Application: 6698

Outage Automation & Multi-Cloud LLM Innovation

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

AT&T

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Outage Automation & Multi-Cloud LLM Innovation

Category

Q06h. New Service of the Year- Information Technology - Software

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

Bhargav Mallampati, a seasoned Lead Software Engineer, has over a decade of experience crafting cloud-native, AI-driven software solutions. His career spans AT&T, Teradata, and OCC, where he has consistently delivered high-performance, scalable, and impactful systems. Bhargav specializes in cloud computing (AWS, Azure, GCP), microservices, and event-driven architectures, bringing transformative innovation across industries.

At AT&T, Bhargav led the development of customer-centric systems like the AT&T Guarantee, boosting customer satisfaction by 30% and fiber subscriptions by 20% through real-time outage compensation. At Teradata, he spearheaded multi-cloud AI integration, contributing to $609 million public cloud ARR while reducing cloud compute costs by 30% and increasing AI adoption by 30%.

His expertise has modernized legacy systems at the Options Clearing Corporation, enabling the handling of 12.5 billion contracts with 50% faster billing. He has consistently achieved zero downtime deployments, optimized system scalability, and championed security and compliance across cloud environments.

Bhargav's contributions include:

Designing resilient microservices and cloud-native architectures that streamline operations.

Driving AI/ML integration in complex enterprise ecosystems, setting industry benchmarks in innovation and impact.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Bhargav Mallampati introduced two revolutionary innovations that significantly advanced both the telecommunications and data analytics sectors. At AT&T, he spearheaded the development of the Automated Outage Compensation System, a real-time, cloud-native solution designed to automatically detect network outages and apply bill credits to affected customers. Leveraging Spring Boot microservices, Apache Kafka, and Azure Kubernetes Service (AKS), Bhargav created an architecture that processes millions of outage logs daily with high reliability and 40% reduced latency. His solution integrates seamlessly with AT&T's billing system and uses Azure Cosmos DB and Cassandra to ensure fast, scalable access to customer data. This innovation led to a 30% increase in customer satisfaction, a 20% boost in AT&T Fiber subscriptions, and a 5% increase in new customer acquisitions, positioning AT&T as a leader in proactive customer service.

Simultaneously, at Teradata, Bhargav led the BYO-LLM Integration with VantageCloud Lake, allowing enterprises to deploy open-source large language models across AWS, GCP, and Azure. His framework, built using Terraform, Kubernetes, and integrated with AI services like SageMaker, Vertex AI, and Azure ML, ensured secure, low-latency AI execution. This solution reduced inference latency by 50%, cut cloud costs by 30%, and increased enterprise AI adoption by 20%, establishing Teradata as a go-to platform for scalable, cloud-based AI innovation.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Bhargav Mallampati's work stands out due to its unique blend of technical depth, real-world impact, and cross-industry applicability. His efforts transformed routine service mechanisms and complex cloud deployments into seamless, scalable, and high-performing systems that directly improved business metrics and user experience.

What distinguishes Bhargav's innovation at AT&T is its unprecedented automation in customer compensation, which replaced a traditionally manual, time-consuming process with a real-time, autonomous system. While other telecom providers offer outage alerts or delayed compensation, Bhargav's system directly applies credits based on precise outage metrics, delivering a 70% reduction in manual processing and boosting Net Promoter Scores from 50% to 80%. No other major carrier offers such an integrated, automated compensation mechanism, positioning AT&T uniquely in the market.

In contrast, his leadership in the BYO-LLM integration at Teradata addressed one of the most pressing challenges in enterprise AI: multi-cloud deployment and scalability. By enabling model execution across AWS, GCP, and Azure, Bhargav delivered a level of flexibility and cost-efficiency rarely achieved in enterprise-scale AI.

Comparison Highlights

AT&T: Only carrier with fully automated outage credits.

Latency: AI model execution latency reduced by 50% vs industry averages.

Cost Efficiency: Achieved 30% cloud cost savings, surpassing standard benchmarks.

Adoption: Boosted AI integration by 20%, indicating high system usability.

Conclusion – Innovation as a Differentiator

Bhargav's achievements are significant not only because of their technical merit, but also due to their measurable business impact, setting a new standard across telecom and enterprise AI sectors.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Bhargav Mallampati's transformative work is validated by independent media coverage, corporate acknowledgments, and published benchmarks that directly support the achievements described in this nomination. His contributions to AT&T's customer service automation through the AT&T Guarantee were highlighted in Forbes, which noted how the solution refines the subscriber experience by automating outage compensation. Similarly, CNET recognized AT&T's pioneering approach, describing how customers now receive credits proactively without filing claims a direct result of Bhargav's innovation.

At Teradata, his integration of large language models into the VantageCloud Lake platform was spotlighted by Inside AI News and FutureCIO, both emphasizing the groundbreaking ease with which enterprises can now deploy GenAI solutions. These platforms praised the solution's multi-cloud readiness and security-driven AI infrastructure, aligning with Bhargav's technical leadership. The metrics cited 50% latency reduction, 30% cost savings, and 20% increase in AI adoption are echoed in Teradata's public reports and media coverage.

These third-party validations reinforce the uniqueness and business value of Bhargav's efforts. The consistency between media reports and internal outcomes affirms the credibility and significance of the innovations he led.

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