

AI & DATA CONSULTING



Use Case Discovery





HOW CAN TELEFÓNICA TECH HELP?

Use Case Discovery is a strategic consulting service that enables organizations and companies to identify new business models and discover opportunities supported by advanced analytics and the use of IoT technology.

Telefónica Tech helps customers in the discovery, analysis, prioritization, and design of initiatives related to data analysis, focused on meeting their business

needs and, in turn, maximizing the value of the information available in the organization.

WHO IS THIS SERVICE FOR?



Large corporations immersed in the **data-driven** transformation process, wishing to capitalize on the investments made in technology and data strategy.



Small and medium-sized companies seeking to understand how to leverage the data and information available in their organization, through pilot projects or proof of concept in **Analytics**.



Companies that aspire **to develop their internal capacity in the long term**, choosing to grow and learn with a trusted partner in the field of data-driven strategy.

OUR VALUE PROPOSITION

Our service

The **Use Case Discovery** service aims to help our customers in the definition of their company's transformation plan, by identifying valuable use cases for the business, prioritizing them and establishing the necessary technical requirements for their development.

It is structured in the following **phases**:

- **Requirements gathering** and understanding of the customer's business casuistry.
- **Discovery:**
 - **Long List** - Identification of use cases
 - **Prioritization** of use cases
 - **Short List** – Detailing of selected use cases and reference architecture
 - **Roadmap** – Deployment plan.

What does it allow you to do?

- › Detect and qualify the business needs that can potentially be solved by data-driven initiatives.
- › Create a list of use cases that encompasses initiatives of diverse nature (Data Engineering, Machine Learning, Artificial Intelligence, Data Visualization, Generative AI, etc.).
- › Define a methodology for prioritizing initiatives that fits your organization's criteria, covering the minimum standards in this area (technical feasibility, business impact, ethics, regulation, and governance).
- › Have a technical-functional roadmap and an implementation roadmap for the initiatives considered as priorities.
- › Understand the reference architecture (technology components and services) required to address data-driven initiatives.

Benefits

Return on investment in data strategy

The identification of these use cases will allow the customer to make tangible the real value of the data available in their organization, obtaining benefits in several areas such as new revenues, operational efficiency or risk reduction, among others.

Awareness of technological needs

The use case survey will help you understand what technology needs your organization must address in order to execute your **data-driven strategy**. It will also help to devise a phased deployment plan, aligned with the investment plan and available budget.

Accelerating change management

Involving the business in the definition of data-driven initiatives will facilitate the adoption of new methodologies and ways of working associated with data-driven transformation.

Increasing the organization's analytical maturity level

This service helps our customers to develop initiatives supported by advanced tools and techniques, which will significantly increase the level of analytical maturity of their company.

Telefónica Tech's differential value



Proven experience

in the development of similar projects for large national and international corporations.



Multidisciplinary teams highly specialized in **AI** and **Big Data**.



Broad partner network,

allowing us to be technology agnostic.

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 **Hispam** 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

Packaged service depending on the scope.

We have defined three main typologies, although we also offer fully customized services.

RELATED SERVICES

Mobility Insights

This solution allows companies to validate and enrich use cases related to infrastructure optimization, service planning or commercial strategies. They can be implemented more effectively, adjusting service offerings or marketing strategies according to people flows and maximizing ROI.



Advanced Analytics

This solution offers machine learning techniques and predictive models that help extract additional value from data, improving decision making and facilitating the effective implementation of identified use cases.



Dynamics 365

Both as CRM (to manage customer relationships) and ERP (to optimize business resources), it facilitates the implementation of use cases in the company's day-to-day, optimizing the management of customer relationships and internal business processes, through a centralized and highly flexible platform.



Contact us to start the digital transformation of your organization.

