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Pre-show Guide to Digital Transformation World (DTW) 2024

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Many of you are gearing up for [Digital Transformation World \(DTW\) Ignite 2024](#) in Copenhagen, Denmark, taking place June 18-20. Others are thinking about going; some perhaps don't even know what it is. Whatever your plans, this article will give you a comprehensive overview of the event to organize your trip, or help you decide whether it's worth going to in the first place.

This is TM Forum's third year in Copenhagen, after a long residency in Nice, France, and an attempt to continue its year-over-year attendance, which reached 4,000 people in 2023.



Growth and innovation are the self-avowed themes of the event. Yet DTW 2024 faces a significant task. Can it cut through the hype to demonstrate the true potential of technologies like AI, Open APIs, intelligent networks, and the like? Can the myriad innovations under discussion help leaders build effective telco-to-techco evolution roadmaps and do more than simply cut costs? In an industry often seen as stagnant, these will be the key questions for many attendees.

There will be ample time to explore such topics at the many networking opportunities at DTW 2024. There are discussion sessions, themed lounges, and VIP areas, to name a few examples. The Executive Connect program gives C-level executives and senior leaders private networking opportunities. If in doubt, consult the dedicated networking app.

Presentations and keynotes cover all aspects of the telecoms ecosystem at the CSP, enterprise, and consumer levels. Specific topics set to (quite literally) take center stage include the practical implementations of AI, the creation of new organizational "DNA" in line with emerging tech, scaling AI for maximum impact, and network optimization based on core technologies like 5G, edge computing, automation, and, you guessed it, AI.

The plethora of keynotes and sessions will take place against a backdrop of exhibits, proof-of-concept catalysts, networking opportunities, and a multi-challenge hackathon.

Digital Transformation World 2024 Keynotes & Sessions

TM Forum CEO Nik Willet will open DTW 2024 on the Studio Stage with a [welcome address on the topic of preparing for growth](#). As part of the same session, a keynote panel of leading CTOs and CTIOs will outline their visions for telco evolution.

Powering into the main event, DTW 2024 has [five tracks on the main stages A to E and the Studio and Impact stages](#): AI in Action, Amplifying Intelligent Networks, Growth Powerplays, Unleash the AI-native DNA, and Composable IT: The Superpower.

AI in Action Track at DTW 2024

For the [AI in Action](#) track, DTW 2024 goes deep into practical strategies for leveraging AI and data. It includes high-level sessions that look at the broad potential of AI for CSPs, such as the keynote “[AI Amplified: Unleashing Scalability for Impact](#)” from CIO Jaime Tatis of TELUS.

In addition, there are demonstrations of more granular applications like intelligent automation and personalization, for example, “[Revolutionizing Operations: Unveiling the Cutting-Edge LLMOps/ FMOps Ecosystem at Booking.com](#)” from Sanchit Juneja of Booking.com.

Amplifying Intelligent Networks Track at DTW 2024

5G, AI, edge computing, and network automation are all explored as part of the [Amplifying Intelligent Networks](#) track. Detail is the key word here, and case studies and practical demonstrations dominate this track. Adedoyin Adeola, Chief Engineering Officer at Airtel, is headlining on the Impact Stage as part of the session “[Profitable Connectivity and Beyond: Evolving Network Capabilities](#).” His focus will be on unlocking telecommunications profitability for Africa, one of the world’s fastest-growth telecoms markets.

Growth Powerplays Track at DTW 2024

The [Growth Powerplays](#) track examines collaboration as a tool for growth. It focuses on platform readiness and the role of partner ecosystems in the digital marketplace.

Kevin Lee, CDO of BT Group, will deliver a keynote titled “[Unlocking Growth Potential by Accelerating Innovation with Open APIs](#).” Among other points, he will explain how Open APIs can drive expansion into non-connectivity services.

Jukka Pekka Salmenkaita, VP of AI at Elisa, will also give a combined keynote and interview titled “[Empowering Tomorrow: Unveiling Our Journey in Distributed Energy Storage](#),” covering how innovation can solve the twin challenges of sustainability and growth.

Unleash the AI-native DNA Track at DTW 2024

The move from traditional telco to AI-native techco is one that requires deep and nuanced organizational change. The [Unleash the AI-native DNA](#) track provides frameworks and tested strategies for driving innovation-aligned growth.

Fletcher Keister, Chief Product & Technology Officer at GTT, will headline on the main Studio Stage with a fireside discussion titled “[Delivering Large-Scale Transformation in VUCA Environments](#).” He will focus on aligning AI ambitions with the needs and often-unseen complexities of the market.

Composable IT: The Superpower Track at DTW 2024

How can composable IT and legacy migration help CSPs optimize resources, streamline operations, and accelerate innovation? This track, titled [Composable IT: The Superpower](#), takes a broad look at IT innovation, covering Open APIs, BSS/OSS for emerging business models, DevOps, and cloud migration.

Anthony Rodrigo, Group Chief Information Officer of Axiata Group, will deliver a combined keynote and demo, “[Unlocking Business Velocity: the Transformative Power of IT in Telco](#).” He will use practical examples to show how GenAI can enhance growth and interoperability.

Keeping with the theme of innovation-fueled growth, Ashish Surti, Chief Digital & Information Officer at Colt, will take part in an interview titled “How to Become a Hyperscaler Telco” as part of the session “[Boosting Performance, Profitability and Innovation Through IT Transformation](#)” on Stage B.

Digital Transformation World 2024 Exhibitors

The exhibition area in the Quad, occupying the main floor space, is one of the core features of DTW 2024. It will host dozens of booths showcasing innovations, with a comprehensive presence from all the main telecoms leaders.

On entering the Quad, you’ll be met with large booths from Huawei, Amdocs, and Nokia. You’ll also find exhibits from Google Cloud, Infosys, Cerillion, and Oracle near the entrance area. Microsoft, Netcracker, Ericsson, and IBM all have their stands further into the main Quad area.

Digital Transformation World 2024 Industry Showcase

The “TM Forum Industry Showcase” will take place on the ODA in Action stage, located to the left of the entrance to the Quad. The stage will host presentations on the latest industry innovations. Attendees can learn about TM Forum’s Open Digital Architecture (ODA) initiatives, engage with demos of AI integration, and discover how to streamline operations with composable IT systems.

The stage will also feature sessions on autonomous network operations, data governance, and AI capabilities, with real-world applications and solution examples. Wednesday’s session “[Discover How Our Members Use ODA In Action To Drive Everything From Growth To Implementing](#)”

[New Ecosystems](#)” brings together speakers to discuss the broad impacts of ODA and its role in driving agility and scale.

Digital Transformation World 2024 Catalyst Projects

One of DTW’s most exciting initiatives is Catalyst Projects, exhibiting in the Quad area and presenting on the Innovation Arena stage.

There are 50 catalyst projects showing early-stage innovations and proofs of concept. The catalysts are collaborations by over 300 companies represented across these 50 projects. The catalysts cover a diverse span of themes. From “[Holistic intelligence & GenAI to Accelerate 5G Monetization](#),” a collaboration including Netcracker and AWS, to “[AI-Powered Sustainable Smart Farming](#).” “[SmartHive xG](#),” which focuses on a new urban development called Port City Columbo in Sri Lanka, presents a blueprint for a state-of-the-art smart city.

Catalyst exhibits in the Quad are grouped between the exhibit stands and organized by topic: “AI” occupying the left side as you enter, followed by “Composable IT and Ecosystems” and “Growth.” “Autonomous Network Operations” and “Sustainability” sit between the exhibits on the right of the Quad.

The Loft stage, accessible off the Quad, has a unique emphasis on next-gen telco tech. Sessions to watch for include “[Composable IT: the Superpower](#),” “[Growth Powerplays](#),” and the various “AI in Action” sessions.

Digital Transformation World Next20 Startup Program

The Next20 Startup Program connects startups with CSPs and technology suppliers to open opportunities for innovation in the telecommunications ecosystem.

Participants can receive mentoring, exhibit innovations, and will compete in a pitching competition. The 2024 event focuses on the joint challenges of driving AI adoption, efficiency, and growth. Startups are presenting an array of interesting solutions, from quantum tech (iQrypto) to cyber resilience (Mitigant).

Next20 aims to kickstart conversations and represents an opportunity for industry leaders to form new partnerships. The aim is to give startups the collaborative relationships and funds to scale and enhance their innovation cycles.

Digital Transformation World 2024 Hackathon

The Hackathon will challenge company teams to develop AI solutions for real-world telco roadblocks in areas like customer experience, IT, and network optimization.

There will be a range of advanced AI tools and TM Forum assets available, including the much-talked-about TM Forum Guru, a GenAI information search tool built to streamline the creation of architecture blueprints. Projects are judged on impact, innovation, relevance, feasibility, technical execution, and user experience.

DTW 2024 Awards

The first day of DTW 2024 will close with the TM Forum Awards. The event celebrates organizations advancing digital transformation across six categories: Autonomous Networks, Customer Experience, ODA Implementation, AI Innovation, Network Monetization, and Serving People & Planet.

These awards recognize significant contributions within the industry and winners will be announced by BBC journalist Zoe Kleinman.

The event will finish with the Innovation Awards on the Park Stage, where the winners of Next20, the AI Hackathon, and Catalyst Projects will be announced.

DTW 2024 and the AI-Led Telco-to-Techco Transformation

The broad lineup at DTW 2024 is set to cover the many trends at play and all levels of the telco ecosystem, encompassing providers, enterprise suppliers, and end-consumers.

The real question is whether or not the array of presentations and exhibits can cut through the fluff and identify genuine opportunities for growth and telco evolution. AI, in particular, is the buzzword on everybody's lips. There's no doubt it has interesting applications. However, the gulf between "interesting" and "transformational" is a significant one.

Nonetheless, it's set to be a full three days, with ample opportunity for learning, networking, competing (if you're part of the Hackathon), and relaxing. Don't forget to see a bit of Copenhagen — on the Segway's if you can — while you're there.