



AI adoption

Mobicom group “Tech week” Sep 2025

Agenda



AI adoption

01



Challenges

02



AI governance

03

AI adoption



EXPERIMENT



Governance



Future

AI as a SERVICE

COMMERCIAL PRODUCT

Financial assistant,
Enterprise new
product,
Personalization,
Content creation, IoT
device

AI as a TOOL

INTERNAL OPERATION

Resource
optimization, 24/7
monitoring system,
Report, Analysis,
Productivity, Decision
making

AI as an INTERACTION

PROCESS TRANSFORMATION

Customer journey,
Support, Sales
channels, Interaction,
Personalized
experience

Challenges



Experiment



GOVERNANCE



Future

CHALLENGES

AI PROGRAM OFFICE/ AI GOVERNANCE



STRATEGY & VISION

Lack of business value tracking and proper internal regulation led to duplication effort and cost



BUSINESS PRIORITY

Prioritize AI investments for business value focusing on data, partners, infrastructure and security



DATA & INFRASTRUCTURE

Insufficient data, lack of data infrastructure scalability integration complexity with legacy systems.



AI STARTS WITH DATA

Build robust and scalable data infrastructure, ensure effective data management and compliance



CAPABILITY

Lack of capability regarding process and people



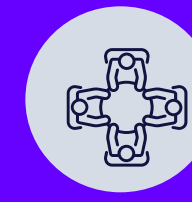
SKILL UP AND GOVERN

Skill development program for data management, data science and business intelligence, AI structure



RISK AND COMPLIANCE

Lack of strict control of ethical use of data, privacy and security



AWARENESS AND CONTROL

Strong emphasis on risk management and regulatory compliance

AI governance



Experiment



GOVERNANCE



Future

Mobicom AI security principle: AI systems are secure, resilient, and protected from unauthorized access to support the integrity, confidentiality, and reliability of AI systems throughout their lifecycle.

ETHICAL /AI activities/

Fairness, privacy, transparency, accountability education awareness

SAFE & SECURE /AI decision making/

Human oversight, Reviewability& Control, Human approval for critical decisions, auditability of self learning systems, collaboration

LEGAL /Data /

Consent, Ownership, Anonymization, Sharing, Data protection, Cross border data transfer



AI governance



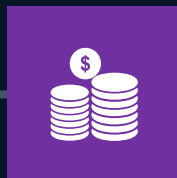
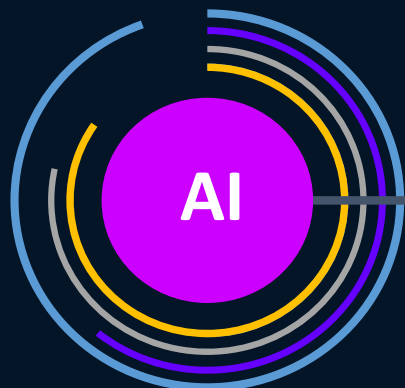
Experiment



Governance

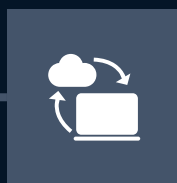


FUTURE



CUSTOMER INTERACTIONS AND SERVICE DELIVERY

Through automation and personalized marketing campaigns and sophisticated customer service solutions



OPERATIONAL EFFICIENCY & NETWORK MANAGEMENT

Enabling real-time adjustments and optimizations across the entire NW infrastructure



AI GOVERNANCE

AI policy, vision, AI program office, guiding principles



RISK MANAGEMENT

Identify and perform gap assessment



AI INVENTORY

AI system inventory and classify systems



AWARENESS

Understand AI regulations, align internal policies with AI regulations



THANK YOU