

## GENERATIVE AI

# Telefónica Tech GenAI Platform

### HOW CAN TELEFÓNICA TECH HELP?

Telefónica Tech GenAI Platform is the plug & play solution that has arrived to democratize the use of Generative AI and turn your data into valuable insights.

**Generative Artificial Intelligence** is transforming how businesses develop products, optimize processes, and enhance customer experiences. However, many organizations lack the resources and infrastructure necessary to implement these technologies effectively, leading to inefficiencies, high costs, and missed opportunities.

Our team of AI experts has developed a **comprehensive, multicloud solution** leveraging cutting-edge technology and is compatible with any model on the market.

Its goal is to seamlessly integrate AI into business processes and operations using **virtual assistants capable of engaging with data, synthesizing it, enriching it** across repositories, and **making strategic, informed decisions** through **natural language** interaction.

Our platform ensures **secure, flexible, and scalable integration**, guaranteeing that each implementation is optimized and sustainable in the long term.

### WHO IS THIS SERVICE FOR?



**Large organizations** wishing to delegate operational tasks and automate critical processes.



**Midsize companies** looking for affordable and secure AI solutions to reduce costs.



**Growing businesses** that need AI assistance to build in-house capabilities with a trusted partner.



## OUR VALUE PROPOSITION

### Our service

**Telefónica Tech GenAI Platform** provides a **cutting-edge adaptable infrastructure** that simplifies the deployment and management of Generative AI solutions. It enables businesses **to effectively, quickly, and securely leverage Artificial Intelligence** across **various business contexts** without requiring complex setups or significant upfront investments.

The platform is designed to accommodate the diverse needs of our clients, offering **flexible pricing plans** tailored to meet your current requirements.

### What does it allow you to do?

This platform will allow you to:

- › **Implement multimodal Generative AI use cases** in an intuitive and scalable way, enabling intelligent **task automation** and **process optimization**: create and analyze content, turn data into valuable insights, improve customer experience in real time, and much more.
- › **Accelerate innovation and efficiency** in key business processes, with strategic decision support through predictive analytics and dashboards.
- › **Reduce technical complexity and development time** by facilitating automatic code generation and agile bug resolution.

## Benefits

### Intuitive to use

Plug-and-play solution accessible to any user, with no programming experience required, to harness the power of Generative AI in real time.

### Easy implementation

The platform is easily integrated with the client's technological infrastructure (cloud & on-premise), allowing to accelerate time to market and optimize resources.

### Advanced customization

The platform allows the creation of customized virtual assistants that adapt to different needs, providing an optimized experience for each use case.

### Scalability without interruptions

Manage and deploy multiple versions in parallel, facilitating continuous testing and enhancements without affecting the workflow.

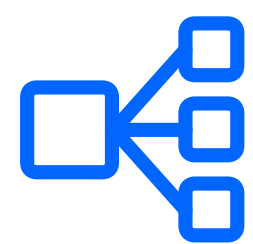
### Monitoring and transparency

The platform offers full control over executions and complete visibility of the model, helping to detect biases and optimize results efficiently.

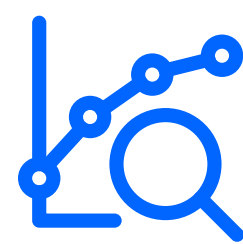
### Security and data control

The platform incorporates advanced security measures to protect confidential data and control the identity in every interaction, guaranteeing the integrity and privacy of the information.

## Telefónica Tech's differential value



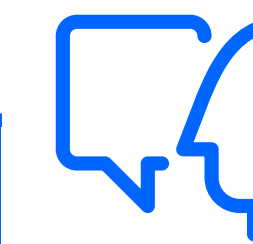
**Flexibility:** Operability on any platform ensuring secure and private connectivity.



**Cost control and scalability:** We offer a flexible pricing scheme that allows scaling according to needs and optimizing costs as demand for resources grows.



**Regulatory compliance:** The platform is designed to comply with current standards and regulations.



**Expert support:** Our team of specialists will guide you through each stage of the implementation, ensuring the success of the project.

### 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 and Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paolo) and the **Hispam** region (Santiago de Chile and México City).
- › **150+ certifications** held by our Artificial Intelligence experts.

#### Achievements

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

### BUSINESS MODEL

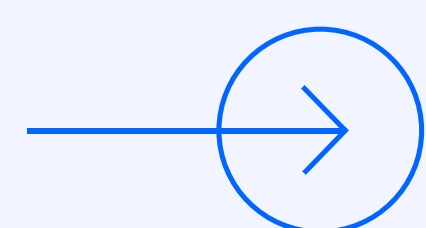
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RELATED SERVICES

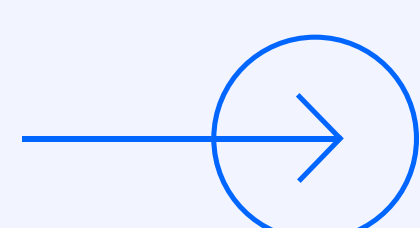
### AI Services

We help you optimize decisions and processes in your company or public entity with AI Services, through the use of Artificial Intelligence. Our family of services is designed to help you maximize the potential of your data by integrating Advanced Analytics, Machine Learning, and Visualization to transform your decision making, improve operational efficiency, and maximize the value of information in your organization.



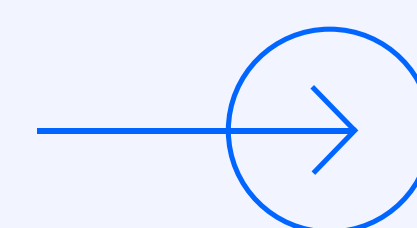
### AI & Data Consulting

We design a master plan of transformation around data using as a lighthouse the priorities of your business and building from them the technological ecosystem of IoT and Artificial Intelligence with the aim that your company takes advantage of the potential of these new technologies and obtain new lines of revenue, optimize costs or reduce risk.



### Data-Driven Assessment

We 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 through data and the commitment to Artificial Intelligence. This will allow you to have a roadmap detailing the initiatives to be undertaken in the coming years to achieve this goal.



Contact us to start the digital transformation of your organization.

