

Power Up Your Network

Sparking the Telecom Revolution with Generative AI

Generative AI encompasses algorithms such as ChatGPT, Gemini, GitHub Copilot, and DALL-E, capable of generating diverse content types, including audio, code, images, text, simulations, and videos. These algorithms produce content of remarkable complexity and quality, often rivaling that created by humans.

1 Dawn of a New Era: The Rise of AI and its Transformative Impact

2000s

Machine Learning: Analysis & Prediction

Analyzing data, finding patterns, generating insights, making predictions and automating tasks.

2010s

Deep Learning: Vision & Speech

The emergence of neural networks and technologies like computer vision for object classification and detection, along with voice recognition powering natural speech assistants.

2020s

Generative AI Language Mastery

Emergence of Generative Adversarial Networks (GANs) that learn from massive datasets to generate new, realistic outputs, alongside large language models (LLMs) that understand and manipulate existing language.

2 The Speed of Thought: Capturing Generative AI's Quickfire Revolution

ChatGPT was publicly released on November 30, 2022, primarily as a technology demonstration. Within two months, it garnered approximately **100 million active users**, making it the fastest-growing consumer application in history.

55%

Percentage of organizations that have integrated AI in at least one business function.

70%

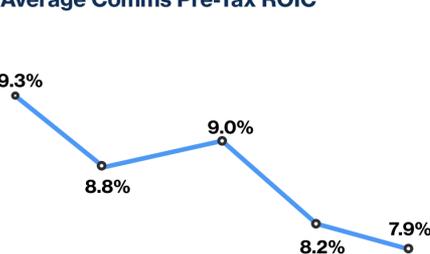
Percentage of business activities that can be automated across all occupations.

Source - McKinsey & Company

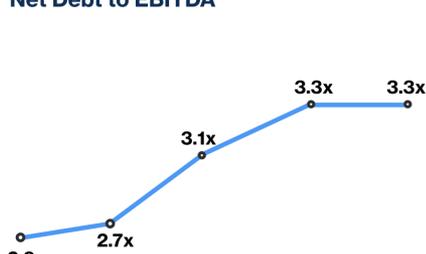
3 Navigating The Storm: The Telecom Industry Must Engineer a Turnaround

Dropping Average Revenue Per User (ARPU), diminished Return on Invested Capital (ROIC), and increased susceptibility to margin pressures are compelling telecom operators to urgently innovate and transform.

Average Comms Pre-Tax ROIC



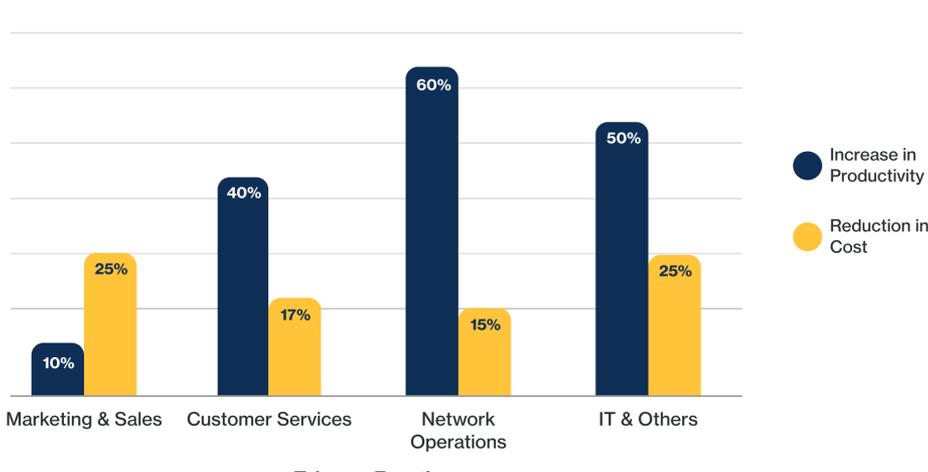
Net Debt to EBITDA*



*EBITDA - Earnings before Interest, Taxes, Depreciation, & Amortization

Source - Accenture

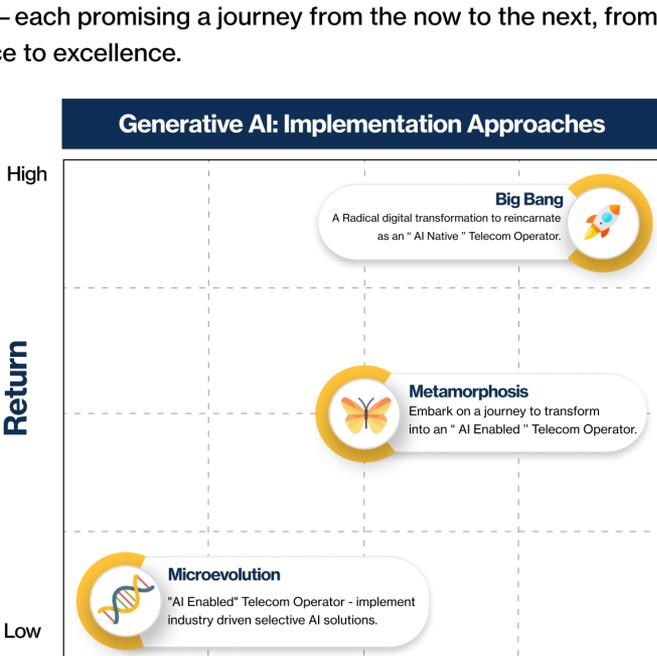
4 Generative AI: An Opportunity for Telecom Operators to Unlock New Horizons



Source - McKinsey & Company

5 AI at the Helm: Three Strategic Options for Telecom Operators to Ride the Generative AI Wave

As Telecom providers navigate the labyrinth of innovation, three distinct pathways beckon – each promising a journey from the now to the next, from operational existence to excellence.



6 Finding the Perfect Match: AI Tailored for Telecom Success

The **Big Bang Approach**, **Metamorphosis Approach**, and **Microevolution Approach** are monikers offering differing frameworks with distinct benefits and drawbacks, ranging from incremental and cautious changes to wholesale transformation. CSPs must evaluate their history, technologies, and overall strategic goals to determine the optimal approach to effectively integrate Generative AI.

Continue the AI Journey: Beyond the Infographic

Uncover Full Story



From Concept to Reality: JLA Advisors Guides Your Generative AI Path

- **Conceptualize & Strategize:** Develop cutting-edge strategies tailored to your goals.
- **Validate & Demonstrate:** Prove the value and potential of your AI initiatives.
- **Assess & Select:** Evaluate the best technology stacks for your needs.
- **Integrate & Implement:** Seamlessly incorporate AI into your operations.
- **Manage & Govern:** Ensure compliance and effective governance throughout.

Contact JLA Today



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