

THE NEW TELCO

DISRUPTING THE DIGITAL GAME

BECOMING THE UNDERLYING FABRIC OF
INDIA'S DIGITAL VALUE CHAIN



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It's a time of unprecedented disruption for communications service providers (CSPs). Advances in technology and the innovations they enable are allowing CSPs to be more efficient, competitive, offer new personalized services, and giving them the opportunity to be the focal point of consumers' digital life.

But the rules of the game are changing—fast. Disruptors are continuously undermining CSPs' traditional sources of strength—eroding their core voice, data, and product and service revenues. Look at how Facebook, WhatsApp and YouTube are invading the voice and data space, threatening CSPs with a revenue loss of more than US\$100 billion. Or at how Reliance Jio has shaken up the Indian telecom market like never before, aggressively widening the customer base through freemium connectivity and by betting on alternative monetizers such as music, TV and movie apps. Besides, CSPs are struggling to keep pace with the ever-growing expectations of the liquid customer and battling the challenges of stagnating revenues, lower return on invested capital (ROIC) and high capital investment.

To thrive in such a scenario, Accenture believes communications players in India must make strategic choices. They must rebuild future value by changing the playing

field—to digital where the real growth is. To do this, CSPs need to make a **bold and profound** change in the way they operate, and reimagine how they leverage the latest technologies. The transformation journey will include scaling along the continuum between platform and infrastructure-based plays, departing from traditional models, and successfully shifting to the pervasive network platform and multi-sided platform model. By managing intelligent, open, self-service digital networks and providing smart connectivity, CSPs can become the underlying fabric of the digital value chain. And by embracing multi-sided platform model and establishing cloud-platform businesses enriched by OTT/industry partners, they can become an essential part of users' daily digital routine.

Our **digital narrative for CSPs** focuses on how they can lead in the digital space by successfully shifting gears to new growth models. At the upcoming India Mobile Congress, Accenture leaders will discuss the **future of networking**, how CSPs can **benefit from cloud and virtualization, enhance user experience through digital content, create value through analytics** and leverage the disruptive power of **women in tech**.

Drop in at the Accenture booth in Hall 12, Pragati Maidan, New Delhi, where we will bring digital possibilities to life with our demos on **Connected Worker** and **Advanced Analytics**.



**ACCENTURE
BOOTH IN
HALL 12**



DAY 1
**SMART/INTELLIGENT
NETWORK: THE FUTURE OF
NETWORKING**

Accenture speaker: PAOLO SIDOTI, managing director and Lead –
Communication Network Practice, Asia Pacific, Accenture

Other panelists: Rohit Adlakhar, vice president and global head for Wipro Automation and Wipro HOLMES (Artificial Intelligence Platform); Shyam Prabhakar Mardikar, CTO – Mobile Networks, Bharti Airtel Ltd; Vishant Vora, CTO, Vodafone India; Ludvig Landgren, head of Network Applications and Cloud Infrastructure, South East Asia & Oceania, Ericsson; Anil Tandon, CTO, Idea Cellular Ltd; Jaswant Boyat, solution director, India IP Network Sales, Huawei; Sanjay Kaul, managing director, Service Provider Business, Cisco; Vipin Tyagi, executive director, C-Dot

**SEPTEMBER 27,
2:30–4:00 P.M.,
HALL 2**



DAY 1
**WOMEN IN TECH/
BUSINESS**

Accenture speaker/panelist: RANJANA NARAWANE, managing director –
Technology, Advanced Technology Center, Accenture in India

Other panelists: Upasana Taku, cofounder, Mobikwik; Shalini Girish, head, Google Marketing Solutions, India; Radhika Aggarwal, founder, ShopClues/Rita Tiwathia, Commerce Secretary; Shefali Bansal, Watson IoT Lab leader/Aruradha Mitra, member, Finance, Telecom Commission; Harmen Mehta, CIO, Airtel; Shikha Sayal, director, GSP Sales, Cisco India & SAARC

**SEPTEMBER 27,
2:30–4:00 P.M.,
HALL 4**



DAY 2
**CLOUD &
VIRTUALIZATION**

Accenture speaker/panelist: PAOLO SIDOTI, managing director and Lead –
Communication Network Practice, Asia Pacific, Accenture

Other panelists: Viswanathan Ramaswamy, vice president, Wipro; Badri Gomatam, CTO, Telecom, Sterlite Technologies Ltd; Gulsan Khurana, CTO, ZTE

**SEPTEMBER 28,
2:30–4:00 PM,
HALL 2**

Please note: Speakers and panelists are subject to last-minute changes.



DAY 3
**VALUE CREATION
THROUGH ANALYTICS:
\$41 BILLION
OPPORTUNITY**

Accenture speaker/panelist: SAURABH KUMAR SAHU, managing director and Lead – Analytics, Accenture in India

Other panelists: Monojit Mazumdar, Analytics Leader at Deloitte India; Amit Sanyal, vice president and head, Consumer Value Solutions, Mahindracomviva

**SEPTEMBER 29,
11:30 A.M. – 1:00
P.M., HALL 1**



DAY 3
**DIGITAL CONTENT:
ENHANCING USER
EXPERIENCE**

Accenture speaker: DR. GOPI KURUP, managing director – Communications, Media & Technology, Accenture

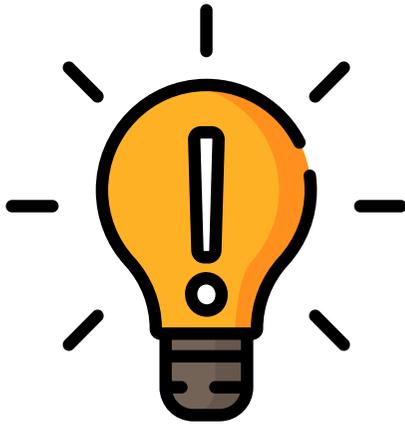
Accenture panelist: ADITYA CHAUDHURI, managing director and Lead – Communications, Media & Technology, Accenture in India

Other panelists: Satya Raghavan, head of Content, YouTube, India, Google; Henrik Moberg, managing director, Cavena Image Products AB; Deepankar, vice president, Vodafone India; Prateek Thakkar, CEO at Inspired Mobile and MMA gold member; Saurabh Doshi, head, Content & Media Partnerships, Facebook India

**SEPTEMBER 29,
11:30 A.M. – 1:00
P.M., HALL 3**



Please note: Speakers and panelists are subject to last-minute changes.



SMART/ INTELLIGENT NETWORK: THE FUTURE OF NETWORKING

**SEPTEMBER 27,
2:30 P.M.–4:00 P.M.,
HALL 2**

Accenture speaker: Paolo Sidoti, managing director and Lead – Communication Network Practice, Asia Pacific, Accenture

Software-defined networking and network function virtualization introduce great flexibilities in how modern computer networks can be operated, enabling innovative new network services and promising a more automated and correct network operation. At the same time, these paradigms introduce several new challenges. The number of connected devices has risen dramatically in the last few years and the emerging 5G technology will bring a plethora of interconnected sensors, machines and smart devices. Networks are being transformed with software-defined networking as well as network function virtualization and cloudification to support all the connected devices as well as to provide a seamless network experience. The panel of experts will throw light on various developments as well as implementation strategies for the intelligent network in India and challenges associated with it in terms of financial burdens, return on investment, capex requirement, regulatory policies, and other technical issues like vendor-agnostic network, the point of interconnect and compatibility with legacy network.



WOMEN IN TECH/ BUSINESS

**SEPTEMBER 27,
2:30 P.M.–4:00 P.M.,
HALL 4**

Accenture speaker/panelist: Ranjana Narawane, managing director – Technology, Advanced Technology Center, Accenture in India

Gender equality in business and technology is a complex topic. There has been a significant rise in the number of women in technology as well as in business and leadership roles in the past few decades. A Goldman Sachs report says that narrowing gender gaps in employment could push per capita income in emerging markets by up to 14 percent by 2020. Many of the powerful leaders who feature among the World's Most Powerful Women have long established themselves in the tech sector. Though gender equality in different sectors is improving, we have a long way to go and diversity in different sectors is still a big question. India today has a woman leading the defense ministry, which speaks a lot about our women empowerment story. An increasing number of women are making their presence felt in India's vibrant economy as entrepreneurs and professionals. Significantly, about 14 percent of businesses in India are run by women and 7 percent of startups have female founders. The figures point to the rising importance of women in tech and business but there are numerous challenges associated with gender inclusiveness. Our expert panel will explore the importance of women in the workplace as well as in leadership roles and the challenges they face.

DAY 2



CLOUD & VIRTUALIZATION

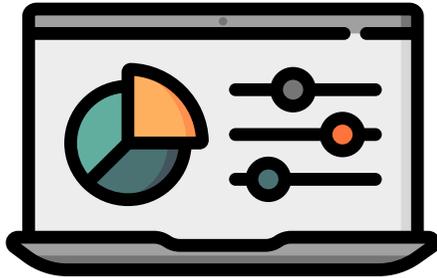
**SEPTEMBER 28,
2:30 P.M.–4:00 P.M.,
HALL 2**

Accenture speaker/panelist: Paolo Sidoti, managing director and Lead – Communication Network Practice, Asia Pacific, Accenture

Cloud computing technologies have evolved exponentially over the last few years. While large corporations are moving to the cloud and everyone agrees that the shift to the cloud is imperative, the actual migration is taking place at a much slower pace. Cloud computing is a new computing paradigm that has a lot of advantages due to its ability to reduce costs associated with computing while increasing flexibility and scalability. There has been significant adoption of public and private cloud. To take just one example, the government is using cloud computing for e-governance services in India. In fact, the public cloud services market in India is expected to touch US\$1.8 billion this year. However, security issues, especially data security and privacy protection, remain a primary concern.

This session will explore the potential opportunities in a cloud-based environment, security risks and privacy issues, among others. The panel of experts will throw light on the impact of cloud on India's digital transformation drive, and on the ownership and security of private data stored in the cloud.

DAY 3



VALUE CREATION THROUGH ANALYTICS: \$41 BILLION OPPORTUNITY

SEPTEMBER 29,
11:30 A.M–1:00 P.M.,
HALL 1

Accenture speaker/panelist: Saurabh Kumar Sahu, managing director and Lead – Analytics, Accenture in India

In this Internet of Everything era, enormous volume of data is being generated every day. Data analytics is a rapidly evolving field, offering significant opportunities when explored and applied to uncover deep insights. Big data analytics applications can significantly help the government to achieve efficiencies, combat fraud, bring transparency, foster the economy, and spike productivity and growth. With every citizen connected to the network, the government can utilize the data to explore opportunities in different sectors like healthcare, agriculture, education, economics and national security.

The panel will throw light on the evolving opportunities of analytics and its application in different sectors and the challenges associated in terms of vulnerability of personal data and privacy, and national security.

DAY 3



DIGITAL CONTENT: ENHANCING USER EXPERIENCE

**SEPTEMBER 29,
11:30 A.M.–1:00 P.M.,
HALL 3**

**Accenture speaker: Dr. Gopi Kurup, managing director –
Communications, Media & Technology, Accenture**

**Accenture panelist: Aditya Chaudhuri, managing director
and Lead – Communications, Media & Technology,
Accenture in India**

As Bill Gates rightly declared two decades ago, content is king. Content consumption has evolved at an unprecedented pace thanks to high speed Internet and the increasing use of devices capable of digital media. Access to content has moved from traditional television to smart screens and become more interactive and customizable. The use of content is everywhere—in entertainment, sports, e-commerce, instant messaging, digital advertisement and in emerging technologies such as 4K and 3D videos and virtual reality, to name a few.

The discussion will cover different aspects of content to enhance user experience and the challenges around it: piracy, vulnerability of personal information, cybersecurity and regulatory policies.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 411,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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