DR: [00:00] Satya Nadella, the CEO of Microsoft said it best on the BG2 podcast.

Satya Nadella: [00:05] The notion that business applications exist, that's probably where they'll all collapse in the agent era. Because if you think about it, they are essentially CRUD databases with a bunch of business logic. The business logic is all going to these agents and these agents are going to be multi-repo CRUD, so they're not going to discriminate between what the backend is. They're going to update multiple databases and all the logic will be in the AI tier, so to speak.

Announcer: [00:48] This is "Telco in 20," a podcast that helps telco execs achieve a competitive advantage with AI in the public cloud.

DR: [00:53] Hi, guys. I am DR. Earlier this month at MWC25 in Barcelona, I delivered another one of my visionary talks at the Gen AI Summit where Totogi was a sponsor. We had a full house of telco executives, all eager to learn how to become an AI-first telco. But all facing the same massive challenge, how to transform while carrying billions in legacy tech debt. For far too long, operators have been trapped under a pile of highly customized spaghetti code. Maintaining it devours 80% of their IT budgets and makes moving at market speed impossible. But that's about to change.

[01:39] The future of telco isn't about replacing systems or adding more AI silos. It's about bringing AI to the enterprise level where it can coordinate across your entire business. Totogi's BSS Magic supercharges your telco systems by moving intelligence above all your applications, turning disconnected legacy infrastructure into a unified AI-driven powerhouse. This will transform your entire organization, open the door to true innovation, and finally put you on the path to becoming an AI-first telco.

[02:09] So sit back, relax, and grab a cerveza, while you listen to my sold-out talk at this year's Gen AI Summit. And if you want to watch the video version of this talk with my awesome visuals, head on over to our YouTube channel. You can find a link in the show notes. So let's take 20.

[02:30] (applause) Hi, everyone, I'm DR. I'm the acting CEO of Totogi. Every telco board is asking the same questions, "How can we deliver shareholder value while spending billions on our new networks? How can we compete while carrying so much legacy tech debt? And how can we move at market speed like the big tech companies do?"

[02:52] Look around the industry. Telcos are investing billions in AI, building models, launching initiatives, trying to transform, but something's not happening in telco. While tech companies launch their features daily, telcos measure their changes in months or even years. While tech companies operate at a fraction of telcos' costs, telcos are spending 80% of their IT budgets just keeping their systems running. Why is that? Well, let's focus on the systems you have today. Each vendor is adding their own AI, each pushing their own transformation agenda, each protecting their walled garden, where every customization you do takes you further from the roadmap. Satya Nadella, the CEO of Microsoft, said it best on the BG2 podcast…

Satya Nadella:

[03:41] The notion that business applications exist, that's probably where they'll all collapse in the agent era. Because if you think about it, they are essentially CRUD databases with a bunch of business logic. The business logic is all going to these agents and these agents are going to be multi-repo CRUD, so they're not going to discriminate between what the backend is. They're going to update multiple databases and all the logic will be in the AI tier, so to speak.

DR:

[04:20] What Satya is describing goes beyond adding AI to individual systems. That approach just creates more complexity. Real transformation happens when intelligence moves above all your systems, where it can coordinate, optimize, and deliver value across your entire organization. That's what an AI-first telco looks like.

[04:43] Think about how your best people solve problems. They don't work in silos. They collaborate across departments. They see the whole picture. They decide and take action. You can't replicate this with systems talking through expensive integrations or with their own AI. You need real intelligence working across your entire business. What if an AI system could do this for you?

[05:08] This is BSS Magic and this isn't theoretical. Let me illustrate what I'm talking about by showing you an example of something that should be easy, needs to be fast, but for some reason is incredibly difficult, launching a new iPhone. Doing this one simple thing is so hard because it touches so many departments and systems. Watch how BSS Magic transforms this task into minutes. Start by asking, "I want to launch the new iPhone 16e." BSS Magic immediately understands this request and starts to map your systems to its data model. It starts by connecting to any system you want it to work with, marketing systems, order management, charging systems, homegrown, or third party. What you just saw took 30 seconds. Traditionally, that's a six-month project. That's millions in integration costs all eliminated in an instant.

[06:05] Now watch as BSS Magic understands your business. By creating a digital twin of your processes, it knows all the departments and teams you need to interact with to complete this goal in a fraction of the time. BSS Magic creates forecasting agents to start working on the order for inventory. Their resource agent is populating inventory with new iPhones and pre-bundling them with eSIMs. New 5G plans and phone deals are created. A new contract document is generated for customers to sign and support documentation is created to train your staff. BSS Magic knows exactly what needs to be done to launch a new phone, all because of the telco-specific domain-trained ontology that's modeled with your company's specific policies and processes. That's not just random codegen, it's domain intelligence that AI reasons across every integrated system to ensure the new phone is ready for real customers. Again, in minutes, we just did what typically takes two months of product design, three months of technical configuration, four months of system integration, and millions in consulting fees. A brand new phone live in minutes bridging multiple vendor platforms. What used to take months of work is now handled with a single prompt. This isn't just another cool AI solution. This is enterprise-wide intelligence purpose-built for telco. And you don't start from scratch with BSS Magic, we've already mapped the entire telco domain, built on decades of telco expertise and open standards like TM Forum's open digital architecture.

[07:47] And here's what makes it truly powerful. Every system added makes the intelligence stronger. Every process optimized

improves the operation. Every insight discovered benefits your entire organization. While others are still figuring out basic integrations, your AI agents will be already learning from billions of interactions occurring in your systems today, all within your own secure telco-specific framework. This isn't just AI, this is collective telco intelligence at scale. This is your entire organization getting smarter together. This is your competitive advantage, the kind that grows stronger every day, the kind your competitors can't copy.

[08:32] Now, you might be thinking, "Great. Another transformation program," but this is different. Keep your Nutcracker, I guess. Keep your Oracle, if you insist. Keep your Amdocs. You spent so much money on it, might as well. We don't replace your systems. We breathe new life into your existing applications with AI, so you can leverage AI-led interoperability to take your telco to a whole new stratosphere to become an AI-first telco. Not through another multi-year transformation, not through more integration complexity, but through an intelligent layer that cuts change request spend by 75% and reduces time to market from months to minutes. Turning technical debt into a strategic advantage. When has anyone ever said that before? BSS Magic makes this possible by building on what you already trust. Using the TM Forum standards you know and the systems you've invested in with the processes your teams already understand.

[09:34] But we've added something super valuable, an AI layer that finally delivers the agility you need, the innovation your board demands, the value you must create. We are in a time of great change. Telcos can't keep doing things the way they've always done them. You can't say to yourself, "That's how telco moves, slowly." Everything in our world is changing right here, right now, in this moment. You cannot ignore it. You must become an AI-first telco. AI-first telcos respond to market opportunities in real time and optimize their revenue across every segment using AI to reduce operating costs and increase ARPU by up to 20% and deliver value to shareholders. While others stay in the slow lane, not changing, doing things the same old way, you'll be maximizing value from every subscriber, every network asset, every opportunity. Because when your entire telco thinks as one, the ROI isn't just in one department, it's across your entire business. In 12 months, there'll be two

types of telcos, those explaining to their boards why transformation is still taking years, or those showing their shareholders how AI is delivering value today. Which one will you be? This is BSS Magic. This is what AI-first looks like. This is the future of telco and it starts today.

[11:08] Learn more about BSS Magic on the Totogi website. Then set up a meeting to explore how you can become an AI-first Telco. It's go time. Let's do it.