

CULTURE AND TRAINING

AI & Data Academy

HOW CAN TELEFÓNICA TECH HELP?

AI-driven training and cultural transformation plans for companies.

We offer you comprehensive transformation plans to bring data and Artificial Intelligence to all the employees of your organization, regardless of their profile, so that your organization can extract the maximum value from data.

Our offer covers the entire transformation cycle, from the delivery of a specific course to a comprehensive consultancy that starts with the design of the right plan

to the assessment of current skills and knowledge in relation to the company's objectives.

We also support your employees so that they can transfer what they have learned to the workplace, through gamified challenges for teams, the deployment of platforms or any other complementary service you may need.

WHO IS THIS SERVICE FOR?



This service is designed for any company or organization that seeks to transform its team of people, promoting the application of data and Artificial Intelligence in its activity.



We have **programs for all layers of the organization**: managers/executives, functional and business areas, technical and specialized areas. The plans are scalable and adaptable to companies of any size.



Cross-sectoral approach

The programs are customizable and can be adapted to any sector or vertical of activity.

OUR VALUE PROPOSITION

Our service

The **AI & Data Academy** covers the three key phases of the employee transformation process:

- **Design of the transformation plan** (around topics related to data, Artificial Intelligence or Blockchain), based on the evaluation of the team's knowledge (**team assessment**) and always aligned with business objectives.
- **Delivery of training plans**, adapted to the different needs of the company, with content customization and use of corporate technology.

- **Support at the workplace** through coaching, tutorials, use cases or gamified formats such as hackathons.

We also offer complementary services, such as a **monitoring dashboard** or the implementation of a **Big Data platform** for training.

What does it allow you to do?

Our AI & Data Academy service will allow you to:

- › **Adaptability to meet your company's objectives:** Our portfolio is modular and flexible, with different delivery modalities and content customization, allowing you to adjust to your needs and scale easily.
- › **Apply new skills in the workplace:** All our trainings are designed with a practical methodology based on real cases, making it easy for your employees to take what they learn to their daily work.

Benefits

Our extensive experience allows us to offer you training and culture plans aligned with the specific needs of your organization, supported by a practical and proven methodology.

We have plans for different profiles within your company:

Managers and executives

Short sessions focused on strategic decision making.

Functional and business profiles

Training to integrate new tools and ways of working with data.

Technical profiles

Specialized programs in architecture, data engineering, governance, analytics and visualization, in any language or technology on the market.

Telefónica Tech's differential value



Real experience

We have been working on real projects for more than 10 years, and this experience is transferred to our training programs, based on practice and aligned with the reality of each sector.



Expert trainers

Our trainers are specialists in their discipline, internally certified and who combine teaching with the execution of real projects. This allows them to transmit their experience in a practical and realistic way.



Adaptability

We can customize all materials and formats, ensuring greater proximity and applicability for employees undergoing training.

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

Quotation of customized projects according to the volume, size, and type of services contracted.

RELATED SERVICES

Data-Driven Assessment

We help you to set up the strategic base that allows you to enable and deploy the necessary mechanisms in your organization at all levels (Technology, Culture, Governance, and Business) to transform through data and the commitment to Artificial Intelligence, generating a roadmap for the coming years with the various initiatives to be undertaken to achieve this goal.



Visualization

We transform complex data into interactive graphs and personalized dashboards, facilitating better understanding and analysis. You can dynamically explore data, obtain clear insights and improve control of your KPIs, optimizing operational efficiency and aligning your company with strategic objectives.



Blockchain Networks

We offer you the possibility to deploy and operate Blockchain infrastructure, either as part of your company's own vertical solution, creating a private network or connecting to pre-existing consortium networks. We offer our services mainly for Blockchain networks based on EVM (Ethereum Virtual Machine) technology due to its growing popularity in the industry and the possibility of guaranteeing service levels in all layers of the technology stack, although we can also operate nodes in other technologies (Hyperledger Fabric/Besu, IPFS, etc.).



Contact us to start the digital transformation of your organization.

