

AI & DATA

Generative AI and Agentic AI

HOW CAN TELEFÓNICA TECH HELP?

Unlock the potential of Generative AI and AI Agents in your organization.

Telefónica Tech is your **trusted partner**, supporting you from the **adoption phase through to the production rollout of the most suitable use cases** for your business, backed by deep industry expertise and experience.

From **assessing your current situation and the maturity of AI across your business processes**, we design and implement the right solutions for both your business and day-to-day operations *whether by automating repetitive tasks or deploying AI agents to manage actions autonomously*.

WHO IS THIS SERVICE FOR?



The use of **Generative AI and Agentic AI** is suitable for organizations of any size and across any industry such as manufacturing, healthcare, public administration, or legal services. All that is required is the **willingness to optimize and streamline processes, and a commitment to improving productivity** by integrating Generative AI and AI agents into daily operations and decision-making.

OUR VALUE PROPOSITION

Our service

At Telefónica Tech, we guide you in discovering how Generative AI can transform your business. From virtual assistants to automated content generation (text, images, video, and audio), our solutions are tailored to your operational and strategic needs.

- We work with a wide **range of technologies and hyperscalers** (AWS, Google, Microsoft Azure) and also offer our own **proprietary platform**.
- Together with your business experts, we **identify and prioritize the Generative AI use cases with the highest value**, assessing their feasibility, impact, and integration complexity to embed them effectively into your day-to-day operations.
- **We optimize and customize generative models for your specific use cases**, leveraging leading cloud platforms to deliver efficient solutions fully aligned with your business requirements.

What does it allow you to do?

- **Task automation** to free up time and improving operational efficiency.
- **Content generation** of all kinds, from standard text responses to the creation of personalized campaigns or the production of corporate videos.
- **Tool integration**, such as virtual assistants or chatbots that enhance customer interaction by leveraging internal information search and retrieval.

Benefits

Process optimization

Thanks to Generative AI, we can improve response times and increase the efficiency of our teams' work.

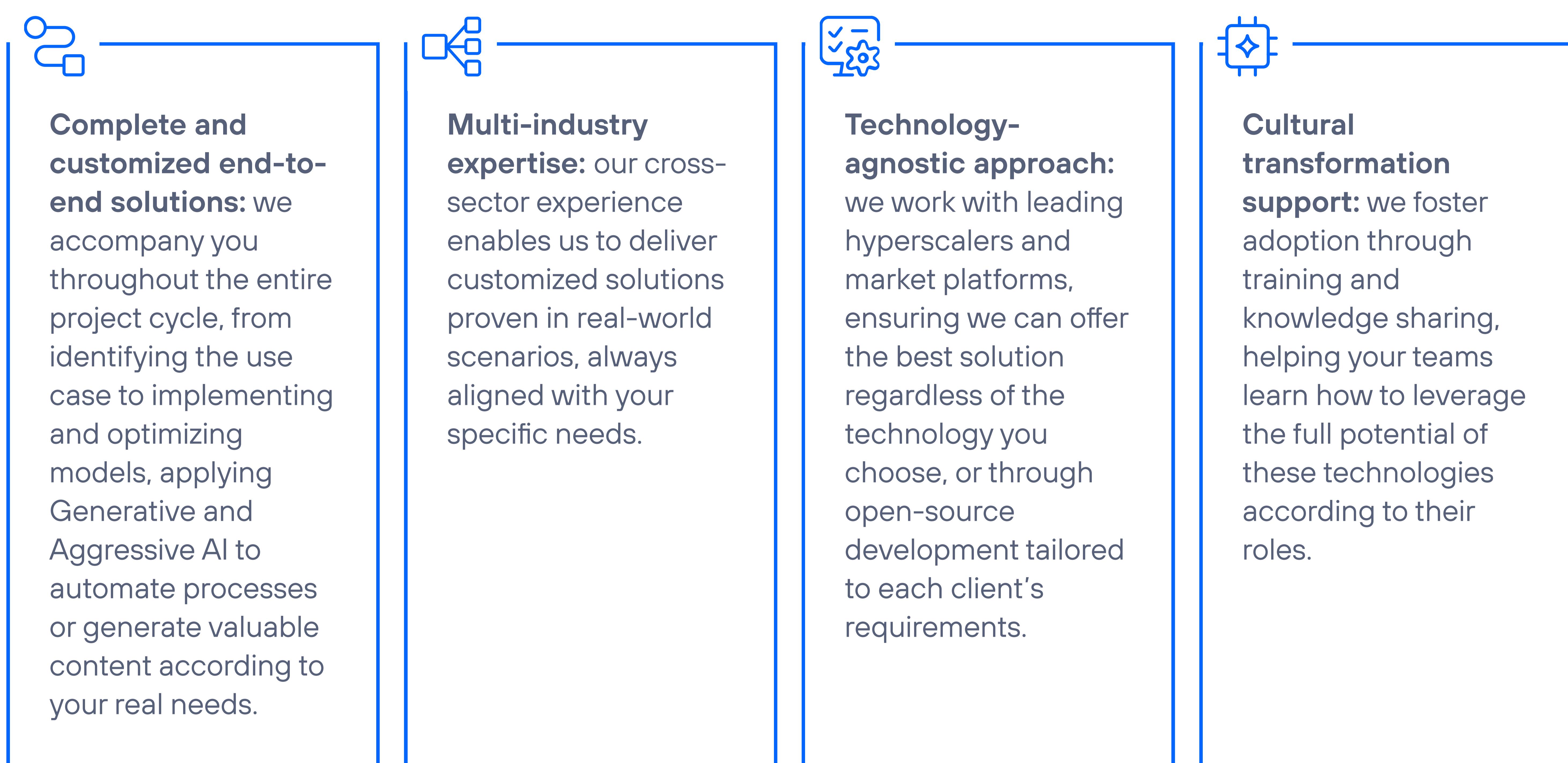
Task automation

Automate daily tasks with AI agents that make decisions on your behalf, optimizing the use of both human and technological resources.

Tailored solutions

We work with you to identify the most suitable use cases and design customized deployment solutions that fit your existing systems and the specific needs of your business.

Telefónica Tech's differential value



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

These solutions are priced based on the specific requirements contracted, according to the number of professional services days provided by our technical teams.

OUR SOLUTIONS

Discover all our solutions

We believe in the transformative power of technology to improve processes, optimize resources and open new business opportunities.



Contact us to start the digital transformation of your organization.

