

Communi5 Lounge 2026

Communi5 Lounge Agenda

10:00 - 10:15	Communi5 – Thomas Haydn Opening Keynote	14:00 - 14:30	Communi5 – Werner Schimek & Theo Siogas AI Strategy & Demo “Live Transcription”
10:15 - 11:15	Communi5 – Martin Grech Roadmap Update + Integration + Mobility	14:30 - 15:00	Complan – Thomas Rosenfeld WELLCOM featuring AI
11:15 - 11:45	Morning Break	15:00 - 15:30	Onsoft – Björn von Meyenn Quality Assurance & Recording in AI
11:45 - 12:15	Slace – Roland Siebert WhatsApp Business Calling API in Action: Capabilities & Live Demo	15:30 - 16:00	CSC & LastBot – Janis Strumpmanis & Sami Korhonen Value Added AI Bot Integration
12.15 - 12.45	QAdvisors – Kristian MacCarter M&A Update 2026	16:00 - 16:30	Afternoon Break
12:45 – 14:00	Lunch Break	16:30 - 17:30	Cavell – Finbarr Begley Update on Trends and Opportunities in the Cloud Communications Markets
		17:30 - 18:00	Cavell – Finbarr Begley Q&A Trends/Opps in Cloud Comms
	19:00 – 0:00		Dinner Party

BRAVE NEW WORLD

We need to build an new way of
operating in a world of instability

We are not running the shift,
we need to move with it

BUT: very agile

From „Seismic Disruption Moments“

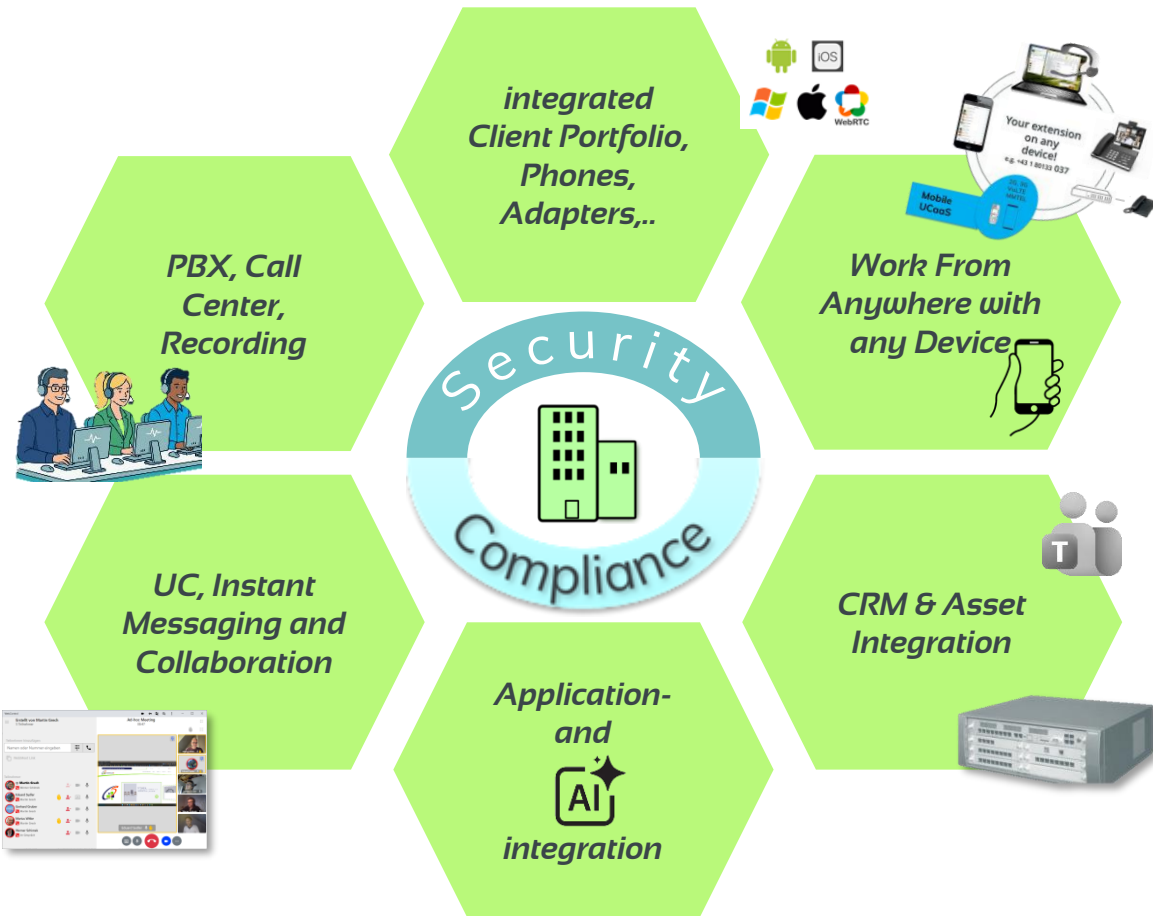
Internet, Monopoly → Competition, Fixed → Mobile, TDM → IP, Premise → Cloud

To: „Disruption is continuous“

Disruption is Now the Default

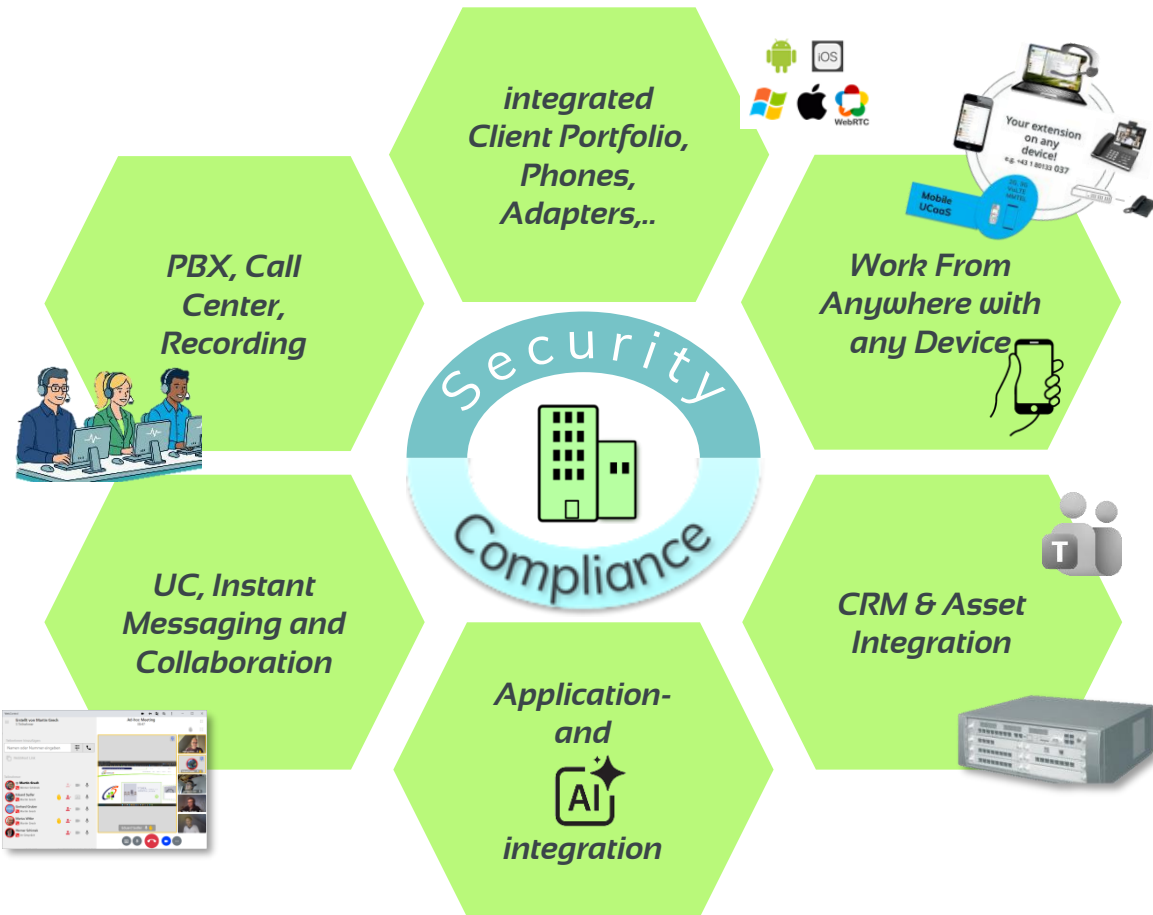
- AI overriding product roadmaps
- Security & Compliance requirement maturing
- Buyer expecting enterprise-grade at SMB prices
- Sovereignty rules redrawing borders
- Buyer behavior changing

Ecosystem to deliver the „Intelligent Workplace“



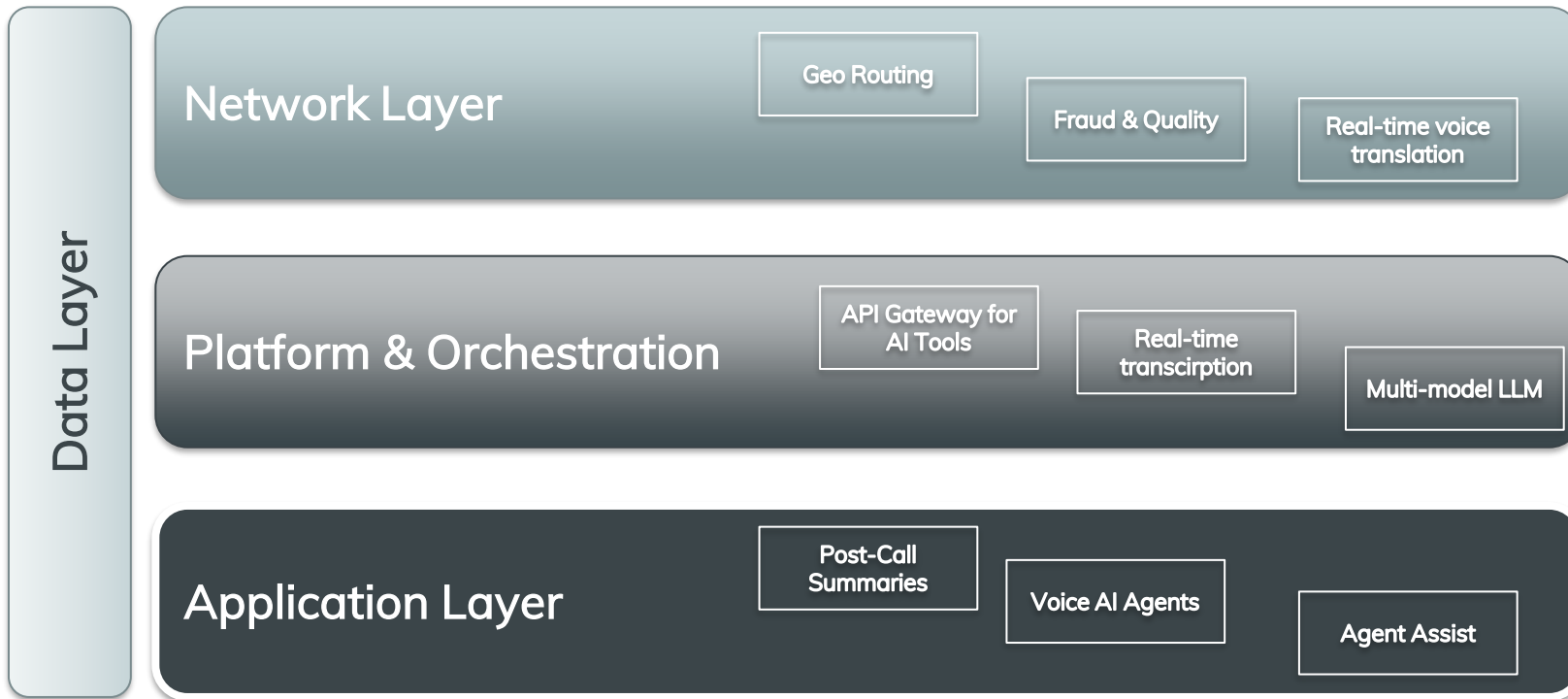
- Data and information flows across everything
- Integrations between all applications
- Intelligence is empowered across the organisation
- Being mobile is a must.

Customer expectations changing rapidly



- Improving customer experience (CX)
- Integrated solutions
- Sovereign, secure & compliant by design
- Reduce cost
- Improve productivity with AI

Where is value being created in AI?



AI has widened Security Exposure

EU Sovereignty

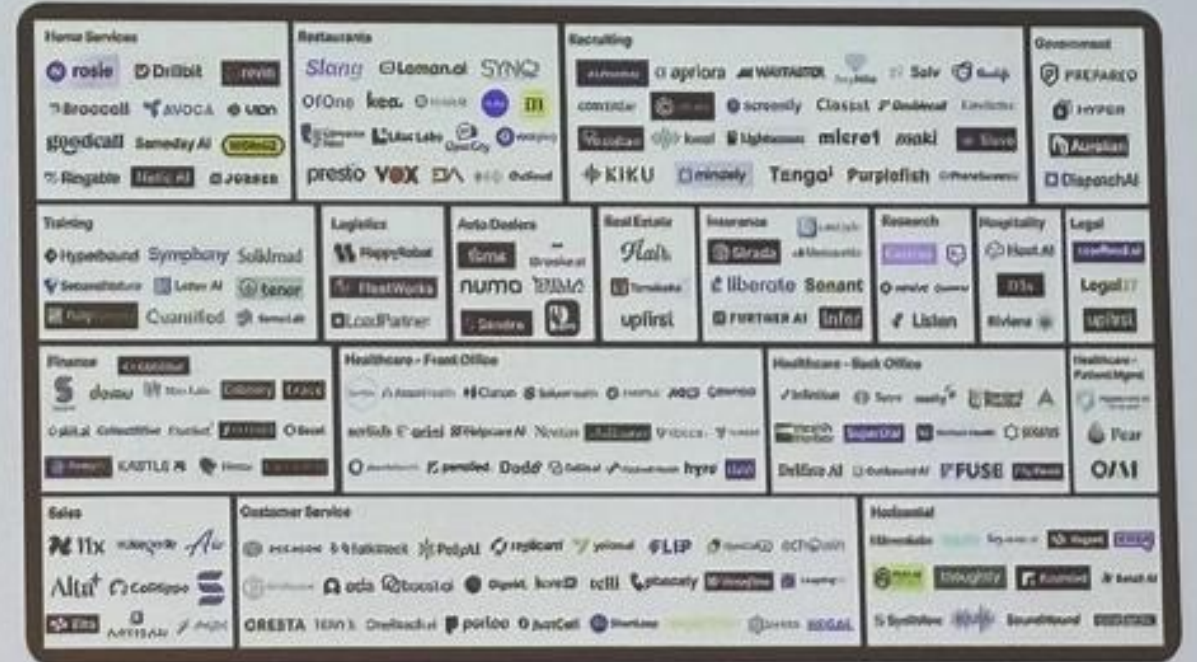
Global Data Laws start to contradict each other

Welches Schweinderl hättens denn gern?

(Which little pig would you like? ...stands for... Which one would you prefer?)



Voice Agents Market Map – B2B



© Copyright Cavell


"The Great AI Hangover"

95% of Corporate Pilots in 2025 Failed

MIT's NANDA initiative



It is not just about
technology.



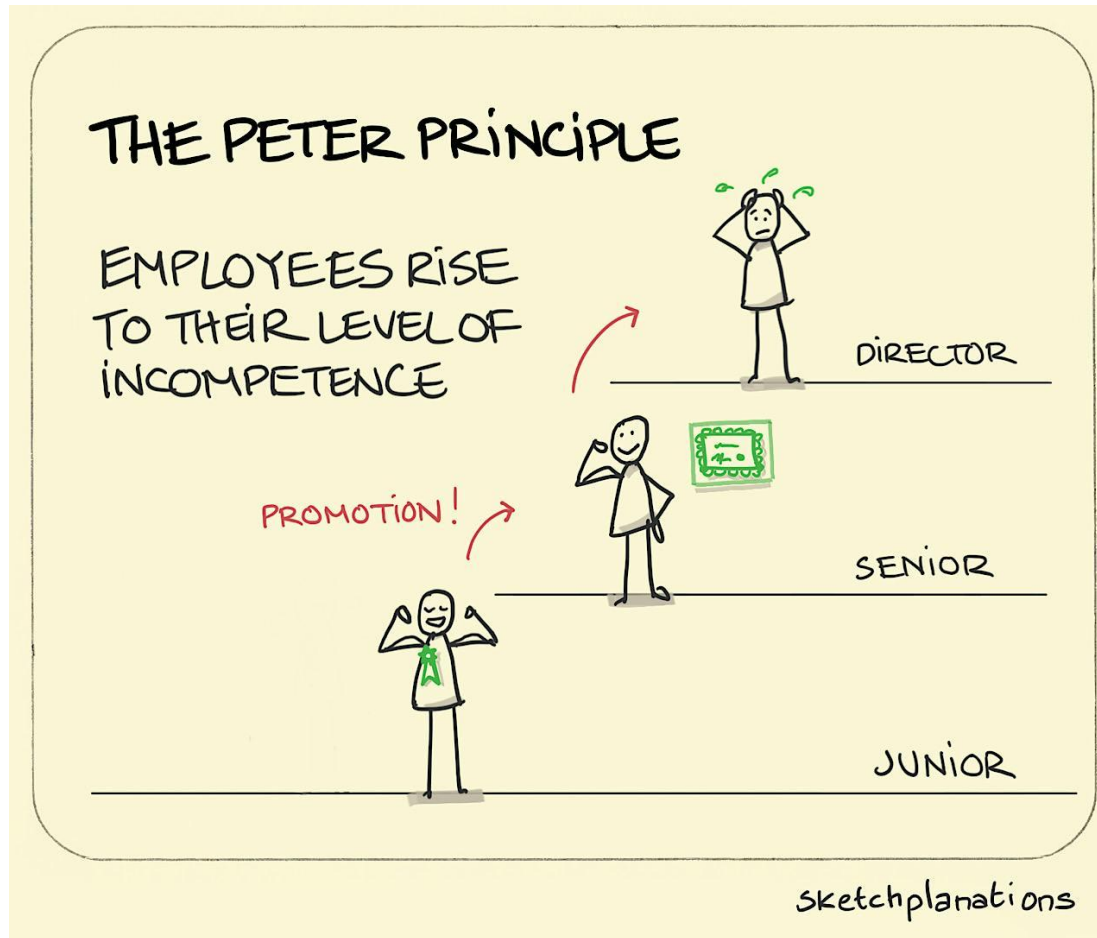
There is no such
thing as a free
lunch.

AI Agents: The Rise of the Digital Employee

- AI is mostly seen to cut costs but we need to see it also as a revenue play!
- AI is not just a tool or a cost reduction. AI Agents will be part of the new workforce.
- These new employees don't need a salary, sleep or a desk – therefore they will be relevant!

BUT: Should they be treated as employees? Do they need a manager?

Who knows the „Peter Principle“?



The **Peter principle** (from 1969) is a concept in management developed by Laurence J. Peter which observes that people in a hierarchy tend to rise to "a level of respective incompetence": employees are promoted based on their success in previous jobs until they reach a level at which they are no longer competent, as skills in one job do not necessarily translate to another.

In time, every post tends to be occupied by an employee who is incompetent to carry out its duties.

The „Peter Principle“ and AI

- Employee uses AI and therefore he makes an excellent job. Promote the „imposter“?
- AI Usage in competency analysis or talent management could prevent incompetence in organisations.
- Mix of AI employees with human employees: How does teamwork look like?

“Our AI employee makes an excellent job, let’s promote him!”

Let's position ourselves to win

Ecosystems are expanding in your favour

Integration: Plug-in & package

Customers want AI from current suppliers

45%

AI drives both growth and margin

Automation lowers costs.
CX/AI lifts ARPU

Regulatory shifts create near-term projects

Sovereignty