

HOW IS AI OR DIGITAL TRANSFORMATION CHANGING YOUR INDUSTRY, AND HOW ARE YOU RESPONDING?

Artificial intelligence and digital transformation are fundamentally reshaping the IT and telecommunications industry. We are seeing a shift from traditional service delivery toward highly automated, AI-driven models that increase speed, scalability, and efficiency. At the same time, global delivery structures continue to evolve, with routine activities increasingly moving to lower-cost locations such as India, while demand for more complex, high-value capabilities grows. We should not forget that the way data is perceived and handled is rapidly changing and influencing our day-to-day work. Its integrity, security, and sovereignty significantly affect our industry.

At Deutsche Telekom IT Solutions Slovakia, we view these changes as both a risk and a significant opportunity. Our response is centered on embedding AI-based automation into everyday work and empowering our employees to use it as a productivity and innovation tool. We actively invest in AI training and development programs, and an increasing share of our workforce is already leveraging AI daily to improve outcomes and create value for our customers.

In parallel, we are reshaping our skill base. While automation reduces the need for certain repetitive roles, it simultaneously creates new opportunities in areas such as AI engineering, cloud, cybersecurity, and digital consulting. Our focus is therefore on continuous upskilling and reskilling, enabling our people to transition into these higher-value roles.

It is necessary to emphasize that AI provides a toolset, but the aim is not simply to implement AI for its own sake. The objective is to increase efficiency, shorten time-to-market, strengthen service resilience, and rebuild our legacy processes and ways of working into the new operating model of tomorrow.

What is critical in this environment is adaptability. The pace of technological change means that the lifecycle of skills is shortening significantly, and organizations must continuously evolve. By fostering a culture of learning, flexibility, and openness to change, we ensure we are not only keeping pace with transformation but actively shaping it.

HOW DO YOU FOSTER INNOVATION WITHIN YOUR ORGANIZATION, WHETHER THROUGH TECHNOLOGY, PEOPLE, OR BUSINESS MODELS?

We strongly believe that innovation does not arise in isolation—it results from collaboration across teams, countries, and ecosystems. That is why we foster innovation through international cooperation, cross-sector partnerships, and a strong engineering culture.

A great example is the Industrial AI Cloud initiative launched by Deutsche Telekom in Munich in February 2026. This next-generation AI platform, developed in close collaboration with partners such as NVIDIA, represents a strategic step toward Europe's technological sovereignty. What makes this project particularly meaningful for us is that it was significantly driven by our teams in Košice, working hand in hand with international colleagues.

Our Slovak experts played a key role in designing and building the platform end-to-end—from architecture and infrastructure to automation, security, and operational readiness. Within a very short timeframe, they helped transform thousands of GPUs into a fully operational AI environment capable of supporting real-world industrial and public-sector use cases. This successful project demonstrates how innovation emerges when diverse expertise comes together with a shared goal.

Beyond large-scale projects, we also cultivate innovation by enabling experimentation. The Industrial AI Cloud is designed as an open ecosystem where companies, start-ups, research institutions, and public organizations can develop and scale AI solutions without investing in costly infrastructure. This strategic European infrastructure lowers barriers to entry, accelerates time-to-market, and encourages the adoption of new business models.

Equally important is our involvement in local organizations and communities, as well as our intensive collaboration with universities, particularly the Technical University of Košice and UPJŠ, which enables us to stay at the forefront of emerging technologies while nurturing future talent. By connecting academia, industry, and internal teams, we create a continuous flow of ideas and practical innovation.

In essence, our approach to innovation is built on three pillars: a skilled and educated workforce; leveraging cutting-edge technology; and fostering strong partnerships. When these elements come together, innovation becomes not just an outcome, but a natural part of how we operate every day.



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Since 2009, Lubor has worked at Deutsche Telekom Group, specifically at Slovak Telekom, a.s., where he and his team designed and implemented numerous strategic and transformational projects. In 2016, he was appointed Director of Network Development and Construction at Slovak Telekom and T-Mobile Czech Republic, overseeing changes and advancements in mobile and fixed networks. Since 2019, he has served as Chief Technology and IT Officer at Magyar Telekom, the largest mobile operator in Hungary. As a member of the company's senior management, he was responsible for strategy, efficiency, and implementation of new products and innovations, as well as for leading the organization in the areas of IT systems and infrastructure, mobile and fixed networks. He has extensive experience in major companies in the telecommunications and banking sectors like Barclays bank UK, Vodafone CZ or First Data.

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