



Generative AI

HOW CAN TELEFÓNICA TECH HELP?

Maximize the benefits of Generative AI and its capabilities by automating processes and generating multimodal content automatically.

With Telefónica Tech's expertise in **Generative AI**, we support you from the initial adoption of this transformative technology to the deployment of tailored use cases into production.

Our approach begins with a comprehensive assessment of your organization's current situation and maturity in Generative AI, enabling us to develop and implement solutions that seamlessly integrate into your daily operations—whether by automating repetitive tasks or autonomously generating content.

WHO IS THIS SERVICE FOR?



This service is designed for businesses of any sector (e.g., industry, healthcare, public administration, legal) and size (from large corporations to SMEs) seeking to implement automated and personalized solutions. These solutions optimize processes, enhance decision-making, and boost productivity through the power of Generative AI.

OUR VALUE PROPOSITION

Our service

We guide you in discovering how **Generative AI** can transform your business. From **virtual assistants** to **automated content generation** (text, images, videos, audio), our solutions are tailored to your operational and strategic needs. We work with **various technologies and hyperscalers (AWS, Google, Microsoft Azure)** and have proven experience across a wide range of sectors.

USE CASE DISCOVERY

We identify, together with your business experts, the most suitable use cases for applying Generative AI. We assess their feasibility, complexity, and impact to ensure that the implemented generative solutions provide significant value to your processes. Through our use case discovery methodology, we first listen to understand your daily operations and then, in collaboration with your company's experts, define the best path for integrating Generative AI into your day-to-day activities.

ACCELERATORS (FINE TUNING AND TOOLS)

We optimize and customize Generative AI models using advanced techniques such as prompt engineering, RAG (Retrieval-Augmented Generation), and fine-tuning of pre-existing models. Our team, skilled in leading market platforms (AWS, Google, Microsoft Azure, IBM), maximizes the potential of these technologies to deliver effective, tailored solutions.

What does it allow you to do?

- › **Task automation:** Free up time and resources, improving operational efficiency.
- › **Integration of virtual assistants and chatbots:** Enhance customer interaction and internal information retrieval.
- › **Content generation:** Based on documents or multimedia files, streamlining your workflows.

Benefits

Process optimization

Automate daily tasks, improving operational efficiency and optimizing the use of your human and technological resources.

Customized solutions

We work with you to identify the most suitable use cases and design tailored solutions that meet the specific needs of your business.

Multisector experience

We have experience implementing Generative AI solutions in industries such as healthcare, legal, security, public administration, and more.

Advanced technology

We specialize in leveraging the latest Generative AI models and algorithms for tasks such as semantic search, multimedia generation, and automatic translation.

Telefónica Tech's differential value



Technology-agnostic approach

We work with leading hyperscalers and platforms in the market, ensuring that we can provide the best solution regardless of the technology you choose. Our team of experts specializes in both technologies from major providers and open-source development, tailoring solutions to the specific needs of each client.



Comprehensive and customized solutions

From identifying the use case to implementing and optimizing models, we support you throughout the entire project lifecycle. We take the time to understand your real needs and determine where the potential of Generative AI can add value—whether by automating processes to reduce workloads or generating high-value content for your organization.



Experts across multiple sectors

Our experience in a wide range of industries enables us to deliver customized, field-tested solutions that are perfectly aligned with your requirements.

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 **Hispan** 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

These solutions are priced based on the specific services contracted, determined by the number of professional service days required from 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.



AI Services

At Telefónica Tech, with AI Services, we help you optimize decision-making and processes through Artificial Intelligence. Our service suite is designed to maximize the potential of your data, integrating Advanced Analytics, Machine Learning, and Visualization to transform decision-making, enhance operational efficiency, and maximize the value of information within your organization.



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.

