

SMART SPACES

The Brain

HOW CAN TELEFÓNICA TECH HELP?

Transform your commercial, relational, and experiential space by integrating and managing all your technological solutions from a single platform.

Our **platform, The Brain**, offers you a centralized and complete view of your operations, putting every relevant piece of data at your fingertips so you can make informed and strategic decisions.

You can monitor stock and analyze customer behavior in real-time thanks to the integration with IoT solutions. Big Data provides detailed insights into customer preferences

and predicts footfall, while Artificial Intelligence in the platform's rules engine automates processes and personalizes the shopping experience.

You can anticipate the needs of the market and your customers with this advanced integration, ensuring you are always one step ahead.

WHO IS THIS SERVICE FOR?



Applicable to any commercial, relational and experiential space, anywhere in the world, at any level of capillarity.

OUR VALUE PROPOSITION

Our service

We offer a comprehensive solution that connects all the information about your processes, devices, and consumers in commercial, relational, or experiential brand spaces.

Thanks to a unique ability to integrate IoT, Big Data and Artificial Intelligence solutions, our platform allows you to make the most of every square inch of your facilities, improving the customer experience and taking their interest, interaction, experience and purchase to the next level. This boosts the efficiency of your processes and the growth of your business.

Thanks to our platform, you will be able to:

- › **Connect and manage** all your devices and sensors to obtain a comprehensive view of your operations, monitor them and generate actionability.
- › **Analyze large volumes of data** to obtain valuable insights that optimize decision making.
- › **Apply AI algorithms** that transform data into actionable information, improving processes, personalizing experiences and anticipating future needs.

What does it allow you to do?

- › **We make genius decisions for you**
We go beyond simple data collection: we transform information into tangible and valuable actions. Thanks to the platform's rules engine, specific actions are automatically generated that turn reactive spaces into proactive ones, without additional effort.
- › **Perfect synergy between technology and real-time**
We collect data in real-time, connecting every aspect of your business simultaneously. This allows for agile decision-making, efficient management, and a smooth, uninterrupted customer experience.
- › **Unlimited scalability and adaptability**
Our platform is designed to address every detail of the spaces with precision and efficiency. It integrates all channels and media in a simple way, without limits, adapting to any type of space.
- › **Maximum level of security guaranteed**
We comply with the strictest security regulations, offering maximum confidence to customers and partners. IoT devices have security certifications, and the platform undergoes regular audits to guarantee its protection.

Benefits

In-depth analysis: We offer detailed data analysis that allows for an advanced understanding of the audience. This drives data-based decision making and facilitates the continuous optimization of your operations and strategies.

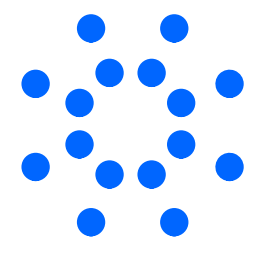
Operational efficiency: We automate content management, improve planning and scheduling, and reduce manual effort, resulting in a significant increase in operational efficiency.

Engagement with customers: Our platform facilitates real-time interaction, capturing customers' attention and interest with dynamic and engaging content.

Targeted communication: We provide personalized content and effective communication, adapting to audience preferences and strategies. This way, each customer receives the information that is most relevant to them.

Improved experience: We elevate the customer experience through personalized interactions that foster loyalty and enrich every point of contact with your brand.

Telefónica Tech's differential value



Telefónica Tech offers a comprehensive solution for the retail sector that combines connectivity, hardware, and applications. This eliminates the complexity of managing solutions from multiple providers, centralizing everything from a single platform.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **+20** years operating in the sector.
- › We operate in **+90** countries.
- › **+100** people make up our team.

Achievements

- › **+ 150 million euros** deployed over the last three years.
- › **+ 50.000** points of sale..
- › **+ 500** customers.

BUSINESS MODEL

Thanks to The Brain, you can access the licenses for the products integrated into the platform (such as MKD, music, in-store insights or funnel) under a flexible and scalable Software-as-a-Service (SaaS) model. This allows you to choose the specific functionalities you need, adapting to your business objectives and budget.

RELATED PARTNERS

VusionGroup

C2RO

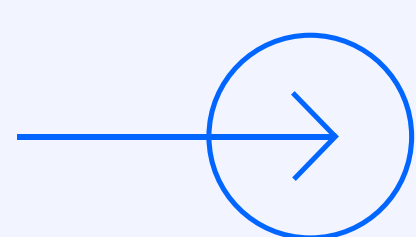
Myruns
SMART CONTROL

Flame
analytics

RELATED SERVICES

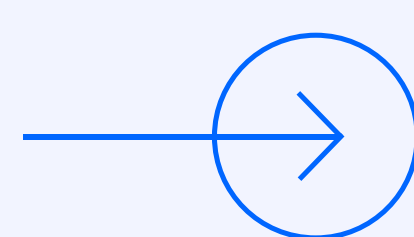
Customer Discovery

Gain direct, real-time access to consumer opinions on social media to understand current and past trends on specific topics while profiling users. This social data analysis enables evidence-based decision-making driven by insights directly provided by consumers.



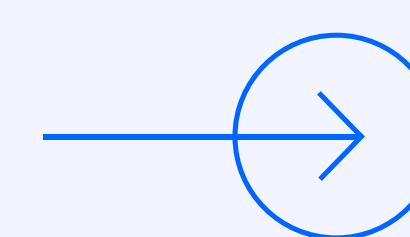
IoT Connectivity & Kite Platform

We provide a comprehensive connectivity service supported by the best IoT connectivity on the market. This includes traditional cellular technologies such as 2G, 3G, and 4G, as well as new technologies specifically designed for IoT communications, like NB-IoT and LTE-M. The entire service is centrally managed through our Kite platform, enabling real-time control and monitoring of your line inventory.



Industrial Cyber Security Assessment

Our experts will support you in the development of industrial cybersecurity master plans, regulatory compliance analyses, technical consulting, and penetration testing, including security evaluations for robots.



Contact us to start the digital transformation of your organization.

