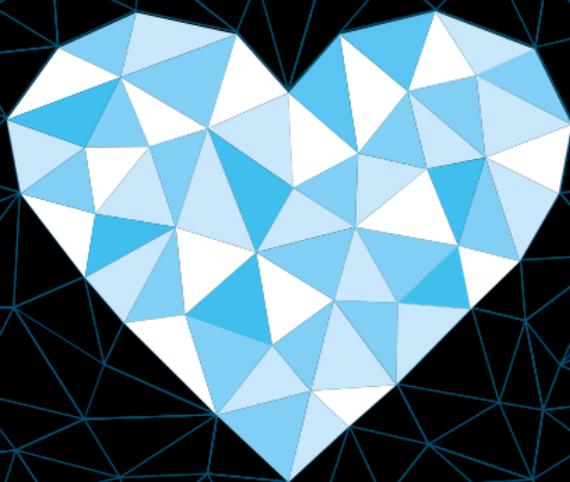


# Deutsche Telekom AI SUMMIT 2019

**WE**



**AI**

[www.welove.ai](http://www.welove.ai)



LIFE IS FOR SHARING.

# Agenda

## Opening

09:45 Arriving & Check-In

10:00 Dr. Jan Hofmann – Welcome Speech

## Keynote & Speakers Part 1

10:15 Dr. Christian Schulmeyer – Keynote

10:45 Jan Morgenthal/Stefanie Wallau-Drügh/  
Laura Knochenwefel

11:15 Coffee Break

11:45 Ivonne Engemann

12:15 Alex Dogariu

## AI Panel

12:45 Host: Dr. Jan Hofmann

Guests: Ivonne Engemann/Alex Dogariu/  
Dr. Christian Schulmeyer/Chris Boos

13:15 Lunch Break

## Keynote & Speakers Part 2

14:00 Chris Boos – Keynote

14:30 Tatjana Wittig/André Müller

15:00 Coffee Break

15:30 Marketplace & Breakout Sessions

## Final Speech and Closing

16:45 Claudia Pohlink

17:15 Dr. Jan Hofmann – Outro

# Team AI Enterprise

Our journey on Artificial Intelligence (AI) within Deutsche Telekom started back in 2015. We are known under various names like eLIZA, eCare/ eSales or our official corporate innovation program name Digital Processes. But till today our aim stayed stable to incorporate AI at Deutsche Telekom and to ensure that our products and services will continue to be competitive in the future. One of the first goals was to establish a virtual digital assistant using AI technology, which we created with our first product called Tinka at T-Mobile Austria. Recently, Tinka has been awarded to be the best DAX chatbot by an independent research study. This and other products using smarter dialogs is one out of our three key focus areas. In addition, we also deal with AI-based process orchestration in our second focus area, which translates human knowledge into automated actions and is designed to bridge IT systems and media barriers. With our third focus area, we are providing machine learning fueled support for decisions based on historical data and patterns, so that interaction with customers can be significantly improved.

Yours,  
AI Enterprise Team



**Dr. Jan Hofmann** Deutsche Telekom  
Top Program Lead AI, Project AI Enterprise/  
Digital Processes

Jan Hofmann is Top Program Lead for Artificial Intelligence/Digital Processes for Technology & Innovation at Deutsche Telekom (DT). In this role, he is responsible for the development and operation of products driving DT's digital transformation, with a strong focus on AI (innovation program AI Enterprise). Jan joined DT in 2008 with a first tenure at Group Strategy. In 2012, he became Head of Video Advertising at subsidiary InteractiveMedia, where in 2014 he moved on to set up a product department as VP Product. Before joining DT, Jan worked with a startup, Daimler, and Deutsche Bank. He studied physics and product design, and holds a PhD in human computer interaction. Jan is married and father of two.

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# Welcome

Dear colleagues, partners, friends of AI – it is a pleasure to welcome you to our AI Summit 2019! AI is more than just hype. Done right, it has vast potential for DT and companies across most industries. In this spirit, we would like to foster learning and cooperation in the field of AI by bringing the DT AI community even closer together and inspire our DT AI journey with fresh perspectives from the wider AI world. We are very proud to present an exciting line-up of guests and DT speakers with a range of formats to help you engage.

Network, listen, discuss – and enjoy!

Best regards,

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# Keynote & Speakers Part 1



Dr. Christian Schulmeyer | Empolis

Dr. Christian Schulmeyer's responsibilities not only include further development of Empolis' successful business model, but also in opening new markets and expanding strategic cooperations. Schulmeyer, came to Empolis from Telekom Deutschland GmbH, where he served as external project manager for Telekom's Internet shop and its help and support portal. He gained experience in service and customer care management through international projects for T-Online International AG (since reintegrated into Deutsche Telekom AG) and Bosch Telecom GmbH, among others.

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## AI Hype meets Business Reality: Operational Truth vs. Storytelling

We all read articles in newspapers and magazines about the upcoming eve of Artificial Intelligence is taking over the world. But in our day-to-day business we all still cannot see anything like that. But from what we see, we all know for sure, there is a big disruption ahead. It is obvious, that there is a huge gap between what is been told and what is the current operational truth in the industry. We should have a brief look in AI's development history and what the obstacles had been, which AI had to overcome and what are the barriers we're currently working on.



Jan Morgenthal/Stefanie Wallau-Drügh/  
Laura Knochenwefel Deutsche Telekom

Jan is Tribe Lead Smart Dialogs of the AI Enterprise innovation program at Innovation Hub since 2015. He leads several nimble, agile teams working on AI-driven products & services such as chatbots, voice- & callbots and semantic (voice) search. Before joining Deutsche Telekom, Jan worked as a project leader and senior consultant at a digital, boutique consultancy in Germany and South Korea. Jan holds a Master in Management Information Systems and is a proud dog daddy of two Yorkshire Terriers called „Happy“ and „Lulu“.

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## Smart Dialogs – Bots@Deutsche Telekom

Smart Dialogs is a tribe within the innovation program AI Enterprise/Digital Processes that aims to develop a virtual digital assistant using Artificial Intelligence (AI) technology. Why AI? AI will advance the Deutsche Telekom business by automating everyday tasks, thereby enabling employees to concentrate on creating value and solving more complex problems. Furthermore, customers will benefit from AI through smoother processes and faster, more accurate solutions.



Ivonne Engemann Deutsche Lufthansa

Ivonne coordinates the chatbot development, a new customer channel within the Lufthansa Group, as Product Owner in a cross-company agile team. Being a developer at heart she always tries to get hands-on experience in new technologies and strives to combine those with her background from two decades of airline industry experience. As one result she created “Mildred”, the first Lufthansa Chatbot, which now evolved into a new customer channel for the Lufthansa Group’s network airlines (Lufthansa, SWISS and Austrian Airlines). Her talk reveals insights into actual experiences and challenges her team faced while pushing digital transformation within a big company.

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## Lufthansa Group Service Chatbot

Ivonne talks about Lufthansa’s journey and experiences building up a new customer channel, success factors for a service chatbot and the learnings from listening to Lufthansa’s customers.



Alex Dogariu Mercedes-Benz

Alex has over 10 years' experience in customer management, corporate strategy and disruptive technologies (e.g. Artificial Intelligence, RPA) in e-commerce and automotive OEMs. Alex began his career at Accenture, driving CRM and sales strategy innovations. He then moved on to be managing director at logicsale AG, revolutionizing e-commerce through dynamic repricing. In 2015, he joined Mercedes-Benz Consulting, leading the customer management innovation and AI department. He was recently awarded twice the 1st place in the Best of Consulting competition hosted by "WirtschaftsWoche" in the categories Digitization as well as Sales and Marketing.

[www.mercedes-benz-consulting.de](http://www.mercedes-benz-consulting.de)

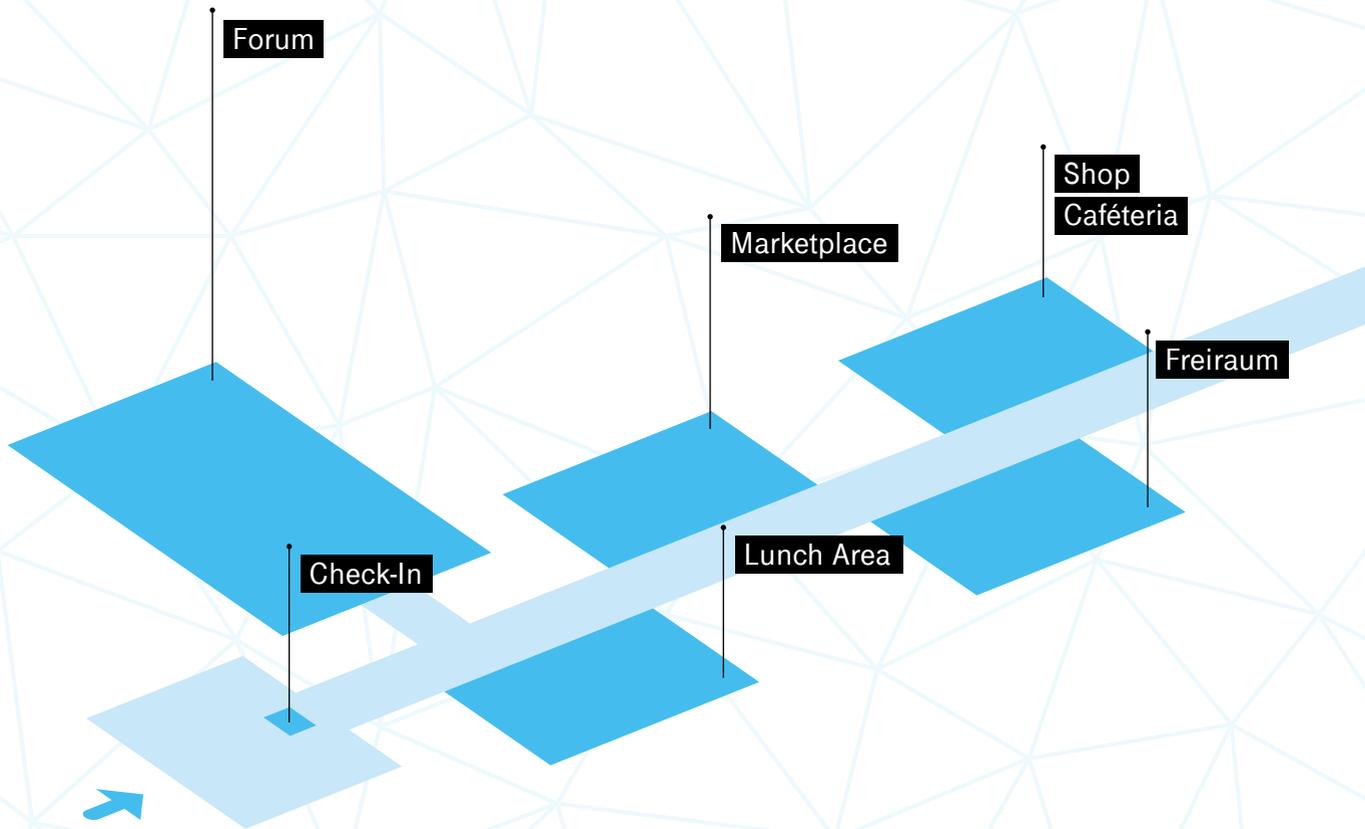
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## 2019 is the year of Voice-Bots: The next big thing in Customer Service

At anytime, anywhere and via a variety of channels: Voice-Bots take customer interaction to a new level. They offer immediate help, combining an intelligent dialog technology with the latest speech-to-text technology. Learn more about why Voice-First matters, current issues in speech-to-text services, use cases within the automotive sector and how to integrate Voice-Bots in your contact center environment.

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# Floor plan



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# Keynote & Speakers Part 2



Chris Boos Arago

Chris Boos has a mission: empowering human potential, freeing up time for creativity and innovative thinking through Artificial Intelligence (AI). To that end, Chris founded Arago in Germany in 1995, pushing existing boundaries in AI technology to build a general AI. Since then, Chris has led Arago to become a key partner and driver for the established economy, positioning Arago's AI HIRO™ as a platform for companies to reinvent their business models in the digital age. As CEO of Arago, Chris Boos vision is to transform traditional companies into future-proof, AI-enabled enterprises.

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## How to make knowledge accessible for AI and understandable for humans – on graphs and other beasts

After two decades, platform companies are still collecting tons of data, filling their databases with information of everyone's knowledge, opinions, recommendations, locations, movements, buying behavior, relation status, lifestyle etc. This is not a secret and nothing new. And speaking of Artificial Intelligence (AI), the platform companies are fully embracing and heavily investing into AI. However, most enterprise leaders underestimate the effect this will have on their businesses. And especially the established economy is the big loser in this game.



Tatjana Wittig Deutsche Telekom

Tatjana has studied Dipl.-Wi.-Ing. (mixture of economics, engineering and computer science) at University of Karlsruhe and joined Deutsche Telekom Group in 2002. Since then she has held various positions with the responsibility to define corporate strategy and ensure transformation of strategy, later driving products as product owner within P&I. Since September 2017 she has been responsible for setting up and heading the tribe AI smart decisioning within the innovation program AI Enterprise/Digital Processes.

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## Smart Decisioning @Deutsche Telekom

In late 2017 the AI Enterprise program was looking into expanding existing products from AI driven bots into further AI-driven products. A new tribe Smart Decisioning was set up and explores application fields of AI focused on helping humans to create decisions. Majority of the team as data science/machine learning background. The tribe was gaining traction quite quick by building first PoCs within weeks and first minimum viable products (MVPs) within months. Today, Smart Decisioning has a wide portfolio of AI-driven products across the wide range of segments within DT. In 2019, the team is looking into further driving maturity of the products and scaling the impact of existing first products.



André Müller Deutsche Telekom

André joined DT in 2011 and is now responsible for Real Estate Portfolio and IT Strategy within DT group. Before joining DT André was working in consulting and IT management area. André has computer science and business educational background.

## AI@Real Estate Management

Most people know Deutsche Telekom as the largest telecommunications provider in Europe. What often goes unnoticed is that we also have to excel at real estate management: One hundred thousand employees in Germany work in hundreds of office buildings and the local demand for office space changes constantly. In order to achieve impartial, consistent and comprehensible decisions regarding the real estate portfolio, an AI tool was built from scratch. It supports our real estate experts in asset management and relocation planning using Machine Learning and Discrete Optimization methods.

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## Breakout Sessions

### At the Forum

- 15:30 "AI in real life"  
Hamed Ketabdar & Krzysztof Rutczyński
- 16:00 Break
- 16:10 "Smart Automation for Fuzzy Processes"  
Andreas Sasse & Kai Schmitt

### At the Freiraum

- 15:30 "Contextual AI Assistants  
with the Open Source Rasa Stack"  
Tobias Wochinger, Rasa
- 16:00 Break
- 16:10 "Why every company should be  
an AI company"  
Valentin Calomme, Mediaan

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## Marketplace

### At the Infotainment Area

- AI Enterprise Smart Dialogs
- AI Enterprise Smart Decisioning
- AI Enterprise Smart Processes
- Empolis
- Tel IT AI Community
- Mediaan
- Rasa
- AWS by T-Systems
- Orbit



Claudia Pohlink Deutsche Telekom

Having a background in Data Science, Data Management as well as Innovation Management, Claudia Pohlink seamlessly connects business and Data Science aspects of Analytics and Artificial Intelligence (AI). Since T-Labs has established AI as a core innovation area in 2017, the research facility of Deutsche Telekom is one of the most active players in AI in Berlin. Claudia's team focuses mainly on the use of AI methods, such as machine learning (ML), in network-relevant use cases focusing on emerging next generation communication networks like 5G and automation of core-network capacity planning.

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## Before you dream of AI do your homework

In multidisciplinary and agile project teams, T-Labs develops software that demonstrates the potential for improvements in the domains of e.g. network automation, 5G, cybersecurity, campus networks, and various IT and marketing questions. The talk will provide insights into the activities of the Intelligence Group of T-Labs and describes in detail the questions and use cases that are currently and in the future tackled with the help of machine learning methods.



## Talk to us The AI Summit Team

**Jan Morgenthal** Tribe Lead Smart Dialogs  
[Jan-Frederik.Morgenthal@telekom.de](mailto:Jan-Frederik.Morgenthal@telekom.de)

**Diorella Stern** Product Manager AI/Voice  
[Diorella.Stern@telekom.de](mailto:Diorella.Stern@telekom.de)

**Stephan Feldmann** Software Tester AI  
[FeldmannS@telekom.de](mailto:FeldmannS@telekom.de)

**Miles Lynam-Smith** Tribe Lead Own VDA/EU  
[Miles.Lynam-Smith@telekom.de](mailto:Miles.Lynam-Smith@telekom.de)

**Benjamin Bauer** Product Manager AI/Design  
[Benjamin.Bauer@telekom.de](mailto:Benjamin.Bauer@telekom.de)

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