

# 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](https://aka.ms/MicrosoftMWC2025Blog)

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

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

[Rick Lievano](#) – CTO Telecom, WW Media & Communications

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

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



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.**