

AI & DATA CONSULTING

Data-Driven Assessment

HOW CAN TELEFÓNICA TECH HELP?

This project responds to the growing need for companies and organizations of all types and sizes to adopt an **AI-driven** approach in their operations and decision making.

It allows you to extract the maximum value from your existing data and apply the advantages of **Artificial Intelligence** to transform your business.

Telefónica Tech will help you build the strategic foundation that will enable and deploy the necessary mechanisms at all levels of your organization (technology,

culture, governance, and business) to transform your business through data and Artificial Intelligence.

This will allow you to have a **roadmap** detailing the initiatives to be undertaken in the coming years to achieve this goal.

WHO IS THIS SERVICE FOR?



Large corporations

This service will help you maximize those efforts if your organization is immersed in an AI-driven transformation process, and you want to capitalize on the investments made in technology and data-driven strategy.



Small and medium businesses

This service provides you with the keys to get started if you are looking to understand how to leverage the data and information available in your organization through pilots or proofs of concept.



Companies that want to develop long-term in-house capabilities

If you want to grow and learn from a trusted partner in the field of data strategy, this service is for you.

OUR VALUE PROPOSITION

Our service

Tackling a transformational plan that involves technological, organizational, and cultural changes is not easy. Our **Data-Driven Assessment** service stands out for its expert advice and in-depth knowledge of all the aspects you need to take into account to undertake an **effective AI-driven transformation**.

Each **assessment** project begins with an initial phase of meetings with the key areas of your company, where we analyze the current state of maturity and your **short- and long-term goals** in the fields of business, organization,

data and/or technology. We use this information to conduct a comprehensive analysis of your context and provide you with a vision that matches the level of maturity you need to achieve your goals.

This analysis will serve as the basis for the adoption of new goals, detailed in a tactical and strategic roadmap that defines the steps to follow to close the gaps detected and successfully deploy the **to-be vision** in your organization.

What does it allow you to do?

Our Data-Driven Assessment service will allow you to:

- › Establish a maturity diagnosis that accurately reflects how your company is doing in terms of data, analytics and Artificial Intelligence.
- › Devise and prioritize **business use cases** aimed at increasing revenue and improving operational efficiency through data analysis and the application of Artificial Intelligence techniques.
- › Design the **evolution of your technology ecosystem, cultural transformation** and Data Governance program, which will allow you to advance in the maturity model and enable the necessary mechanisms to execute the prioritized use cases.
- › Having a **roadmap** that plans the necessary initiatives to undertake the designed evolution.

Benefits

Finding hidden gaps

We identify data-driven maturity gaps in several areas, which may be unknown to the organization's managers.

Detailed vision for transformation

We provide you with a clear vision of the actions you need to implement to consolidate the AI-driven transformation in your organization, both in the short and long term. This vision will help you ensure that each step is aligned with your strategic objectives.

Rationalization and prioritization of initiatives

Our service allows you to streamline and prioritize data and AI related initiatives within your organization. This ensures that you are focusing your resources on the initiatives that will generate the greatest impact.

Increasing your analytical maturity level

Data-Driven Assessment allows you to identify and implement advanced initiatives that rely on cutting-edge tools and techniques in the data-driven discipline, which will significantly increase the level of analytical maturity of your organization.

Telefónica Tech's differential value



Proven experience

We have solid experience in developing similar projects for large corporations both nationally and internationally. Our team is highly specialized in AI & Big Data, which allows us to offer you a quality service tailored to your needs.



Multidisciplinary teams

We have teams formed by experts in different areas, which allows us to approach each project in an integral way, being technology agnostic. This ensures that the solutions we offer are aligned with your needs and objectives.



Extensive partner network

We offer a complete range of customized solutions adapted to the specific characteristics of your company, guaranteeing an efficient integration with your existing systems, thanks to our partner network.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispania** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

BUSINESS MODEL

Turnkey

We offer you a service with a well-defined objective and scope, where we take care of the entire execution, from end to end, until we deliver the expected results.

Extended team

In those projects where you assume the leadership, but need occasional support, our professionals are integrated into your team to ensure success.

Center of excellence

We develop a multidisciplinary team that works with you to define and execute a data and AI strategy, accelerating your digital transformation.

RELATED SERVICES

Architecture

It provides the service necessary to redesign or improve the data infrastructure and ensure that it is aligned with business objectives. Ensures that the enterprise has a robust and optimized infrastructure to manage, store, and process the data identified during the assessment.



AI & Data Academy

It provides training for employees to understand and effectively apply the technologies and processes related to the use of data, ensuring that the internal team is trained to use the tools and methods recommended in the assessment.



Dynamics 365

It allows to manage and optimize business processes based on the assessed data. Its integration facilitates the automation and centralization of key areas such as resource planning, financial management and supply chain. This ensures that the data identified in the assessment is used efficiently in operational processes, improving decision making, reducing costs, and optimizing productivity throughout the organization.



Contact us to start the digital transformation of your organization.

