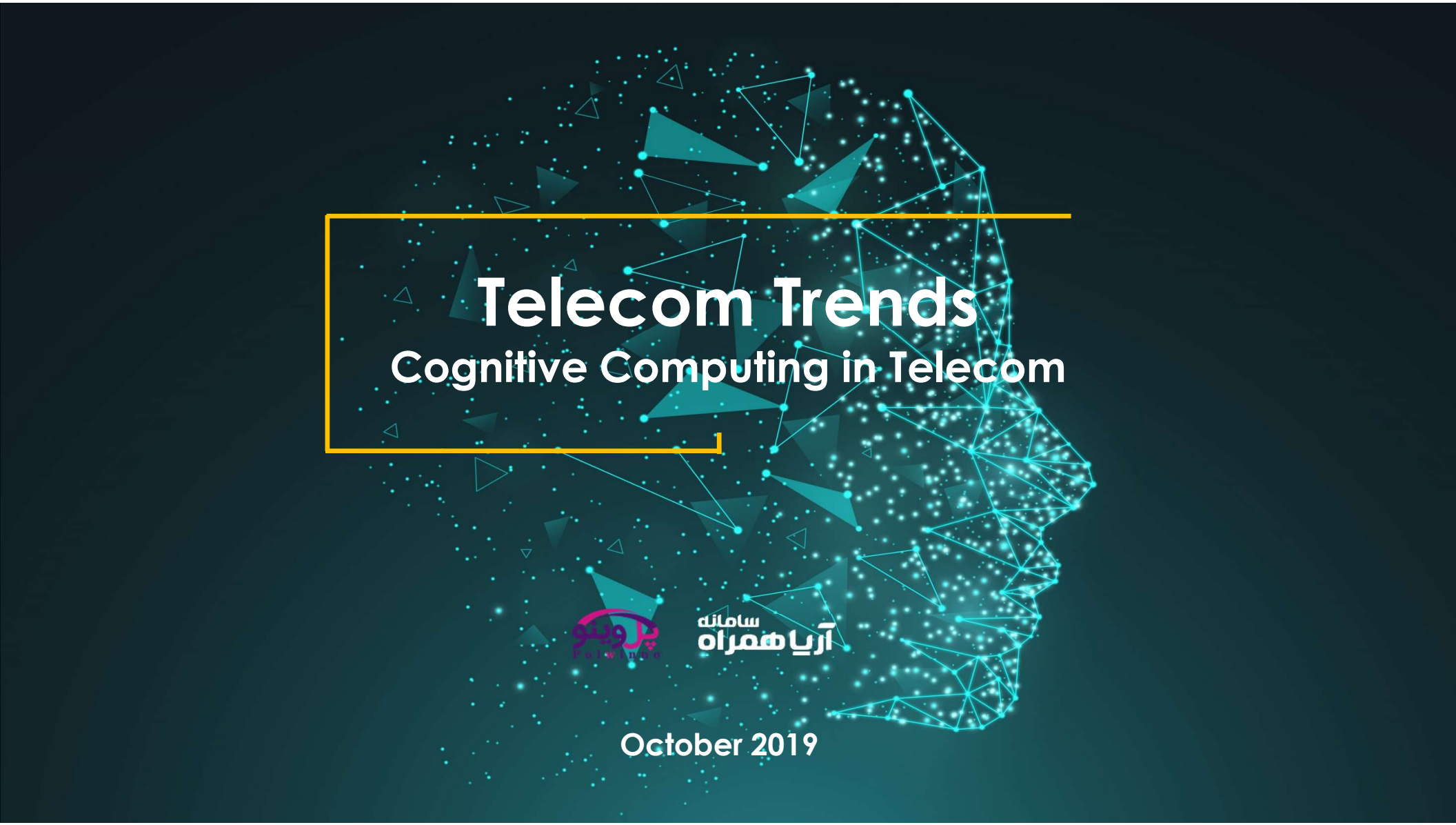


Telecom Trends

Cognitive Computing in Telecom

October 2019

Telecom Global Market

$2,693.4 billion in **2018**

$3,453.2 billion in **2022**

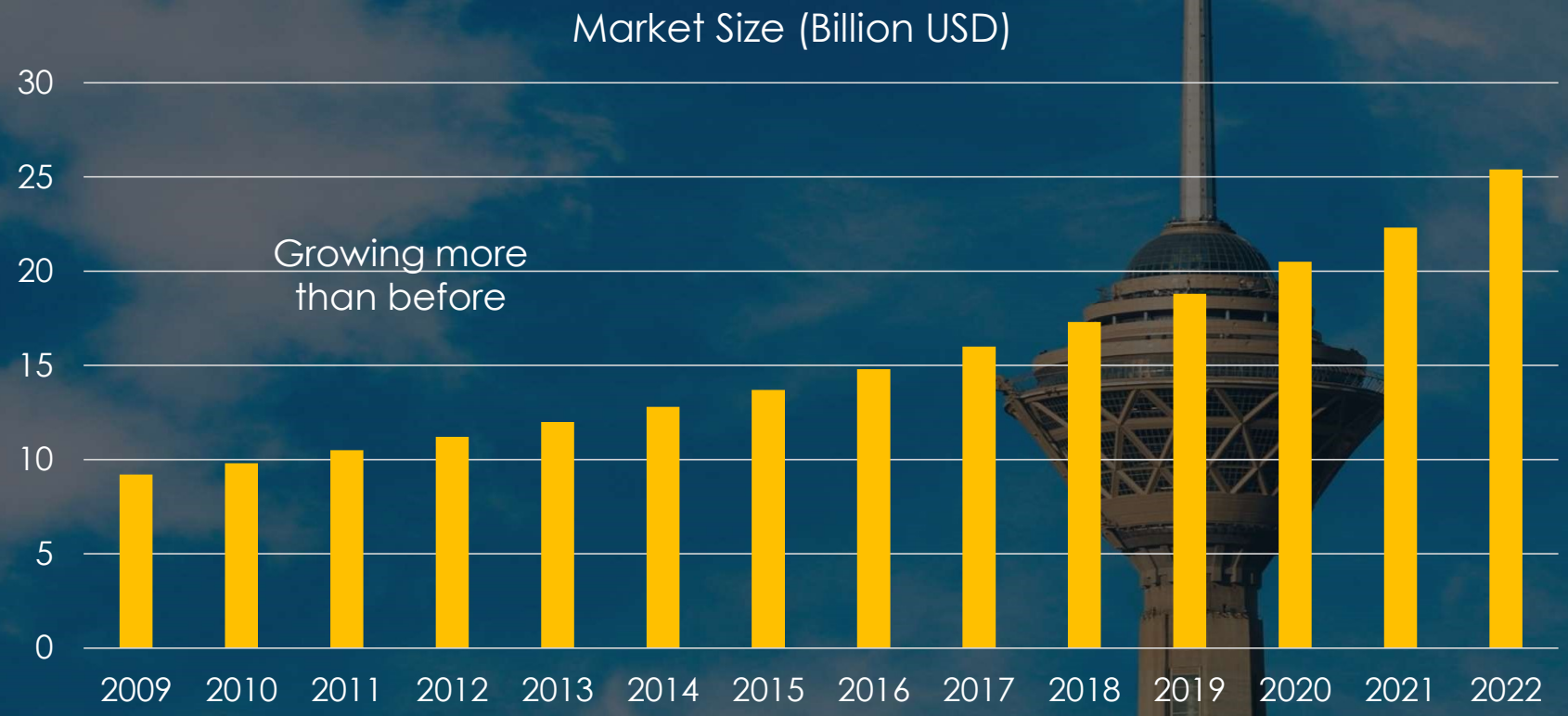
45.2% in 2018

Wired Telecommunication Carriers	Wireless Telecommunication Carriers
Communication Hardware Manufacture	Satellite and Telecommunication Reseller

Fast Growing
CAGR 8.1%
2020

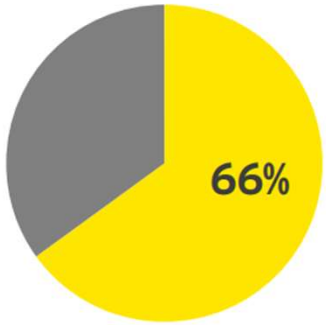
Source: Marketwatch, 2019

Iran Telecom Market



Source: Statistica

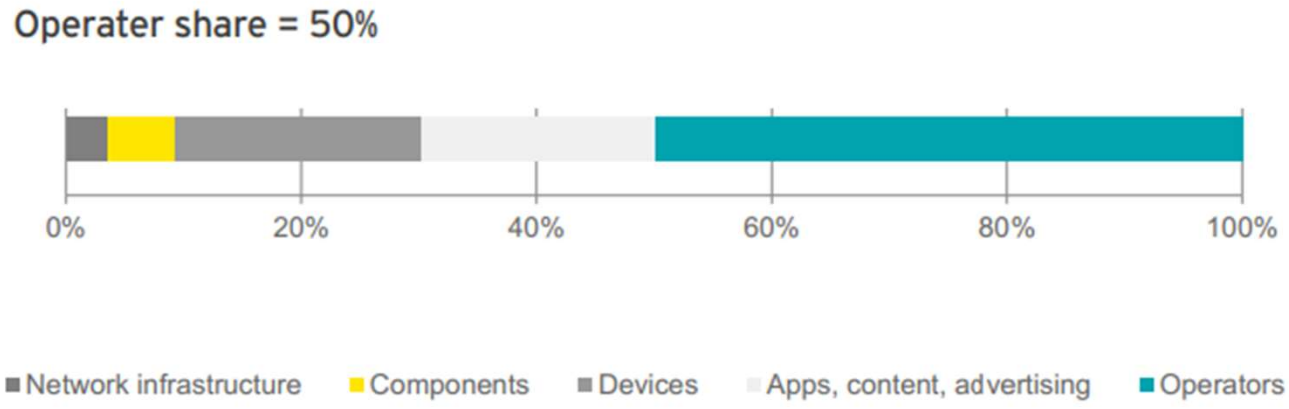
Emerging Markets



Source: EY research

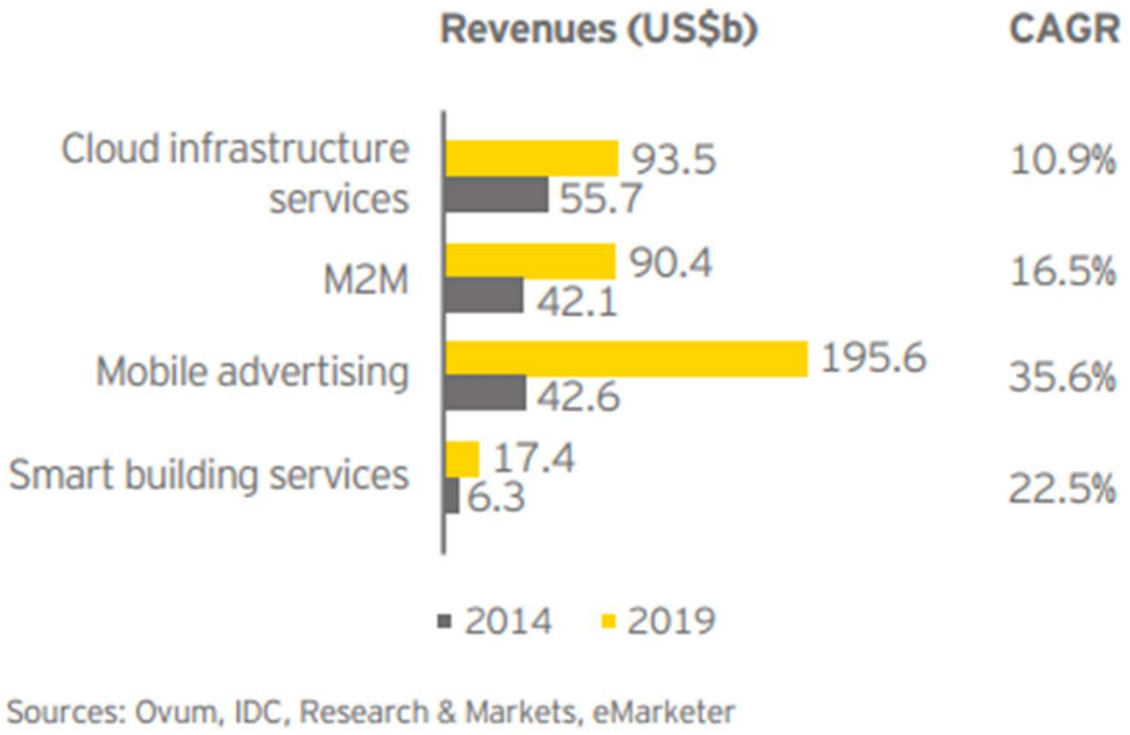
Percent of Operators Agree

"Digital services currently account for 3% of revenues. In five years' time, this will rise to 10% or the low teens due to the provision of services in security surveillance, smart city and enterprise services."



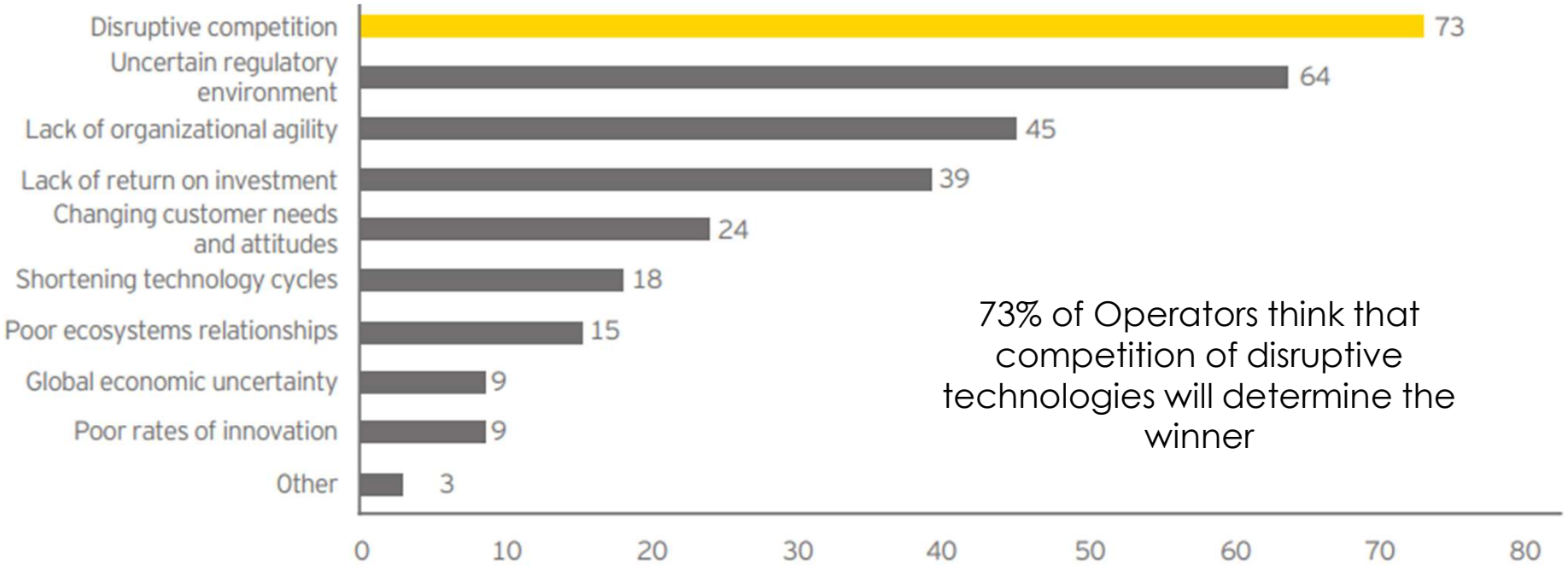
Mobile Ecosystem Revenue

Global Market Growth of Selected Telecom Segments



Sources: Ovum, IDC, Research & Markets, eMarketer

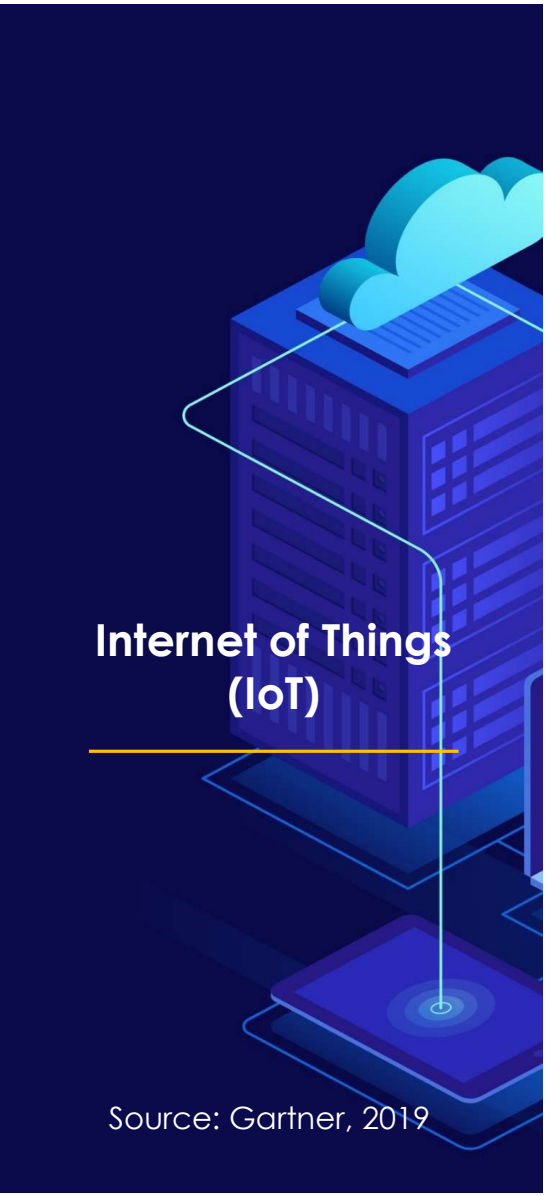
Power of Disruption



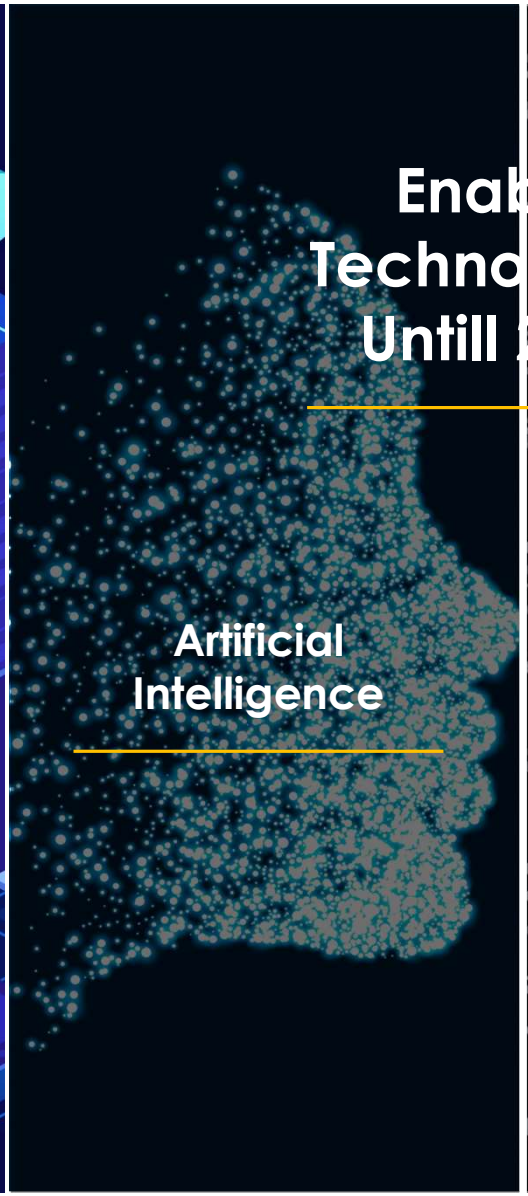
73% of Operators think that competition of disruptive technologies will determine the winner

Source: EY research

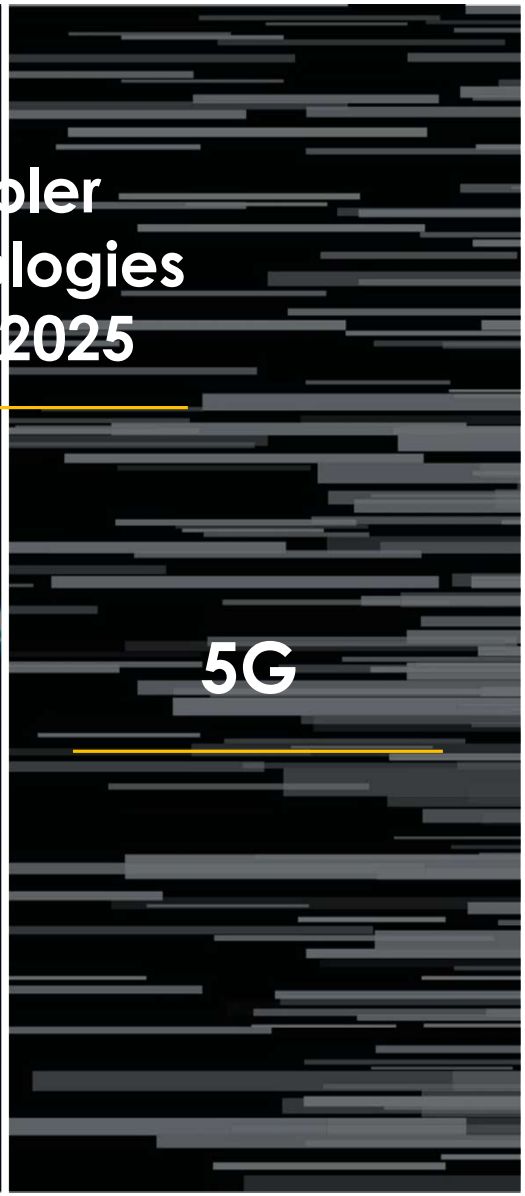
Enabler Technologies Untill 2025



Internet of Things (IoT)



Artificial Intelligence

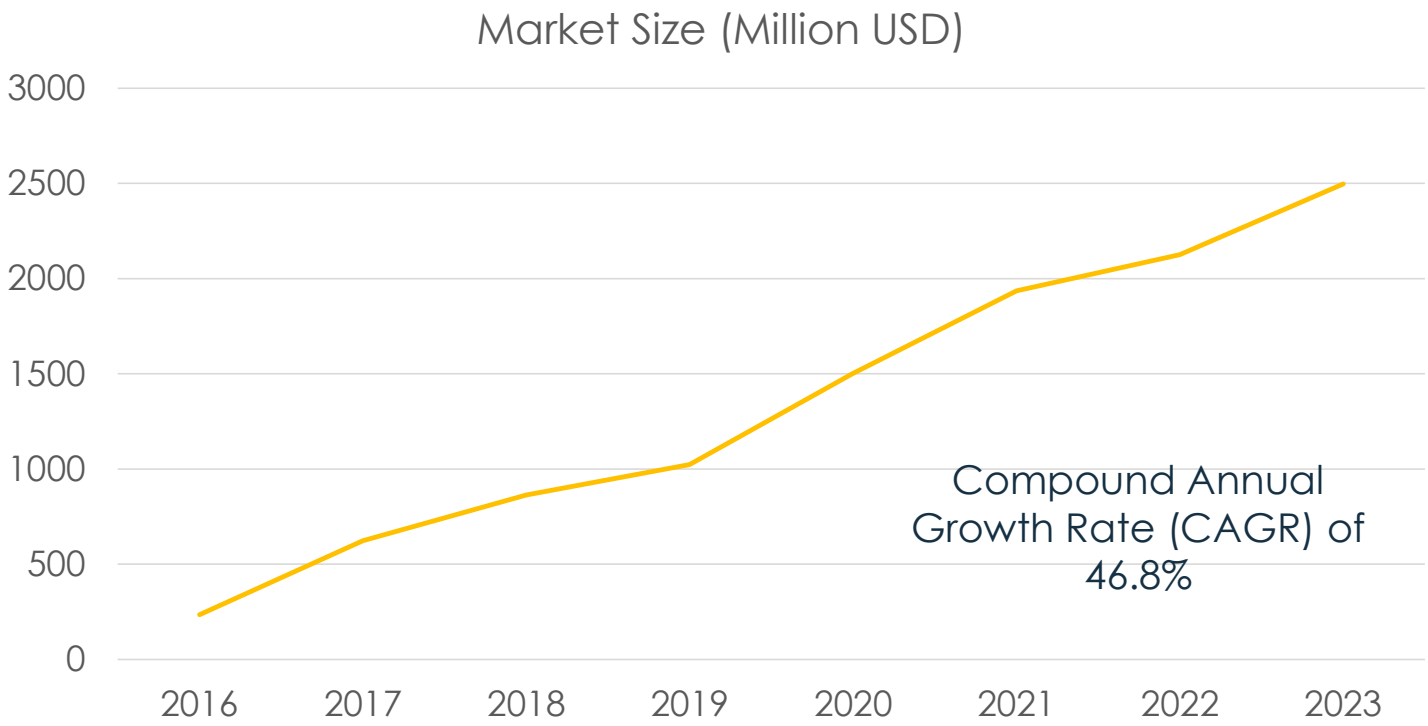


5G

Blockchain

Source: Gartner, 2019

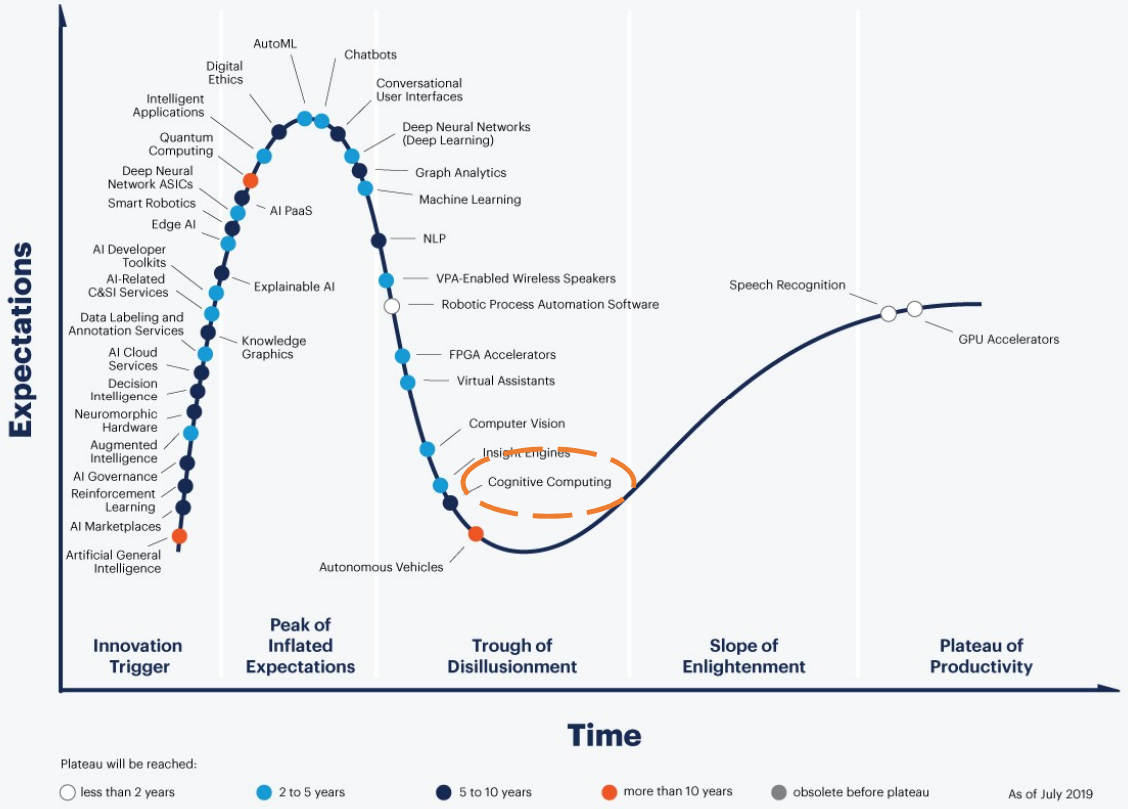
Artificial Intelligence Share in Telecom



Source: MarketsandMarkets

Inside Artificial Intelligence

Gartner Hype Cycle for Artificial Intelligence, 2019



gartner.com/SmarterWithGartner

Source: Gartner

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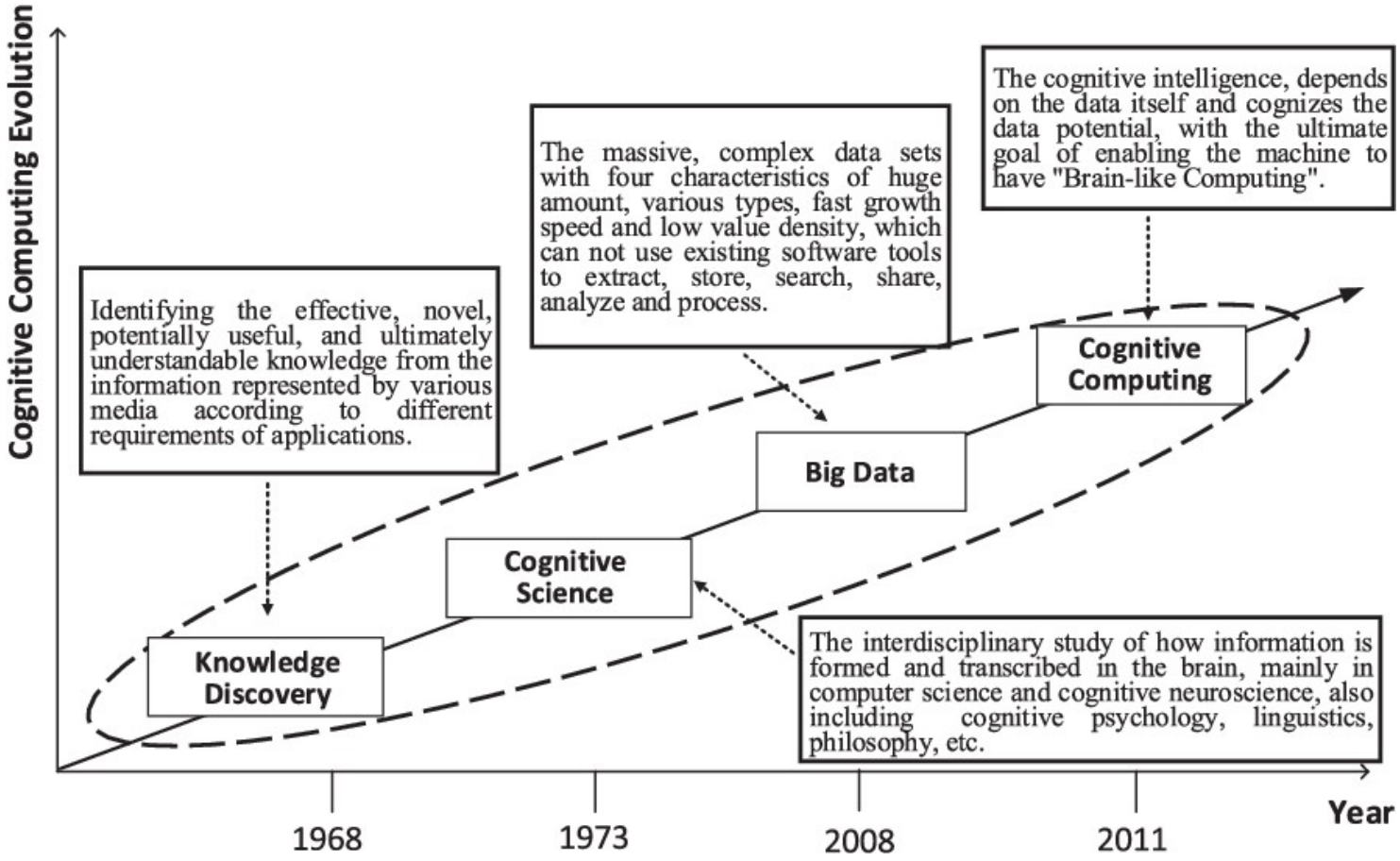
Gartner

Cognitive Computing

"A set of technologies that allows for greater flexibility with bigger and less-rigidly structured data sets, and which allows computers to work with things like text and images in a manner previously associated only with humans. "

Information Age
Google
World of Unstructured Information
Cognitive Computing Comes to Rescue!

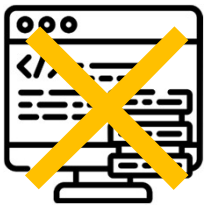
Evolution of Cognitive Computing



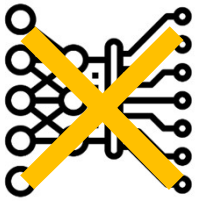
Don’t Be Confused!

Cognitive Computing is not…

Robot



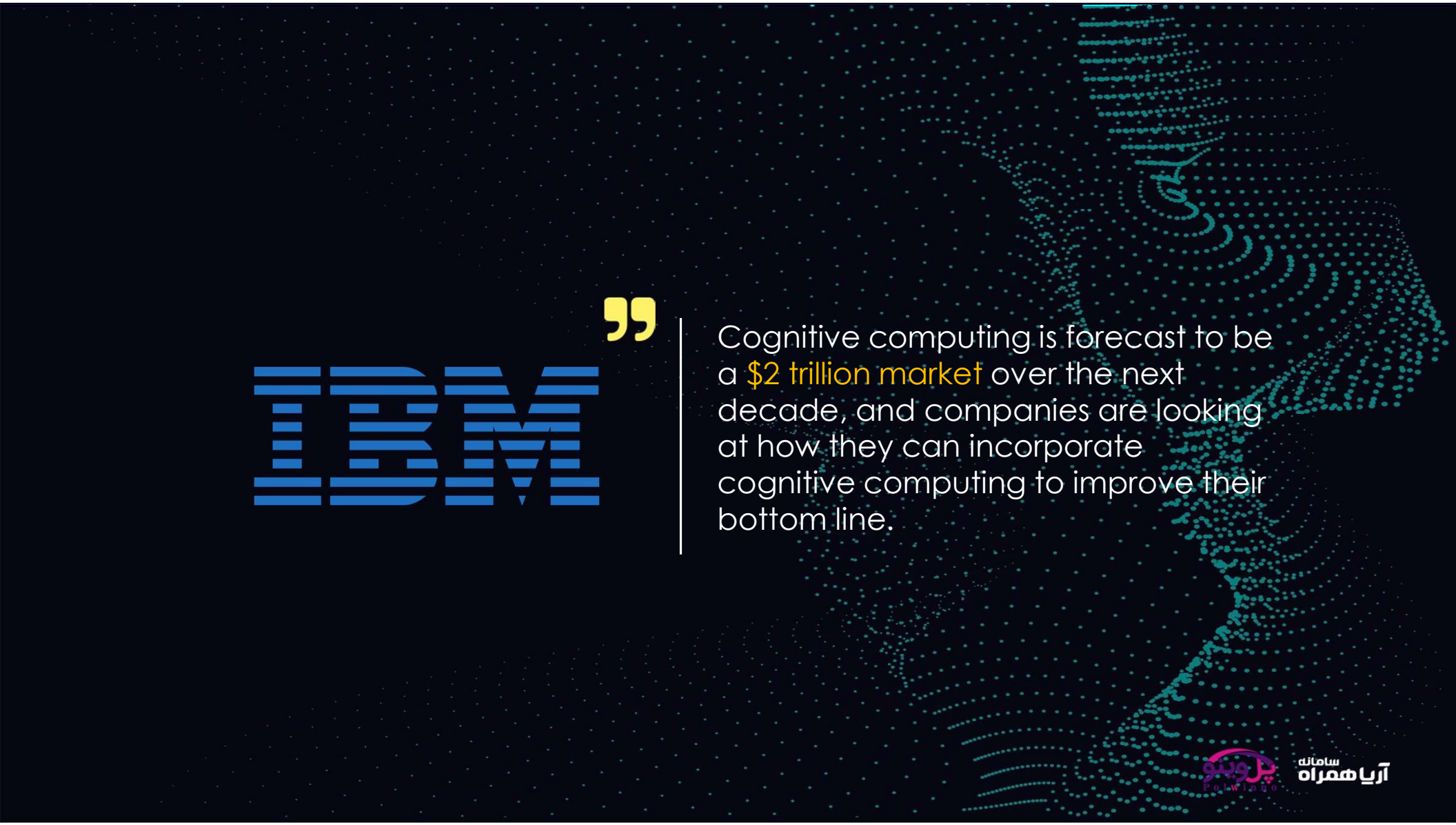
Simple Tools



Just Machine Learning

Human

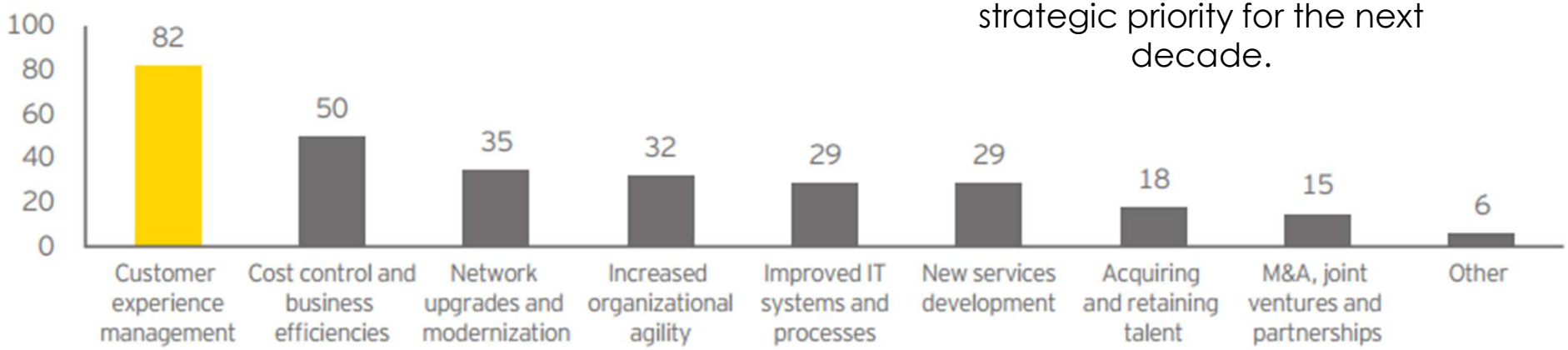
Super Computers


IBM
Cognitive computing is forecast to be a $2 trillion market over the next decade, and companies are looking at how they can incorporate cognitive computing to improve their bottom line.

Smart NOCs with Cognitive Computing

Strategic Key

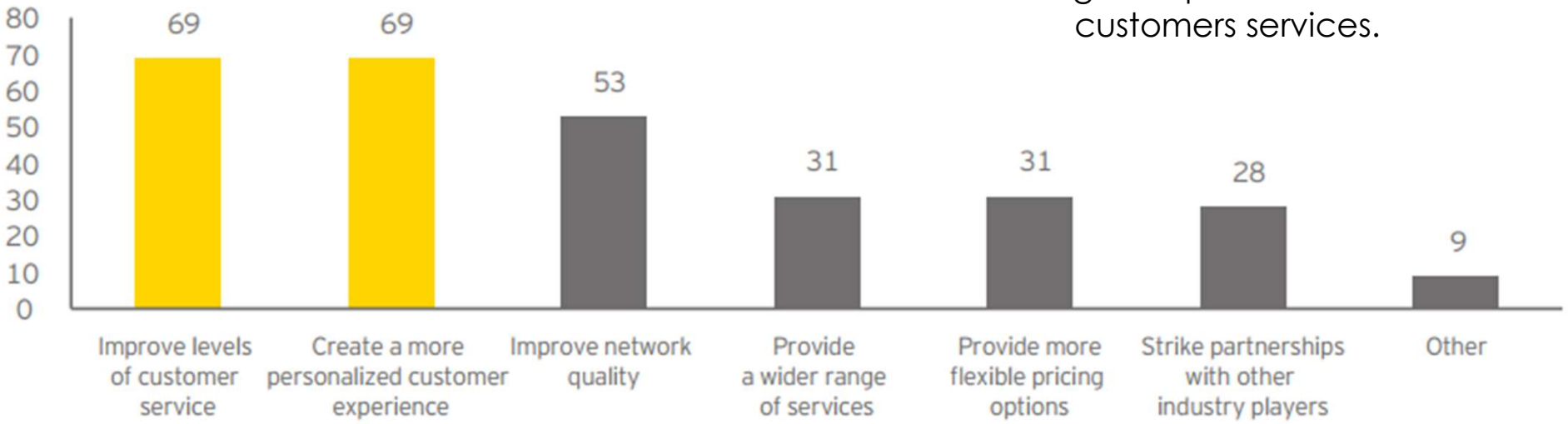
82% of operators think customer experience and insights are strategic priority for the next decade.



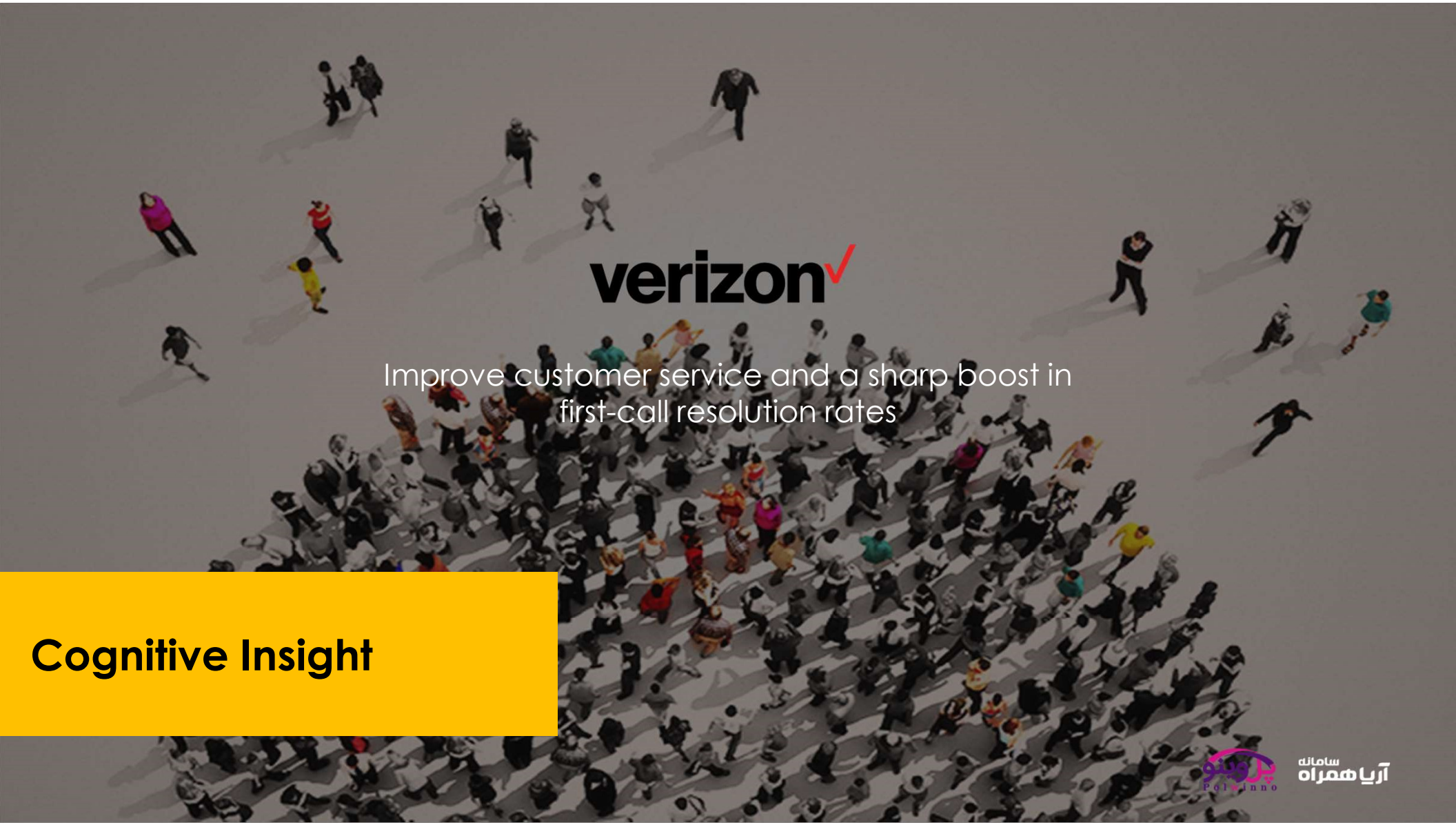
Source: EY research

Strategic Key

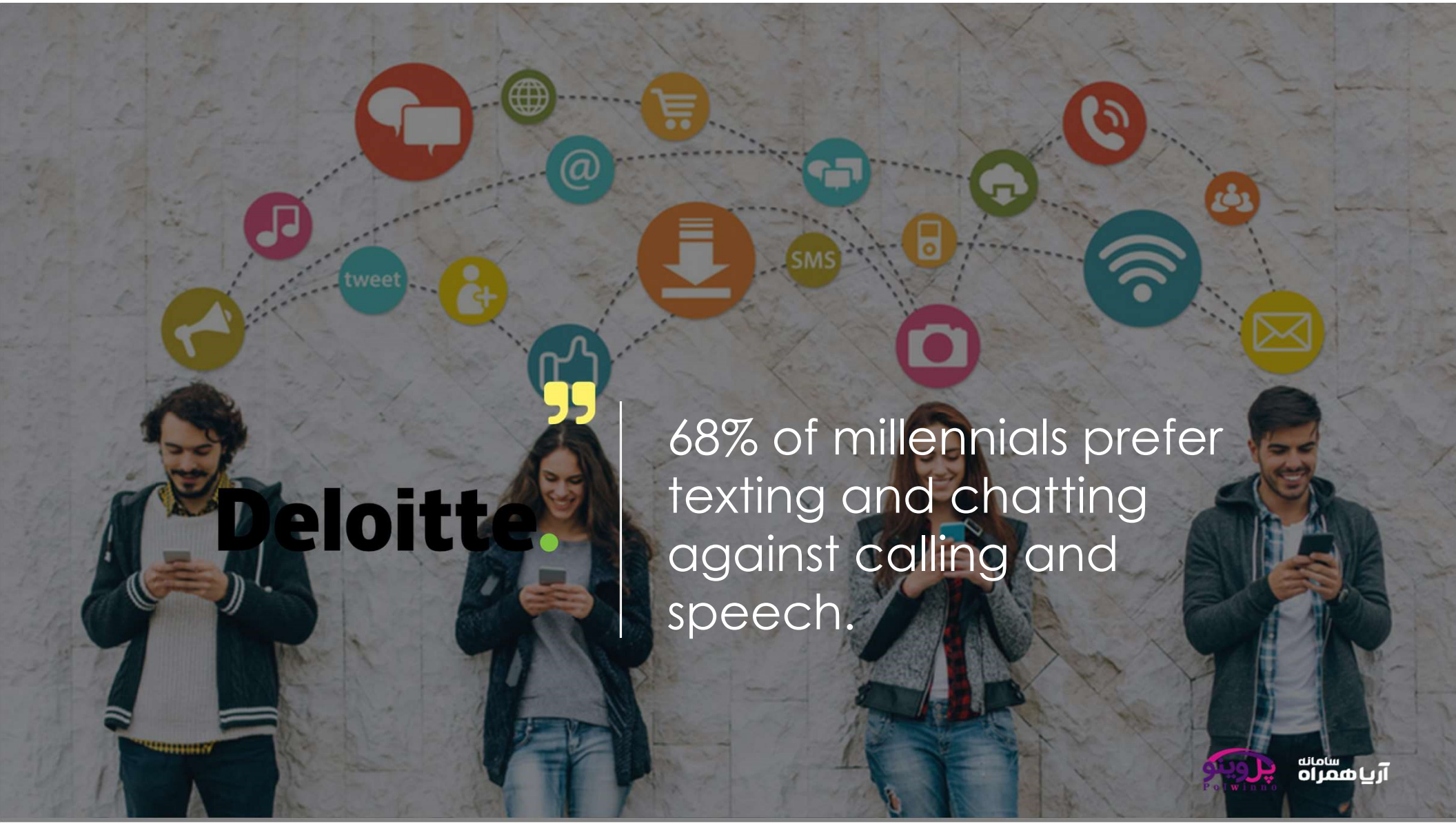
69% of operators tell that customer insights improves levels of customers services.



Source: EY research



Cognitive Insight



Deloitte.

68% of millennials prefer texting and chatting against calling and speech.

TOBi

I would like a pepperoni pizza

What size of pepperoni pizza do you want?

a large one please

OK, I have ordered you a large pepperoni pizza

Cognitive Engagement

What’s the next step
for all of us?

Source: Iran Ministry of Information Technology and Communication

ICT Total Market In IRAN Almost $15 Billion

Global ICT Market Size in 2020 Almost $5000 Billion

CT= About 70%

IT= About 30%

- We should be 1 percent of global market: $50 Billion
- We should increase the portion of **IT** vs. **CT**

Source: Iran Ministry of Information Technology and Communication
Sattar Hashemi, 2019
Marketwatch, 2019

Thanks for your Attention

October 2019
Cognitive Computing Crowdthinking