Microsoft

How Microsoft partners are shaping the future of AI in telecom

Driving AI Transformation in Telecom

Telecommunications providers are moving beyond AI experimentation toward operationalized intelligence that delivers measurable business outcomes. As networks become more complex and customer expectations continue to rise, leading operators are embedding intelligence across customer engagement, operations, workforce productivity, and innovation.

The next phase of transformation is defined by Return on Intelligence—turning AI investments into measurable business impact. Rather than deploying isolated AI tools, telecom organizations are connecting data, AI, and workflows to create enterprise intelligence systems that drive continuous improvement and accelerate growth.

For partners, this represents a significant opportunity. Frontier operators increasingly rely on partners to help operationalize intelligence at scale, improve performance, and unlock new value through AI-powered services, personalized experiences, industry-specific copilots, and new monetization models.

Return on Intelligence

Revenue growth

Create new revenue streams through AI-powered services, data products, personalization, and intelligence monetization.

Cost efficiency

Reduce operational costs through automation, faster issue resolution, and intelligent decision-making.

Workforce productivity

Empower employees with copilots and agents that accelerate work and improve decision quality.

Risk reduction

Strengthen governance, security, compliance, and responsible AI practices while reducing business risk.

Partners as drivers of telecom AI transformation

As telecommunications providers evolve into Frontier operators, the role of partners is also changing. Success is no longer defined solely by implementing technology—it is measured by the ability to operationalize intelligence and deliver measurable business outcomes.

Partners are increasingly acting as intelligence multipliers, helping telecom organizations connect data, AI, and workflows to accelerate innovation, improve operational performance, enhance customer engagement, and create new growth opportunities. By combining industry expertise with Microsoft technologies, partners can help operators move from experimentation to enterprise-scale intelligence.

Microsoft IQ provides the framework for operationalizing Return on Intelligence across the telecom enterprise:

- **Fabric IQ** transforms data into real-time intelligence by unifying network, customer, and business data into a governed intelligence layer.
- **Foundry IQ** operationalizes AI through model governance, evaluation, orchestration, and agent lifecycle management.
- **Work IQ** embeds intelligence directly into workflows through copilots and agents that help employees make better decisions and take action faster.

Together, these capabilities create continuous intelligence loops across the enterprise—connecting insights, decisions, and actions to drive measurable business value.

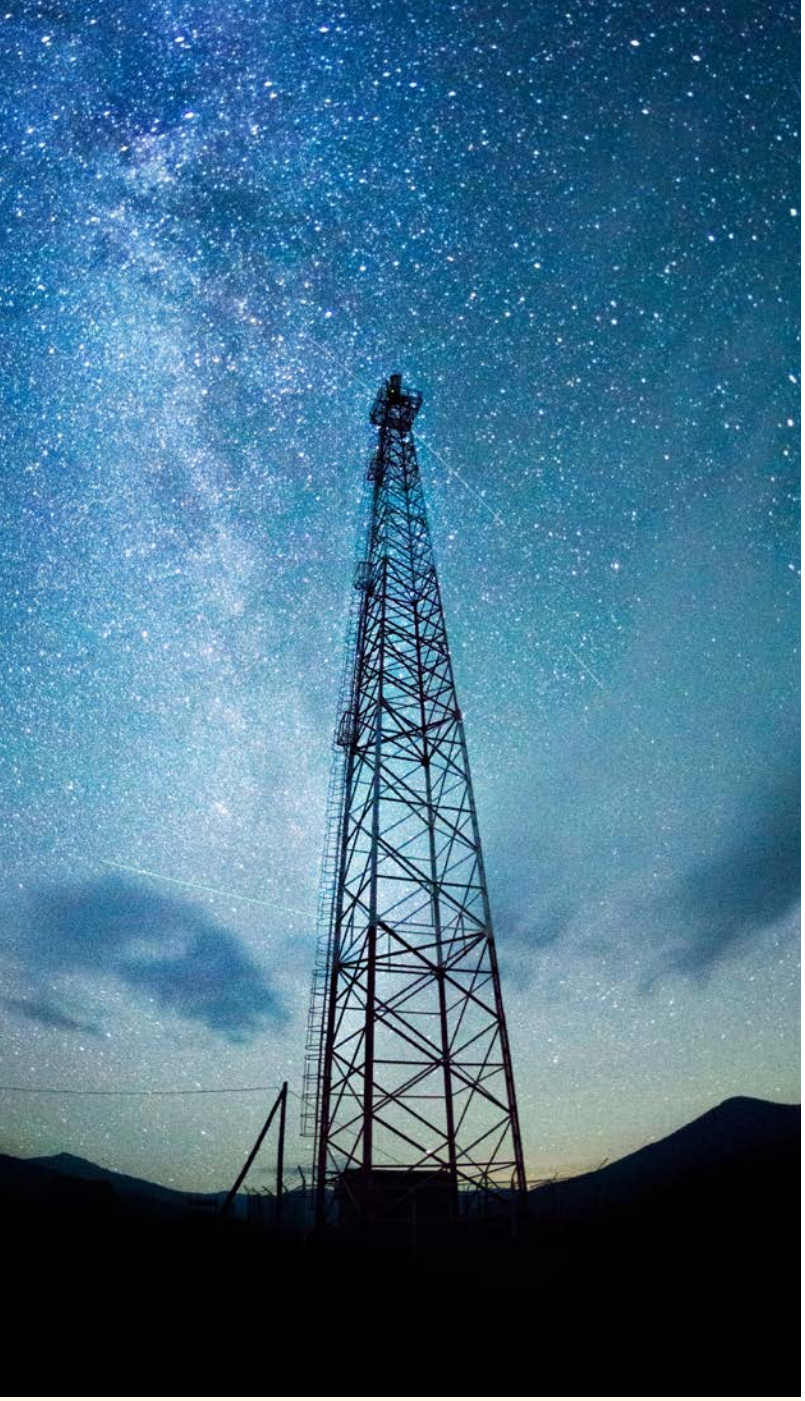
Frontier telecom operators rely on partners to operationalize intelligence across customer engagement, operations, workforce productivity, and growth initiatives. Partners play a critical role in helping organizations scale AI safely, monetize intelligence through new services and offerings, and establish repeatable AI operating models such as Agent Factories.

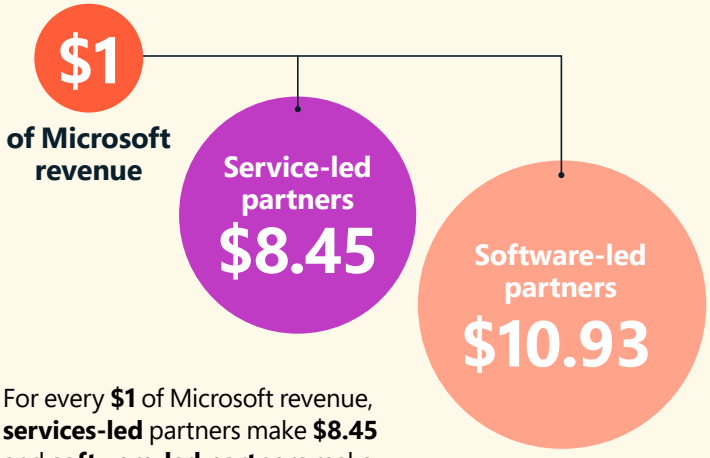
Role of ecosystem partners

Software companies play a critical role in enabling transformative telecom AI experiences built on Microsoft's platforms. Software Development Companies (SDCs) develop solutions that address operational and customer-facing challenges, while Systems Integrators (SIs) help deploy, scale, and integrate those solutions across the enterprise. Increasingly, partners are helping telecom operators operationalize by embedding intelligence into workflows, operations, customer engagement, and new monetization opportunities. As Frontier operators scale AI across the enterprise, partners play a critical role in connecting data, AI, and business processes to deliver measurable business outcomes.

Beyond implementation, partners can help operators create new value through AI-powered services, industry-specific copilots, data products, and APIs.

- **Operationalize intelligent automation and network operations:** AI-powered solutions help telecom operators automate complex operational processes, improve service reliability, and reduce manual effort. Using Microsoft Azure AI, Fabric, and agentic capabilities, partners can build solutions that monitor real-time network performance, predict failures, accelerate root-cause analysis, and recommend or execute corrective actions—helping operators improve efficiency, resilience, and operational outcomes.
- **Deliver applied intelligence across customer engagement:** AI-driven solutions enable more personalized, proactive, and intelligent customer experiences. With Microsoft AI capabilities, partners can build copilots, recommendation engines, next-best-action solutions, conversational commerce experiences, and automated support systems that improve customer satisfaction, increase retention, and create new revenue opportunities.
- **Ensure trusted, secure, and responsible AI:** As AI adoption grows, protecting data, identities, and business operations becomes increasingly important. Partners can leverage Microsoft security, governance, and compliance capabilities to build trusted AI solutions that safeguard customer information, meet regulatory requirements, and support responsible AI practices at scale.
- **Monetize intelligence and accelerate innovation:** Partners help telecom operators move beyond efficiency gains to create new business value. Using Microsoft AI, data, and cloud platforms, organizations can develop AI-powered services, industry-specific copilots, data products, and APIs that unlock new revenue streams while accelerating innovation and responding to evolving market demands.





For every **$1** of Microsoft revenue, **services-led** partners make **$8.45** and **software-led partners** make even more, **$10.93.**

Collaboration with system integrators (SIs)

Collaboration with system integrators (SIs) can accelerate the deployment and scaling of these solutions. SIs bring deep expertise in integrating complex systems and optimizing workflows, helping to ensure that AI adoption is seamless, efficient, and aligned with the telecom company's broader digital transformation goals. By leveraging their project management, customization, and systems integration skills, SIs can help ensure that AI solutions are deployed successfully and sustainably.

Why Microsoft: intelligence by design, trust by default

Microsoft is uniquely positioned to help partners accelerate AI-powered transformation across the telecom industry. By connecting data, AI, and workflows through Microsoft IQ, partners can help operators accelerate innovation, improve operational performance, enhance customer engagement, and create new revenue opportunities. Whether building industry-specific copilots, AI-powered services, data products, or intelligent applications, Microsoft provides the platforms, ecosystem, and go-to-market support needed to scale solutions and deliver measurable business value.

Microsoft IQ: the Enterprise Intelligence Platform for Telecom

Telecom operators are increasingly moving beyond isolated AI deployments toward connected intelligence systems that link data, AI, workflows, and business outcomes. Microsoft IQ provides the framework for connecting data, AI, and workflows across the telecom enterprise.

Extensible AI-first apps

Microsoft's AI-driven apps, such as Copilot, are designed to integrate effortlessly with telecom providers existing systems, enabling partners to build intelligent, adaptive solutions for telecom and other customers.

Build your own transformational AI experiences

Microsoft offers Copilot Studio and Azure Studio, giving software companies the power to develop bespoke AI-powered solutions that can meet the specific needs of telecom operators. With these tools, partners can innovate faster, delivering high-quality solutions at scale.

World's most loved developer tools

Microsoft offers some of the world's most widely used development tools, such as GitHub and Visual Studio. These tools are crucial for SDCs looking to build, test, and deploy AI solutions quickly.

1,600+ Frontier and open-source AI models

Microsoft's open-source and Frontier AI Models provide SDCs with a broad set of pre-built, customizable algorithms, helping accelerate development and deploy smart solutions faster.

Unified data estate with end-to-end AI toolchain (Microsoft Fabric)

Fabric IQ transforms telecom data into real-time intelligence. Built on Microsoft Fabric, it unifies network, customer, and business data into a governed intelligence layer, enabling operators to move from data ingestion to actionable insights while supporting analytics, AI, and intelligence monetization.

Enterprise-grade security and compliance

Microsoft leads in providing trusted AI solutions that prioritize security and compliance, helping telecom providers ensure that AI-powered applications meet the highest privacy and regulatory requirements standards.

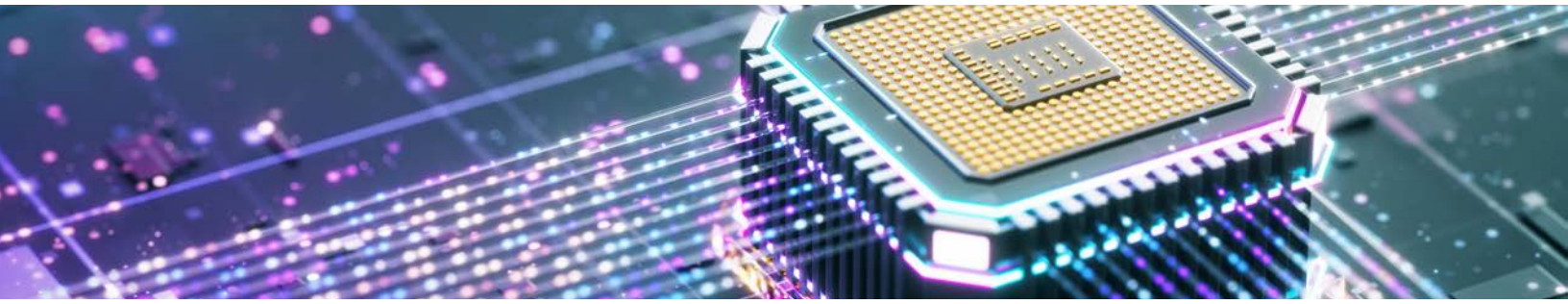
Leader in trustworthy AI

Microsoft's security, compliance, and responsible AI capabilities help telecom operators protect data, govern AI systems, meet regulatory requirements, and deploy intelligence with confidence.

Expand your reach and drive growth with Microsoft

Microsoft has the cutting-edge tools, resources, and support needed to drive business growth. The Microsoft AI Cloud Partner Program is specifically designed to help SDCs succeed by offering tailored benefits and opportunities for innovation and market expansion. AAs telecom operators accelerate AI adoption and innovation,, Microsoft helps partners build, scale, and monetize intelligent solutions that drive measurable business outcomes.

- **SDC Success program (formerly ISV Success Program):** Accelerate your development and go-to-market efforts by leveraging the SDC Success (formerly ISV Success Program) program. This program provides tools and resources that simplify your journey, from faster publishing to the Microsoft Marketplace to enhanced sales opportunities through Marketplace Rewards.
- **AI investment incentives:** Through SDC Success, Microsoft offers technical enablement, credits for AI development tools, and financial incentives to support the creation of AI-powered applications. Top-performing SDCs that focus on AI-powered solutions or Azure migration may qualify for additional funding to boost their development efforts.
- **Evolving commercial marketplace:** The Microsoft commercial marketplace continues evolving, providing a partner-focused platform that simplifies the sales process and extends your global customer reach. This is an invaluable opportunity to expose your AI solutions to a broader audience, monetize AI-powered services, industry-specific copilots, data products, and APIs, and tap into new market opportunities.
- **Certified software designations:** Enhance your credibility and attract new customers by achieving Certified software designations for your solutions. This certification allows you to distinguish your company in a crowded marketplace and strengthens customer trust in your offerings.



Why partner with Microsoft as your telecom AI partner? Key advantages

- **Massive scale and reach:** Microsoft operates in 141 countries, enabling you to quickly scale your AI solutions across the globe—without the overhead of establishing a local presence in each market.
- **Deep technical expertise:** With 95% of the Fortune 500 using Azure, Microsoft's cloud platform is the leading choice for enterprises looking to deploy AI at scale. Microsoft's vast network of technical resources—both virtual and in-person—ensures you have the support needed to overcome any technical challenges.
- **Largest distribution channels:** Gain access to 35,000 field sellers and 90,000 Cloud Solution Providers (CSPs) incentivized to sell your solution. Microsoft's extensive distribution channels amplify your reach and accelerate your growth.
- **Investing in your success:** Microsoft's 400+ go-to-market (GTM) benefits offer comprehensive co-marketing resources to help you promote your AI solutions regionally and globally. From digital campaigns to events, Microsoft's GTM support enables you to gain visibility and drive demand.
- **Trusted telecom partner:** Microsoft has over 30 telecom affiliations, including with leading organizations like GSMA, 3GPP, LFN, TM Forum, and MEF. This deep industry expertise ensures that Microsoft understands the unique needs of telecom operators and is well-positioned to help you address their challenges with AI-powered solutions.

Accelerate development, expand their customer base, and thrive in the rapidly evolving telecom landscape

Microsoft is more than just a cloud provider—it's a strategic partner in your journey to innovate and scale AI solutions for the telecom industry. With world-class tools, unparalleled reach, and deep technical expertise, Microsoft provides SDCs with the resources they need to accelerate development, expand their customer base, and thrive in the rapidly evolving telecom landscape—partner with Microsoft to leverage the full potential of AI and drive the future of telecom transformation.

Why Microsoft is the trusted AI partner for telecom

141 countries
with global support

Enter new markets
quickly without the overhead

Deep technical expertise

95%
of Fortune 500 use Azure

Azure is the leading enterprise cloud platform

Access to deeply technical resources, both virtually and in-person

Largest distribution channels

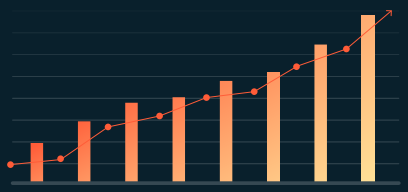
35,000
field sellers ready to promote your solutions

90,000
Cloud Solution Providers (CSPs) incentivized to sell your solution

Investing in your success

400+
go-to-market (GTM) benefits

Co-marketing resources to promote your solutions regionally and globally



Trusted telecom partner

Over 30 telecom affiliations, including:

GSMA
(Global System for Mobile Communications Association) An industry body that represents mobile network operators worldwide and advocates for the development of mobile technology.

3GPP
(3rd Generation Partnership Project) A collaborative group that develops technical standards for mobile telecommunications, including 4G, 5G, and future technologies.

LF NETWORKING
(Linux Foundation Networking) An organization that drives the adoption of open-source networking technologies to support the future of telecom infrastructure.

tmforum
A global industry association focused on digital transformation in telecom, providing frameworks and standards for improving business operations.

MEF
(Metro Ethernet Forum) An organization that promotes network services, particularly Ethernet-based solutions, to enhance the delivery of high-performance telecom services.

With Microsoft, you gain unmatched global reach, technical expertise, and partner support to scale your business, accelerate innovation, and succeed in the telecom transformation.

Use case focus: driving AI-powered transformation

As telecom operators move from experimentation to enterprise-scale AI, the focus is shifting from technology adoption to Return on Intelligence. Frontier operators are using AI to improve customer engagement, accelerate innovation, empower employees, and modernize networks—creating measurable business outcomes while building a foundation for future growth.

In a recent survey, 77% of mature organizations indicated adopting an AI-first strategy, systematically considering AI in every use case (Gartner). This widespread adoption signals a clear shift towards AI as a critical enabler of business transformation.

Operationalize intelligence to improve customer engagement, optimize operations, empower employees, and unlock new revenue opportunities.

Key AI use cases for telecom providers

1. Reinvent customer engagement with AI-powered care

AI can elevate customer service by offering personalized, proactive support and increasing the efficiency of human agents. Telecom customers today expect fast, seamless, and intelligent support that anticipates their needs, and AI can deliver just that.

- **Boost agent productivity:** AI handles routine inquiries and simple tasks, allowing agents to focus on complex issues. This results in faster resolution times, reduced wait times, and a better customer experience.
- **Increase Net Promoter Score and cross-sell opportunities:** AI can analyze customer behavior, offering personalized recommendations that enhance customer loyalty and create new revenue opportunities through targeted cross-sell and upsell strategies.
- **24/7 support:** AI-driven care solutions can provide round-the-clock, on-demand assistance, ensuring customers get the help they need when they need it without the limitations of human availability.

By leveraging AI in customer care, telecom providers can build stronger relationships, foster customer loyalty, and improve operational efficiency.

2. Boost product and service innovation

In a rapidly changing telecom market, staying competitive requires agility in delivering new services and products. AI and Generative AI can play a key role in accelerating the development, deployment, and monetization of innovative telecom offerings.

- **AI-optimized platforms:** Generative AI and advanced network technologies allow faster product development cycles. AI tools can help telecom providers design and prototype new services quickly, ensuring a shorter time to market.
- **Monetize intelligence:** AI-powered services, personalized experiences, industry copilots, and data-driven offerings.
- **Continuous innovation:** With AI, telecom providers can create a dynamic ecosystem that enables constant iteration, enhancing their ability to meet ever-changing customer demands and market conditions.

By optimizing their AI and network infrastructure investment, telecom providers can accelerate innovation and differentiate themselves in a crowded market.

3. Accelerate employee productivity

Telecom employees need tools that empower them to work smarter, not harder. AI-driven cloud-native apps and intelligent automation are critical to improving productivity, enhancing collaboration, and driving operational efficiency.

Work IQ brings applied intelligence into daily work through copilots and agents that help employees make faster decisions, reduce routine effort, and focus on higher-value activities.

- **Streamline workflows:** AI automates repetitive tasks and integrates workflows, freeing employees to focus on higher-value work. This leads to more efficient operations and better decision-making.
- **Improve collaboration:** With intelligent tools, telecom teams can collaborate more effectively, regardless of location, enhancing the speed and quality of their work.
- **Data-driven decisions:** AI provides real-time insights, enabling employees to make more informed, data-driven decisions quickly and confidently.

By implementing AI-powered productivity solutions, telecom providers can boost employee satisfaction, streamline operations, and improve overall performance.

4. Modernize and monetize the network

Telecom companies are increasingly tasked with delivering faster, more reliable services while maintaining profitability. AI and hybrid cloud technologies are key to modernizing the network and unlocking new business opportunities.

Frontier operators are increasingly using network intelligence as a strategic asset—transforming operational insights into differentiated services, AI-powered offerings, and new revenue opportunities.

- **Improve network efficiency:** AI can optimize network performance by predicting and addressing potential issues before they impact service, improving reliability and reducing downtime.
- **Scalability and cost reduction:** AI-driven automation can streamline network operations, reduce operational costs, and improve scalability, allowing telecom companies to expand their services without a proportional cost increase.
- **New revenue opportunities:** By modernizing the network, telecom providers can create differentiated services, such as personalized data plans and advanced connectivity options, that cater to the evolving needs of both enterprise clients and end users.
- **Personalized customer experiences:** AI can enhance the customer experience by offering tailored recommendations and dynamic service offerings based on real-time data.

With AI, cloud technologies, and Fabric IQ, telecom companies can transform network data into actionable intelligence, improve performance, and create innovative services that drive measurable business outcomes.

Accelerating Return On Investment

Telecom operators are entering a new phase of transformation where success is measured not by AI adoption alone, but by ROI. Frontier operators are embedding intelligence across customer engagement, operations, workforce productivity, and network modernization to create measurable business outcomes and sustainable competitive advantage.

Helping Frontier operators operationalize intelligence

The AI-driven transformation of the telecommunications industry marks a pivotal moment for both telecom operators and software companies. The synergy between telecom innovation and AI presents unparalleled opportunities for software partners to create solutions that meet the sector's most pressing needs—from revolutionizing customer engagement and enhancing operational efficiency to modernizing networks and driving service innovation.

With Microsoft's comprehensive AI platform, proven industry expertise, and extensive partner ecosystem, software companies are uniquely positioned to capitalize on this transformation. By leveraging tools such as the AI Cloud Partner Program, cutting-edge development platforms, and Microsoft's global reach, software companies can drive the next wave of telecom innovation and unlock sustainable business growth.

By helping telecom operators operationalize intelligence through Microsoft IQ, partners can play a critical role in delivering measurable business value while creating new opportunities for growth and innovation.

The future of telecom is AI-powered.

Now is the time to embrace this transformation. The companies that seize this opportunity to develop forward-thinking AI solutions will be shaping tomorrow's telecom landscape.

Explore the benefits and join the Microsoft AI Cloud Partner Program

Partner intake form

Software Development Company Success program:

Unlock SDC Success benefits

Grow and scale with Marketplace Rewards:

Start earning Marketplace Rewards

Watch this video to learn more about AI trends in telecoms

https://partner.microsoft.com/en-us/asset/detail/ai-on-the-go-for-microsoft-partners-telecommunications-mp4

PLDT partners with Amdocs and Microsoft to digitally transform network operations

Challenge

- **PLDT**, a leading telecommunications provider in the Philippines, aimed to **modernize and unify** its network operations for enhanced **agility, efficiency,** and **scalability**.
- The company needed to streamline business processes while transitioning to the **cloud**, improving **customer experience** and supporting future growth.

Solution

Amdocs Intelligent Networking Suite:

- Deployed on Microsoft Azure to provide unified **network inventory**, **service orchestration**, and **business process automation capabilities.**

Amdocs Customer Engagement Platform:

- Built on **Microsoft Azure** to enhance **customer service, case management**, and **AI-powered insights** with telecom-specific features.

Partner spotlight

Amdocs and Microsoft developed a unified Customer Engagement Platform, integrating AI and telecom-specific data to:

- Enable **seamless integration** across multiple service functions.
- Deliver **personalized services** driven by **real-time data**.
- Provide a **modular design** for rapid updates and increased **agent productivity**.

Business impact

Aligned with PLDT's **cloud-first strategy,** the modernization of network operations empowers PLDT to:

- Meet **growing network demands** and increase **business agility**.
- Enable **faster provisioning, capacity planning**, and fault resolution via a **connected platform**.
- Streamline **business processes** to enhance **overall customer experience**.
- PLDT now delivers **seamless service** with long-term **scalability** and **operational efficiency**.

"We are excited to deepen our collaboration with Amdocs as we transform our network operations and deliver customer experiences that set a new standard of excellence."

– **Gilbert O. Gaw,** FVP & Head of IT and Transformation, Smart Communications, Inc. (Smart), wireless subsidiary of PLDT

Accelerating Africa's digital transformation with Microsoft and Accenture

Challenge

- **MTN** is Africa's largest mobile network operator, with 288 million customers across 18 markets.
- The company faces the complex challenge of modernizing its infrastructure and operations, especially in underserved regions.
- MTN needs to migrate critical Business and Operations Support Systems (BSS/OSS) to modern cloud platforms for enhanced operational efficiency, innovation, and digital inclusion.

Solution

- **Project Nephos** leverages Microsoft Azure to transform MTN's infrastructure.
- The key focus is migrating BSS and OSS systems to the cloud in South Africa and Nigeria.
- Implementing **AI and Machine Learning** to optimize network performance and improve customer experience.
- Establish the **MTN Group Cloud Centre of Excellence** and collaborate with **Accenture** on technology implementation and integration.
- Migration of **EVA,** MTN's core big data platform, to Azure.

Partner spotlight

- **Accenture** supports the migration with technology implementation, integration, and ongoing support, enabling successful operations within the Azure cloud environment.

Business impact

- **Project Nephos** is focused on delivering maximum value by migrating selected applications with fixed migration and operational costs.
- MTN's unique approach enhances customer experience and agility and drives **cost transformation** through predictable and committed cloud migration.
- Notable achievement: MTN completed the world's first **5G standalone core network** deployment on Microsoft Azure in just weeks!

"Harnessing the power of MTN, Microsoft, and Accenture, we will be working closely together to build the next wave of compressed digital transformation across the continent."

– **Nitesh Singh,** Communications, Media and Technology Lead for Accenture Africa

Deploying Colombia's Largest 5G Network with Nokia and Claro

Challenge

- **Claro** aimed to lay the foundation for future innovation across **transport, mining, energy,** and **oil** and **gas** industries.
- The company sought to deploy Colombia's largest **5G network** to enable advanced services and create new revenue streams, choosing **Nokia** and **Microsoft** for this transformation.

Solution

Nokia provided a range of solutions for Claro's 5G network, including:

- **Automated 5G Core** for ultra-low latency performance, essential for services like **Fixed Wireless Access (FWA).**
- **Nokia Assurance Center** uses operational intelligence and diverse data sets to automate network decisions.
- **NetGuard Cybersecurity Dome** and Endpoint Detection and Response (EDR), a threat detection suite hosted on Azure and leveraging Azure OpenAI Service to enhance cybersecurity.

Microsoft supported the network's integration by leveraging Azure OpenAI, along with cloud infrastructure and advanced data analytics, to enhance operational intelligence and scalability.

Partner spotlight

- **Nokia** provided essential technologies and software solutions to build the network, focusing on automation, ultra-low latency, and security to ensure future-ready capabilities for Claro.

Business impact

- Completed just **four months** after Colombia's **5G licenses** were issued, this project represents a significant milestone in Colombia's digital transformation.
- The state-of-the-art **radio, core, and transport technologies** deliver best-in-class connectivity, laying the groundwork for future innovations across critical industries like **transport, energy,** and **oil** and **gas.**
- This deployment is set to unlock new services, improve efficiency, and stimulate economic growth through enhanced connectivity.

"We are delighted to have our 5G network up and running in record time. 5G connectivity is a game changer, and its incredible speeds, security, and capacity provide the platform to deliver next-level services to our customers and a range of industries."

– Rodrigo de Gusmao, CEO at Claro Colombia

Learn More:

[Nokia NetGuard Cybersecurity Dome on Azure Marketplace]

VOXI enhances customer experience with an AI-powered chatbot

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Spark's big-bang back-office transformation with Infosys

Challenge

- **Spark NZ**, a leading telecom and technology provider in New Zealand, faced significant inefficiencies due to an **outdated SAP platform**.
- The company struggled with basic tasks like **reporting** and **work-tracking**, requiring specialized knowledge of archaic transaction codes.
- With more than **70 interfaces** across various business functions, Spark needed a **modern, intuitive ERP solution** to streamline operations and support its fast-paced work environment.

Solution

- Spark NZ implemented **Microsoft Dynamics 365 Finance and Supply Chain Management**, using an ambitious **"big-bang" implementation approach**—transitioning all business areas simultaneously rather than a phased rollout.
- This comprehensive transformation integrated over **35 applications,** focusing on **maximizing out-of-the-box functionality** with minimal customization.
- The solution leveraged **Microsoft Teams** for collaboration and included **two full dress rehearsals** to ensure a smooth transition.

Partner spotlight

- **Infosys**, as the primary implementation partner, led the **process and solution design**.
- Leveraging their **ERP** and **Microsoft Dynamics 365 expertise**, Infosys managed the end-to-end ERP service delivery, ensuring a **risk-mitigated** and **accelerated implementation**.

Business impact

- **Month-end financial processing** time was reduced from three weeks to just **eight days.**
- **Employee onboarding** became significantly more efficient, requiring minimal training thanks to the intuitive user interface.
- Enhanced **self-service capabilities** for employees, improved **project invoicing** and **payments**, and **better procurement visibility** through a centralized product catalog.
- The implementation **improved data insights** for better decision-making and was completed on time and schedule.

"The gold for us is the flexibility the product offers and its ability to integrate. Spark has plans to evolve and grow, and Dynamics 365 has the capabilities to evolve and grow alongside us."

– **Lisa Chapman,** Enterprise Automation Lead, Spark

PwC simplifies data retrieval with intelligent bots on Power Virtual Agents

Challenge

- **PwC**, a global professional services firm that partners with SAP to help organizations implement and optimize SAP solutions, faced difficulties managing **a large volume of data** spread across multiple content repositories globally.
- Employees struggled to **efficiently find content** and learning resources, impacting productivity.
- The organization required a **faster, more seamless way** to search through and extract information from diverse content sources.
- PwC aimed to **personalize content search** based on individual team member roles, going beyond traditional **keyword-based search** methods.

Solution

- PwC implemented **Power Virtual Agents** to create intelligent bots for content retrieval and search.
- Used **Bot Framework Composer** and **Bot Framework SDK** to create customized bots and integrate them into workflows.
- Leveraged the **Microsoft Power Platform** alongside **Power Automate** for streamlining operations.
- Connected the bots to internal and external data sources, including **SharePoint, Confluence,** and **Google Drive,** to provide comprehensive search capabilities.
- Integrated with **Teams** to make the bot accessible within PwC's collaborative environment.
- **AI Builder** is referenced as a future enhancement to increase the bot's capabilities.

Partner spotlight

- PwC uses **Microsoft's Power Platform** globally to foster a **low-code culture**, enabling teams to develop and deploy custom solutions without extensive programming.
- Microsoft provides the technical foundation with tools like **Power Virtual Agents, Power Automate**, and **AI Builder**, allowing PwC to stay at the forefront of technological innovation across industries.

Business impact

- **Accelerated content retrieval** across multiple repositories, resulting in significant time savings for **technical** and **non-technical** staff.
- Improved ability to **respond quickly to RFPs** and **client queries**, strengthening relationships and improving customer satisfaction.
- Reduced the risk of **duplicate asset creation** by centralizing content management.
- Streamlined **audit processes** through intelligent content search and discovery.
- Enhanced **learning and development** experiences by providing personalized content tailored to individual roles.
- The solution was initially deployed to **3,000 users**, with potential for **broader adoption**.
- Boosted **efficiency in governance** and training processes, especially during **new technology rollouts**.

"By simplifying the way we access and manage content, we've not only improved our team's productivity but also enhanced our ability to serve clients faster and more effectively."

– PwC Team

TCS helps Proximus boost developer efficiency and quality with GitHub Copilot

Challenge

- **Proximus,** Belgium's leading telecom operator, sought to **enhance IT development** efficiency across 15+ development squads.
- Traditional development methods created **bottlenecks**, with developers spending excessive time on **routine coding tasks** and documentation.
- The goal was to streamline development tools, improve speed, and **consistently adhere to industry standards.**

Solution

- Proximus partnered with **TCS** to implement **GitHub Copilot,** a generative **AI-powered coding assistant.**
- **Pilot Program:** Two Proximus IT squads tested the tool, with TCS providing **training** and **support** for smooth adoption.
- **Metrics & feedback:** tracked productivity improvements and developer feedback to gauge effectiveness.
- **Standards Alignment:** GitHub Copilot ensured code adhered to **TM Forum's Open Digital Architecture (ODA)** standards.
- **Scaling & Rollout:** Insights from the pilot informed the **enterprise-wide rollout strategy.**

Partner spotlight

- **TCS** led the implementation with deep knowledge of Proximus' IT systems, developed **custom integrations** for legacy apps, and ensured alignment with industry standards.
- TCS focused on productivity, **stakeholder alignment**, and **process improvements** through structured training and feedback collection.

Business impact

- **Productivity Boost:** Developers saved **20% of development time** or 30-40 minutes per day.
- **Enhanced Developer Experience: 90% positive feedback** from developers on ease of use and code quality.
- **Faster Onboarding:** Junior developers performed at higher levels, contributing more effectively.
- **Improved Quality:** GitHub Copilot ensured consistent **TM Forum ODA** standard alignment, reducing errors.
- **AI-Ready Workforce:** Developers used time savings for higher-value tasks, expanding roles in **requirements analysis, development,** and **testing.**

"GitHub Copilot allows us to execute and perform according to industry standards much more quickly, much more effectively, and at a higher quality level. It's a major change in the way we do IT."

– **Bernard Raquet,** Director, Network IT at Proximus

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