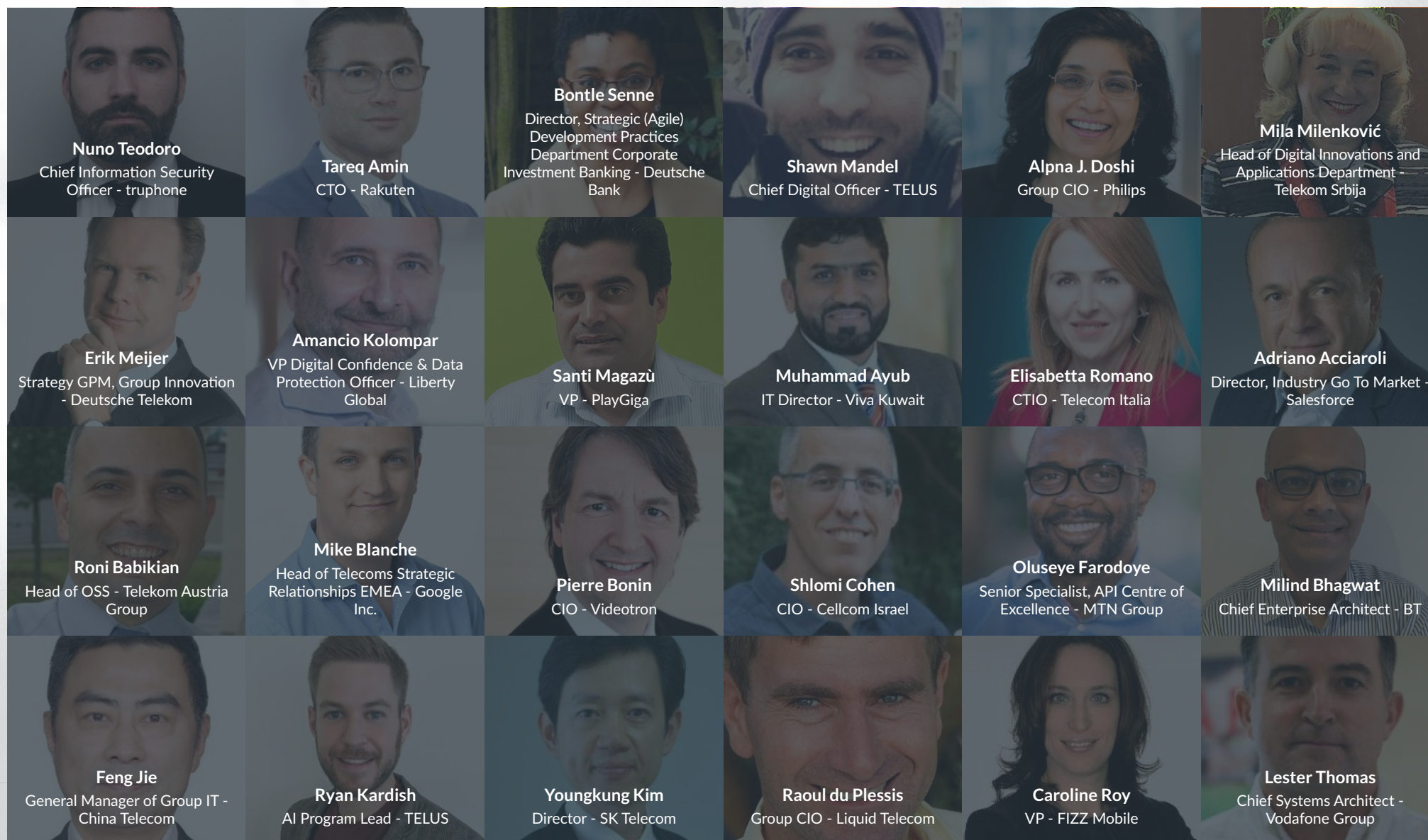
At DTW 2019, we have designed an AI and Data experience specifically around the needs of technology, business and data leaders; a tailored program to ensure the most productive and rewarding use of your time in Nice, bringing together meaningful connections, content and conversations. Join this journey to:

- Explore and debate the key challenges of leveraging data and AI in the AI and Data Strategy conference track
- Discover the new AI zone on the expo floor, which unites exhibitors, Catalysts and demos to showcase the latest in AI innovation
- Take advantage of numerous networking opportunities with your peers
- Participate in smaller, interactive campfire discussions as well as take in demonstrations on the expo floor, Start-Up Alley and an Innovation tour which brings all the aspects of the event together.





# Selected Speakers who will inspire and engage





# Networking at Digital Transformation World

Open and inspiring conversations in a mindset of collaboration are at the heart of Digital Transformation World. Leading industry decision-makers and C-Level executives gather at the event shape the future.



## DTW By Night

**Wednesday, May 15**

We're bringing the networking to the streets of the Flower Market. Join attendees, speakers and exhibitors from 6:45 pm for drinks, canapes, fun and networking at DTW by Night.



## Excellence Awards Gala Dinner

During the evening, TM Forum will recognize the world's leading companies for their innovative achievements spanning digital transformation, business and IT agility, customer centricity, cross-industry partnering and collaboration, and product and service innovation. The dinner and awards ceremony will take place at the famous and exclusive Le Negresco Hotel.



## Networking Areas

There are many areas within the event dedicated to providing you with an opportunity to engage in peer-to-peer conversations and collaboration, including: Café; VIP Lounge; Work Zone; Speaker Lounge; DTW Terrace.



## Mobile App

A handy resource to keep tabs on what is happening, where to go, when things start and who is interested in particular topics, The app has a networking function to help connect delegates.



## Expo Networking Reception

**Tuesday May 14 and  
Wednesday May 15**

A highly anticipated part of the day: join us on the expo floor as we unwind and network after a very busy day.



# Catalysts

Meet the 120+ companies collaborating through rapid proof-of concept Catalyst projects on: artificial intelligence; blockchain; zero-touch operations; ONAP; lifecycle service orchestration; 5G; smart cities; digital ecosystems and more.

Catalysts are innovative, proof-of-concept projects developed collaboratively by our members which leverage TM Forum best practices and standards to create thought-leading and innovative solutions to industry challenges.

See proof-of-concept demonstrations from the following industry leading companies; **Verizon, BT, China Mobile, Deutsche Telekom, Du, Globe, Liquid Telecom, Orange, Telstra** and many more.

If you are interested in learning more about Catalysts, or would like to find out about how to join or start a new project, we have a dedicated Catalyst Action Day being held on Friday, May 17 at Digital Transformation World.



# The Expo

Interested in exhibiting? Contact us today at [sponsorship@tmforum.org](mailto:sponsorship@tmforum.org)

The Expo floor offers you and your team direct access to leading technologies and services – it's an ideal way to explore the vendor landscape and discuss your priorities with the world's leading products and solutions providers in a variety of intimate settings.

## DIAMOND SPONSOR



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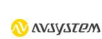
## ACTIVITY SPONSORS



## 1:1 MEETING SERVICE



## EXHIBITORS



## STARTUP PARTNERS



## MEDIA PARTNERS



Sponsors as of March 5, 2019, for the most up to date listing visit [dtw.tmforum.org/sponsor-exhibit](http://dtw.tmforum.org/sponsor-exhibit)





# Pricing & Registration

It's simple to register, just [visit dtw.tmforum.org](http://dtw.tmforum.org) where you'll find full pricing details across our pass types, convince your boss toolkits and much more. Register early to secure the best pricing.

	Silver	Gold	Platinum
Expo	✓	✓	✓
TM Forum Catalyst Demos	✓	✓	✓
Catalyst Theater	✓	✓	✓
Tuesday Keynote Perspectives (8:45 - 10:30)	✓	✓	✓
AM and PM Breaks	✓	✓	✓
Work Zone	✓	✓	✓
Mobile App	✓	✓	✓
Access to Cafe	✓	✓	✓
Campfire sessions Demo theater	✓	✓	✓
Expo Networking Receptions	✓	✓	✓
Access to all 5 Conference Tracks		✓	✓
Attendee Lunch		✓	✓
Tuesday Expo Happy Hour		✓	✓
Invitation to VIP Gala Dinner			✓
VIP Lounge Access			✓
Dedicated Concierge Service			✓
Reserved Seating at Keynote Perspectives			✓
VIP Catalyst Tours			✓

## Pricing Notes & Discount Information

- Passes provide access to all three days
- Prices do not include VAT (20%)
- TM Forum members are eligible to receive a discount
- The official currency of Digital Transformation World is US Dollars

- Accepted forms of payment are credit cards and wire transfer
- Contact [register@tmforum.org](mailto:register@tmforum.org) for details about group discounts.**

## DOWNLOAD THE OFFICIAL TM FORUM APP

be active and create your  
personal schedule!

The TM Forum event app provides you with easy access to all of the key event information you'll need to explore the event agenda including recommended sessions, navigate the venue, see the exhibitor listings, network with attendees and much more.

*available in April 2019*



# Bring your team

Digital Transformation World is about linking people and enabling conversations. The event caters to both the strategists and the technologists. By bringing your team you will increase your group's ability to **Explore** the various elements of the transformation journey, to **collaborate** with different levels and groups from the organizations making the large strides in simplification, automation and intelligence, and **become** more knowledgeable and aware of the how of digital transformation.

**Registering a group of three or more brings a discount of 20%**

(please visit <http://dtw.tmforum.org/register/passes-pricing-2018/> for more information and terms and conditions).

# See you in Nice

May 14-16, 2019

[dtw.tmforum.org](http://dtw.tmforum.org)

