

11:30–11:45 | Executive Presentation – Making More Possible in the Intelligent Economy



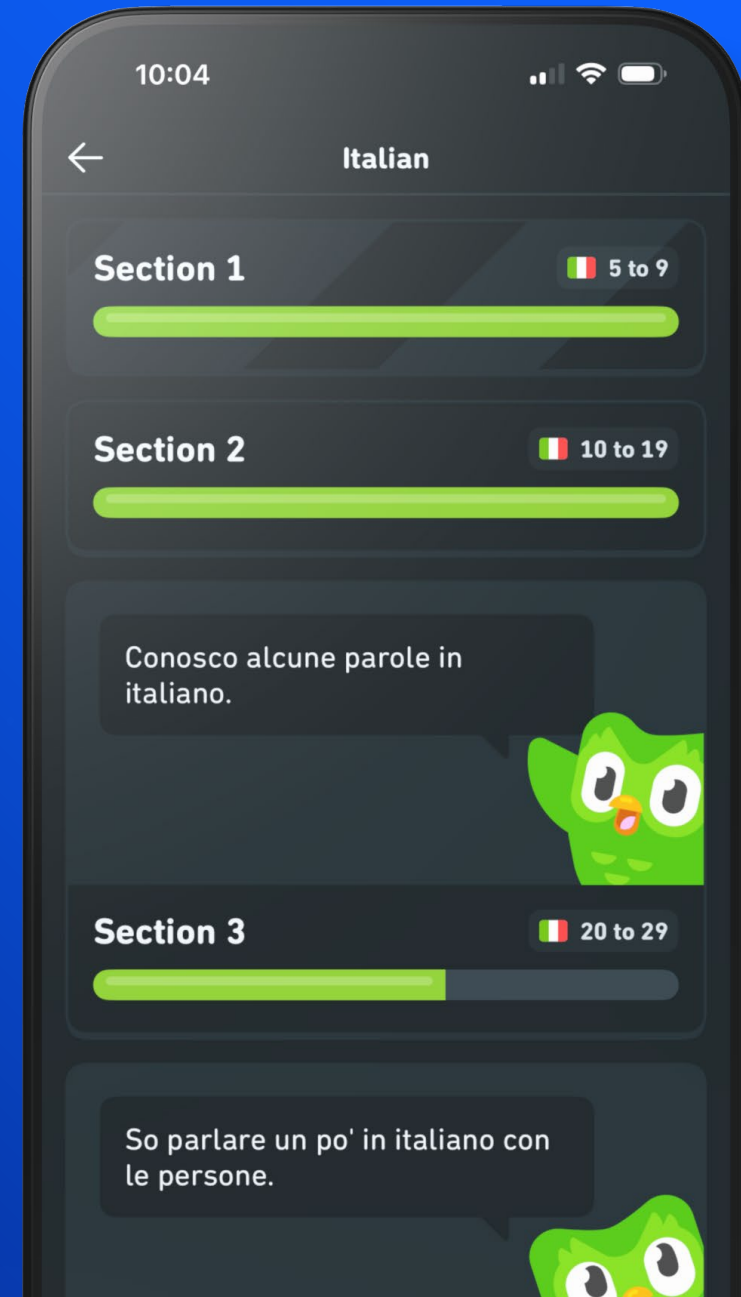
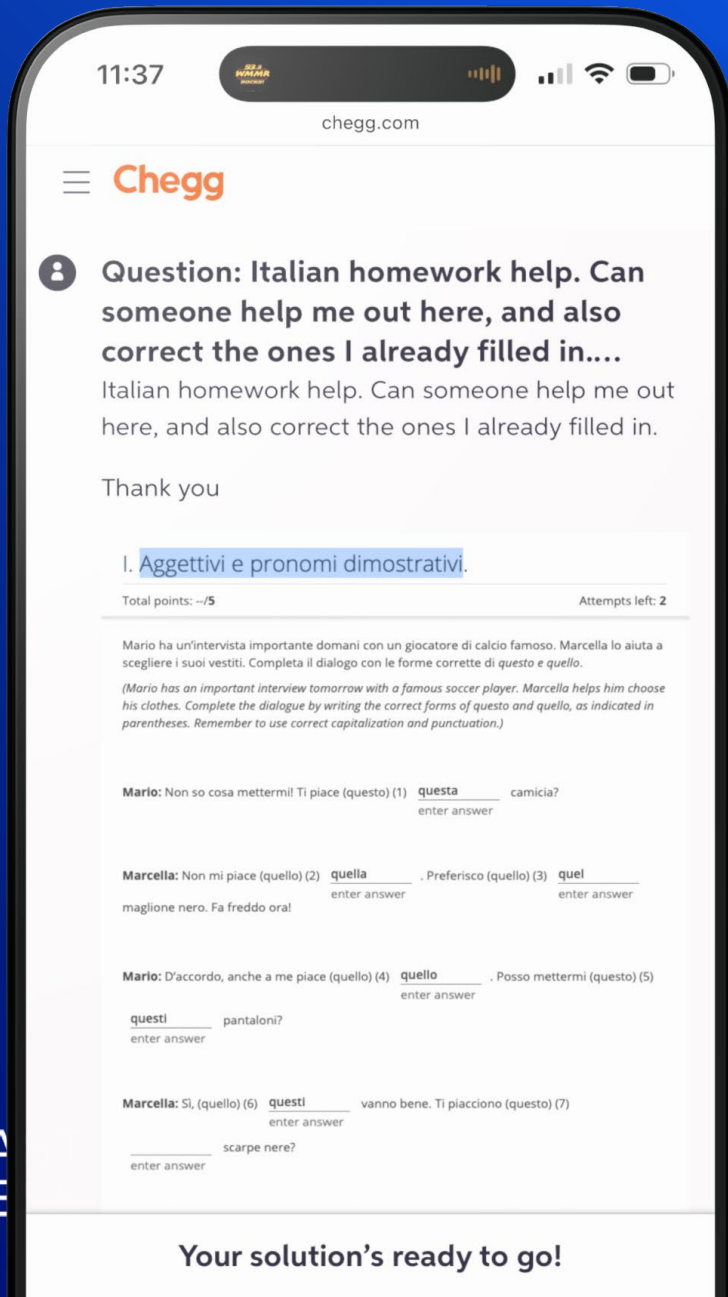
BOB VICTOR

Chief Solutions & Product Officer

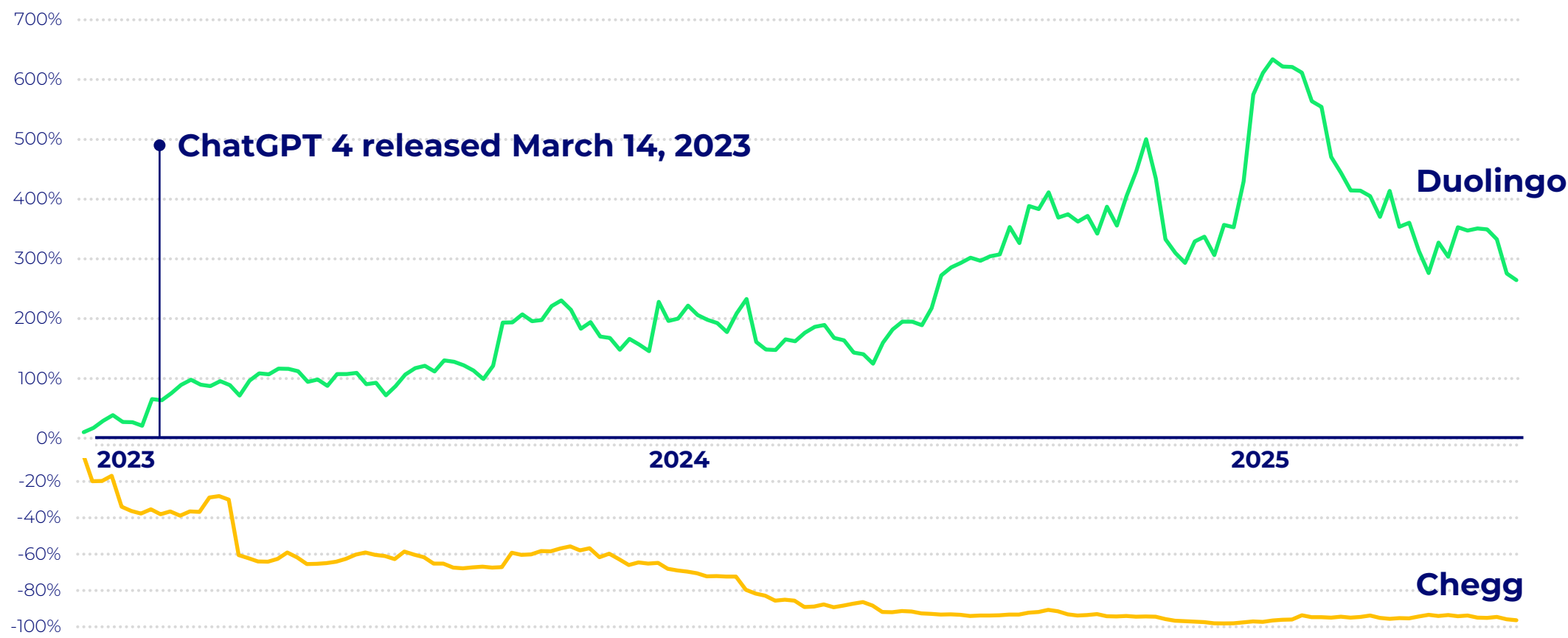
COMCAST
BUSINESS



COMCAST
BUSINESS



Market performance



“We always overestimate the change that will occur in two years and underestimate the change that will occur in ten.”

– *Bill Gates*

Talk to Your Network

From rigid processes to intuitive conversations

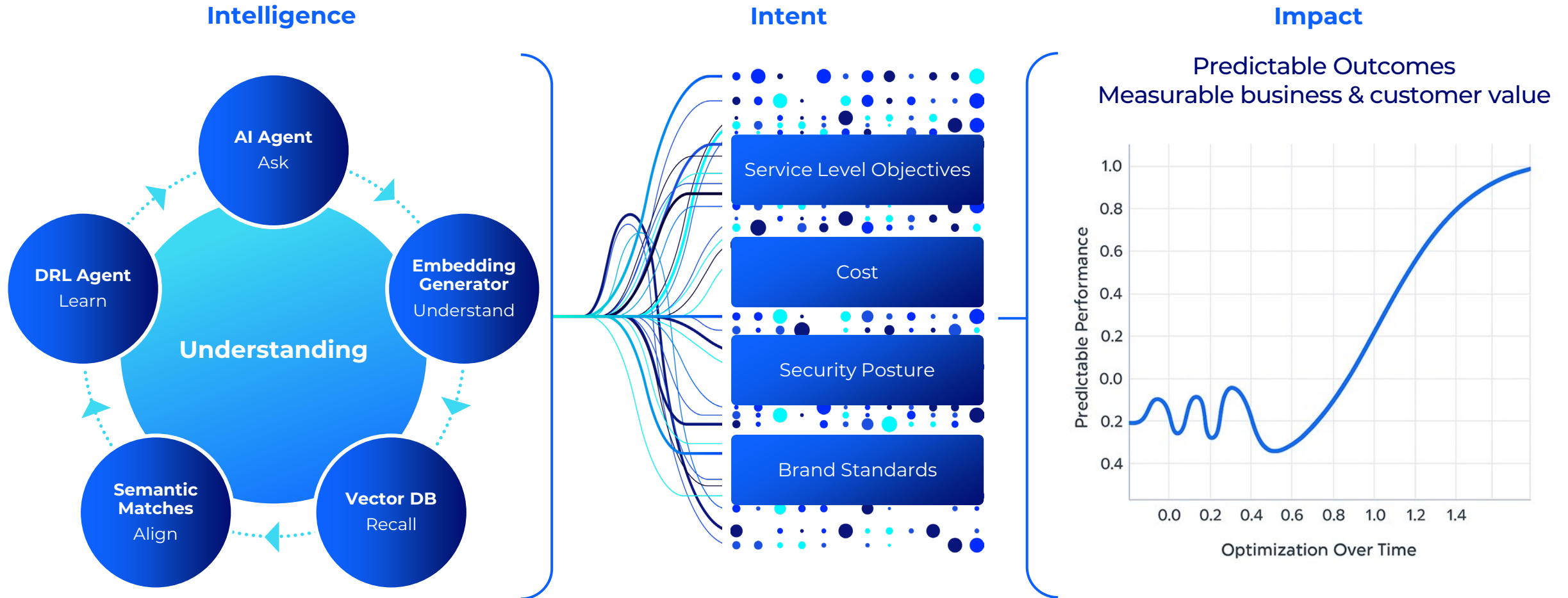
COMCAST
BUSINESS



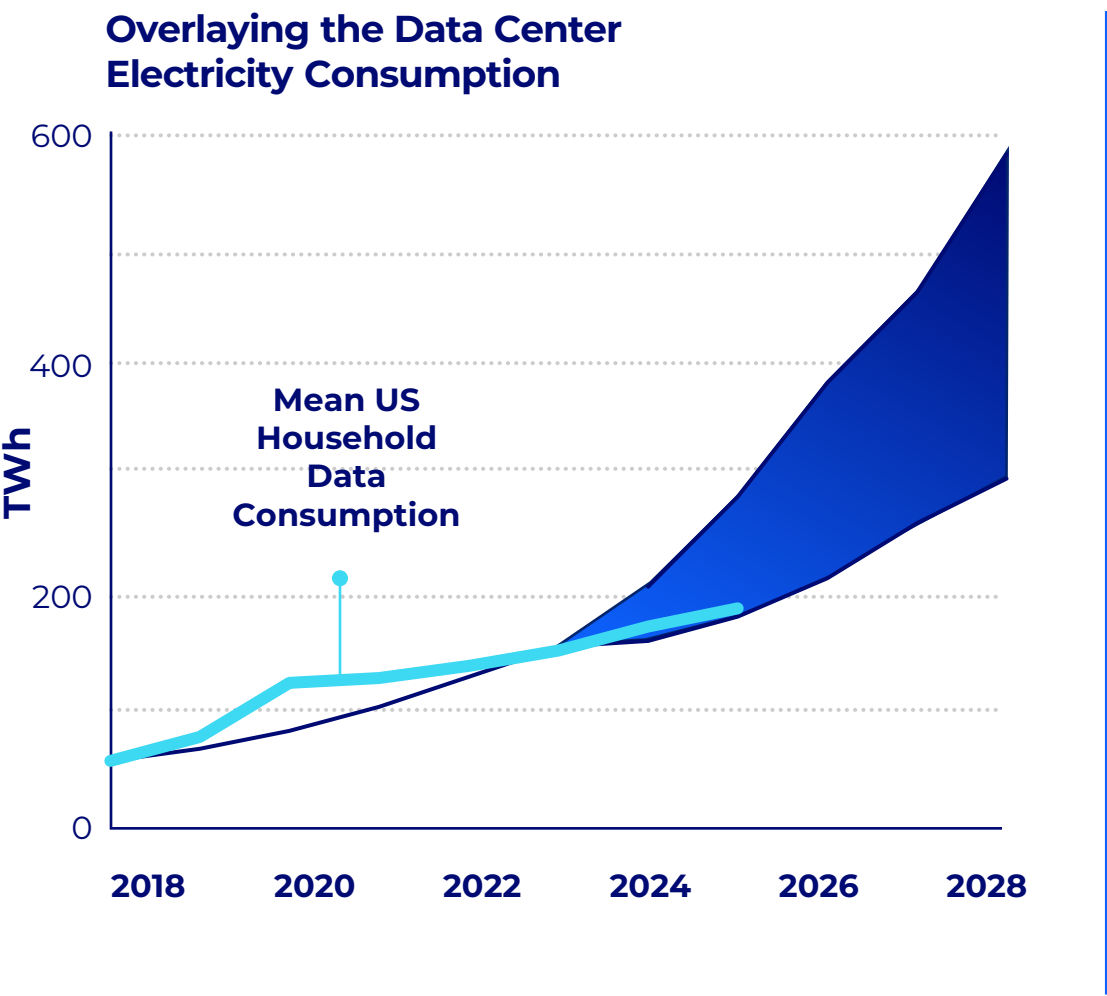
COMCAST
BUSINESS



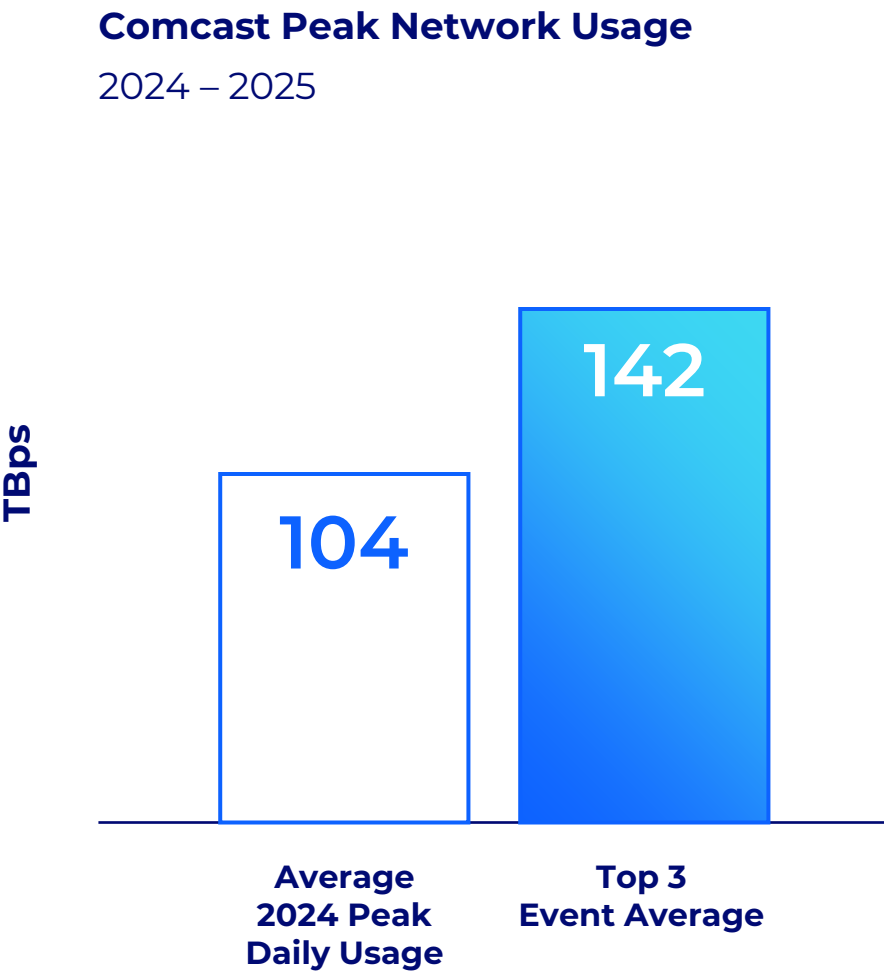
The intelligent network isn't just autonomous — it's aligned



The AI Race poses unique challenges and opportunities



Source: 2024 United States Data Center Energy Usage Report



Note: Amazon Prime NFL Games, Fortnite Release

THE COMPONENTS

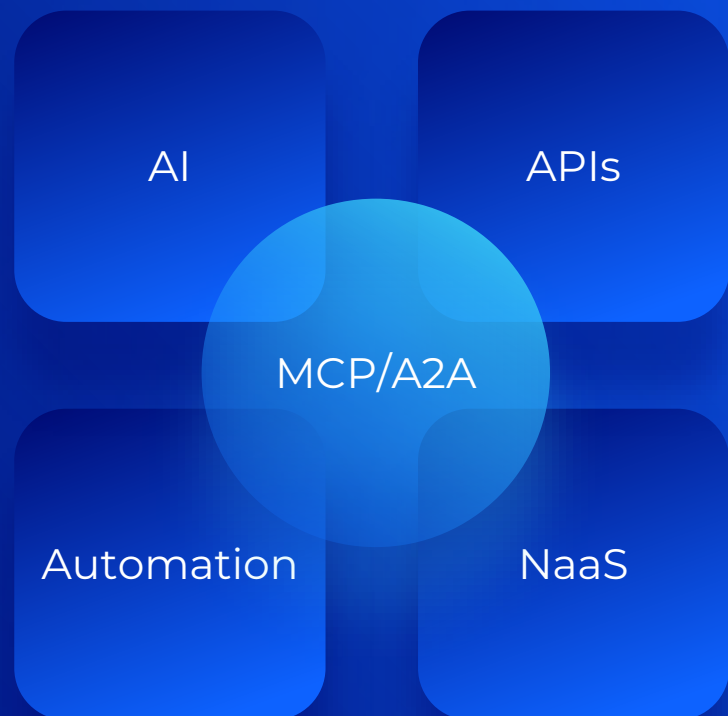
AI

APIs

Automation

NaaS

THE ORCHESTRATION





“Despite U.S. \$30–40 billion in enterprise investment into GenAI, this report uncovers a surprising result ... 95 % of organizations are getting **zero return**... Just 5 % of integrated AI pilots are extracting millions in value, while the vast majority remain stuck with no measurable P&L impact.”

– Massachusetts Institute of Technology (MIT)
“The GenAI Divide: State of AI in Business 2025” report

Leadership Challenge

90%

ROI Taking Longer

84%

ROI Harder

48%

**The Intelligence Economy isn't a technology challenge.
It's a leadership challenge.**

**Stop thinking about
your customers.
Start thinking like them.**



Opportunities

Simplified Operations

Agility

Customer Impact

Risks

Data Breach

Revenue Loss

CX Dissatisfaction

Is latency a key constraint for AI inference?

Is latency a key constraint for AI inference?

High frequency trade execution

<0.01 ms

NEC/MEC transport (one way)

~1 ms/5 km

AI Inference execution

~5-20 ms

Fiber Transport SF to NYC (one way)

~30 ms

Human Reaction to sound

~200 ms

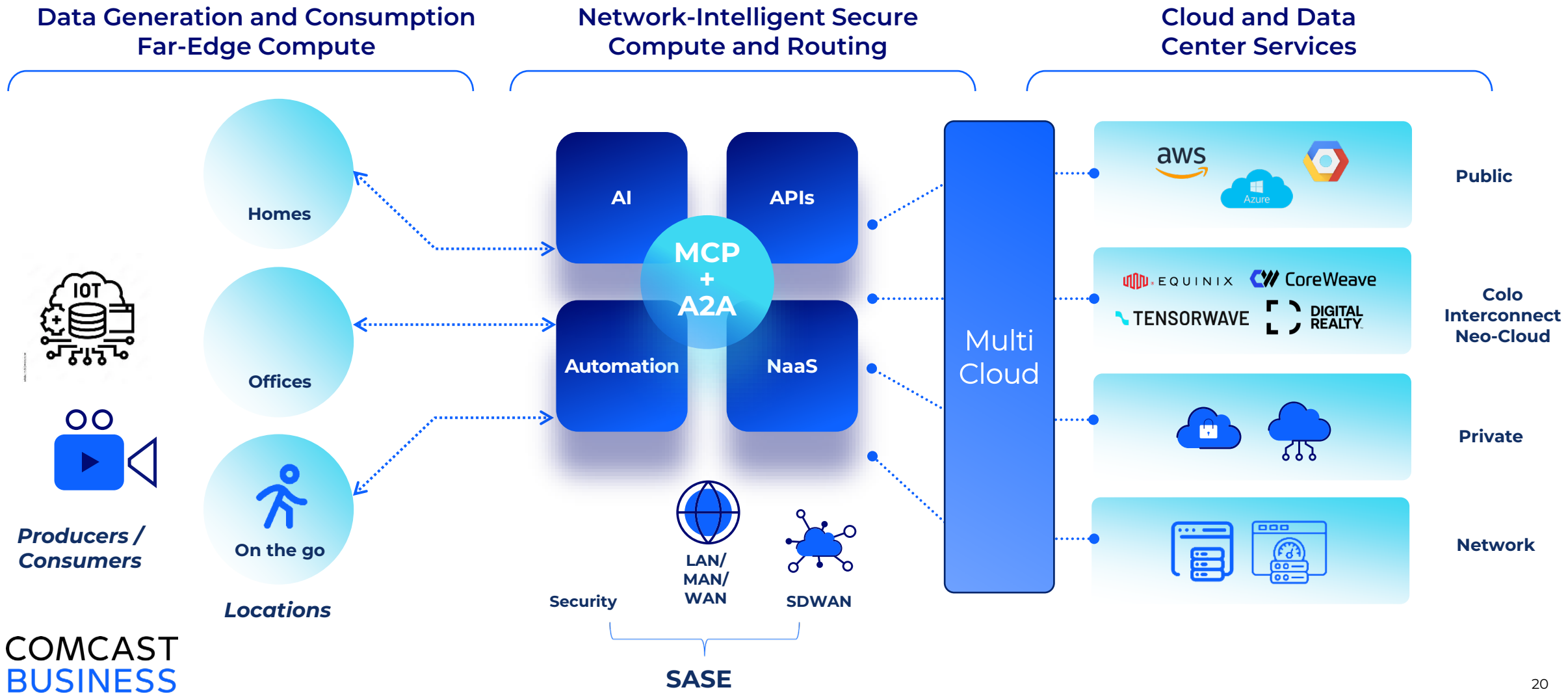
A blink of an eye

~300 ms

Time to say "hello"

~450 ms

Building the next generation network



We're not just preparing for
the intelligence economy.
We're making more possible.





Global NaaS Event

