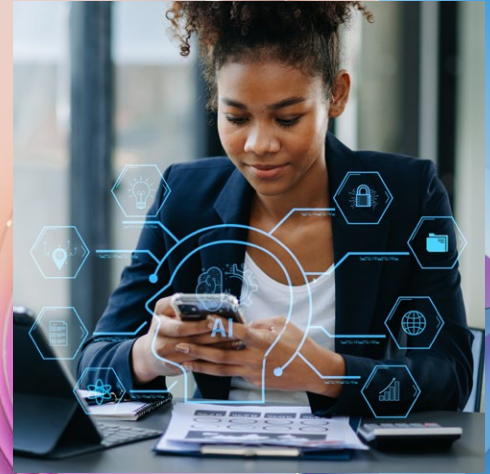


MWC Barcelona: Microsoft AI ignites telecom innovation and growth



The telecommunications industry is transforming, and [Microsoft for Telecommunications](#) is empowering organizations to accelerate innovation, optimize operations, and deliver exceptional customer experiences with AI you can trust.

Join us at [MWC Barcelona](#), March 3–6, 2025, to explore how AI-powered solutions are driving the future of telecom.

Join us at the **Microsoft booth 3H30 in Hall 3** to explore how you can transform telecommunications with AI-powered solutions to:

Elevate customer experiences: Deliver frictionless, personalized customer experiences through AI-infused customer care at scale.

Optimize business operations: Reduce cost, increase agility and accelerate time-to-market for new services with cloud-native apps and AI-powered smart processes.

Modernize the network: Enhance network reliability, security and scalability with AI and an adaptive cloud approach.

Unlock new revenue streams: Create new revenue streams and maximize return on network investments with generative AI.

Ways to engage with us

Explore an immersive experience at the **Microsoft booth (3H30)** to see how AI-powered solutions can transform telecommunications end-to-end – no matter where you are in your AI journey.

Collaborate with **Microsoft experts and industry-leading partners** to discover how Microsoft for telecommunications can help you optimize operations, enhance network reliability, and deliver personalized customer experiences.

Join us and our ecosystem of partners and customers in:

- 20+ expert-led theater sessions
- 13 demo pods

Showcasing the latest in AI, agentic AI, security, and cloud technologies that are igniting innovation and growth in the telecommunications industry.

Back by popular demand, we will again be hosting Women in Telco event in our in-booth theater!

We are excited to announce that **Microsoft for Startups** will have a significant presence at this year's MWC. We invite you to [schedule customer meetings](#) (through the meeting request tool) to discuss Co-Innovation with Startups.



Read our MWC blog to learn about our announcements and AI momentum:
aka.ms/MicrosoftMWC2025Blog



MARCH 3	AI and Customer Experience Monday, March 3 11:00 Partner Session HCL Exhibit Vik Singh – Microsoft CVP, Copilot Apps
MARCH 3	Microsoft AI ignites innovation and growth in telecom Monday, March 3 12:00–12:20 Microsoft Booth Hall 3 3H30 Silvia Candiani – VP, Telco, Media and Gaming
MARCH 3	Amdocs: Elevating Telco Innovation Through Strategic Collaboration Monday, March 3 12:30–12:50 Microsoft Booth Hall 3 3H30 Mustafa Oyumi – Head of Customer Experience, Amdocs Dario Scacciati – Regional Business Leader, Microsoft
MARCH 3	Transform your contact center with automation and AI agents Monday, March 3 13:30–13:50 Microsoft Booth Hall 3 3H30 Seb Reeve – Strategy Director, Joe Weeden – Principal Product Manager
MARCH 3	TM Forum: Opportunities in the API Economy – network monetization via Open APIs Monday, March 3 14:30–14:50 Microsoft Booth Hall 3 3H30 Darren Nicholls – Product Management Director, Open Digital Architecture, TM Forum Jorge Garcia Hospital – Open Gateway Senior Product Manager, Telefonica
MARCH 3	Connect 5G Summit - Monetising 5G networks and 5G-Advanced technologies Monday, March 3 15:00 – 18:30 Microsoft Booth GSMA Summit Stage, Hall 6, Fira Silvia Candiani – VP, Telco, Media and Gaming
MARCH 3	Exposing 5G value with Open Gateway Monday, March 3 15:00 – 16:30 GSMA Session GSMA Summit Stage, Hall 6 Robin Cole, VP Engineering, Microsoft
MARCH 3	Discussing AI, Accessibility, and the Advent of the European Accessibility Act Monday, March 3 15:30–15:50 Microsoft Booth Hall 3 3H30 Federico Suria – Regional Business Leader, Microsoft, Hirin Shukla – EY Global Nuerodiversity Intelligence Leader Senior Business Leaders
MARCH 3	Unlocking AI's Potential for Data Monetization Monday, March 3 16:30–16:50 Microsoft Booth Hall 3 3H30 Robin Cole – VP Engineering, Microsoft, Max Snow, CEO Yobi
MARCH 3	Cloud Ambitions vs. Reality: Are Telcos Meeting the Challenge? Monday, March 3 16:30–17:15 GSMA Session GSMA Turing Stage, Hall 6 Silvia Candiani – VP, Telco, Media and Gaming
MARCH 3	Norwood: Accelerate Next-Gen Voice Services: Tapping AI to Transform CSP Voice Networks Monday, March 3 17:15–17:35 Microsoft Booth Hall 3 3H30 Paul Ostergaard – CEO, Norwood Systems
MARCH 3	Elevating Women in Telecom Monday, March 3 18:00–19:00 Microsoft Booth Hall 3 3H30 Lindsay Berg – Moderator, GM Industrial Marketing, Microsoft, Silvia Candiani – Panelist, VP, Telco, Media & Gaming, Microsoft, Jean Lawrence – CMO, Nokia
MARCH 3	Women In Telco Reception Monday, March 3 18:00 – 19:00 Microsoft Booth, 2nd floor
MARCH 3	Accenture / Avanade: The secret of B2B Enterprise growth? Monday, March 3 Partner Session Accenture Booth Federico Suria – Regional Business Leader, Microsoft
MARCH 3	Customer and Partner Session Tuesday, March 4 Invite Only 15:00 – 17:00 Invite Only Hall 8 Room CC 8.18



MARCH 4

Accenture: Are Telecom Giants Letting SMEs Down?

Tuesday, March 4 | 9:45 – 10:30 | Partner Session | Johnson Stage

[Allesandra Antonelli](#) – Sr Dir Bus Strategy, Telco, Media & Gaming

MARCH 4

GSMA Destination Growth: The Journey to Complete 5G Roundtable

Tuesday, March 4 | 9:45 – 11:45 | GSMA Session | GSMA Forum Zone, Hall 4, Fira

[Iain Thornhill](#) – Telecommunication Strategy, Microsoft

MARCH 4

Use Oracle Database@Azure to unlock data insights and AI innovation

Tuesday, March 4 | 10:00–10:20 | Microsoft Booth | Hall 3 3H30

[Monica Calleja Luque](#) – Cloud Solution Architect, Microsoft

MARCH 4

AI-Driven Innovation and Market Acquisition Strategies: A Neurodiversity Perspective

Tuesday, March 4 | 10:00–11:30 | Partner Session, Panel | EY booth – Hall 2, Unit 2G40

[Hector Minto](#) – Director Accessibility, Microsoft

MARCH 4

NTT DATA: AI Agents in Practice: Transforming Business with Agentic AI Services

Tuesday, March 4 | 11:00–11:20 | Microsoft Booth | Hall 3 3H30

[Aishwarya Singh](#) – SVP Global Head of Digital Collaboration Services, NTT DATA

MARCH 4

Empowering Telecom to harness Low-Code to Drive Innovation and Efficiency

Tuesday, March 4 | 12:30–12:50 | Microsoft Booth | Hall 3 3H30

[Rode Kirk](#) – Director, Microsoft

MARCH 4

Korea Telecom accelerates AI adoption

Tuesday, March 4 | 12:00 to 12:20 | Microsoft Booth | Hall 3 3H30

[Junwon Kim](#), Senior Mgr, Korean Telecom

MARCH 4

Leading Companies in the Age of 5G and AI Transformation

Tuesday, March 4 | 14:00 | Partner Session

[Carol Criner](#) – Microsoft client partner

MARCH 4

Fierce Network TV: Harnessing AI for Transformative Telecom Operations

Tuesday, March 4 | 14:30–14:50 | Microsoft Booth | Hall 3 3H30

[Steve Saunders](#) – Host, Fierce Network, [Kevin Shatzkamer](#) – CVP Strategy and Business Ops, Microsoft
[Ignacio Garcia](#) – Head of AI, Vodafone

MARCH 4

Evolving Networks at the Speed of Light: Sustainable Innovation with the IOWN Global Forum

Tuesday, March 4 | 15:00 – 19:00 | GSMA Session | Partner Theatre 5, Hall 8.0 – 4YFN & Partner Theatres

[Derrick Buckley](#) – Regional Business Leader, Microsoft

MARCH 4

Innovation for a Healthier Future: Transforming Care Today

Tuesday, March 4 | 15:00–19:00 | Partner Session | Sky Stage, Hall 8 4YFN & Partner Theaters

[Paco Estella](#) – Healthcare AE Spain, Microsoft

MARCH 4

Advance AI transformation securely: actions you can take now

Tuesday, March 4 | 15:30–15:50 | Microsoft Booth | Hall 3 3H30

[Alexander Pesok](#) – Cloud Solution Architect, Microsoft

MARCH 4

Nokia: Harness the power of GenAI to combat telecom network threats

Tuesday, March 4 | 16:30–16:50 | NA | Hall 3 3H30

[Srinivas Bhattiprolu](#) – Nokia Cloud and Network Services GBC Pre-Sales Leader

MARCH 4

Nokia: “Partnering for Growth” panel and reception – March 4, 17:30

Tuesday, March 4 | 17:30 | Partner Session, Panel | N/A

[Alberto Manual Fernandes Dias](#) – Industry Advisor, Microsoft

MARCH 4

Microsoft Customer and Partner Reception

Tuesday, March 4 | 19:00 – 21:30 | Invite Only | The Roof Top at Torre



MARCH 5	"Pushing the Boundaries of GenAI Use Cases" Roundtable Wednesday, March 5th 9:30 to 11:00 Partner session NTT Booth Derrick Buckley – Regional Business Leader, Microsoft
MARCH 5	Modernizing the network with AIOps Wednesday, March 5 10:00 – 10:20 Microsoft Booth Hall 3 3H30 Robin Cole, VP Engineering, Microsoft
MARCH 5	AT&T: AI Ready Transformative Enterprise Connectivity Wednesday, March 5 11:00 – 11:20 Microsoft Booth Hall 3 3H30 Cameron Coursey - VP of Connected Solutions, AT&T
MARCH 5	From Insights to Action: The Technology Impact on Sustainability Wednesday, March 5 12:00–14:00 Partner Session Kyndryl Meeting Room 3825EX, Hall 3 Ignacio Lago Fernández – Azure Cloud & AI Sustainability Ambassador, Microsoft
MARCH 5	Scaling with Microsoft for Emerging Telco Partners Wednesday, March 5 12:30–12:50 Microsoft Booth Hall 3 3H30 Parul Bhandari – Director Business Strategy, Microsoft, ShiSh Shridhar – Dir. Retail and CPG Startups, Microsoft, Thea Myhrvold, GetBee
MARCH 5	AI and Data Intelligence: Driving Telecom Innovation Wednesday, March 5 13:30–13:50 Microsoft Booth Hall 3 3H30 Nevash Pillay – GTM Telco, Databricks
MARCH 5	Accenture: Maximizing Revenue Growth with Accenture & Microsoft Wednesday, March 5 14:30–14:50 Microsoft Booth Hall 3 3H30 Uma Parvathy – Global B2B leader, Accenture, Brent Combest – Director Partner Marketing, Microsoft
MARCH 5	Blueprints for the Future: How Startups are Redefining AI Infrastructure Wednesday, March 5 15:00–15:30 Microsoft Booth Agora Stage, Hall 8.0 – 4YFN & Partner Theatres Rob Ferguson – Head of AI, Microsoft
MARCH 5	Unlocking new revenue streams and incremental value to customers through a partnership with Microsoft Wednesday, March 5 15:30–15:50 Microsoft Booth Hall 3 3H30 Brent Combest – Director, Partner Development, Microsoft
MARCH 5	The Web Is Dead: Agentic AI and the Rise of the Post-Web Wednesday, March 5 15:45–16:45 GSMA Session Marconi Stage, Hall 6 Rick Lievano – CTO Telecom, WW Media & Communications
MARCH 5	Vodafone: Transforming Business with Seamless Connectivity & Innovative Services aligned to the Microsoft portfolio Wednesday, March 5 16:30 - 16:50 Microsoft Booth Hall 3 3H30 Andy Kivell – Head of Fixed Connectivity, UC & Mobile Portfolio Cluster, Vodafone, Daryl Bramley – Head of Unity Programme, Vodafone,
MARCH 5	MediaKind: AI-Infused Media Personalization: Elevating Mobile Engagement and Monetization Wednesday, March 5 17:30–17:50 Microsoft Booth Hall 3 3H30 Paul O'Donovan – Sr. Director Market Development, MediaKind, Maziar Zolghadr – Sr Dir Partner Development, Microsoft
MARCH 6	KPMG: Digital First Services for B2C Segments Thursday, March 6 10:00–10:20 Microsoft Booth Hall 3 3H30 Davide Di Labio – Associate Partner, KPMG
MARCH 6	Nokia: How GenAI is driving the journey towards Autonomous Networks Thursday, March 6 11:00–11:20 Microsoft Booth Hall 3 3H30 Steffen Paulus – Cloud and Network Services Portfolio Marketing Manager, Nokia
MARCH 6	aiphoria: Unlocking value from every conversation across your Network and Enterprise Thursday, March 6 12:00–12:20 Microsoft Booth Hall 3 3H30 Matthew Bryars – Chief Executive Officer, aiphoria

Stay up to date on the Microsoft at [MWC Barcelona experience](#).

Join the conversation on social:



Microsoft Cloud



@MSCloud

Check out our website:

[Telecommunications Industry
Solutions | Microsoft Industry](#)

We look forward
to connecting
with you!

Meet our Featured Partners

A number of our strategic telco partners will showcase industry-leading, real-world solutions within our booth, including **Amdocs, Accenture/Avanade, Nokia, and Tech Mahindra.**

