Microsoft

MWC Barcelona: AI ignites telecom innovation and growth



The telecommunications industry is transforming, and Microsoft for Telecommunications is empowering organizations to accelerate innovation, optimize operations, and deliver exceptional customer experiences with AI you can trust.

Join us at MWC Barcelona, March 3–6, 2025, to explore how AI-powered solutions are driving the future of telecom.

Join us at the **Microsoft booth 3H30 in Hall 3** to explore how you can transform telecommunications with AI-powered solutions to:

Elevate customer experiences: Deliver frictionless, personalized customer experiences through AI-infused customer care at scale.

Optimize business operations: Reduce cost, increase agility and accelerate time-to-market for new services with cloud-native apps and AI-powered smart processes.

Modernize the network: Enhance network reliability, security and scalability with AI and an adaptive cloud approach.

Unlock new revenue streams: Create new revenue streams and maximize return on network investments with generative AI.

Ways to engage with us

Explore an immersive experience at the **Microsoft booth (3H30)** to see how AI-powered solutions can transform telecommunications end-to-end – no matter where you are in your AI journey.

Collaborate with **Microsoft experts and industry-leading partners** to discover how Microsoft for telecommunications can help you optimize operations, enhance network reliability, and deliver personalized customer experiences.

Join us and our ecosystem of partners and customers in 20+ expert-led theater sessions and 13 demo pods showcasing the latest in AI, agentic AI, security, and cloud technologies that are igniting innovation and growth in the telecommunications industry. Back by popular demand, we will again be hosting Women in Telco event in our in-booth theater!

Stay up to date on the Microsoft at MWC Barcelona experience.

Join the conversation on social:

Microsoft Cloud

@MSCloud

Check out our website:

Telecommunications Industry Solutions | Microsoft Industry

We look forward to connecting with you!

Meet our Featured Partners

A number of our strategic telco partners will showcase industry-leading, real-world solutions within our booth, including **Amdocs, Accenture/Avanade, Nokia, and Tech Mahindra.**

