

## GENERATIVE AI AND AGENTIC AI

# 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.

### Advanced customization

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

### Monitoring and transparency

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

### 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.

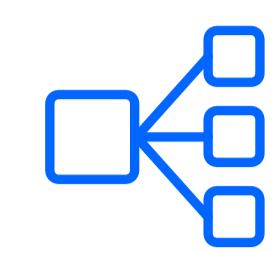
### Scalability without interruptions

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

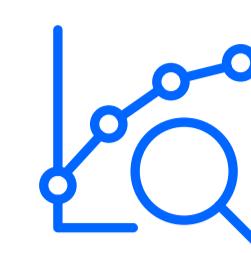
### Security and data control

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



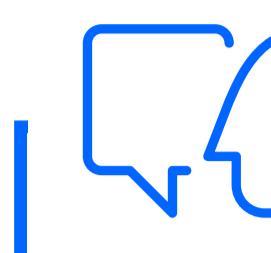
**Flexibility:**  
Operability on any platform ensuring secure and private connectivity.



**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, 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**.

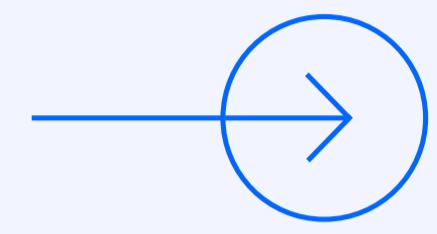
### BUSINESS MODEL

Choose the monthly subscription that best suits your needs and pay for your consumption in a controlled and scalable way.

## 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.

