AI Services

HOW CAN TELEFÓNICA TECH HELP?

Optimize your decisions and automate your processes with Advanced Analytics, Machine Learning, and Visualization.

At Telefónica Tech, we help businesses and public entities optimize decisions and processes with **AI Services**, leveraging the power of Artificial Intelligence.

Our service family is designed to unlock the full potential of your data by integrating **Advanced Analytics, Machine Learning,** and **Visualization** to transform decision-making, enhance operational efficiency, and maximize the value of information within your organization.

WHO IS THIS SERVICE FOR?

These services are tailored for companies of all sizes -from large corporations to small and medium-sized enterprises (SMEs)- and across various industries, including healthcare, public administration, legal, and manufacturing. Whether you aim to implement automated, customized solutions to streamline processes, improve decision-making, or boost productivity, our cutting-edge techniques in advanced analytics, machine learning, and interactive visualization deliver measurable results.

Our service

With **AI Services**, we provide **Advanced Analytics, Machine Learning,** and **Visualization** solutions that enable your organization to anticipate trends and optimize data-driven decision-making, ensuring greater efficiency and profitability.

ADVANCED ANALYTICS

We implement advanced techniques and tools to analyze data and extract valuable insights using methods such as data mining, predictive analytics, simulations, and process optimization, among others. This enables the identification of hidden patterns and strategic opportunities to guide your decision-making.

What does it allow you to do?

› **Decision optimization:** Leverage advanced analytics and visualization techniques to make data-driven, strategic decisions.

› **Customer segmentation:** Analyze multiple factors to group customers based on shared characteristics.

› **Churn prevention:** Detect and address early signals that impact customer satisfaction to prevent churn.

Benefits

Enhance decision-making

Analyze large volumes of data in real-time to uncover patterns and trends that support strategic decisions.

Advanced analytics for strategic decisions

We help you identify patterns and trends to improve decision-making and optimize your operational processes.

Operational optimization

Automate repetitive processes using predictive analytics. Identify inefficiencies and areas for improvement within your value chain.

Personalized experiences

Gain a deep understanding of customer behavior through advanced analysis. Deliver personalized experiences that enhance satisfaction and loyalty.

Increased profitability

Identify business opportunities and optimize pricing strategies. Reduce operational costs by predicting risks and failures.

MACHINE LEARNING

We help you build analytical models using machine learning algorithms for tasks such as prediction, segmentation, anomaly detection, and more. Our **Machine Learning** solutions focus on improving decision-making accuracy through automation and continuous process optimization.

What does it allow you to do?

› **Process automation:** Implement Machine Learning models to automate key tasks, enhancing operational efficiency.

› **Improved decision-making:** Generate actionable insights based on historical and real-time data, enabling more reliable and adaptive strategies. Facilitate real-time decision-making for areas like logistics and customer service.

Benefits

Customized models

Our experts design and optimize analytical models tailored to specific tasks, using the most suitable algorithms for each use case. This improves predictability and reduces errors.

Process automation

Automate repetitive tasks and enhance operational efficiency. Reduce human error in critical processes such as fraud detection or inventory management. Boost productivity by freeing up time for strategic initiatives.

Accurate prediction and proactive analysis

Analyze large volumes of data to forecast future outcomes. Identify hidden patterns that would be impossible to detect manually. Anticipate customer behaviors or market changes to stay ahead.

Advanced personalization

Deliver real-time personalized experiences based on user behavior and preferences. Optimize recommendations on e-commerce, entertainment, or educational platforms to improve engagement and satisfaction.

VISUALIZATION

We transform complex data into interactive graphics and personalized dashboards, enabling better understanding and analysis. Explore data dynamically, gain clear insights, and enhance KPI monitoring to optimize operational efficiency and align your organization with strategic goals.

What does it allow you to do?

› **Centralized Visualization of key information in interactive dashboards:** Simplifies analysis and improves process control.

› **Enhanced decision-making:** By generating actionable insights from historical and real-time data, our solutions help you define strategies based on more reliable and adaptive predictions. Enable real-time decision-making for areas like logistics and customer service.

Benefits

Customized dashboards

We design tailored dashboards to meet your needs, allowing you to monitor KPIs and other relevant data for improved tracking of your operational processes.

Real-time data visualization

Our interactive visualization solutions empower you to explore and analyze large volumes of data efficiently, delivering key insights in real-time.

Telefónica Tech's differential value

Experts in Advanced Analytics and Machine Learning
We have a specialized team that combines the use of advanced algorithms with extensive experience in data projects to enhance your outcomes.

Integrated Visualization solutions
We facilitate strategic decision-making through interactive graphics and dashboards that provide a clear, detailed view of your data.

Automation and operational efficiency
We implement Machine Learning models to automate key tasks, improving efficiency and reducing operational costs.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

BUSINESS MODEL

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.**

This service is quoted based on the specific requirements contracted, considering the number of service days provided by our technical teams.

RELATED SERVICES

Data Services

Telefónica Tech's Data Services family is designed to centralize and optimize your data, creating a data-driven platform that enables the transformation and automation of information processing within your organization. With our solutions, you can manage large volumes of data, transform and enrich it, and make it accessible while ensuring continuous operation, whether on on-premise infrastructure or in the cloud. We tailor our approach to your needs regarding data source types, volume, access, security levels, compliance, and data consumption, applying it to both current and future use cases. We handle operation and maintenance, allowing you to focus on what matters most: growing your business with reliable and accurate data-driven decisions.

Generative AI

With Telefónica Tech's Generative AI capabilities, we support you from the adoption of this technology to the production deployment of the most relevant use cases. Analyzing your company's current state and maturity in Generative AI will be the starting point for developing and implementing the most suitable solutions for your daily operations, whether it's automating recurring tasks or autonomously generating content.

Data-Driven Assessment

We help you build the strategic foundation to enable and deploy the mechanisms necessary at all levels of your organization (Technology, Culture, Governance, and Business) to transform through data and a commitment to Artificial Intelligence. This process creates a master roadmap for the coming years, outlining the initiatives required to achieve your goals.

Contact us to start the digital transformation of your organization.