

LAUNCHING AI IN ENTERPRISE: SUCCESS FACTORS.

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LIFE IS FOR SHARING.

INTRODUCTION

DEUTSCHE TELEKOM'S AI JOURNEY

CRITICAL SUCCESS FACTORS

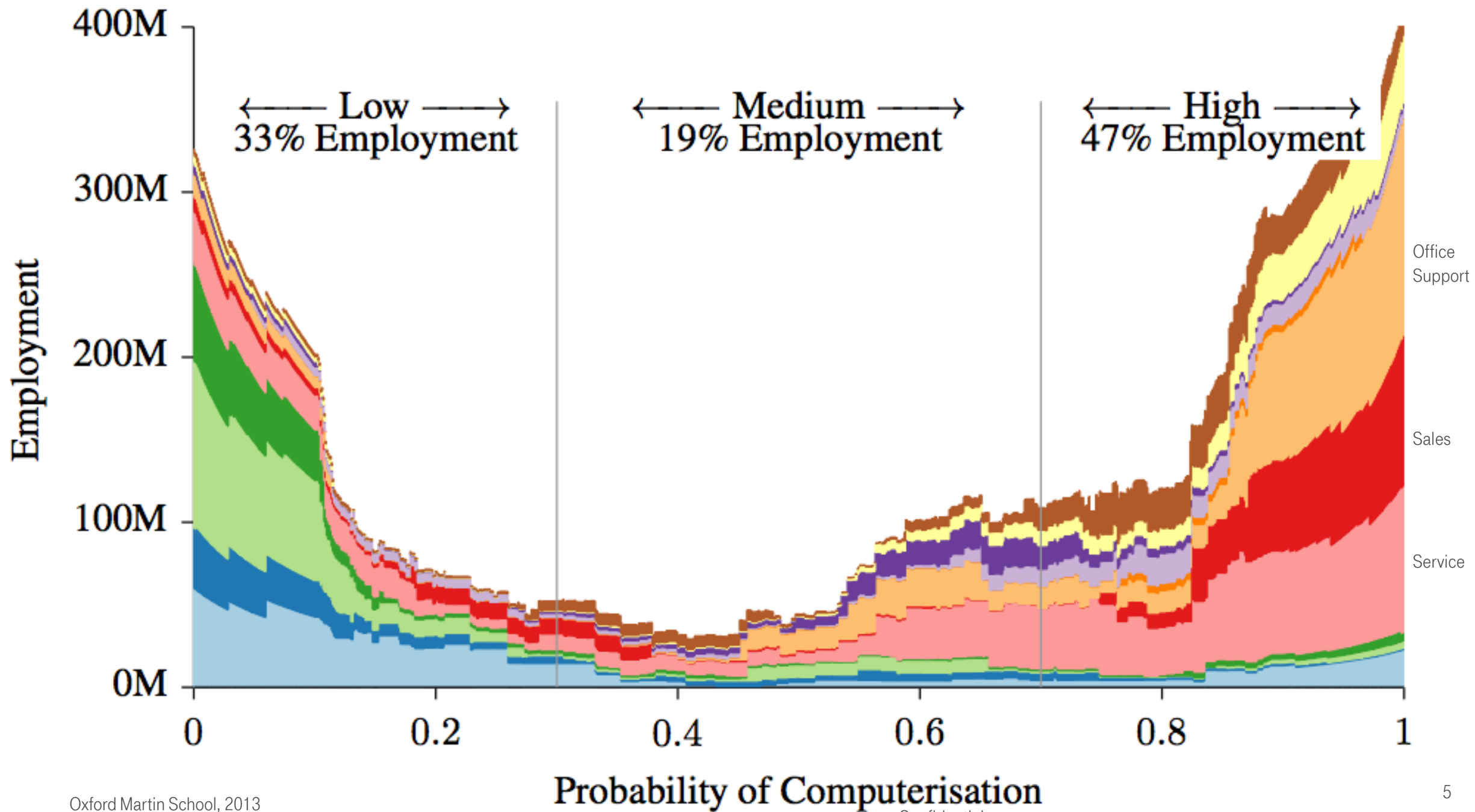


**15 MINS
& 5 MINS Q&A**





Confidential



**DON'T FOCUS ON THE
TECH, FOCUS ON THE
CUSTOMER PROBLEM.**

WHAT IS AI?



**MAKING OUR CUSTOMERS'
LIVES EASIER.**



AINOW

\$100M

SOLUTION PROVIDERS VS START UPS?

\$1.1B

\$261M

\$510M

Advanced Targeting	Predictive Analytics	Analytics & Insights	Mobile Marketing	Bidding	Platform	Content	Customer Interaction	Lead Generation
 InfoClick  Clickspree  Valeo  Viisights  Personalics	 Mintigo  Aimee  Optimize  Tealeaf	 Datorama  Aspectiva  Segmenta  NeuroApplied  Neowize  Ubimo	 Valseer  GameWhales  Tomobox  Bigabid  YouAppi	 Komoona  nRoll  Outbid  Neefta	 Gamoshi  Metadatasoft  MTN Tech  All Aspect  Moonshot  Confidential  Tropica  Exposebox	 Kidoz  Articoolo  Keywee  Taboola  Impersonator	 Dynamic Yield  Deepchat.ai  Impersonator	 Brainstorm  Lead4Sale  People Broadcasting

A photograph of a high jumper in mid-air, performing a Fosbury Flop over a bar. The athlete is wearing a white singlet with dark trim and dark shorts. Their body is arched over the bar, with their back to the ground. The background is a blurred crowd of spectators in a stadium.

FLEXIBILITY & ACGONISTIC

HOW WE WORK TOGETHER.



We have **fun**.



We **empower**.



We **go for it**.



We are **one**.



We **innovate**.



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LAUNCHING AI IN ENTERPRISE: SUCCESS FACTORS

Establish trust in AI



Focus Customer Problem



Define AI's role



Link to corporate vision



Start Now



Solution Providers vs Start Ups



Flexible, agnostic ecosystem



People, people, people



WELOVE.AI



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