

## NetWorld2020 SME Working Group

### SME Success Story - 2020



#### Incelligent

Incelligent is a company based in Athens, Greece, founded in 2014 by highly experienced telecom business professionals and R&D engineers. Currently, its workforce consists of highly competent software engineers/ developers, machine learning engineers and big data scientists.

By following best practices in data-driven development (DataOps), Incelligent has managed to systematically incorporate the latest advances in Big Data, Analytics and Artificial Intelligence (AI)/ Machine Learning (ML) technologies in its product research and development processes, resulting into a diverse product portfolio that includes **out-of-the box and production-ready, AI/ ML solutions, tailor-made** for the Telecommunications, Banking and Public sectors.

With respect to the telecommunications sector, Incelligent has launched **RAN.ai**, a suite of solutions built on top of advanced big-data analytics and ML/ AI for **improving telecom RAN operations**, currently deployed in Greece for a major operator. RAN.ai aims to support the strategic decision processes with respect to RAN evolution by capitalizing on its **predictive and “What-If” scenario building** capabilities. More specifically, it delivers accurate predictions for traffic demands and subsequent critical insights regarding future spectrum requirements, network rollout and capacity needs. It further allows for the setup of scenarios to evaluate the impact of strategic decisions and thus enabling optimized network planning, targeted investments and smart expenditures and eventually in enhanced customer experience (CX) and maximized ROI. With regards to credit risk operations in the Telco sector, Incelligent has deployed a **credit risk minimization and risk-based marketing** solution for a major operator in the Middle East catering to the minimization of losses, the increase of sales opportunities and therefore revenues, as well as boosting customer engagement.

The aforementioned capabilities are similarly exploited in Incelligent’s solution involving **credit risk management and analytics-based marketing for the Banking sector**.

Additionally, Incelligent is currently involved in three 5G-PPP projects, namely MATILDA, 5G-PHOS and LOCUS, offering its personnel the opportunity to enhance their competencies with respect to the 5G ecosystem. Through its current involvement in **phase-3 5G PPP project LOCUS** (<http://www.locus-project.eu/>), Incelligent aims to enhance its engagements in the Telecommunications sector and expand its portfolio of solutions, adding new enhanced software modules/ functionalities. By combining fine-grained localization information and Incelligent’s advanced traffic and mobility prediction mechanisms, the new functionalities and insights yielded will be exploitable by current products and could potentially be used in fine-tuning network resource allocation, as well as for enabling other vertical/ 3<sup>rd</sup> party services.



The role of the **phase-2 5G-PPP projects, MATILDA** (<http://www.matilda-5g.eu/>) and **5G-PHOS** (<http://www.5g-phos.eu/>) should also be acknowledged, as through these projects Incelligent was able to mature its technology and diversify, as well as enhance its product portfolio. In particular, the following has been achieved: (a) Enrichment of the set of use cases addressed and of the supported functionalities/solutions in its portfolio, leveraging on the capabilities brought by 5G and its ecosystem; (b) Positioning of the advanced functionalities in forward-looking (pre-)standardization groups, especially in ETSI and others; (c) Performing validation activities and showcases, relevant to verticals entities (e.g., stadiums, malls, etc.) and in collaboration with large vendors and operators; (d) Improvement of the company's position in the research field and global market through the participation in various events, i.e. conferences, exhibitions and so on, as well as publications.

On the whole, Incelligent is proud to have delivered contributions, which assist in the overall shaping of the 5G world and lead to a prominent European role in the field.

For more details see: [www.incelligent.net](http://www.incelligent.net)

Contact: [kt@incelligent.net](mailto:kt@incelligent.net), [info@incelligent.net](mailto:info@incelligent.net)