

# GENIE



## Global Emphatetic Natural Intelligence Engine

*Digital Intelligence for Personalized Digital Services*

### Problem

Fragmented customer journeys  
Limited intent understanding  
Reactive personalization  
Privacy-constrained intelligence

### Target stakeholders

Telecom operators  
OTT & digital services  
AI / data technology providers  
Cloud & infrastructure vendors  
Privacy & security experts  
Research & standardisation bodies

### GENIE brings

Customer Digital Twin  
Consent-based modeling  
Decision insight (not action)  
Conversational interface

### Added Value

Preference & intent modeling  
Scenario-based insights  
Improved engagement  
Modular deployment  
Privacy-by-design architecture  
Reusable European platform

### Contact

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