



By: *Elise Quevedo*

The power of artificial intelligence - the evolution journey



One of the biggest tech events in the world has come to a close. The Mobile World Congress (MWC) 2025 in Barcelona **recorded** 109,000 attendees from 205 countries and pre-COVID numbers this year. The key theme, as expected, is the power of artificial intelligence (AI).

I expected this not to be just a buzzword thrown around in keynote speeches; I am happy to report that it wasn't, and we saw tangible, strategic priorities demonstrated through real-world innovations and activation stations.

AI is here, constantly evolving and reshaping industries at an unprecedented pace. Thank you to the many executives I spoke to in different booths. I asked one key question: "Compared to last year, how has AI evolved in your department?"

I aim to ask this question to many more executives throughout 2025 to truly understand the evolution journey and what it means for individuals and enterprises.

2025 is about AI implementation and understanding how to monetise and build trust. Let's look at a few highlights from this year's congress. Over the next couple of weeks, I will share a few more in-depth articles. Stay tuned for those.

IBM

During my visit to the IBM booth for the Analyst and Press tour, I enjoyed the **conversations** and saw how passionate executives were about their work. The activation areas with the football and ping pong tables were a brilliant conversation starter for AI solutions.

AI may be a buzzword to some, but IBM understands value and transparency and believes that AI needs to be adopted, integrated, and deployed across various platforms.

IBM works on building an ecosystem with top tech partners

So, they work on building an ecosystem with top tech partners like Palo Alto, Microsoft, and SAP, to name a few, because they need partner technologies to drive business further. Hence, it adds value to their customers and raises revenue.

As customers, the partnership with Vodafone shows their investment in security. They have developed a proof of concept using IBM's Quantum Safe technology to enhance Vodafone Secure Net, Vodafone's mobile digital security service, to protect against anticipated quantum security risks.

We are all consumers of technology and beyond business; as a Vodafone customer myself for over two decades, having a deeper understanding of how I can protect myself during everyday tasks when using my devices is essential and a must.

IBM's Rahul Kumar spoke about IBM Consulting and Technology and how AI plays a crucial role. This topic deserves more than just a quick highlight, so I will delve into it more over the next few days.

Nokia

Nokia made waves by **announcing** the establishment of an AI-RAN (Radio Access Network) Center at its Dallas offices. This facility will become a hub for partners to develop and test AI-RAN solutions under real-world network conditions.

As mentioned during my recap of the Analyst and Press Event, collaborations with industry leaders like KDDI, SoftBank Corp., T-Mobile US, and NVIDIA aim to lay the groundwork for platform-as-a-service (PaaS) business models for communication service providers (CSPs).

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These models are expected to unlock new monetisation opportunities by offering scalable computing infrastructure and capabilities for processing AI and other services.

As 5G networks mature and pave the way for 6G, AI-driven optimisation of network infrastructure will be critical. AI-RAN technology will enhance spectrum efficiency, reduce energy consumption, and dynamically optimise traffic flows, making networks more sustainable and cost-effective.

Nokia's commitment to AI-driven networks is a glimpse into the future of telecommunications, where efficiency and sustainability are built into the essence of connectivity.

Juniper Networks

Juniper's AI-native networking platform, a platform that collects data, responds to network issues in real-time, and ensures a secure infrastructure shows the evolution of networks. Juniper's objective is to enhance the business customer experience, streamline operations, and reduce downtime.



We are human; we forget stuff. The AI takes that away from you, and it automates the initial configuration, the setup, and the policies - Neil McRae

The highlight is its AI-powered self-healing network capabilities. Businesses need and must have uninterrupted connectivity, so detecting and resolving issues autonomously is invaluable.

Neil McRae, chief network strategist at Juniper Networks Inc., **said**, "We are human; we forget stuff. The AI takes that away from you, and it automates the initial configuration, the setup, and the policies."

AI-driven networks improve efficiency and reduce operational costs by reducing the need for human intervention. By optimising power usage across networking infrastructure, Juniper is contributing to a more energy-efficient digital ecosystem.

NTT DATA

NTT DATA, one of the leading providers of digital and AI infrastructure in the world **showcased** its latest AI-driven solutions aimed at making industries more efficient and sustainable.

During an interview for Mobile World Live, NTT DATA's Teo López and Taro Nakao discussed key priorities for telecommunications operators amid the new evolving technologies and business models. Our new world is moving towards Integrating advanced technologies like 5G, AI, and cloud computing to deliver innovative services.

Telecom operators need to adapt to the changing market dynamics by transitioning from traditional connectivity roles to becoming providers of comprehensive digital services

One thing is clear, telecom operators need to adapt to the changing market dynamics by transitioning from traditional connectivity roles to becoming providers of comprehensive digital services. It is no longer a question of if but a must and a matter of when

implementation and deployment will happen.

One area I am intrigued by is NTT's R&D operations, which I look forward to exploring in depth this year.

Telefónica

At MWC 2025, Telefonica **emphasised** the importance of aligning technological innovation with policy action. Telefónica showcased its advancements in AI-driven networks and edge computing, which are designed to enhance energy efficiency and reduce environmental impact.

AI and connectivity are powerful enablers, but their growth must be guided by ethical frameworks - José María Álvarez-Pallete

José María Álvarez-Pallete, Chairman and CEO of Telefónica, underscored the importance of balancing innovation with responsibility: "Technology must serve humanity. AI and connectivity are powerful enablers, but their growth must be guided by ethical frameworks that ensure inclusion, security, and sustainability".

The company is committed to responsible AI, digital inclusion, and sustainability.

MWC25 Noteworthy Mentions

Several other companies made notable contributions at MWC 2025:

Infinix introduced its prototype, 'Solar Energy Harvesting Technology,' which aims to utilise solar power to charge mobile phones. This new technology uses perovskite photovoltaic materials combined with AI algorithms to optimise the collection of energy from ambient light. If this works, it will mark a significant step towards sustainable mobile technology.

Lenovo once again unveiled innovative laptop concepts, including the ThinkBook Flip and the Yoga Solar PC, showcasing advancements in folding displays and solar-powered computing. Not sure I'm convinced by the Flip, but let's see how well it performs.

Samsung Display presented advanced display technologies, including a folding gaming device, highlighting the integration of AI and sustainability in consumer electronics.



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Ericsson highlighted AI-driven solutions to optimise energy consumption in telecom networks, reducing carbon emissions while improving service quality. By leveraging AI for predictive maintenance, Ericsson aims to reduce network downtime and extend the lifespan of critical telecom infrastructure.

Google Cloud introduced new AI-powered sustainability tools designed to help enterprises track and reduce their carbon footprint. Google is empowering companies to make more sustainable operational decisions.

The Future Is Shaped by AI

After roaming the halls at MWC 2025 for a few days, talking to different executives, and getting lost a few times inside the maze that is this congress (yes, although this is my 7th year attending, I got lost a couple of times!)

It's evident that AI is a foundational pillar shaping the future of technology. Companies like IBM, Nokia, Juniper Networks, NTT DATA,

and Telefonica, among other tech giants, are leading the charge and are demonstrating what technological advancement truly means.

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The question is: How will we, as a global society, harness these innovations to create a sustainable and equitable future for all?