

The Brain

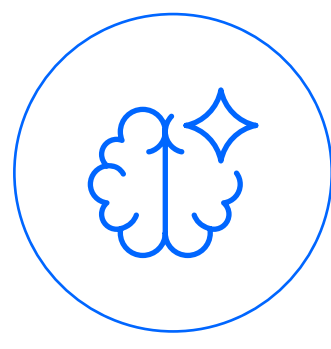
Meet the only technological platform with high integrated capabilities for space transformation.

The Brain is the ultimate comprehensive solution that connects all the information of your processes, devices, and consumers of commercial, relational or experiential brand spaces.

Thanks to a never-seen-before capacity of accessible integration of IoT, Big Data and Artificial Intelligence solutions, it allows you to monetize each of your processes and boost your business, eliminating the complexity of combining solutions from different providers.

It is the only platform that offers an end-to-end service such as Integrator, Software, Hardware, Dynamic Marketing Agency, and Consulting. Complete control in the same platform!

What does it allow?



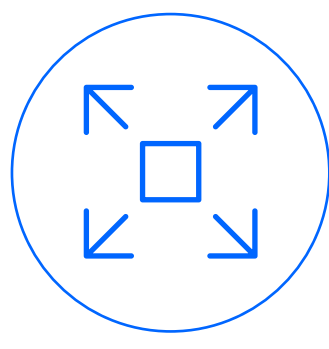
It makes genius decisions for you

The platform generates tangible actions automatically thanks to the rules engine, effortlessly transforming reactive spaces into proactive ones.



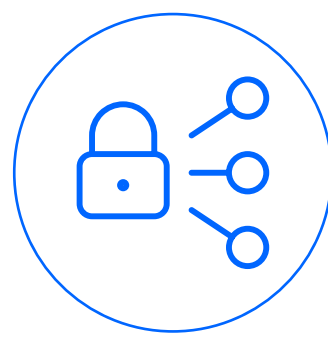
It is the perfect synergy between technology and real-time

It collects data in real time and every aspect of your business will be connected in turn in real time, enabling agile decision making, efficient management, and seamless customer experience.



It is scalable and adaptable to any type of space

The platform addresses every detail of the spaces with precision and efficiency, integrating all channels and media, in a simple and limitless way.



It guarantees the highest level of security

Complying with security regulations, it brings the highest level of confidence to customers and partners, with certifications of IoT devices and security audits.

What are its features?

The Brain is up to date with the latest trends and market needs, improving customer experience, increasing sales, and opening up new opportunities for any space.

Process automation and smart logistics

Implementation of automated systems and use of advanced technology to manage inventory and optimize the production and distribution chain.



Business Analytics

Conversion of data from various sources into predictive and prescriptive tools, improving revenues, optimizing operations, and mitigating risks through advanced Big Data analytics and Artificial Intelligence.

Phygital Experience

Unite the physical world with the digital world, in such a way that it connects the stock and information of everything that happens in the physical store with the e-commerce, thus performing as one. Thanks to the integration of multiple sales channels, a seamless experience is offered to customers".



Customer Engagement

In a low loyalty market, stores must offer personalized experiences and services, adapting products to individual preferences through data analysis and customer segmentation to build relationships with consumers and keep them coming back.

Sustainability and eco-efficiency

Implementación de prácticas ecológicas en todas las áreas operativas de la empresas y adopción de tecnologías y prácticas que reducen el consumo de energía en las operaciones.



Why Telefónica Tech?

Telefónica Tech is the leading company in digital transformation with a wide range of services and integrated technology solutions in Cyber Security, Cloud, IoT, Big Data or Blockchain.

The integration of these technologies and Smart Spaces solutions offer maximum efficiency in processes and increases the knowledge of user behavior, while at the same time improving the user experience in physical spaces.

Our capabilities



+20 YEARS
operating
in the sector



We operate in
+90 COUNTRIES



+500
customers



+100
team members

Our achievements

+150
million euros
deployed in the last
three years

+22K
digital signage
screens

+17K
MusicBox

+18K
Computer Vision
cameras