



Building a better working world

How do you get to next before next gets to you?

#BetterQuestions #NextWave

# EY at MWC Barcelona | Content program

## 24-27 February 2020

We are planning an exciting range of activities at MWC Barcelona this year. We invite you to join us at our booth in Hall 2 (Stand 2D30) where we'll be showcasing a variety of interactive use-case demo sessions, workshops and short EY Live Talks.

You will have the opportunity to discover more about our ecosystem relationships, including our alliance partners, technology consulting teams and the full breadth of our global industry professionals, allowing you to re-imagine how your company can win in the market and what is required to get there.

### Topics available

**Executive client workshops** | 30-60 minutes, in-depth-discussions and topic explorations

Title	Description
Accelerating business results with a compliant and trusted edge – powered by Microsoft Azure IoT	Join us as we discuss the importance of identifying and mitigating business and technology risks related to edge computing and the Internet of Things (IoT) devices with consideration to the geopolitical environment (data residency, government regulations, geo-redundancy), compliance (industry standards, data privacy, data validity, safety) and cybersecurity (IoT device security, secure connectivity). We will share insights on leading business practices and technologies for building large-scale, compliant and secure IoT/edge implementations and de-risking existing environments via real-life customer scenarios. Discussion will be led by Aleksander Poniewierski, EY Global IoT Leader, and Tony Shakib, General Manager, Azure IoT Business Acceleration Team, Microsoft.
Accelerating value with EY Intelligent Migration for S/4HANA – powered by SAP	Discover how to build your business case for transformation and move to SAP S/4HANA. EY Intelligent Migration can help accelerate the value delivery of SAP S/4HANA by reducing project timelines, lowering cost and minimizing business disruption. Learn how intelligent automation and machine learning have made it possible.
From CSP to DSP transformation for telcos to capture the 5G opportunity – powered by Nokia	Join our immersive EY wavespace™ presentation, including insight into plausible 5G use cases (consumer, enterprise and public sector) and a view into our complete 5G wavespace innovation session, with personas mapped to user journeys with data, 5G enablement cards and a 5G business model canvas. We will discuss insight into end-to-end digital transformation for communication service providers through monetization of 5G, focused on capturing the 5G B2B enterprise opportunities and to redefine CSP role in the communication in the digital ecosystem economy.
Improving trust and confidence in telecoms – metrics that matter	To give confidence to multiple stakeholders, telecoms need to define and report metrics (KPIs) that drive long-term value and are trusted by the users. When telcos get them wrong, confidence drops, share prices fall, consumers lose trust, business models are set back and regulators get active. Join us to discuss the KPIs that matter to telcos as they communicate what drives their long-term value to their stakeholders.
Infrastructure optimization strategy	This workshop will address various transaction options, operating models and key steps for telecom carve-outs, including setting up an internal infra-company, going into a network-sharing agreement or selling a (majority/minority) stake to infra-operators or infrastructure funds. The audience will gain a better understanding of the market drivers, range of options regarding different infrastructure operating models, main transaction structure or partnerships, the respective benefits and issues and key strategic players and financial investors. We also intend to provide a general assessment of the operational, financial and tax impact.
Legal, tax and regulatory considerations for 5G and the IoT revenue streams	How do we build the global operating models for a 5G ecosystem business, when revenue streams change and are generated on a wide range of platform-based services across multiple jurisdictions? What are the best ways to navigate the tax/legal requirements and opportunities around the globe? Join us to discover how to transform into a successful 5G business.
Media and entertainment: How is your business powering up for the next video-gaming challenge?	Gain insights into the critical opportunities and challenges being faced by video-game companies and learn about leading practices that are being leveraged to navigate an era of slower growth, mitigate cyber risk, streamline operations and contain costs and adopt new, disruptive business models.



The better the question. The better the answer.  
The better the world works.

## EY Live Talks | 15-20 minute, short discussions and topic explorations

Title	Description
<b>Adaptive digital enterprise: customer experience</b>	Explosive innovation in technology is rapidly changing the customer's expectation of a great customer experience. Understand more about the trends shaping how organizations are thinking about their customer experience. We will explore several potential future scenarios, the technology that may drive those scenarios and the implications on the technology, media and entertainment and telecom value chain, including internal operations, employees, partners and other stakeholders.
<b>Adaptive digital enterprise: trust</b>	The challenge of protecting the technology, media and entertainment and telecom (TMT) enterprise in today's always-connected global market is complex, expensive and mission-critical. Multiple, sometimes conflicting, realities must be considered when planning and designing security and privacy capabilities. Consider the explosion of connected devices and data, the unpredictability and inconsistency of global regulatory regimes and the parallel mandate to accelerate growth. This session will take a future-back perspective and discuss strategies to design highly effective capabilities to protect the TMT enterprise based on where the sector is likely headed five years from now.
<b>Connected citizen</b>	By 2030, 90% of the 8.5 billion people on Earth will be connected to the internet. What will it mean to live in this hyperconnected world, and what will it take to govern it? During this session, we will explore the lives of citizens in the connected world and discuss how governments can change to serve them. Participants will learn about and discuss different groups – or personas – of citizens, the themes and values that help define them and how these factors condition what people need and expect from government. This insight into changing citizen expectations will help participants to understand what is driving the need for governments to transform. This in turn will help guide them as they decide how to improve government in their countries and deliver better outcomes for their citizens.
<b>Connected mobility</b>	Where will value be created in a hyperconnected world? The global shared mobility market is expected to reach more than US\$600 billion by 2025. Please join us as we explore the drivers of change and emerging value pools transforming today's business models. We will discuss how companies can capitalize on mobility opportunities for tomorrow's success.
<b>Ethics and digital transformation</b>	Digital transformation has engendered new products, services and solutions faster and with more impact on the economy, corporate culture and society than ever before. Find out how companies can balance successful transformation and business ethics while designing new products, solutions, technologies or organizations and manage corporate risks and opportunities with a state-of-the-art integrity agenda.
<b>How network security becomes critical in the age of 5G with Nokia</b>	Join us in conversation to better understand how cyber at cloud edge can impact network security. Through this conversation, you will learn more about network security risks and how to mitigate them when transitioning to 5G with virtualization and cloud edge capabilities.
<b>Personalized connected wellness</b>	The traditional model of health is rapidly evolving, and across the health ecosystem this shift will fundamentally alter the way care is imagined and delivered. Technology, which is empowering patients, will increasingly allow care to be delivered at home, with telehealth and smart devices connected to the IoT and powered by 5G. This will significantly expand the potential for remote monitoring, diagnosis and even treatment, providing "anytime, anywhere" personalized care. Along with Babylon, we will discuss the potential of data and technologies to improve the quality of well-being and the ways in which both health care and other organizations can position themselves in the new competitive landscape.
<b>The NextWave of the media and entertainment enterprise</b>	A third of media executives say that without reinvention, their businesses will cease to exist in five years. Learn how global media and entertainment leaders are building the NextWave of the media enterprise by pursuing operational excellence and agility, rebooting their innovation strategy and approach and accelerating talent and skills development.
<b>Can you have a sustainable planet without a sustainable financial system?</b>	CEOs and business leaders recognize that sustainability-related issues can pose substantial financial and reputational risks for individual organizations and whole industries. The impact on financial stability posed by climate change alone is one of the top global business challenges that has the potential to harm future growth and the global economy. At MWC Barcelona, we will share examples of how EY professionals are working across financial services and other industries to help our clients build a sustainable, responsible and balanced financial system.
<b>How to thrive in a 5G world: insights from the EY Global Enterprise Perception Study</b>	Explore the opportunities and challenges faced by all industries in the 5G world through an interactive demo that highlights our study findings and brings 5G and the IoT use cases to life. Understand where enterprises are on their 5G journeys and how technology, media and entertainment and telecom providers must adapt if they are to thrive during the next wave of IoT.

**Interactive use-case demos** | Interactive demonstrations with subject-matter professionals available to guide participants

Title	Description
AI-driven video analytics – powered by IBM	Cameras capture video, but video analytics capture the value. IBM Video Analytics is AI-powered and data-driven to help you unlock deeper insights into the most powerful factors of a business, supporting the ability to make better decisions faster. Join us as we showcase how video analytics can help you to quickly analyze and identify key events and objects captured on video. See this powerful tool in action and explore how integrating IBM Video Analytics with PowerAI Vision can create custom machine learning tailored to your individual business needs.
Connecting people and business performance  PX360 customer and employee experiences with Qualtrics – powered by SAP	Experience is now the biggest brand differentiator; it has surpassed product and price. Learn what the “Symmetry of Attention” means to managing the experience of your people. The EY People Experience 360 (PX360) solution takes operational data from SAP and experience data from Qualtrics and combines it to provide visibility into “operational friction” associated with HR and cross-functional processes to enable and transform the people experience. Participants will leave with specific examples of how they can use data-driven analytics enabled by machine learning and AI to provide insights on the relationship between business performance and people experience. They will better understand what it means to build a new experience management and why they cannot overlook this emerging requirement for next-generation service delivery.
Customer-centered network capex planning with B-Yond	EY 5G Smart Network solutions support the operators by optimizing their capex spend using AI-based network planning in partnership with B-Yond. It brings an innovative approach that enables operators to make network investments based on business goals vs. purely network criteria. For example, operators can now craft their customer experience vs. react to it, while also reducing capex. They can also invest capex based on compliance mandates, throughput, churn reduction, NPS goals, etc. Join us to see how this unique AI-based planning solution can help you create a more customer-centric network. You can play with investment scenarios involving parameters such as consumer and B2B customer density, traffic volume increases, asset additions, etc., and view and analyze the output instantly in the tool.
Digital boardroom – powered by SAP	Leadership in the digital economy still lacks the ability to turn big data into actionable insights. Explore the EY digital boardroom demo (based on SAP Analytics Cloud) that is helping business leaders in finance and tax functions to make proactive decisions based on real-time data, providing a single source of truth and improved visibility, leading to better and faster decisions. Join us to see real-life examples and learn about the benefits of creating an intelligent tax and finance function.
Empowering workforce with EY Field Service Navigator – powered by Microsoft HoloLens	Interested in achieving up to 20% tax overpayment reduction, 40% employee productivity improvement, 30% inventory level reduction or 50% asset maintenance overhead cost decrease? Join us for a virtual tour with Microsoft HoloLens 2 and discover how EY Field Service Navigator empowers enterprises with end-to-end asset life cycle management capabilities. Learn how our framework and solution provide visibility and accurate physical and financial asset information through automating capital project processes and financial transactions.
Global trade – powered by Microsoft	Trade has to transform, and it starts with trust. The shift from traditional trade networks to collaborative ecosystems will reveal new ways to truly disrupt the historical terms of trade. As trade continues to pivot from the flow of documents to the sharing of trusted data and intelligence, we will see the conditions for trust, friction reduction and increased transparency redefined. With data fast becoming the fuel, establishing and maintaining trust in that data is critical. If you can't trust the underlying data, then you can't trust the intelligence that it generates. The NextWave Global Trade initiative has developed a simulation of a digitally enabled port ecosystem to demonstrate the power of creating trust through data sharing in one of the most complex and interconnected components of the trade value chain. In experiencing the simulation, participants will understand the mechanics of how trusted data and intelligence being shared among a port community will remove friction and increase trust. Importantly, the simulation experience will also inform participants how they might themselves play a role in these types of trade ecosystems.
IoT: securing the intelligent edge built on Microsoft Azure	Understand the mission-critical importance of security in the world of devices living at the edge. View a live demonstration of the Azure Security Center for IoT.
Real-time remote diagnostics in emergency care – powered by Tech Mahindra	The EY and Tech Mahindra teams will demonstrate the NXT of health care during emergency situations, tele-guidance enabled by live video provided to an emergency medical technician by a remote consultant and remote monitoring of vitals, which will significantly reduce the door to diagnostic treatment time. Join us as we analyze how collection and relay – utilizing a 4G+ or 5G network – of critical patient data such as medical imaging even before the patient arrives, help emergency doctors and nurses be better prepared to receive patients and result in a smoother, more efficient handover process.
Smart factory: manufacturing digitalization through telco transformation – powered by Microsoft and Nokia	See real-world examples of 5G-empowered industry use cases – including a private LTE/4.9G and industry 4.0 demo powered by Microsoft and Nokia. We will use our smart factory catalyst integration and digital lens augmented-reality solution to demonstrate the digital machinery overlay. Learn how to drive sustainability targets with private LTE/4.9G and 5G connectivity combined with other emerging technologies in industrial environments.

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**For further information on our activities at MWC Barcelona or to meet with our leaders, please email [EYatMWC@ey.com](mailto:EYatMWC@ey.com).**