SUBEX USER CONFERENCE 2022

09ᵀᴴ & 10ᵀᴴ OF NOVEMBER | BUCHAREST

ENTERPRISE AI
FOR ACCELERATED GROWTH

POST EVENT REPORT

Thank you

For making the 18th edition of Subex User Conference a successful one!

This year's User Conference witnessed 100+ delegates joining us both physically and virtually from 20+ countries representing 30+ different operators. At Subex, we consider our association with customers as priceless and are constantly committed to nurture existing relationships and build new ones that enable both parties to excel. The annual User Conference is one of the initiatives from our side that brings us closer to our customers, helps us understand their challenges, facilitates an open communication platform and provides key inputs for co-creation. The overwhelming response we have been getting every year at the User Conference reinforces our belief on the importance of the event and we promise to make it better with every edition. It is understandable that not every customer was able to attend the conference and for those who missed out this time, we would like to provide a summary and an update about the proceedings of the event, with a positive conviction that we will surely have you onboard the next year.

Once again, we would like to thank all our delegates for the encouraging response we have received. It was a pleasure to host everyone in the vibrant city of Bucharest and we sincerely hope that the 2-day conference lived up to its mantra of 'Connect, Communicate, Collaborate' - providing you an opportunity to engage and learn from collective experiences while sharing best practices and feedback.
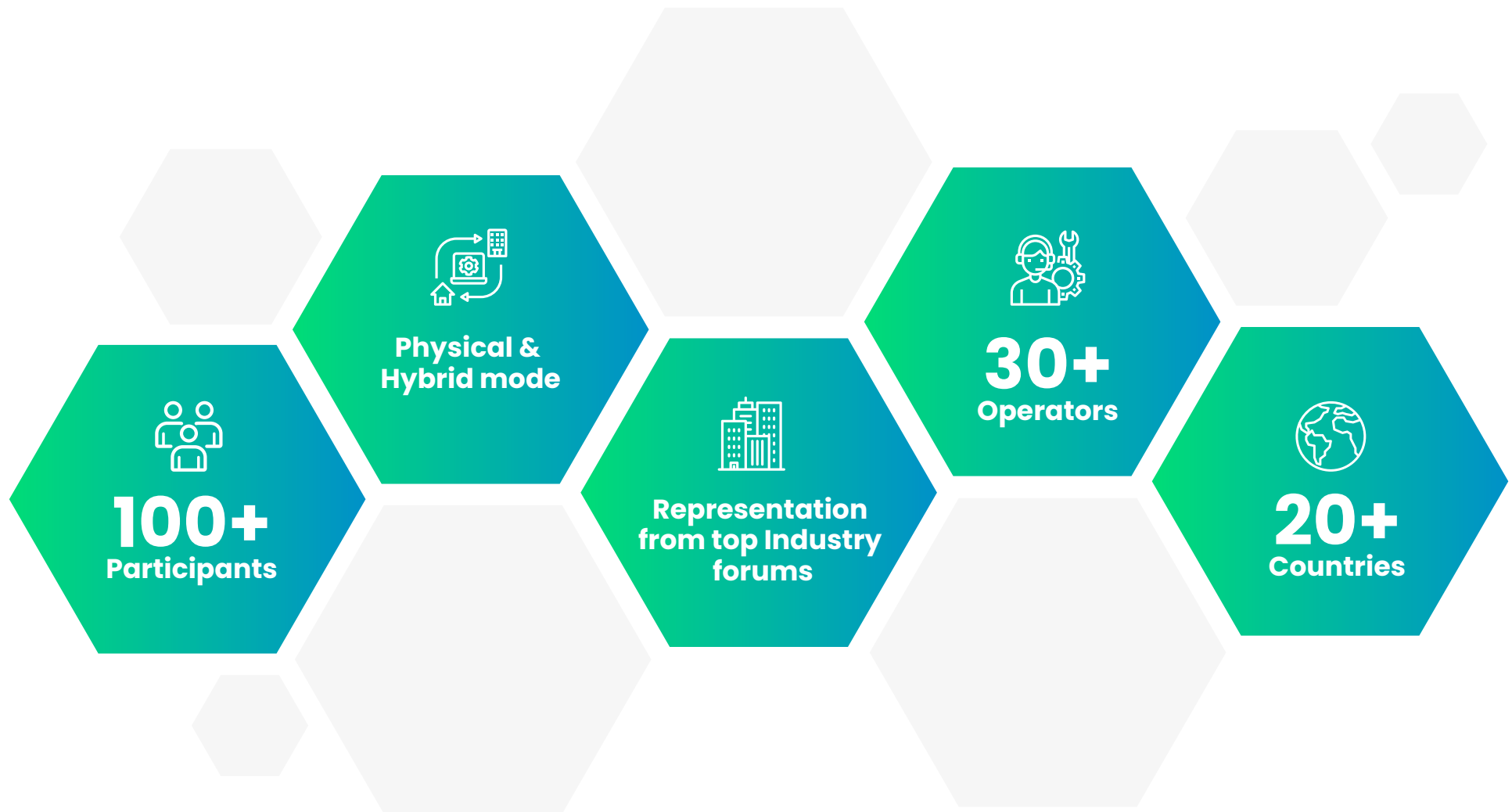
We look forward to host you again in 2023!

ENTERPRISE AI
FOR ACCELERATED GROWTH

This theme stems from the fact that business leaders across industries universally agree that Artificial Intelligence (AI) and Machine Learning (ML) will transform their businesses by reducing costs, managing risks, streamlining operations, accelerating growth and fueling innovation. However, AI adoption today has been fragmented and is primarily driven by the CIO organization. Business functions are yet to see the full benefits of the technology, leading to concerns about the efficiency and propensity of AI to deliver value. At the event, we looked to address topics that would help leaders and practitioners scale their organization's AI adoption to the next level.

Conference **Highlights**

- **100+** Participants
- **Physical & Hybrid mode**
- **Representation from top Industry forums**
- **30+** Operators
- **20+** Countries

Speakers at **User Conference**

Aaron Boasman Patel
Vice President -
AI & Customer Experience
tmforum

Telcos of the Future

Globally, telecom revenues have stagnated, with the industry only seeing single-digit growth, but the costs are exponential. This has pressured telcos to transform their operations from being communication providers to becoming fully digital service providers offering end-to-end services. In other words, telcos now must become techcos.

In this session, Aaron Boasman Patel, Vice President, AI & Customer Experience, TM Forum, speaks about how transformation, automation, and AI will play a mission-critical role for telcos to keep up with the new demands and to unlock the >$700bn growth potential that lies before them.

Ray Le Maistre
Editorial Director
TELECOM TV

The Human Touch: Why AI + People Power is a Winning Combination

AI has the power to change the way we eat, sleep, breathe, and live. Imagine the possibilities of this power in the hands of millions of creative and logical people without them having to be software programmers or technical data scientists. In this very insightful session, Ray Le Maistre, Editorial Director, Telecoms TV, shares his views on the opportunities that come with making AI accessible across different users and how it is truly a winning combination. He also discusses the emergence of new technologies like No-Code AI and how they will help democratize AI.

Joachaim Horn
C-Level Advisor, &
Independent Director
Smart

CXO's Viewpoint: How has AI Improved Your Business?

Over the past few years, AI has made its way into every boardroom discussion. Be it giants like Google, Netflix, or Amazon or small and medium businesses, everyone has benefitted from AI. Joachaim Horn, C-Level Advisor, SMART Communications, & Independent Director, discusses how Telcos can transform business operations by adopting AI across an organization and the role of AI in various areas.

Speakers at **User Conference**

Enriching Lives Through AI-led Digital Trust

Across the last 25+ years, Subex has been at the forefront of helping its customer stay profitable and assure subscribers of the best experience through its approach to driving AI-led Digital Trust. This has resulted in Subex empowering its entire product suite with the power of AI to improve decision-making toward ensuring growth. However, for telcos, AI adoption is easier than done.

In this session, Vinod Kumar, Managing Director and CEO of Subex, discusses the challenges telcos face when it comes to the adoption of AI, the current approach to AI adoption, and how HyperSense AI, Subex's multi-persona AI/ML platform, will help telco business users realize the promise of AI, through the creation of Citizen Data Scientists. Vinod also speaks about how Subex is at the forefront of contributing to the AI community and driving trust and explainability to AI.

Vinod Kumar
MD & CEO

AI in Telecommunications: Uses, Challenges, Best practices

The emergence of new technologies is rapidly changing and disrupting the landscape of telecom. Technology is the key driver for this disruption and innovation. Artificial Intelligence is one technology driving innovation across multiple sectors and verticals. It has the power to analyze large volumes of data to solve grand challenges & problems that the future holds. In this session, Jyoti Desai, Senior Managing Partner, Digalance Digital Consultants Limited, discusses the challenges, benefits, and potential use cases of AI in Telecom.

Jyoti Desai
Senior Managing Partner

Bringing AI-led Digital Trust to Life: How is Subex's Portfolio Evolving

The telecom world is witnessing a massive transformation. Telcos now need to be even more data-driven and innovative while ensuring trust across all their operations and services.

In this session, Suresh Chintada, CTO, Subex, joins Rohit Maheshwari, Head – Strategy & Products, Subex, to provide a glimpse into how Subex is responding to market dynamics to help CSPs better address the above trends.

Suresh Chintada
CTO

Rohit Maheswari
Head of Strategy & Products

Speakers at **User Conference**

Aaron Boasman Patel
Vice President -
AI & Customer Experience
tmforum

Shashank Shekhar
Head AI-Labs
SUBEX

Rohit Maheswari
Head of Strategy & Products
SUBEX

Ask the AI Experts - Breaking the Myths of AI

AI is everywhere, but everything about AI isn't clear to everyone. In this session, we had three AI experts, Aaron Boasman-Patel, Vice President AI & Customer Experience, TM Forum, Shashank Shekhar, Head - AI Labs, Subex and Rohit Maheshwari, VP Strategy and Products, Subex, answering questions that were submitted by the audience, and in the process making the room more AI-aware.

Shashank Shekhar
Head AI-Labs
SUBEX

Nithin Gangadharan
Product Head - FMS
SUBEX

The Emergence of Citizen Data Scientist- Hands-on Workshop

AI is a complex skill set to build; therefore, there is a significant shortage of data scientists in the industry. But with a no-code AI platform, business users can also build AI models without any prior coding experience. In this hands-on session by Shashank Shekhar, Head- AI Labs, Subex, and Nithin Gangadharan, Product Head-FMS, Subex showcase how business users can create AI model for detecting device fraud and improve the model performance using analytical skills and domain knowledge.

Prof. Paul Morrissey
Global Ambassador - AI
tmforum

Zabi Ulla
Product Head - AI Labs
SUBEX

AI Trust, Risk in Security Management (AI TRiSM)

AI systems have become more powerful, so managing risks is more critical than ever. In this session, Professor Paul Morrissey, Global Ambassador AI, TM Forum, and Zabi Ulla S, Product Head-AI Labs, Subex, discuss the key risks associated with the adoption of AI and how these can be managed and measured by an AI Trust Framework to build trustworthy AI for an enterprise. The Framework scales AI by continuously monitoring potential risks and security issues through AI Trust, Risk, and Security Management (AI TRiSM).

Speakers at **User Conference**

Data & Insights-Driven Marketing During Challenging Times

Interconnected shifts in the technological landscape and consumer behaviour are challenging the world's businesses. With technology changing everything, marketing leaders will need to adopt a holistic approach to marketing strategy, adopt new technologies like AI/ML, and integrate AI into their workflows. Giraud Laurent, VP-Product Marketing, Orange Group, discusses how data will affect their future decisions to create an excellent customer experience.

Giraud Laurent
VP-Product Marketing

Panel discussion: Uncovering the Best Practices to Assure Healthy Margins

Telecom operators are reporting a decline in their revenues. As per recent reports, margins for CSPs across the globe have gone down by 13% in the last 3 years.

In the panel discussion, Joann O'Brien Vice president of Digital ecosystem, TM Forum, and Bernice DeMarco, Director of BT Group Business Assurance & Bill to Cash Operations, joined Ashwin Menon, Product head – Business Assurance from Subex to discuss on different trends of Margin Assurance. This session covered how a Margin Assurance solution can help decision-makers understand the key aspects they need to consider, enhancing growth and profitability by negating margin risks.

Joann O'Brien
Vice President -
Digital Ecosystems

Bernice DeMarco
Director - BT Group
Business Assurance &
Bill to Cash Operations

Ashwin Menon
Product head –
Business Assurance

Deconstructing the Top Industry Surveys in Telecom Risk Management

In this session, Rohit Maheshwari – Vice president, Strategy and Products at Subex, provides collective insights on the various trends happening in the industry, through responses gather from telecom leaders across multiple forums and surveys. The surveys included the Subex Business Assurance survey, RAG Digital trust survey, and CFCA survey.

Through the session, it was highlighted that which business assurance and fraud management are still considered as vital, emerging areas such Asset Assurance and Transformation Assurance are pitted to becom top priority areas for telcos in 2023. Additionally, the findings reported that technology investment and finding skilled talent are the top challenges for CSPs. This presentation also covered how Process automation and AI/ML technology are among the top technologies in business operations.

Rohit Maheswari
Head of Strategy &
Products

Speakers at **User Conference**

Bernice DeMarco
Director - BT Group
Business Assurance &
Bill to Cash Operations

Fireside Chat: Evolution of Revenue Assurance and Mapping the Path to BA Transformation

While Communication Service Providers have transformed dramatically to becoming Digital Service Providers, they have also moved well beyond the conventional idea of Revenue Assurance towards Business Assurance. However, the journey is still unclear for many in regards to what a successful roadmap should look like in transforming from RA to BA.

In the fireside chat, Bernice DeMarco, Director – BT Group Business Assurance & Bill to Cash operations, highlighted how the role of Business Assurance teams would evolve with expansion from Revenue assurance.

Ashwin Menon
Product head –
Business Assurance

Business Assurance Roadmap

Business Assurance is a rapidly maturing discipline within the telecommunications industry. Over the past few years, more and more telcos have recognized its challenges and are implementing effective techniques and systems to detect, investigate, correct, and prevent fraud risks and revenue cost leakage.

In this session, Ashwin Menon – Product head – Business Assurance, Subex – highlights the different trends observed in the assurance industry with rising capital investments in the enterprise space and shrinking margins in retail for CSPs. He also highlights the top investment areas for CSPs in terms of technologies, different emerging areas of risks, and the approach to tackle these risks across transformation, assets, margins, hyper scaling partner ecosystem, etc

Stefan Buliga
Principal Consultant

Nishanth Shetty
Senior Director,
Business Consulting

5G Masterclass: Use cases for Fraud Management & Business Assurance

As we see the promise of 5G being realized at scale, along with the unprecedented capabilities and technology innovation, there comes significant risk. Business Assurance and Fraud Management supports CSPs in driving a technology transformation course that is so complex in 5G.

In this session, Stefan Buliga – Principal Consultant, and Nishanth Shetty – Senior Director, Business Consulting, Subex, presented how Business Assurance and Fraud management enable CSPs to drive decisions on risk treatment and help the business attain long-term sustainability with an optimal amount of investment. This session highlighted different challenges with increasing data, product complexity, increasing capital expenditure with the launch of new technologies, and other 5G related risks.

Speakers at **User Conference**

Driving Effective Business Decisions with Margin Assurance for CSPs

CSPs have lost more than $3.4 billion due to negative margin products and $1.7 billion due to stranded assets and underused equipment. This trend makes it critical for them to ensure effectiveness and efficiency in managing the costs required to deliver the best services to their customers.

In this session, a tier 1 operator from APAC highlighted why assuring margins is becoming critical for telcos and how telcos can assure their margins around Customers, Partners, and Products. They also explained in depth about cost allocation modelling for direct and indirect costs and ways to improve profitability from the underlying margins.

Charmaine Galea
Fraud Prevention Officer
GO

Aqeel Al-Ali
Fraud Manager
Batelco

Lessons From the Trenches: Fraud and Risk Management in the Digitized World:

Global digitization is taking place at a scorching pace in the telecom industry, which will also increase the threat landscape. In this session, Charmaine Galea, Fraud Prevention Officer, GO & Aqeel Al-Ali, Fraud Manager, Batelco, discussed some of the trends and complexities involved in the ever-evolving fraud landscape and what are some of the mitigation strategies that telcos should look out for to effectively combat fraud.

Steve Schwed
Manager – Fraud Strategy
verizon
Vice President   OFCA

A Comprehensive Strategy for Device Assurance: Controls, Proactive Policies, and Industry Best Practices

As new use cases and technologies emerge, the device market size will only grow, and with this, the associated fraud risks will also significantly increase. During this session on Device Assurance, Steve Schwed, Manager - Fraud Strategy, Verizon & VP- CFCA, talked about some of the key mitigation strategies and the industry best practices that telcos should look to adopt to mitigate device fraud.

Speakers at **User Conference**

Nithin Gangadharan
Product head –
Fraud Management

SUBEX

Fraud Management Roadmap

In this session, Nithin Gangadharan, Product head – Fraud Management, Subex, highlighted the key trends in the telecom industry and also the major threats in the fraud landscape. He also highlighted the approaches/strategies to tackle and also the upcoming features of the AI-first fraud management system. Nithin also covered about how CSPs can benefit from fraud management on HyperSense, and how the platform's cloud-native capabilities will help businesses leverage AI to uncover and mitigate new and emerging types of fraud.

Mohammed Temsamani
Director - Protecting &
Securing Revenues

INWI

Devising a Holistic Fraud Management Approach to Battle Emerging Frauds

In this ever-evolving fraud landscape, where the need of the hour is to proactively detect and prevent fraud, Mohammed Temsamani, Director - Protecting and Securing Revenues, INWI, spoke on some of the salient control measures in order to devise a holistic approach towards fighting fraud.

Suresh Chintada
CTO

SUBEX

Assuring 5G Through Asset Management

As CSPs move towards 5G, the cost pressures on their finance and technology teams have come to the forefront. With the rising Capex intensity, CSPs have become vulnerable to consumers trading down to lower-margin products as prices rise. One of the lowest-hanging areas for telcos to keep up with the Capex pressure is through holistic asset management.

In this session, Suresh Chintada, CTO, Subex, speaks about how telcos can adopt a holistic and automated approach to asset management, which provides complete visibility to both the finance and technology teams, to improve decision-making across the board, when it comes to asset utilization. Suresh also speaks about how automation in asset management can help operators ensure energy savings and reduce carbon emissions.

Speakers at **User Conference**

Ashwin Menon
Product head –
Business Assurance

SUBEX

Customer Journey Assurance - Mapping the Path to Profitability

Within today's all-digital landscape, it has become mission-critical for CSPs to adopt an Assurance approach across their customers' journey. Telecoms need an approach that allows agility to manage rapid changes for dynamic customer needs.

In this session, Ashwin Menon – Product head of Business Assurance, Subex, highlighted how Business Assurance enables digital customer journey analytics for the CSPs and brings optimal experience by building a customer-centric strategy. He also covered different aspects, such as making data-driven decisions, improving profitability with a more centralized process, and reducing investment challenges for multiple areas like data transition, partner intelligence, etc.

Anuhya Prayaga
Associate Director -
Digital ID

iDcentral

Identity Analytics for Revenue Protection

The last few years, especially after the outbreak of the COVID-19 pandemic, have seen the onboarding process move to the digital space adding to the challenge of providing a consistent user experience. In addition, the increased use of digital services during the pandemic has also heightened the user's digital expectations, making it imperative for CSPs to ensure a best-in-class experience. This shift to online onboarding helps the CSPs not just to enhance customer engagement but also to optimize the onboarding costs, as the revenues and profit margins are constantly under pressure.

In this insightful session, Anuhya Prayaga, Associate Director - Digital ID, Subex, shares her views on how CSPs can leverage AI-based SIM registration solution to better equip itself for the eSIM era

SECTRIO Track

A DIVISION OF SUBEX

Over the two conference days, the OT Security sessions covered a range of topics including managing OT security project complexities, evolution of new threat actors and breach strategies, OT risk analysis best practices, market expectations and ground realities and more. Each session was structured in a format designed to deliver clear takeaways and outcomes for the audience. In addition to strategies and tactics, the sessions also covered use cases derived from personal experiences of the speakers and their organizations.

Key Highlights of **Sessions**

Keynote address by Subex CEO Vinod Kumar

Vinod Kumar
MD & CEO
SUBEX

In his keynote address, Vinod touched upon the significant capacity enhancements that Sectrio has made in the last couple of years to its offerings. Vinod also spoke about how Sectrio continues to work closely with customers and partners to stay aligned with the evolving security requirements in the backdrop of increasing threats and cyber risks.

Managing OT Security Project Complexities: a Primer

Alexandro Fernandez
Head of OT and ICS cybersecurity
Coca Cola FEMSA

Alexandro presented a detailed picture of the security dynamics connected with Coca Cola's bottling infrastructure. He also outlined some of the best practices that his team is following to ensure operational security and alignment with global best practices and standards.

State of Sectrio

Kiran Zachariah
VP Digital Security
SECTRIO
A DIVISION OF SUBEX

Kiran spoke on how Sectrio's platform capabilities around threat detection, threat intelligence and vulnerability management capabilities have grown exponentially in 2022. He also spoke about Sectrio's differentiators in areas such as threat management, decoy and deception, vulnerability management and micro segmentation.

Product Demo

Sharath Acharya
Director, Pre-Sales
SECTRIO
A DIVISION OF SUBEX

Sharath took the attendees through a product demo covering features, capabilities and differentiators.

Key Highlights of **Sessions**

Prayukth K V
Head of Marketing
SECTRIO
A DIVISION OF SUBEX

Outlining the Impact of the evolving IoT and OT Threat Landscape, the new frontlines, actors and breach tactics

This session by Prayukth did a deep dive into the emerging cybersecurity fault lines including emergence of new players, threats and nation-state actors that are targeting enterprises and governments. Prayukth also spoke about the tactics that hackers are using to breach infrastructure and rapidly monetize cyberattacks with minimal digital footprint.

Mohammed Al Afoo
Sr. Solution Security Architect – Industrial Cybersecurity

Nexus Controls

OT Security: Market Expectations and Ground Realities

This session brought out some of the reasons for the widening gap between market expectations and ground realities concerning OT security. One of the interesting points that was highlighted was the lack of dedicated OT security teams to cover specific challenges.

Simon Heath
Director OT/ICS Cybersecurity and IoT

3W NETWORKS

Best Practices: Conducting OT Risk Analysis

Simon's session covered the finer aspects of OT risk analysis and recommended a phases approach to identifying risks using various models. He also highlighted a few challenges such as rogue devices, employees using removable storage devices and lack of segregation between corporate, industrial and other networks leading to transmission of vectors.

Sony Anthony
Global Head for Cyber Security

KPMG

Sectrio-KPMG Whitepaper – A Primer

Sony spoke about the whitepaper that Sectrio and KPMG have put together on OT security. This paper will bring out rich data points including primary research in areas such as OT network accessibility, OT specific threat actors and malware, the reasons for rising attacks on OT infrastructure and ways to address OT security challenges from various perspectives. Pratiksha Doshi, Director, Cyber Security, KPMG gave a detailed presentation on the security issues related to 5G including those arising from specific use cases enabled by 5G as also the generational challenges inherited from previous generations.

A partner enablement session was also conducted towards the end of the event by Sharath for Sectrio's partners.

THANK YOU
SEE YOU NEXT YEAR

ABOUT SUBEX USER CONFERENCE

For the last 17 years, the Subex User Conference has been creating a platform for customers to connect, discuss and understand the practical implications of trends in the industry from eminent speakers. Over two days, the Subex User Conference will bring together users, prospects, and industry experts to educate, inspire, network, and build relationships. Our keynotes, breakout sessions, networking activities, and demo stations will showcase how AI & Machine Learning will transform the businesses to manage risks, reduce cost, streamlining operations, accelerating growth, and driving innovation.

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