

YASED UNITED EVENT ON “HOW TO LIVE WITH COVID-19 / THINKING THROUGH UNLOCKING” WITH THE PARTICIPATION OF MR. ALDO BISIO, THE CEO OF VODEFONE ITALY

**MINUTES OF MEETING
April 14, 2020 / Video Call**

Participants:

Number of participants: 147

Guest Speaker: Mr. Aldo Bisio, CEO of Vodafone Italy

Moderator: Mr. Serkan Valandova, Secretary General of YASED

Discussion Topics:

The event began with the opening speeches of YASED Board Member Mr. Colman Deegan and YASED Secretary General Mr. Serkan Valandova. Followingly, Mr. Aldo Bisio started his speech which was structured into three main topics as follows.

1. How did Vodafone Italy tackle with the emergency during the pandemic?
2. How will be the unlocking phase and how will Italy go back to work?
3. How will be the next normal? What will be the permanent changes in business models?

How did Vodafone Italy tackle with the emergency during the pandemic? →

- Vodafone Italy's first priority was their employees.
 - When the company first learned that there was a close friend of an infected person among their employees, they immediately put 800 people at that premises into smart working. When the situation evolved quickly in that week, the remote working was initiated immediately first at all the offices they have in north of Italy which included 3000 people and then at all the other offices across the country when the pandemic was in the south as well.
 - The biggest challenge was the situation of 2000 workers who work in the frontline at call centers. With a huge operation, they installed personal computers and laptops for every call center employee at their homes and they started working remotely as well.
 - 99,7% of their staff is working from home right now and it is the 6th week since they started to work this way.
- The Company's second priority was their customers.
 - As the whole network traffic is increased 60% during the pandemic, the mobile network is increased 35% during this period.
 - They had to work 24h a day to cope with such as enormous demand.
 - They provided unlimited data to all their enterprise customers.

- After the schools have been shut down, they provided unlimited data to students as well.
- In addition, the company's customers who were stuck out the country and could not return to Italy were supported with unlimited data.
- The Company's third priority was cooperation with institutions and the government.
 - Since the government needed anonymous mobility data of people to understand the effectiveness of their restrictive measures, telecom companies provided the necessary data to the authorities.
 - They have seen that almost 50% of the population in the big cities were still moving and traveling despite some measures were taken.
 - With the extended measures, they observed that the impact of the new measures increased and only 20% of the population remained moving.

How will be the unlocking phase and how will Italy go back to work? →

- Segmenting People
 - When the infection curve started to be flattened, they started to think about the unlocking phase.
 - They decided to segment the population and think about which groups should go back to work first. They think families living with kids and elderly people should be prioritized. In addition, they do not want people to come to the office by using public transportation either.
 - By taking all these into account, at the first stage, they plan to have only 20% of their staff back in the work by the mid of May by taking all the social distancing measures at the premises. The second stage targets to increase this number to 50% and the third to 75%. They think not all of their staff will be able to start working from the offices until the vaccine is found.
- Using Technology
 - Another important issue for the unlocking phase is the use of technology. They decided to use all the aggregated anonymous data that they have been gathering during the pandemic on developing an app that will trace and track the infected people and alert others who have been in contact with that infected person in the last 21 days. This project is being developed in cooperation with the Italian government.
 - The app will be developed by the rules of Pepp-Pt Protocol (Pan-European Privacy Preserving Proximity Tracing) which allows all data to be stored only on customers' devices and measure the proximity by using the Bluetooth technology.
- Shaping Individual Behavior
 - They need to teach people how to behave and how to remain safer on their daily routines to prevent themselves from the virus.
 - They plan to organize a lot of webinars to help people on modifying their behaviors.

How will be the next normal? What will be the permanent changes in business models? →

- Both the Company and their country started to think about changing their business models in order to adopt to the next normal which they strongly believe will be case after the pandemic with the changes in consumers' behaviors.

- Vodafone Italy has established task forces to study on strategies for the next normal which they believe will be built on the following fundamentals.
- Remote Working
 - They foresee that remote working will be focused and there will be fewer workers at the premises.
 - Resiliency of the businesses, cloud systems and security issues will gain a paramount importance.
- Digitalization
 - Every company must be digital by default at all processes immediately.
 - Automation will overdrive.
- Public Administration and Government
 - Public institutions and governmental bodies should be digitalized massively especially the health sector.
- Companies should be prepared for these developments and plans because it is not going to take ages for others to adopt to the new normal. Companies' long-term plans will be drawn to shorter terms unavoidably.
- Companies should start planning their activities for the unlocking phase urgently as well.

Questions & Answers:

Do you expect home office to be a dominant way of working model even after the vaccine is provided?

We figured that we need only 50% of the premises by scheduling most of the employees in remote working models and targeted this for the upcoming period. This means less traffic and less emission in the cities as well. Employees can have a better balance at their personal and professional lives, too. It is difficult to predict the dominance, but we can say that home office working model is going to be widespread around the world.

What are the infrastructure requirements to cope with this increase in demand and improve the quality at residential level? What is the right time to invest for service providers to improve the infrastructure?

Separate rooms for each family member who work at the same house and better internet connection are the essential needs. We are making fiber additions into our network to increase our capacity and provide better quality for people's connection needs.

What are the futuristic products that the pandemic can speed up the development process of?

There will be massive demand on developing E-Commerce, E-Care, E-Services of the governments, Remote Health Systems, E-learning products and services. Digitalization, remote working and automation will be at the center of enterprises. 5G will provide a great opportunity for launching into the new markets. We need to act fast to reskill the workforce accordingly.

How was the cooperation level in Italy between the telecom operators and communication authorities during the pandemic?

Minister of Digitalization and Innovation of Italy is coordinating the cooperation between the telecom companies during this period. The main concern of the government was to provide enough data for enterprises and community. Government has been asking operators to anticipate all the capacity development interventions.

Another issue for the government was the liquidity crisis of Italian companies where more than 150 thousand companies are believed will go through this crisis in the beginning of May. In this context, the Italian government has been asking for discounts and postponement in the payments for these micro enterprises from the telecom companies.

How self-care and tele-medicine will evolve during the pandemic? Do you have any cooperation plans with pharmaceutical industry?

There are a lot of projects that are already undergoing and started before the pandemic crisis. Cooperation with big hospitals to remote the hospital operations are being developed.

How did you deal with the changes of rules and regulations that can affect the data privacy?

Personal data usage is the biggest concern all around the world as well as in Italy. Vodafone Italy is promoting the Pepp-Pt Protocol (Pan-European Privacy Preserving Proximity Tracing) which provides all the guidelines on developing a new app by protecting all the personal data. The Protocol also enables them to work according to the GDPR rules.