

# Press Release

Barcelona, 23 February 2023

## **At MWC Barcelona 2023, Inetum presents its innovations in immersive technologies (Intraverse, AI and Customer Experience) and its offerings for operators and communication service providers**

**From 27 February to 2 March 2023, Inetum will be present at Mobile World Congress (MWC) in Barcelona, the most important event for the connectivity industry. The theme of the 2023 event, Unleashed Tomorrow's Technology - Today, focuses on 5G and 6G, immersive technologies, fintechs and how they are shaping industry and creating a better future.**

During the trade show, the Group will present its digital services and solutions for Telecom, IoT and Innovation, designed to meet the expectations of an increasingly competitive market and the development needs of companies which go beyond the telecommunications sector.

### **Inetum supports telecom players in their digital transition**

Thanks to proven expertise in the industry, Inetum's software solutions and industrial service centers enable the Group to support its clients from the definition of the strategy and roadmap to the modernization of the application portfolio, as well as in the implementation of Big Data and AI to meet the challenges of all operators.

With 4 centers of expertise and 2 near-shore service centers, Inetum has extensive experience in the telecommunications sector, one of its long-standing fields of action.

This year, the Group will present its strategy and positioning in the sector in relation with its key partners, and its investments on specific proprietary solutions meeting the needs of its clients. Inetum's international Telecom teams will be present at the stand to discuss key topics related to the evolution of the telecom sector, such as the computerization of network functions, the evolution of 5G, AI and metaverse as well as the challenges of CSPs (communication service providers).

The Group will take this opportunity to present its services and solutions dedicated to the sector, adapting the tangible support it offers to organizations of all sizes to exploit digital flow as a lever for positive growth:

- **Digital stack solution for 5G & Prepaid evolution**, a value proposition on end-to-end integration of offer evolutions for CSPs thanks to our partner Matrixx
- **IS business transformation for CSP**, the vision of the BSS transformation of clients IS of our clients and our references with our partners Comarch and Etiya
- **Innovative solution for CSP operations**, service management with its open-source Customer Experience Management solution, **IKE**
- The **TEIS** solution based on artificial intelligence dedicated to the management of incidents and/or ticket requests
- **TowerCo&FiberCo management**, a unique management of infrastructure operators' sites thanks to our partner ITD.

### Innovation to meet business challenges

Inetum will also present other solutions including those related to portability, energy management, and IoT device monitoring, as well as its **Intraverse** solution, which facilitates the creation of virtual reality scenes. The ideal solution for business or educational experts who can quickly deploy the immersive experiences they need: industrial training, immersion in inaccessible locations, role-playing games, equipment inspections, and neighborhood tours. This platform requires no programming. It makes it possible to overcome technological constraints to develop complex virtual worlds where users can explore and interact with each other in the form of avatars.

*"Being in immersion to interact and collaborate in a virtual environment makes it possible to deal with abstract concepts which, when represented in 3D, suddenly seem much clearer to learners. This allows for a better understanding of the concepts taught,"* explains Jean-François Gaudy, Corporate Vice President, Chief Innovation & Digital Officer at Inetum.

Pierre Marin, Executive VP, Head of Telecom, Media & Technology sector at Inetum comments: *"We are delighted to be present at MWC Barcelona to demonstrate our business expertise in the sector and our innovation practices. For Inetum, the way to approach digital flow is to constantly question and challenge our clients' needs and to provide ever better solutions. Pragmatic innovation is that which meets the needs of the industry in its market."*

### Meet Inetum at MWC Barcelona:

- Fira Barcelona Gran Via - **Hall 6, stand C53**
- To make an appointment with one of our experts, contact [TMT@inetum.com](mailto:TMT@inetum.com)

### About Inetum, Positive digital flow:

*Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed to all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a breakdown by sector, and state of the art solutions. Operating in more than 27 countries, the Group has nearly 27,000 collaborators and in 2021 generated revenues of €2.2 billion.*

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