

Mobile Business 1

WS 2025/26

Exercise 3

Mobile Communication Services

Fachbereich
Wirtschaftswissenschaften

Institut für Wirtschaftsinformatik
Lehrstuhl für M-Business & Multilateral Security
www.m-chair.de

Prof. Dr. Kai Rannenberg
Basharat Ahmed, MSc.

E-Mail mob1@m-chair.de

Case Study: AI and the Future of Mobile Communication Services

Scenario:

In 2030, telecom company **GloboTel** plans to launch “**SmartConnect**”, an **AI-powered mobile service** combining:

- **Voice over 5G/6G (VoNR)**
- **AI chat and translation assistants**
- **Smart messaging** that predicts responses
- **Adaptive multimedia streaming (Mobile IPTV)**

SmartConnect builds on traditional IMS and VoIP architectures but integrates **AI for personalization, prediction, and network optimization**. GloboTel must decide how to balance **innovation, privacy, and reliability** while competing with OTT apps like WhatsApp and Signal.

Think About:

- How AI changes traditional services (SMS → chatbots, MMS → AI media sharing).
- The role of IMS or cloud/edge AI infrastructure in future networks.
- Ethical issues: user data, consent, and transparency.
- Business value vs. user trust.

? Discussion Questions

1. **Technology:** Should SmartConnect rely on IMS or shift to AI-powered edge computing for faster, personalized communication?
2. **Business:** How can GloboTel compete with OTT services using AI-driven features while ensuring user trust?
3. **Ethics:** How should user privacy be protected when AI analyzes voice, messages, and behavior?
4. **Future:** Will AI make traditional mobile services (SMS, MMS, VoIP) obsolete, or just evolve them?