Telefónica Tech

The power of technology when it becomes real value

CASE STUDIES 2025 →

Our driving force is technology, our mission is our customers' success.

eurofirms People first   proserv   M+   REDUR   Veta+   wortmann FASHION RETAIL   vecttor   vithas   PALACIO DE CONGRESOS VALÈNCIA

International projects in a wide range of sectors

MOBILITY   FINANCIAL SERVICES   PUBLIC ADMINISTRATION   LOGISTICS   RETAIL   ENERGY   LEISURE   HEALTH

thanks to our specialisation in different technologies.
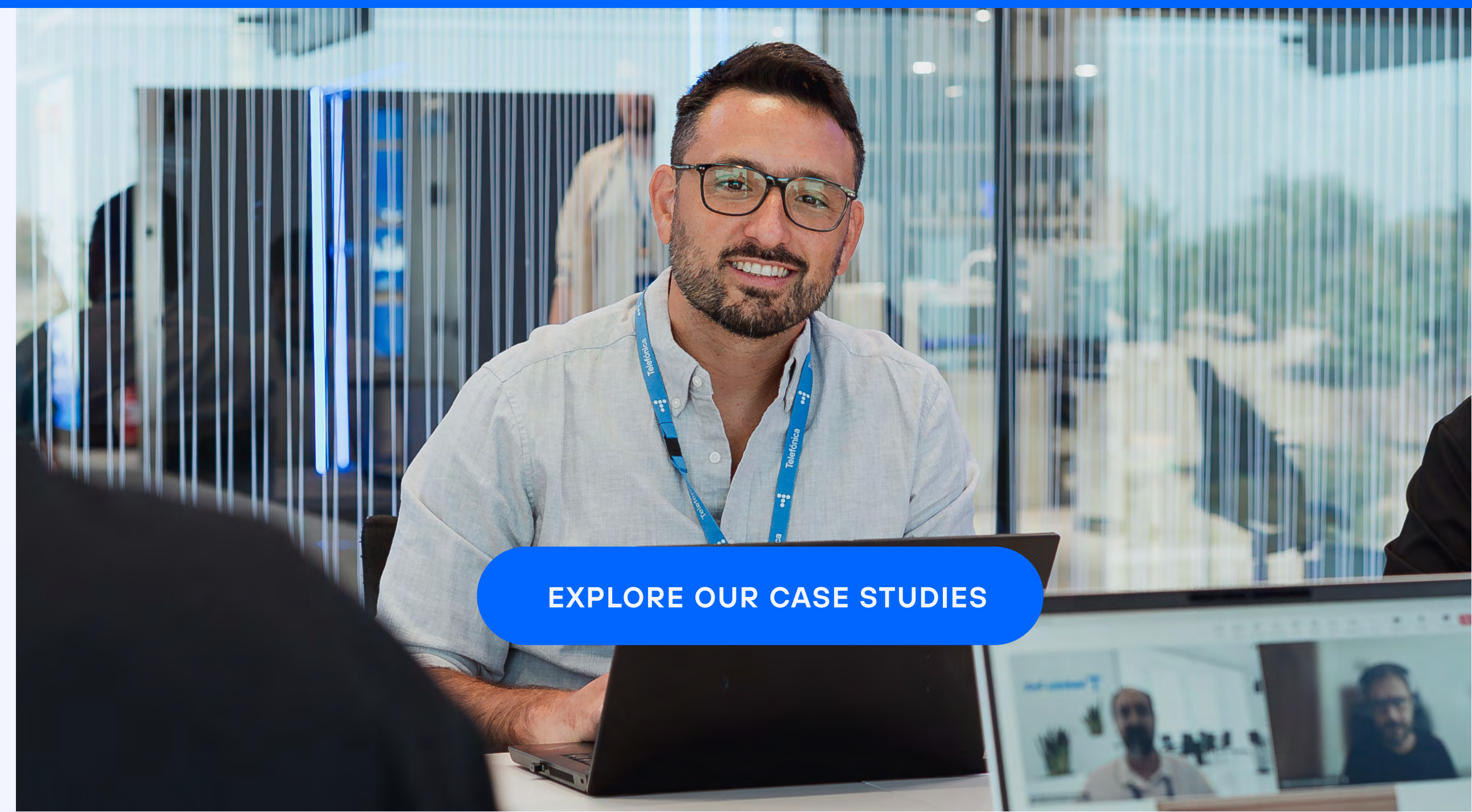
IOT & CONNECTIVITY   AI & DATA   CYBERSECURITY & NAAS   CLOUD

EXPLORE OUR CASE STUDIES

Telefónica Tech

EUROFIRMS 🇪🇸

We are transforming headhunting through Generative AI

AI & DATA **HEADHUNTING**

Eurofirms, a specialist talent and human resources management company, faced the challenge of **streamlining its recruitment processes and improving internal employee support.** The company was looking for a system that integrated automated candidate recommendations and a virtual assistant for internal queries. After further market and technical analysis, Eurofirms chose Telefónica Tech to implement a **Generative AI Solution.**

The company transformed its operations thanks to our support, adopting an AI infrastructure that compares more than 20 candidate parameters, ensuring fairness and inclusion without bias. A virtual assistant integrated into Teams was also deployed to resolve internal queries and support the HR team. This integration of data, AI and digital assistance enables **more accurate, agile, and person-centred selection.**

> *Telefónica is one of Spain's most important companies, and Telefónica Tech is part of this group. We had no doubt that, in terms of technology, infrastructure, knowledge and capabilities, they would be the ideal partner to carry out this project together.*

Anna Golsa
Corporate General Manager | **Eurofirms Group**

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![Telefónica Tech]

PROSERV 🇬🇧

ERP modernisation using Dynamics 365 to improve global operations

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(CLOUD) (ENERGY)

Proserv is a company that offers solutions for the control, maintenance, measurement, and optimisation of energy systems. It collaborated with Telefónica Tech to **upgrade its ERP from Dynamics AX to Dynamics 365 Finance & Supply Chain Management.** The solution standardised processes, reduced complexity, and enabled cloud-based operations 24/7.

The project, which was implemented in the United Kingdom, United States, India, and other countries, included workshops, custom ISV integrations, and a centre of excellence to ensure smooth adoption. Proserv now benefits from **real-time insights, faster decision-making,** and a future-ready platform for **global growth** thanks to integrated AI and Power BI dashboards.

"

Telefónica Tech collaborated seamlessly with our team. Their expertise ensured a smooth adoption of Dynamics 365 and provided a future-proof ERP that supports our global operations.

Paul Harriman
Director of Operations, Finance, and Systems | **Proserv**

"

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MOVISTAR PLUS+ 🇪🇸

We protect Movistar Plus+ applications with advanced Cybersecurity

CYBERSECURITY   **ENTERTAINMENT**

Movistar Plus+ has strengthened the security of its applications and **APIs** using **F5's Web Application Defense (WAD)** solution, which provides advanced protection and comprehensive management from the outset. This solution includes continuous monitoring, detection and immediate response to potential cyberattacks; all managed from the **DOC and the global network of SOCs of Telefónica Tech.**

Movistar Plus+ gains real-time visibility into its digital environment with the WAD service, ensuring service stability even during peak traffic periods and minimising risks associated with vulnerabilities or external threats. The solution also allows Movistar Plus+ to focus on providing quality service to its customers without worrying about **Cybersecurity**, achieving a balance between **technological protection,** operational efficiency, and user confidence.

The managed WAD service has given us the peace of mind we needed for high-profile events with heavy traffic. Telefónica Tech's SOC's ability to adapt to our needs, provide real-time visibility and respond immediately has been key to our satisfaction.

Juan José Sánchez Peña
Head of Cybersecurity and data protection officer | **Movistar Plus**

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VETA+ 🇪🇸

We transform your customer service into agile and scalable omnichannel support

CLOUD   INSURANCE

Veta+, a specialist in home claims management and telephone support for insurance companies, faced the challenge of improving its service. **It was looking for a contact centre that would integrate with its CRM** (Claim Solver) and incorporate channels such as WhatsApp. After market research and technical analysis, Veta+ chose Telefónica and Genesys Cloud.

The company transformed its operations thanks to our support, adopting a **scalable**, **secure and accessible cloud infrastructure.** The integration of voice, data and digital channels provides **omnichannel, agile and efficient customer service.** Big Data capabilities also enrich management, improve the experience and optimise processes.

Since we implemented Genesys in the company five years ago, the IT department has come to value it not only as a robust contact centre solution, but also as a modern, secure and extensible technology platform that allows for seamless integration with our service ecosystem, guarantees high availability and provides us with advanced tools for automation, monitoring, and scalability. It gives us the operational and technical control we need to quickly adapt to business demands.

Agustín Isidro
Head of IT and Infrastructure | **Veta+**

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REDUR 🇪🇸

We modernised REDUR's cloud structure

CLOUD **LOGISTICS**

REDUR, a family business with more than 50 years of history and international expansion, has become a leader in logistics, migrating its workloads to **Oracle Cloud Infrastructure** with the expert support of Telefónica Tech. REDUR has **tripled its operational capacity** thanks to innovation and investment in this project.

The company undertook a technological transformation plan to respond to the growth of new lines of business such as Redur Farma. Faced with a projected threefold increase in its workloads, the company migrated its databases and processes to **Oracle Cloud Infrastructure (OCI)**, thanks to the flexibility offered by a cloud environment compared to a **legacy on-premises** environment. Telefónica Tech was the key partner in this transition, ensuring a smooth, uninterrupted migration. This modernisation has enabled REDUR to expand internationally, automate processes, integrate artificial intelligence and ensure more competitive logistics.

> *The migration to OCI has enabled us to scale, innovate and serve new markets. Telefónica Tech has been a key partner, guiding us with expertise and experience throughout this process, which has been so strategic for our business. REDUR currently looks to the future with greater technological capacity and a global vision.*

Alberto Lozano
Managing Director | **Redur**

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WORTMANN FASHION RETAIL

Modernisation of Wortmann Fashion Retail's ERP: step by step towards efficiency

CLOUD   RETAIL

Wortmann Fashion Retail GmbH & Co. KG, founded in 2010 and known for its Tamaris brand, manages the entire B2C business of the Wortmann Group, including e-commerce. The company, which operates 32 stores, implemented **the BE-terna Fashion ERP system from BE-terna, part of Telefónica Tech,** to optimise retail and e-commerce processes, improve efficiency and respond flexibly to market changes.

They achieved an integrated system for centralised order management, enabling the ERP to **provide flexibility and scalability,** and significant improvements in store performance, among other aspects.

"

It was very important for us to choose a reliable partner with standardised processes and structures. BE-terna, part of Telefónica Tech, offers extensive experience and very short response times. The step-by-step implementation helped us gain valuable experience and understand which requirements are necessary and which are already covered by standard processes.

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Patrick Weigang
Head of the IT team for e-commerce and retail processes
Wortmann Fashion Retail GmbH & Co. KG

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VECTTOR 🇪🇸

We improve fleet management at Vecttor, Cabify Group

IOT & CONNECTIVITY   **MOBILITY**

Vecttor, the urban mobility company of the **Cabify Group,** improved the efficiency of its fleet of more than 3,000 vehicles through advanced management solutions, including telemetry technology and a digital key **(Keyless)** that reduced costs and simplified operations.

Vecttor adopted **Geotab's advanced fleet management solutions,** together with Telefónica Tech, to optimise routes, monitor driving and implement preventive maintenance. It also implemented the **"Keyless"** digital key solution, allowing vehicles to be opened, closed and started from the Vecttor Drivers app. This eliminated the physical exchange of keys and improved security, traceability, and efficiency. **Automation** also reduced empty kilometres, duplicate keys and unproductive time. The combination of **telemetry and remote control** has been essential in improving the driver and customer experience and consolidating Vecttor's sustainability and profitability.

> *Technological innovation is essential for transforming the transport sector, and thanks to the implementation of this solution, not only is operational efficiency improved, but drivers are also provided with a smoother and safer experience. The collaboration between Vecttor, Geotab, and Telefónica Tech is paving the way towards more sustainable, innovative, and efficient mobility, in line with our commitment to continuous improvement.*

Jacobo Rodríguez
CEO | **Vecttor**

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FUNDACIÓN VITHAS 🇪🇸

We developed the Vithas Foundation Data Space as a Demonstration Centre in the healthcare sector

AI & DATA   HEALTH

Fundación Vithas, a leading institution in healthcare research and training, faced the challenge of unifying and standardising clinical information from multiple centres to enhance decision-making and research. They sought a solution that could consolidate data in a **secure, governed environment while enabling collaboration and the development of new use cases.** After a technical and strategic assessment, Fundación Vithas chose Telefónica Tech to design and implement its **Data Space.**

With our support, the organisation transformed its data management approach: it adopted a **datalake as a single source of truth and a common model based on OMOP to ensure interoperability and scientific rigour.** On top of this infrastructure, several use cases are already being deployed to optimise treatments, monitor clinical practices and accelerate research. This combination of data integration, standardisation and advanced capabilities drives **more efficient, secure and patient-centred healthcare research.**

> *The creation of Vithas' health data space drives the safe and efficient secondary use of clinical information, fostering new research with a direct impact on patient care. Together with Telefónica, we are moving toward more interoperable and usable data, strengthening our commitment to innovative, high-quality healthcare.*

Ángel Ayuso Sacido
PhD – Corporate Scientific Director at Vithas and Managing Director | **Vithas Foundation**

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CITY COUNCIL OF LALÍN 🇪🇸

We supported the Lalín City Council by strengthening its Cybersecurity

CYBERSECURITY   **PUBLIC ADMINISTRATION+**

The City Council of Lalín strengthened its digital security in 2020 to protect its infrastructure and guarantee the privacy of citizens' data. Compliance with the **ENS** and the **GDPR** became an opportunity to improve digital resilience and ensure a reliable environment for the management of municipal services. The migration to the cloud and the modernisation of the infrastructure were achieved thanks to the collaboration with **Govertis,** part of **Telefónica Tech, as a key technology partner.**

Cybersecurity was strengthened through audits, tools and technical support from **AMTEGA, correcting vulnerabilities** and preventing risks such as **phishing** and intrusions. Municipal staff actively participated in training and testing, ensuring full adoption of these measures. As a result, the **City Council of Lalín** operates with a more secure and resilient infrastructure, protects sensitive information and guarantees the continuity of public services, reinforcing citizens' trust.

> *Telefónica Tech's commitment, experience, and teamwork were key to the success. Their dedication, flexibility, and collaborative spirit demonstrated how coordination between talented individuals can achieve great results. This extraordinary achievement is proof of what can be accomplished by joining forces.*

Carlos Vence
Head of Information Security | **City Council of Lalín**

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We transform spaces to deliver high-end digital experiences

IOT & CONNECTIVITY   **TOURISM AND LEISURE**

The Palacio de Congresos de València, a national and international benchmark in event tourism, undertook an ambitious digitalisation process with the support of **Telefónica Tech and European Next Generation EU funds.**

Auditoriums and rooms were digitalised with dual 4K projection systems, large-format LED screens, 4K PTZ cameras, and a centralised control system based on NDI IP network, thanks to our **Smart Corporate Spaces** solution and our expert support. This infrastructure enables **more agile operational management, multifunctional rooms** as well as a **more immersive experience for attendees and organisers**, positioning the Palace as a venue ready for the events of the future.

> *The Palacio de Congresos de Valencia is a state-of-the-art conference centre with smart, digitalised spaces that make every event a unique and immersive experience thanks to its advanced technological equipment.*

Sylvia Andrés
Managing Director | **Palacio de Congresos de València**

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Telefónica Tech unleashes the power of integrated technology, bringing together a unique combination of the best people, the best technology and the best platforms, all supported by a dynamic ecosystem of partners, to make a real difference for our customers, every day. We are here to help.

Visit **telefonicatech.com** for more information.