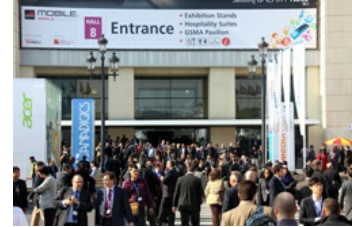


Mobile World Congress 2018

By: Scott St. John

[Mobile World Congress](#) is upon us once again. If you are one of 2,300 lucky companies headed to Barcelona between February 26th and March 1st, you are most likely in the final throws of preparation. And, if you are one of the 100,000 plus anticipated attendees, or one of the many *Pipeline* readers considering going to Mobile World Congress 2018, you are probably wondering what's in store this year. We've put together the below guide to help you navigate the show.



In a nutshell, it seems Mobile World Congress 2018 will look a lot like Mobile World Congress 2017. According to Michael O'Hara, CMO for the GSMA, the "hottest topics" at MWC 2018 will be 5G, artificial intelligence (AI), Augmented and Virtual Reality (AR/VR), the Internet of Things (IoT) – which sounds a lot like last year. But, there are some differences worth noting.

The 2018 conference sessions include over 40 tracks developed around eight key themes: Networks, Future Service Provider, Applied AI, Digital Consumer, Content & Entertainment, The Fourth Industrial Revolution, Tech in Society, and Innovation. The keynotes include some interesting sessions, such as a spicy debate on Monday featuring the CEOs of Vodafone and DT; the chairman of the FCC, Ajit Pai; and Andrus Ansip, the European Union's Vice President of the Commission and Commissioner for Digital Single Market. If debating digital policy and regulation doesn't get your engine revving, then you're in luck on Tuesday. Formula 1 driver Fernando Alonso and Zak Brown, Executive Director of McLaren Technology Group will be exploring the impact of mobile technology on motorsport. Other keynotes will cover AI, robotics, IoT Security, Creating Better Content & Media, and more. I won't go into much more detail in this article as you can easily view the full Mobile World Congress Agenda online, [here](#).

In a statement provided to *Pipeline*, O'Hara said he is "expecting more than 108,000 attendees" at MWC this year, which seems to be another way to say they're expecting this year's attendance to be on par with last year. O'Hara did say that he expects to surpass 2017's numbers, although I suspect it will be only marginal. Over the last two years, the explosive growth of this event seems to be slowing. The GSMA's new event ventures in Singapore and the US, will also likely have an impact on those who are willing to make the trek to Barcelona this year. Other factors, like the regional instability between Spain and Catalonia, may also detract from the show's attendance.

When asked about the current regional-political tension, O'Hara stated, "we have continuously monitored developments in Spain and Catalonia to assess any potential impact for Mobile World Congress. To date, the political situation in Catalonia has not disrupted recent events held at the Fira de Barcelona venues where Mobile World Congress is held, and we are looking forward to holding a successful 2018 show. Regarding security – the security of all Mobile World Congress participants is of paramount importance, and as always, we have worked closely with local authorities in reviewing and refining the comprehensive security plans we have in place to address any possible security threats that may affect Mobile World Congress."

That's all fine and good, but Mobile World Congress has been a place for both protests and political appearances in the past and Catalonia's declaration of independence is still hanging precariously in the air. Since the declaration was made in October of last year, Spain took control of the regional government by enacting emergency powers under article 155 of Spain's constitution sparking widespread demonstrations, riots and protests. The independence party leaders have since fled, exiling themselves in various countries to either prepare for or in an attempt to avoid being called in front of

Spain's Supreme Court for rebellion and sedition. At the moment, things seem at a bit of [stalemate](#). However, the separatists since won nearly 50 percent of the votes needed to control the regional legislation. While not enough of a majority to challenge the Spanish constitution for regional independence, it does indicate significant continued support for the movement. To make matters worse, the independence party leaders have been called to answer to the Supreme Court this month – which has led to bantering in a tit-for-tat between calls for evidence and a vote on Catalonia's independence. Essentially, all the pieces are in place to have a [repeat performance](#) of last October's protests, with a potentially stronger showing from both sides. The GSMA's "continuous monitoring...to assess any potential impact" doesn't give me a high degree of confidence and I, for one, think I'll sit this one out.

But that doesn't mean you have to and I know many of you will be there, one way or the other. For the many more brazen than I, we have put together the following list of key companies participating at Mobile World Congress this year to help guide you through the show.

Amdocs

At MWC, Amdocs will showcase a full range of solutions to take the industry to next generation architectures. These include solutions to enable 5G network slicing monetization. Amdocs will showcase and demonstrate how peak usage of one service does not impact other services being consumed over other network slices, using an innovative isolation mechanism. Additionally, they will share how digital transformation of customer care and commerce regardless of which business support system (BSS) sits in the back-end. They will demonstrate the ability to offer a product promotion which is truly personalized to a specific customer, with a seamless care journey across channels, using a microservices-based architecture and no integration to the BSS. Lastly, Amdocs will highlight intent-driven voice bot experiences, demonstrating an intelligent, context- and intent-driven conversation with the Amdocs Smartbot over Skype voice, as part of a customer care scenario, and offering a highly personalized and contextualized experience.

Brite:Bill

Brite:Bill, an Amdocs company will present Brite:Bill Corporate 5.0, a platform for telecom service providers that combines bill presentment and advanced analytics capabilities for enterprise customers on one single platform. Brite:Bill Corporate is designed to help service providers deliver improved management of invoices and ongoing analysis of costs and usage for their business customers across multiple channels, multiple in-house accounts and multiple services.

The platform combines highly flexible reporting and analytics features in one single solution. Billing insights are delivered via an at-a-glance dashboard that gives corporate users a clear understanding of their billing data, with full visibility of services, usage and charges at any level within their organization.

Billing information is provided in multiple formats—tailored paper, mobile and responsive web interfaces. Corporate customers can use self-service functions to analyze their billing data, create customized usage reports and cost audits, maintain billing hierarchies, and manage multiple billing accounts.

B.Yond

Visit B.Yond at MWC to join them on a journey to The Infinite Network where you'll be invited to participate in a live, interactive demonstration of their artificial intelligence (AI) solution dynamically predicting patterns in real-time based on audience behavioral data. Networks with fixed resources running reactive rule-based systems are unable to dynamically scale for workloads which are constantly in flux. This high-touch network management model impacts OpEx, CapEx, network performance, and user experience. B.Yond will showcase how an elastic AI/ML predictive model can address all these challenges in an environment where networks are facing skyrocketing

demand from over-the-top (OTT) services. B.Yond is making The Infinite Network a reality through AI and Automation—enabling operators to move to a low-touch network management model while delivering high availability, ultra-reliable low latency communications.

Cambridge Communication Systems

Cambridge Communication Systems (CCS) will be showcasing its self-organising mmWave access and backhaul solutions at MWC this year. CCS is the creator of Metnet – the world's only self-organising 5G microwave access and backhaul for small cell, 5G Fixed Wireless Access, CCTV and fibre extension applications. CCS will be demonstrating its Metnet 1.2Gbps microwave solution, which is today in successful deployments worldwide. Metnet 1.2Gbps is powering neutral host backhaul for a pre-5G network in London's Square Mile – delivering exceptional mobile performance and the fastest free public WiFi in the UK. CCS is also excited to introduce its latest technology, the brand new Metnet 12Gbps unlicensed 60GHz mmWave product, with exclusive demos available at the CCS booth. The company will be sharing its overall 5G vision and outlining how Metnet SON delivers a viable, scalable path to 5G.

Cerillion

Cerillion will be showcasing how CSPs can power-up their digital transformations by adopting a platform-based business model for enabling the next generation of digital services and ecosystems. The company will be presenting how its pre-integrated Enterprise BSS/OSS suite and SaaS monetisation solution, Cerillion Skyline, can help CSPs on this journey and transform their back office from a cost centre into a revenue centre. Demonstrations will include: Customer empowerment - using self-service and mobile apps to improve customer advocacy and increase sales; Convergent charging - providing real-time service control and transparency, building customer confidence and driving increased consumption; Omnichannel ordering and fulfillment - never miss a sale with order-pickup across all channels and a unified workflow ensuring a consistent customer experience in shops, online and in call centres; Monetising IoT - offering direct carrier charging and billing services to ecosystem partners to move up the IoT value chain.

CENX

CENX, a global supplier of next generation service assurance software, will be demonstrating its namesake product at MWC. The company's service assurance solution helps make hybrid, virtualized networks more reliable and efficient. With the ability to analyze network performance in real time, rapidly identify the impacts of a specific service problem, and comprehensively visualize network topology; CENX will demonstrate how it provides a service assurance platform that not only solves the operational challenges for today's network, but also provides the tools for automating tomorrow's virtual network.

At MWC, CENX will show how their solution, CENX 7, enables closed-loop automation across physical and virtualized networks, resulting in lower opex and holistic network, services, and customer-aware operations. CENX will also showcase how their platform helps to deliver and cost-effectively manage high-value services, such as SD-WAN, by providing an end-to-end view of network performance and infrastructure in a single view.

Fontech

At this year's edition of MWC, Fontech, the technology arm of Fon, will be presenting its portfolio of WiFi solutions that covers every aspect of WiFi delivery for operators and enterprises. The protagonist will be Fontech Home WiFi, the company's recently launched end-to-end solution that empowers telcos to understand, improve, and manage subscribers' in-home WiFi experience. In addition, they will be showcasing Enterprise Control, which provides enterprises with a new security solution to manage the access to their private wireless networks; Carrier WiFi, which

empowers operators to deliver WiFi access services and manage them just like cellular and fixed services; Guest WiFi, which facilitates the delivery of guest WiFi services to businesses of any size and vertical; and Connectivity Experience, which ensures service providers are delivering an always-best-connected experience to subscribers out-of-the-home.

Flytxt

Flytxt is provider of intelligent customer engagement technology. Flytxt's flagship NEON-dX is an out-of-the-box, real-time decision-making and marketing automation product that allows large enterprises to drive personalized and contextual digital customer engagement using analytics and artificial intelligence. Flytxt's software products and services generate measurable economic value by growing revenue, reducing customer churn and enhancing customer experience.

At the MWC exhibition, Flytxt will be showcasing out-of-the-box artificial intelligence and analytics capabilities that help businesses to understand the behavior of their customers, predict their needs as well as respond in real time, creating relationships that are longer and deeper.

Innovile

Innovile is an innovator of optimised network management solutions for mobile telecom operators. The company helps operators embrace digital transformation, improve network quality and customer experience. Innovile will be showcasing their portfolio at Mobile World Congress, including flexible and powerful solutions for self organising networks (SON) performance management and configuration management.

Innovile's SON is a fully automated, flexible, end-to-end network optimisation solution that delivers a superior network. It automatically detects and fixes network problems before they affect the customer experience and maximises network coverage, performance and capacity providing operators with real-time visibility into network traffic status and parameter changes. Innovile's SON is an open architecture which enables flexible configuration to suit network characteristics and the operator's individual requirements.

Keeper Security

Keeper Security will be showcasing its Keeper product at MWC 2018, a password manager and digital vault which can be utilized by consumers and businesses alike. Keeper uses military-grade encryption technology to store private data, including website logins, passwords, financial information, documents, photos, and videos. Keeper works seamlessly across all platforms and all devices.

The Keeper team will be at Mobile World Congress to demonstrate how attendees of MWC can securely create, share, and manage their encrypted vault. Interested parties can learn how to leverage integration with Active Directory, Single Sign-On, and configurable permissions to maintain compliance with company policies and internal controls. Visitors can also learn more about the benefits of Keeper's Partner Network and how it empowers them to leverage innovative technologies, market best-in-class security offerings, and build an ecosystem of integrated solutions.

Nokia

At MWC 2018, Nokia will showcase how it is creating technology to connect the world. Nokia will provide more than 45 demonstrations of innovative solutions for health, home, cities and enterprises, discussing how technology can make lives healthier, richer and safer; make communities more collaborative and sustainable; and enable industry to be more productive. Nokia will also showcase how Future X technologies, such as AI, are enabling a Fourth Industrial

Revolution by transforming enterprises through extreme automation and cloud computing. See how these and other technologies serve as the foundation for the future 5G network and its massive capacity and connectivity supporting billions of Internet of Things. In addition, at the show, Nokia executives will speak about some of the most important and pressing issues facing our industry, including the evolution to 5G and the impact of artificial intelligence.

Microsoft

The telecommunications industry is looking to innovate with new artificial intelligence (AI) scenarios, enhance customer relationships, discover business insights, and improve operational efficiency. Microsoft offers enterprise-class platforms and solutions that together with a rich partner ecosystem, help to support the mission-critical operations of today's communications service providers.

At Mobile World Congress, Microsoft experts speak about transformative uses of AI, new applications in IoT, and the power of the edge. Throughout the event, Microsoft partners showcase solutions powered by Azure, Cognitive Services, HoloLens, and other Microsoft platforms. LinkedIn, the world's largest professional network, is an official media partner for Mobile World Congress.

Oracle

Oracle is looking forward to Mobile World Congress, to see and share the experiences related to the progress the industry has made over the last year.

Oracle Communications will be showcasing six focal areas at MWC 2018. Visitors to the Oracle stand will be able to view demonstrations showing the advancement of 5G, Analytics, Cloud, IoT, Security, and Virtualization technologies. Highlights include new IoT use cases, advancements in connecting the 5G core, and repaving microservices for NFV.

Radisys

Radisys will be demonstrating leading-edge open mobile innovation at MWC in partnership with the Open Networking Foundation (ONF) and its ecosystem. These demonstrations will include industry-first solutions such as RAN Aware Media Optimization at the Edge which enables local media treatment for multi-party video conferencing over LTE; Real-time Content Overlay at the Edge which creates immersive virtual and augmented reality experiences; and the first commercial-grade Virtual Media Resource Function for VoLTE with complete life-cycle management and policy driven automation via ONAP. Attendees will be able to see how these open telecom software and architecture solutions are breaking vendor lock-in and enabling new service innovation. These solutions leverage Radisys' building blocks, such as Open RAN, MEC Host, vMRF, and OCP platform, using open reference architectures.

SAP

SAP will introduce a new industry accelerator package designed to deliver faster innovation with less risk for telecommunications companies at Mobile World Congress. The SAP Leonardo Industry Innovation Accelerator for Telecommunications helps companies identify margin risk across their operations, gain insights on customers, products and asset profitability, and predict outcomes based on company-specific performance data. The Accelerator enables a paradigm shift for telecommunications companies by helping them transform to become real-time margin driven businesses.

SAP Leonardo offers a rapid path to digital innovation by combining design services, an industry-leading cloud platform and applications, deep expertise in business processes, and the most

innovative new technologies such as analytics, blockchain, IoT and machine learning. SAP Leonardo industry and line-of business accelerator packages provide fixed-price software and services bundles to address specific use cases by preintegrating SAP software and design thinking methodology.

SAS

SAS is a leading provider of machine learning and advanced analytics and provides software and services to over 80,000 business, government and university around the globe. At MWC, SAS will be presenting topics on the Analytics Economy with a full booth agenda daily on various Communications industry and IoT solutions.

SAS will be demonstrating solutions including analytics for network planning and management, maximizing the customer experience, preventing fraud and being GDPR ready. SAS will also have a large IoT focus including demonstrations with a connected truck showing analytics at the edge, plus guest presenters GE Transportation focusing on Industrial IoT in the Rail industry and Octo Telematics presenting driver analytics for insurance.

SAS will also be hosting a networking mixer daily with guest speaker Daniel Newman presenting Future-proofing Your Organization and is on the IoT Tour.

SecuriThings

SecuriThings will demonstrate the only security solution that gives IoT service providers real-time visibility and control of IoT devices deployed in the field. It collects data through lightweight software agents that are easily deployed to new and existing IoT devices and gateways to protect against on-site and remote attacks. SecuriThings uses machine learning to create a tailored solution and fine-tuned customer risk model for each IoT device or environment. It continuously monitors these risk models along with third-party IoT cyber intelligence feeds in order to seamlessly update its software agents and protect against both known and unknown threats. The solution also allows IoT providers to enable policies that, in the event of a hack, automatically block threats, notify key stakeholders and/or take other actions for security and compliance purposes. SecuriThings' intuitive web-based dashboard is tailor-made for today's IoT SOCs, providing graphs, timelines and graphical geolocation information to support investigations.

Senet

Senet, a leading provider of cloud-based software, global connectivity service platforms and network buildout for the Internet of Things (IoT), will be at Mobile World Congress Barcelona 2018 demonstrating its cloud-based network connectivity platforms for IoT in the LoRa Alliance booth.

At MWC Senet will be highlighting its partnership with SenRa, a LPWAN provider for IoT / M2M applications throughout India, to showcase how Senet's Managed Network Services for IoT (MNSiTM) has successfully accelerated network implementations and go-to-market activities in international markets. Senet's MNSi is a cloud-based "turn-key" M2M network service that enables network operators and other connectivity providers to rapidly deploy LoRaWAN services on their physical assets and offer LPWAN connectivity to their customers. MNSi also enables international operators to accelerate time-to-revenue and securely activate and monitor thousands, and ultimately millions, of devices across a broad range of business models.

Subex

Subex is a leading telecom analytics solutions provider, enabling a digital future for global telcos. Founded in 1992, Subex has spent over 25 years in enabling 3/4ths of the largest 50 CSPs

globally achieve competitive advantage. By leveraging data which is gathered across networks, customers, and systems coupled with its domain knowledge and the capabilities of its core solutions, Subex helps CSPs to drive new business models, enhance customer experience and optimise enterprises.

At MWC 2018, Under the theme “Digitalisation – Making it Real”, Subex will be showcasing how it can help telcos to ‘Connect the Dots’ of their digital transformation endeavors, through its Advanced Analytics and IoT Security solutions and evolved versions of its flagship products to address the challenges around risk, network, customer, partner ecosystem and device.

WinterGreen Research

WinterGreen Research will be showcasing a new market research study on the new industrial revolution. It details how 5G brings massive new capabilities to smart devices and opens 25 new trillion dollar markets.

Zinwave

Reliable, in-building wireless connectivity is more important than ever. Distributed antenna systems (DAS) and wireless connectivity provider Zinwave will be showcasing the latest generation of DAS equipment and services at Mobile World Congress 2018. The product being shown at MWC will demonstrate even lower total cost of ownership and innovative new services to enhance user visibility and maintenance. Zinwave is expanding its fully fiber, full spectrum, future-ready design in order to enhance indoor cellular connectivity for the enterprise.

Mobile World Congress 2018

At first blush, Mobile World Congress 2018 may look a lot like last year's show with similar speakers, topics, and attendance. But I think what's different about the show is the realization of some of the emerging technology areas. The industry seems to have a better hold in areas like 5G, with limited regional deployments occurring now. Artificial intelligence is gaining broader adoption, and the sophistication of the application of AI technology is becoming more pervasive. At the same time, the IoT marketing - and in particular Industrial IoT - is gaining significant ground. Like every year, there will no doubt be a lot to see at MWC. We hope you find something from within this article to make the trip worth your while.