



MWC 2022 | A recap

VIDEO TRANSCRIPT

Speakers:

Andrew Walker, Accenture
Brian Smyth, Accenture
Martha Cotton, Accenture
Jefferson Wang, Accenture
Mathangi Sandilya, Accenture
Tejas Rao, Accenture
John Walsh, Accenture
Boris Maurer, Accenture

Andrew Walker: All right! Let's just start off what is metaverse.

Brian Smyth: It's about mixing the virtual and the physical together. It's definitely been a big topic this year and actually the reaction at the stand has been phenomenal from clients.

Andrew: What is the metaverse and why is it a trend?

Martha Cotton: The trend that we have around the metaverse we call the next frontier because it seems like that we're poised at sort of seeing this explosion of value around the metaverse.

Jefferson Wang: Metaverse is something to actually try and better understand because it can actually show the entire power of 5G.

Mathangi Sandilya: It's the answer to probably how I can change my operating model as well. It's going to help you do your learning transformation so much more easier.

Tejas Rao: Metaverse is just another version of getting to a platform capability with real-time data, with the visualization capabilities to really unlock the innovation cycle.

Jefferson: A lot of devices, a lot of things happening around ORAN. It's a targeted platform, it's a different type of platform play versus a scale play.

Andrew: You start to shift to ORAN. I liken it a little bit to how data centers changed 20 or 25 years ago.

So when I'm looking at ORAN, when I'm looking at the network trends... it's going to really kind of open up the doors to all sorts of new cool innovation. It's also going to help the telcos not only run kind of faster, better, cheaper but this can help them innovate.

John Walsh: The technology's evolved a ton over the last five years. We're all here, 5G, IoT, cyber, you know, here at Mobile World Congress to talk about those things and the evolution.

Tejas: With 5G, it's a network of networks. It's a platform driven capability so moving network to cloud, enabling mobile edge computing and then ultimately, moving cloud to edge - this is what unlocks the innovation capability and driving its new use case. Getting new products new services in every single industry, the acceleration agility that they need is really key to fabricate in real time new products and services.

Jefferson: Big thing we started to see was really sustainability and really kind of this feel for like how we can actually drive more purpose - how are we going to drive more to net zero? In the US, for example 20% of the actual reduction in those carbon emissions could happen between now and 2025, thanks to 5G.

Mathangi: Sustainability is now not just good to have but it's mandatory. That's where we are.



Jefferson: Right now what lot of matters is actually purpose and actually what your brand stands for.

Mathangi: And that's the opportunity that we have by making that commitment to sustainability.

Jefferson: SMB is a huge opportunity when we think about, when you look at kind of the fragmentation of basically how many SMBs there are per geography, but also how many challenges they have to deal with. They have to go to different software providers, different telco providers, different solution providers... How can carriers actually work to simplify that? How can carriers work to be advocates of SMBs? And more importantly, how could carriers potentially take all of that data analytics and information and actually help SMBs drive their businesses.

Boris Maurer: They are looking for SMB, what they can do to digitize SMBs and how to work together with other partners to get this done. We have a starting conversation about the metaverse and what are actually the opportunities that may come up.

Brian: We believe there's opportunity here for CSPs to build on the work they've been doing with SMBs... in the kind of SaaS area and provide metaverse as a service.

Andrew: Awesome! Thank you very much for tuning in. It's been a really exciting conference.