



Headline Sponsor

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Workshops Monday 10th June

<p>11:15</p>	 <p>INTELSAT <i>Envision. Connect. Transform.</i> Connecting More People and Things in More Places</p> <p>According to GSMA, Sub-Saharan Africa has the highest coverage gap with 47% of total population not covered by mobile broadband networks. This means more than 450 million people across Sub-Saharan Africa still have no access to a mobile broadband network, thus are digitally excluded and unable to enjoy the socio-economic benefits that mobile broadband can bring.</p> <p>For example, the rural population (% of total population) in Ethiopia was reported at 80.08 % in 2016, according to the World Bank, and 73.5% of the rural population don't have access to electricity.</p> <p>Expanding network coverage to rural and hard reach areas can be challenging as it requires significant time and investment to build networks in extremely difficult environments.</p> <p>New deployment models are available today that can change the equation for operators by taking time and cost out of remote network projects.</p> <p>During the workshop, Intelsat' speaker will unpack innovative solutions (high-performing cellular backhaul solution) that can be deployed faster, profitably, and more cost-efficiently across multiple site locations in rural and remote markets compared to traditional cellular backhaul methods.</p> <p>Hear also how service providers and enterprise customers are leveraging Intelsat latest technology to enable new business opportunities and support new applications.</p>
<p>14:00</p>	 <p>Moneitising Digital Commerce IoT and 5G</p> <p>Join us at 14:00 for our exclusive workshop at the IAD Summit. Our session will be particularly relevant to you, if you are aiming to cross the chasm of digital re-invention.</p> <p>Our platform Delivers Agility to your business, Saves your IT costs and provides ultra-reliable technology for your network. If you are responsible for Marketing, Digital Transformation & Strategy, IT and Technical business units, we will be delighted to welcome you in the workshop session.</p> <p>During the workshop we will illustrate how we can help you to achieve a truly digital customer experience through the MATRIXX Digital Commerce Platform. Built entirely from scratch, the multi-patented, award-winning MATRIXX Digital Commerce Platform enables a digital-first reinvention of Telco BSS. It brings together traditionally separate network and IT functions into a single platform including product design and lifecycle management, customer engagement, service delivery and monetization. Built for digital, the MATRIXX Digital Commerce Platform offers customers the agility and seamless scalability required to compete and win now and in the future.</p> <p>We will encourage you to join an open discussion with your peers. Following the workshop, we will be happy to engage with you on a one to one basis so we can discuss how our solution can work in your environment.</p>
<p>16:15</p>	 <p>Communication at the core of (good) business</p> <p>At Infobip, we aim to build better customer journey experiences and enhance communication between enterprises and their end users.</p> <p>Join us for a workshop at IAD Summit in Addis Ababa and learn more about Infobip's eneterprise messaging platform, tools and consultancy. The event aims to focus on introducing new ways to engage customers using A2P messaging, in the process increasing revenue and enhancing the overall customer experience using Infobip's solutions.</p> <p>During the workshop, we will showcase new communication solutions, customer journey examples and compelling use cases with a focus on A2P SMS, as well as an overview of Infobip's omnichannel suite and emerging technologies in the enterprise messaging space. The workshop will feature Infobip's experts in the African market.</p>