

# RE.CON

2021: Hit the Ground Sprinting with Digital and Data

## Digitalisation of Telco

Speaker



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Axiata

Speaker



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CCO

XL

Moderator



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ADA



# Buying a telco product 25 years ago...

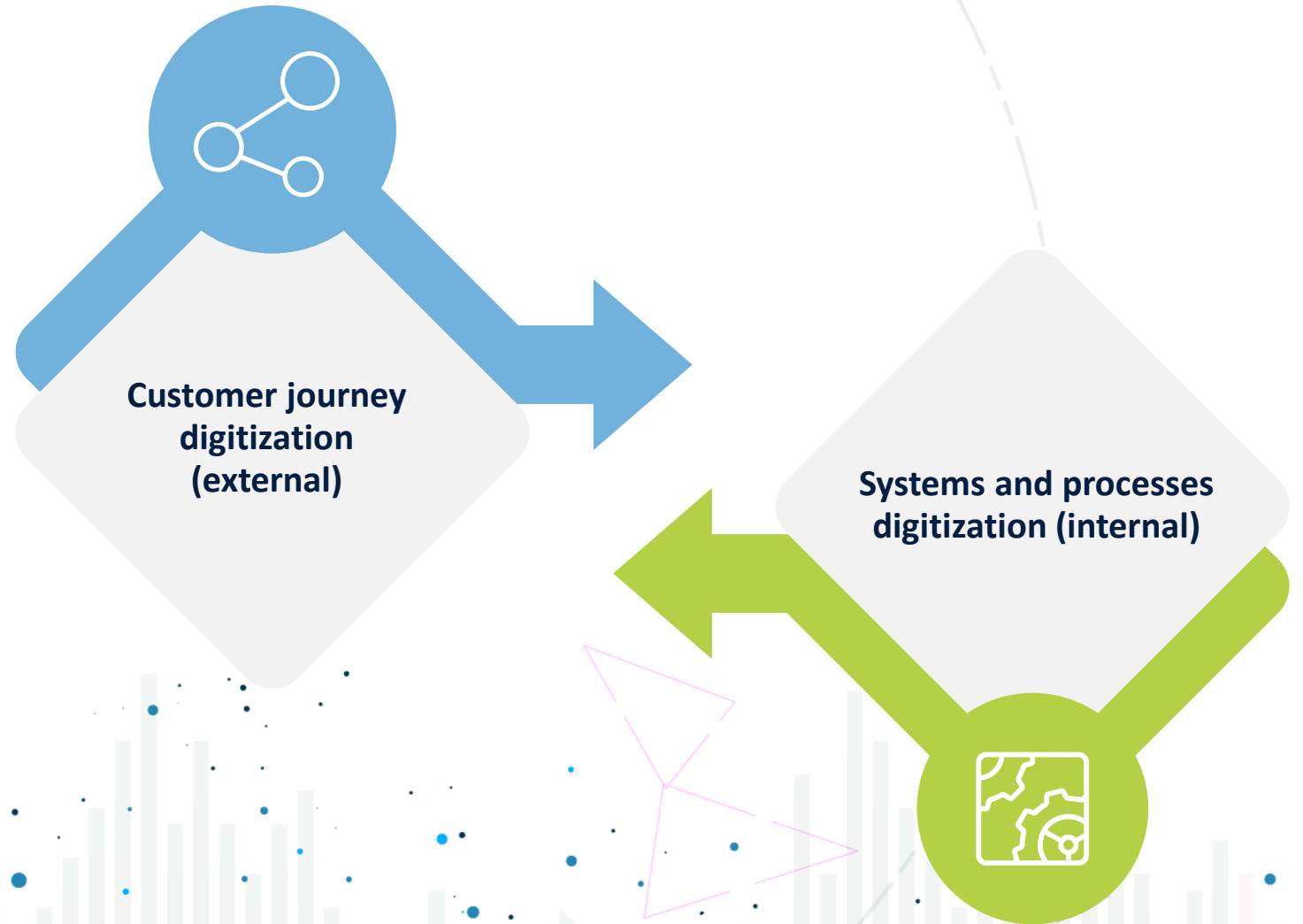
What has changed and what hasn't?





# Digitalization of telco industry: two major streams

**Chicken or egg, which one is primary?**





# Based on the approach telcos can be classified into these archetypes

Where does  
XL Axiata fall  
under this  
classification?



EXHIBIT 2 | The Global Distribution of Transformation Archetypes

AN ALL-IN  
APPROACH



About 5%

TARGETED  
INITIATIVES



30–40%

A JOURNEY  
FOCUS



20–30%

AN OFFER  
FOCUS



10–15%

A FUNCTIONAL  
FOCUS



10–20%

AN AGILE-FIRST  
METHOD



5–10%

Source: BCG analysis.

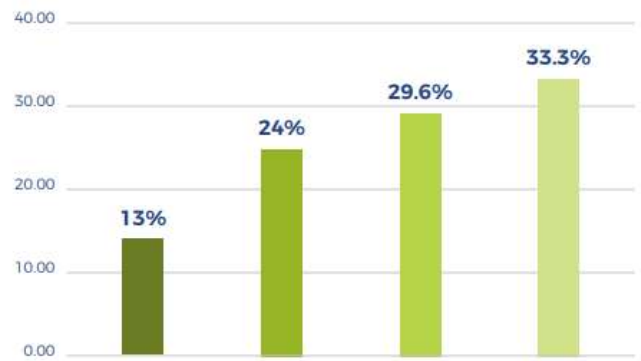


# State of digitalization of backend systems and operations in 2020

## What is the state of Axiata digitization and automation of processes?

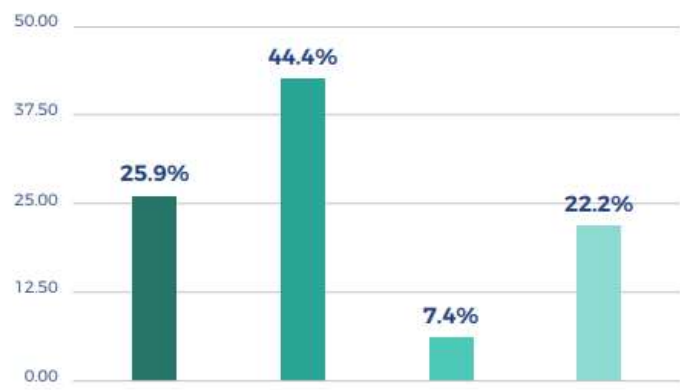


Do you have IT systems in place that automate the detection and analysis of network incidents?



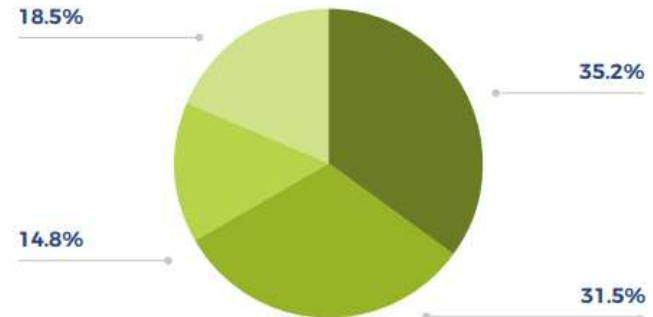
- Yes, they are based on machine learning functions
- Yes, they are based on correlations, including topographic ones
- Yes, they are based on a database of historical events in our network
- No, we don't have such systems

Is your company planning to introduce systems using artificial intelligence (AI)?



- We have already introduced systems using AI
- We plan to do it but not for at least two years
- We plan to do it within the next two years
- We don't have such plans yet

What does your company data reporting system look like?



- We have a full data warehouse enabling the generation of automated reports from such systems as OSS, BSS, ERP, FSM and CRM
- We are considering the implementation of automated reporting tools
- Most of our IT systems have a separate reporting module
- We do not have automated reporting tools

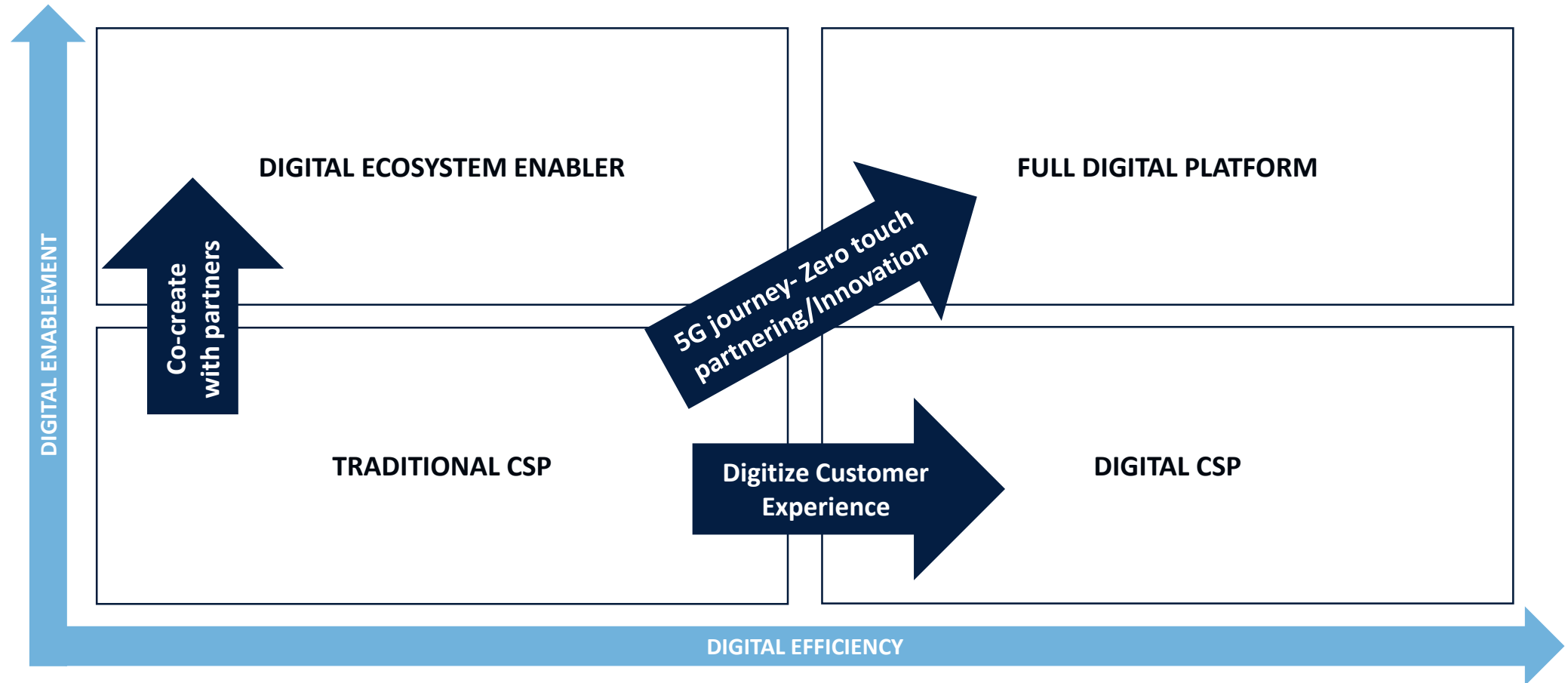
Source: Comarch survey of telco executives, Mar'2020





# Digitalization scenarios

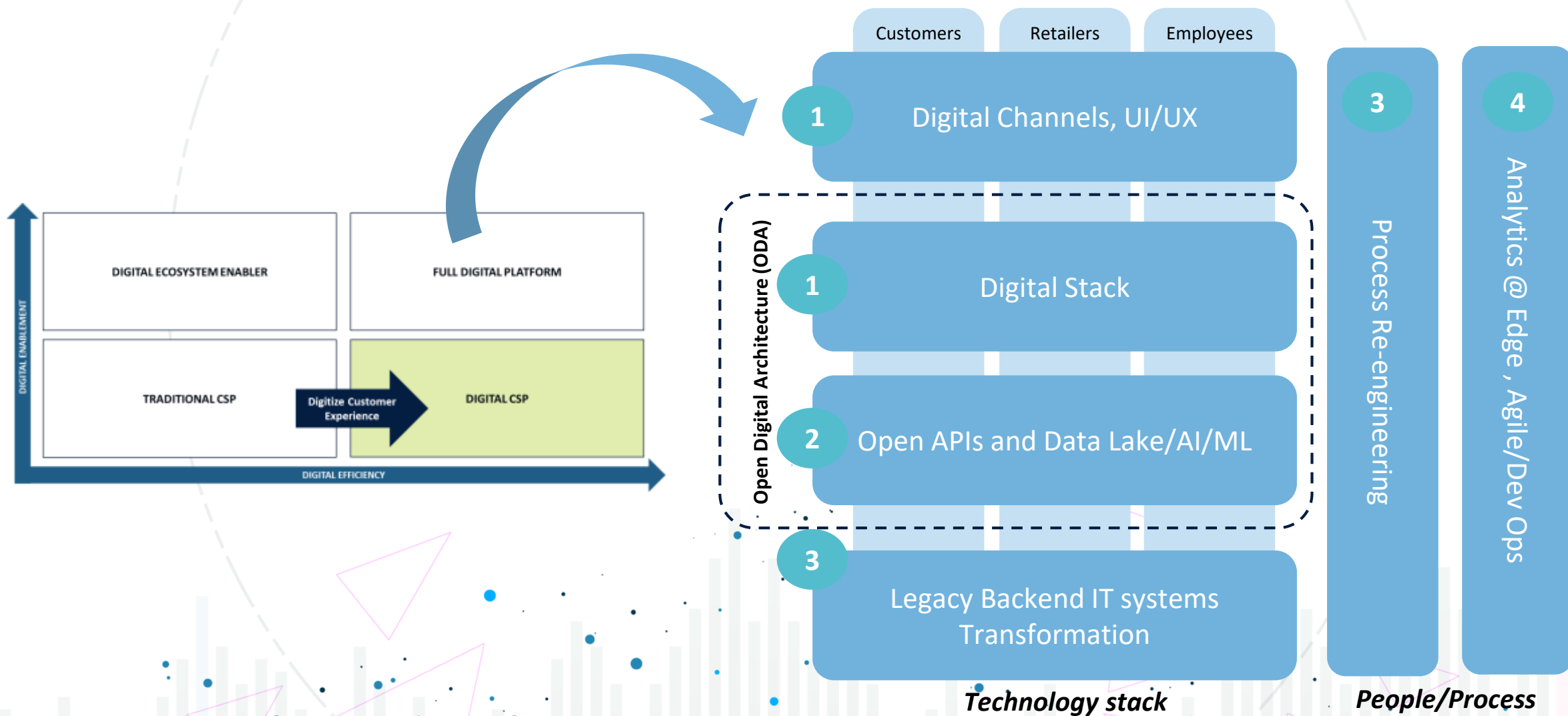
Communication Service Provider (CSP) Digitalization can take three possible journeys





# Telco digitalization pillars

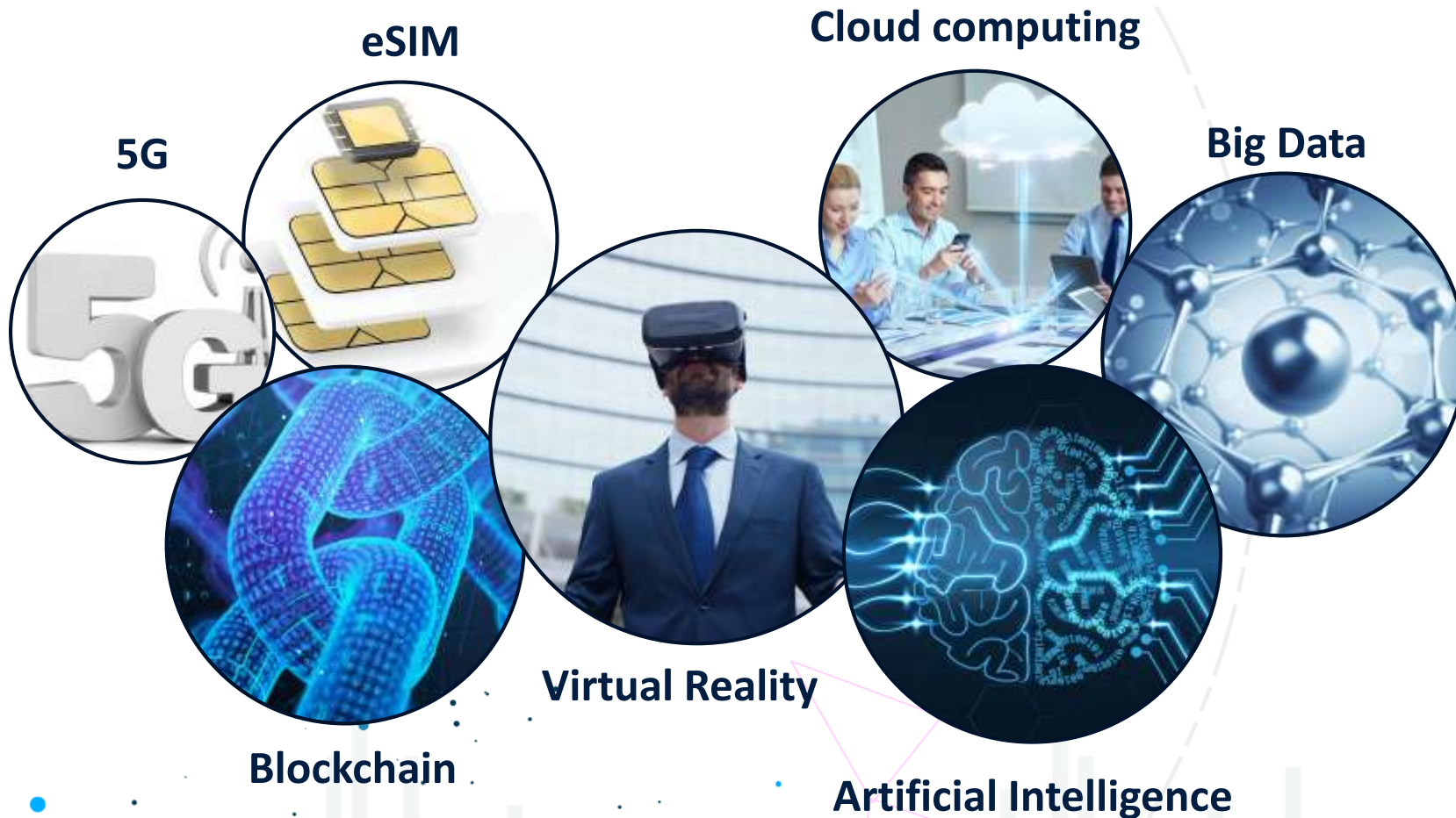
Telco Digitalization spans from customer channels & IT stack transformation to Org/Culture changes driven by process re-engineering and embedding analytics and DevOps/Agile way of working





# Major technologies that will drive telco digital transformation

where do you see the biggest growth / impact?





# About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.



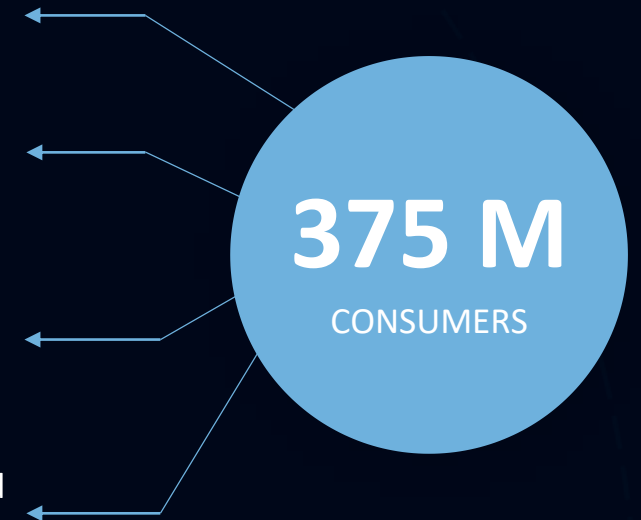
# About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



# CONTACT US

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