



# Accelerating our *customers'* success with the power of technology

CASE STUDIES 2024





Our engine is *technology*,  
Our mission is the success of our *customers*.

MONEY

ferrovial

Heathrow



ELES

HORSE

RFEA ATLETISMO

UNIVERSITAT DE BARCELONA

International projects in many different sectors,



TRANSPORT  
& MOBILITY



SPORTS



PUBLIC  
ADMINISTRATION



INDUSTRY



BANKING



SMART  
CITIES



ENERGY  
& UTILITIES



EDUCATION

thanks to the specialization we have in several technologies.



IOT &  
CONNECTIVITY



CYBER SECURITY  
& NAAS



CLOUD



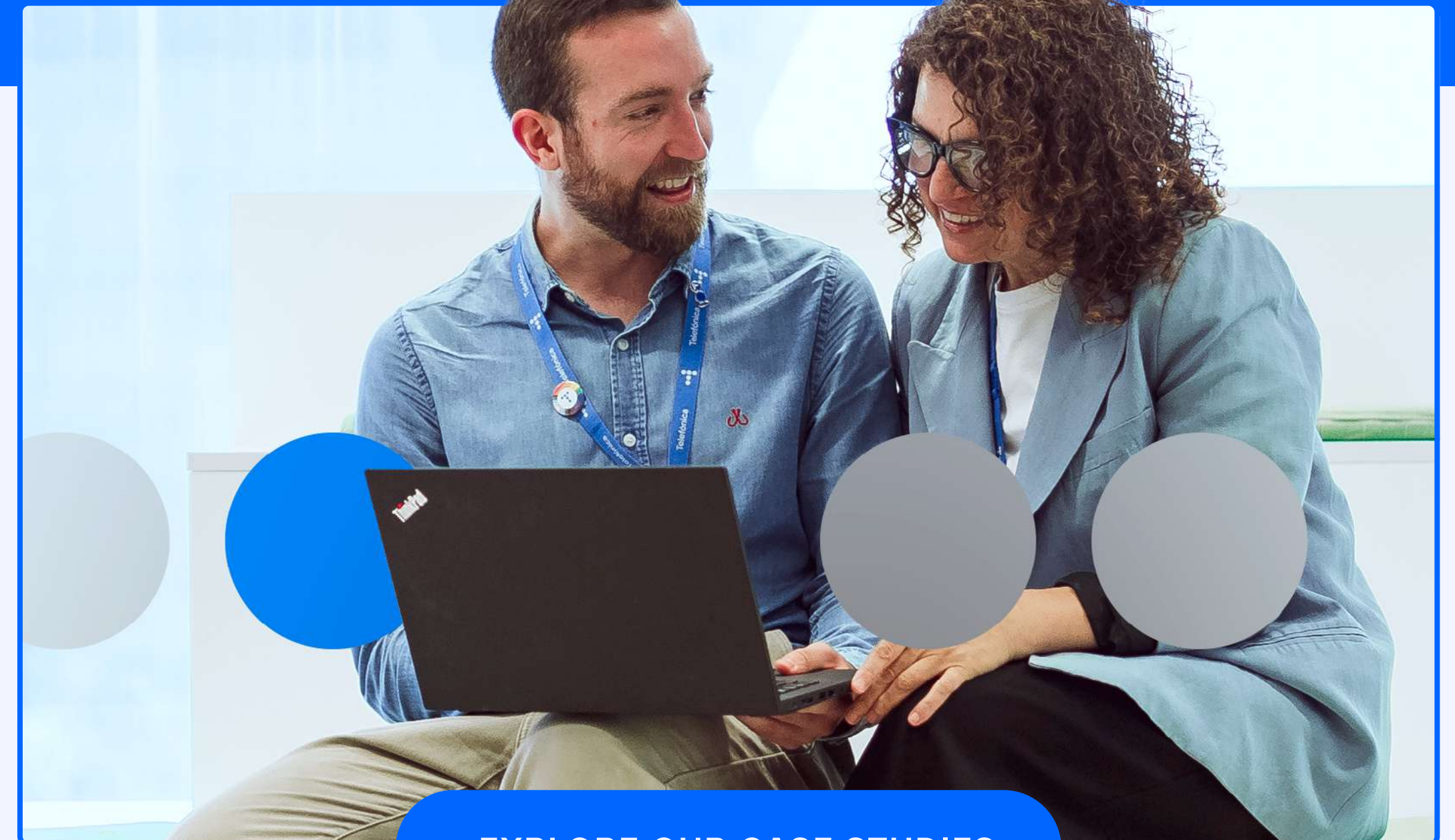
AI & DATA



FUTURE  
WORKPLACE



BUSINESS  
APPLICATIONS



EXPLORE OUR CASE STUDIES



## We promote customer acquisition

### BUSINESS APPLICATIONS

**Virgin Money**, a leading financial **services and banking products** company, in collaboration with Telefónica Tech, **transformed its customer onboarding process** using Smart Automation solutions, incorporating Power Platform and Dynamics 365. This integration **streamlined operations, optimized customer onboarding and automated decision making**, resulting in a significant reduction in processing times and an improved customer experience.

The platform also facilitated continuous process improvement through detailed reporting, allowing for the **identification of obstacles and churn rates, further optimizing customer experience and operational results.**

*Telefónica Tech's expertise in leveraging Power Platform and Dynamics 365 allowed us to build an intuitive, automated onboarding system. This transformation significantly boosted our customer acquisition and operational efficiency, setting a new standard in digital banking.*

**Wilson Ferguson**

Senior Digital Development Manager | **Virgin Money**



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FERROVIAL 

# We implemented smart lighting in Santiago de Compostela

IOT & CONNECTIVITY

**Santiago de Compostela** is moving towards becoming a Smart City, modernizing its public lighting in collaboration with the joint venture formed by Ferrovial and Endesa X, who chose us as a technology partner for the digitalization of the system.

We implemented more than 10,000 nodes with NB-IoT connectivity in the municipality's luminaires, integrating our Smart Cities solution, **Smart Outdoor Lighting**, based on **Connectivity and IoT technology**. This service allows **real-time data collection** and management from a central platform. Remote management facilitates **light regulation, remote control , and early detection of incidents , optimizing maintenance and significantly reducing operating costs.**

Thanks to this solution, the city of Santiago has achieved more efficient management of its public lighting, improving **sustainability** and saving energy. The ability to program the luminaires precisely according to sunlight schedules has had a positive impact both economically and environmentally, while also increasing citizen satisfaction.

*We are strong advocates of the responsible and sustainable use of outdoor lighting promoted by initiatives such as Slowlight, which also participates in the project. For this reason, our smart lighting control systems enable us to increase the quality of public lighting for users, while helping municipalities to reduce costs and meet their sustainability objectives.*

**Dionisio Martínez**  
General Manager | **Tellink**



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HEATHROW 

# We enhance data management at Heathrow Airport

AI & DATA

BUSINESS APPLICATIONS

Find out how **Heathrow** Airport, the UK's busiest airport, has transformed itself into a **data-driven organization**, centralizing all key information on its platform, from cargo routes to retail sales.

Heathrow, with the support of Adatis, part of Telefónica Tech, gains **smart insights to optimize operations, understand cargo volumes, adjust its retail offering and improve security.**

The centralized platform enables teams to perform **advanced analytics and experiment with data science**, while, with a secure database, the airport is ready to leverage emerging technologies such as generative artificial intelligence to **improve its operations and passenger experience.**

*It's an exciting time for Heathrow, because over the last two years we have laid the foundations that will enable us to meet the exponential change in technology that the world is facing. And we know that this will enable us to offer Heathrow passengers the best experience in the world.*

**Andrew Isenman**  
Head of Cloud and Technology | **Heathrow Airport**



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STATE ATTORNEY GENERAL'S OFFICE 

# Automating the processes with Generative AI

AI & DATA

The **State Attorney General's Office**, the body in charge of providing legal advice to the government, has implemented a **Generative Artificial Intelligence** system (Watson X) from our partner IBM, to **improve service and response times in the face of an increase in lawsuits**.

Using natural language processing, the system analyzes new lawsuits and compares them with historical cases, offering recommendations to the supervising state attorney.

If it accepts the suggestion, the system generates a contextualized draft response. This approach **improves document management and operational efficiency**, keeping the lawyer in control of the process, without automatic decisions, and ensuring a responsible AI model that protects human rights and security.

*This Generative AI solution relieves repetitive tasks and improves the quality of responses to claims, avoiding material errors and speeding up their processing. It also facilitates knowledge management by quickly locating similar historical responses. It is a great legal support tool that contributes to the digital transformation of the State Attorney General's Office.*

**Manuel Pacheco Manchado**

Deputy Director of Personnel and Material Resources | **State Attorney General's Office**



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GREATER MIAMI CHAMBER OF COMMERCE 

## We strengthened the cyber security of the Miami Chamber of Commerce

### CYBER SECURITY & NAAS

The **Miami Chamber of Commerce**, an organization that supports business and economic development in the region among local and international companies, was facing cyber security risks due to an obsolete firewall. To address this, it turned to Telefónica Tech, which deployed a **comprehensive security solution**, including XDR, MDR, CTI, Digital Risks Protection and Digital Forensics & Incident Response.

The solution ensured **data protection and operational continuity**, with remote device management, maintenance, and continuous monitoring. **Monthly reports** were also provided on **the status of security** and threats detected, ensuring rapid response to incidents and greater operational peace of mind.

*Telefónica Tech's managed security services for the Greater Miami Chamber of Commerce provide advanced cyber security to protect data, ensure compliance, mitigate risk, and strengthen resilience to cyber attacks, with continuous monitoring and support. This builds confidence and enables companies to focus on their key objectives.*

**Alfred Sánchez**  
President/Chief Executive Officer | **Greater Miami Chamber of Commerce**



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EMASESA 

## More than 300,000 water meters connected

IOT & CONNECTIVITY

AI & DATA

**EMASESA**, the water supply and sanitation company of Seville and its metropolitan area, has trusted us to **connect more than 300,000 smart water meters**, marking a breakthrough in its digital transformation.

We implemented connected meters through **NB-IoT that send consumption readings remotely every hour** using our **Smart Water Management** solution, based on Connectivity and IoT technology. These readings, analyzed through AI, optimize management, detect anomalies in real time and improve the service offered. Mi EMASESA app also allows users to monitor their consumption and actively participate in sustainability goals.

This project improves **service efficiency and contributes to the fight against drought**. The network of meters creates a robust database that reinforces sustainability and positions EMASESA as a benchmark in **smart water management**.

*The project is one of the pillars of the five-year Digital Transformation Program. Remote control of water consumption is essential to combat drought. The remote reading of digital meters will help us to reduce consumption to 90 liters/person/day, achieving annual savings of 20%, which in 10 years (drought cycle forecast) would be equivalent to having a new reservoir.*

**Manuel Romero**  
Chief Executive Officer | **EMASESA**



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ELES 

# Strengthening Slovenia's energy network

BUSINESS APPLICATIONS

CLOUD

**ELES**, the operator of the electricity transmission and distribution system in Slovenia, leads the country's energy and utilities sector, ensuring a reliable, secure, and uninterrupted power supply.

Through our Business Management solution, **Microsoft Dynamics 365**, and Intelligent Automation solution, **Power Platform**, both based on **Business Apps** technology, ELES migrated to a Cloud infrastructure that **improved the efficiency, scalability, and security of its operations**. Automation **streamlined key processes**, simplifying utility and infrastructure management. The incorporation of analytical capabilities also allowed for **agile and accurate access to data**, facilitating decision making.

This project, developed together with **BE-terna**, part of Telefónica Tech, has allowed ELES to optimize resources and guarantee a more robust transmission network to face the challenges of the energy sector, such as the digital transition. ELES not only strengthens the reliability of its grid with this technological base, but also positions itself as a benchmark in innovation and sustainability, leading the way towards a more efficient and secure energy future.

*BE-terna, part of Telefónica Tech, was the implementation partner for our first Microsoft ERP solution. When we considered upgrading our ERP, BE-terna proved to be the best fit for our needs, again after a competitive bidding process.*

**Tamara Slapar**  
Deputy Director ICT | **ELES**



**ELES**

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HORSE 

# Protecting your factory against cyber threats

CYBER SECURITY & NAAS

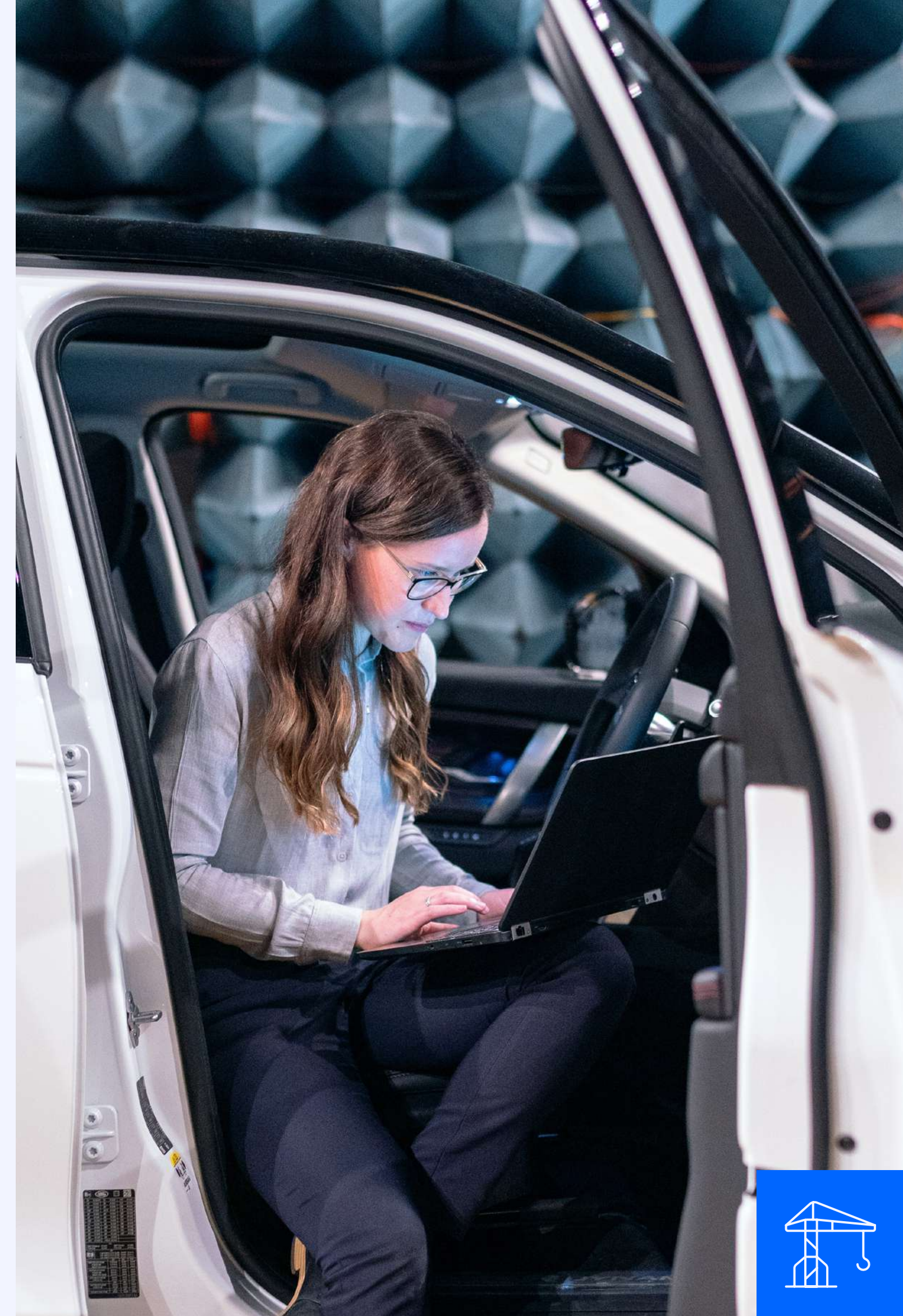
**HORSE**, a leading company in mobility solutions with low-emission engines, trusted us to protect its historic plant in Valladolid, where more than 35 million engines have been manufactured in 58 years of activity.

Supported by our **Aristeo** solution, based on **Cyber Security and NaaS** technology, from the Mission Critical SOC family of services, we deployed a pioneering solution that uses real industrial hardware to capture and analyze cyber threats in industrial environments. This technology **identifies trends and unknown vulnerabilities** (0-day), providing predictive insight that allows HORSE to preemptively strengthen its cyber security and **ensure the continuity of its operations**.

Aristeo's impact goes beyond prevention. Its network of industrial decoys provides **accurate information to mitigate** attacks and **educates teams on attackers' tactics and procedures**. This solution not only protects HORSE, but extends Aristeo's learning network, benefiting the entire industry in its fight against cyber threats.

*Our processes are fully digitalized, and Aristeo provides us with a better preparation to defend ourselves against possible cyber attacks. The support of a leader like Telefónica Tech gives us peace of mind and allows us to focus on the development of our business: offering environmentally friendly mobility solutions that are accessible to the greatest number of people.*

**María Luisa Redondo**  
CIO | HORSE



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# Innovating to improve sports performance

AI & DATA

IOT & CONNECTIVITY

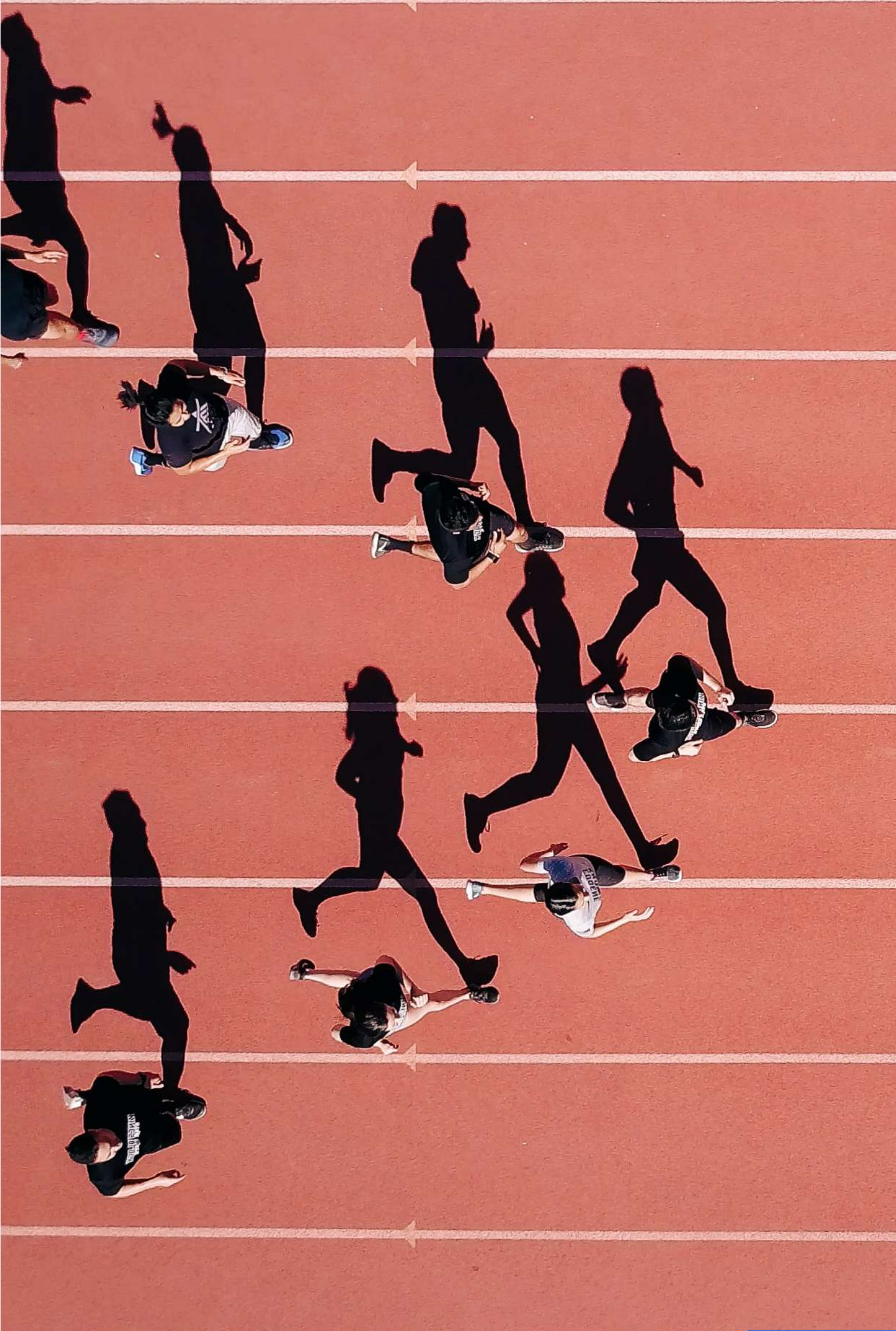
We have teamed up with the **Royal Spanish Athletics Federation**, the body that regulates and promotes athletics in Spain, to **improve the performance of elite athletes** through customized technological solutions, using wearable sensors and applications that generate hundreds of data per second on speed, ranges, and angles.

This data is processed in an **analytical platform** accessible from mobile devices, and, through IoT, Big Data and Artificial Intelligence, effective performance management is achieved in real time.

In this innovative project, using AI algorithms, the raw data obtained are processed and translated into **explanatory factors of performance**, in order to provide relevant technical assistance, both to them and their technicians during training sessions.

*This alliance represents a new dimension of sports preparation for elite athletes interconnected through the use of technology and a digital environment, incorporating Artificial Intelligence and Big Data for performance improvement.*

**Raúl Chapado**  
President | **Royal Spanish Athletics Federation**



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# Facilitating exploration of the Milky Way through the Cloud

CLOUD

The **Institute of Cosmos Sciences of the University of Barcelona (ICCUB)**, which conducts research in cosmology, astrophysics, and particle physics, including the ambitious Gaia mission, which aims to map in three dimensions all the stars in the Milky Way.

Thanks to our **Google Cloud Platform** solution, we provisioned cloud infrastructures that integrate on-premise and supercomputing environments. This allowed researchers to **analyze and store huge volumes of astrophysical data** in a **flexible and scalable way**.

The **customized infrastructure** developed has drastically **reduced computational times** from more than a year to weeks in some processes. This breakthrough accelerates scientific discoveries and the understanding of our galaxy.

*The use of cloud resources has made it possible to exploit our data in a variety of ways that would have been very difficult with classic computing means. And the advice and support of Telefónica Tech has made the process of learning, accessing and using these resources fast and efficient.*

**Xavier Luri Carrascoso**  
Professor of the Department of Quantum Physics and Astrophysics | **Universitat de Barcelona**



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Telefónica Tech desata el poder de la tecnología integrada, reuniendo una combinación única de las mejores personas, con la mejor tecnología y las mejores plataformas, con el apoyo de un ecosistema de partners dinámico, para marcar una diferencia real para nuestros clientes, día a día.

Estamos aquí para ayudar.

Visita [telefonicatech.com](https://telefonicatech.com) para más información.

